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### Abstract

This article aims to evaluate the effects of the potential legalization of marijuana in the intention to purchase, in case of approval of Bill 7.270/2014, which authorizes the production and commercialization of marijuana derivatives in Brazil. The data from this exploratory research were collected from the application of two questionnaires, built in Google Docs. A total of 217 responses from non-marijuana users and 118 marijuana users. The data analysis method used was the content analysis with application of categorial analysis. The results indicated two categories of discourse and seven subcategories. One of the categories was denominated of Favor of the consumption, having the subcategories: public security; consumption already exists; government control; medicinal use; market, labor and tax. The other category was denominated against legalization with two subcategories: drug is always drug and government structure.

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**Published Date:** 6/1/2020

**Page.176-189**

**Vol 8 No 06 2020**

**DOI:** <https://doi.org/10.31686/ijier.vol8.iss6.2388>

# Marijuana Purchase Intentions on A Scenario of Possible Legalization in Brazil

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## ABSTRACT

*This article aims to evaluate the effects of the potential legalization of marijuana in the intention to purchase, in case of approval of Bill 7.270/2014, which authorizes the production and commercialization of marijuana derivatives in Brazil. The data from this exploratory research were collected from the application of two questionnaires, built in Google Docs. A total of 217 responses from non-marijuana users and 118 marijuana users. The data analysis method used was the content analysis with application of categorial analysis. The results indicated two categories of discourse and seven subcategories. One of the categories was denominated of Favor of the consumption, having the subcategories: public security; consumption already exists; government control; medicinal use; market, labor and tax. The other category was denominated against legalization with two subcategories: drug is always drug and government structure.*

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## 1 INTRODUCTION

The legalization of recreational use of marijuana and its derivatives, as well as the decriminalization of its users, have been topics that have been widely discussed in recent years around the world, whether in the academic or political segments. Thus, countries such as the Netherlands, Czech Republic, Switzerland, Spain, Canada, Iran, the United States and Uruguay are cited as examples to guide debates in various sectors of the economy, government and society, when associated with commercialization and use of Cannabis.

Recently in Brazil, following the discussions in other countries, the debate on the use of marijuana has taken a different course due to the protocolization of Bill 7.270/2014, held on March 19, 2014, by Federal Deputy Jean Wyllys, which has as one of its objectives to regulate the production and commercialization of marijuana and its derivatives, making Cannabis a licit drug with a regulation and restrictions similar to those of alcohol and tobacco.

The regulatory nature of Bill 7.270/2014 makes room for further discussions of how marijuana marketing would be, as new legal prospects for acquisition would be possible and could influence the intention of users and non-users. Thus, when considering the possibility of a lawful marketing, this article seeks to evaluate the effects of a possible legalization of marijuana in the intention to purchase users and non-users.

The stated objective is justified by the low incidence of scientific studies in Brazil that discuss the commercialization of cannabis and its derivatives when related to the market aspects, mainly regarding the

behavior of the existing consumers and the potential ones. Commonly, the points most treated in Brazilian scientific studies refer to health and public safety, which shows the presence of a gap to be explored in the field of marketing.

## **2 LITERATURE REVISION**

This section presents two topics. The first, of an empirical nature, explores the Brazilian commercial aspects of marijuana associated of Bill 7.270/2014, as well as some consumer-related research. The second section, of a theoretical nature, deals with the concept of purchase intention.

### **2.1 Marketing marijuana in Brazil**

Brazil, although permeated by a culture of criminalization of marijuana users, also follows discussions about the release of its use. In 2014, federal deputy Jean Wyllys signed the Bill 7.270/2014 defending the use, production and marketing for recreational and therapeutic purposes of the plant in Brazil.

The Bill considers that simply prohibiting the sale of marijuana increases crime and violence. The intention of the project is to regulate as a legal drug to marijuana, as well as to establish rules of planting, cultivation and consumption, to encourage studies that aim to reap benefits in medicine through Cannabis and to adopt campaigns of social reintegration to chemical dependents (Bill 7270/2014. 20, p. 13).

The Bill is very broad and detailed. It restricts and controls the producers, distributors and users, beginning with the cultivation of Medicinal Cannabis, which may be in all Brazilian territory, provided they obey the rules stipulated by the PL, such as the non-genetic modification of the plant. The distribution and consumption will also be ordered according to the law and other illicit drugs will continue to be treated in the same way, however, users will have a more relaxed sentence, with more incentive to social reinsertion.

Article 38 of the draft Law 7,270/2014 in its second paragraph still explains the amount of plants that a person can maintain without being considered a producer:

§ 2º Unless proven otherwise in the sense that the agent is dedicated to the market, it is assumed that the seeding, cultivation and harvesting of up to twelve forage plants for the preparation of delictive drugs should be used personally.

The justification of the bill describes that marijuana use and trade in Brazil are without control. Trafficking matters, manipulates with other components and sells this and other drugs, while the government can do nothing to stop this illegal trade and thus increases crime and the involvement of young people of disadvantaged classes in the underworld.

Carvalho (2014) indicates several important data regarding the purchase intent of Brazilians. With a survey that collected information from 3,007 adult people throughout the national territory that were willing to answer questions about the decriminalization of marijuana in the country, it was observed that 74% of respondents do not consider that the theme is well Discussed. In another topic, 45% stated that they would not like to receive information on the topic.

The interesting research of Carvalho (2014) is the last part of the interview: When you question people if Cannabis were legalized in Brazil they would buy, 91% claim they would not buy. Then, it is

asked whether the use would increase if marijuana was decriminalized, and the answer was 54.8% that it totally agrees that consumption would increase against 14.9% that disagrees, believing that there is no interference in drug use when legalized.

With these data, we have an incongruence, because the interviewees believe in the increased consumption of legalized marijuana, but they would not make use of the substance. However, the fact is that, according to the research, consumption would increase, and consequently, there would be an increase in the market value of marijuana in the country.

A fact that would increase consumption is the situation of the buyer or user not being marginalized (Bill 7270/2014), seeking to buy the product by illicit means, as it happens today. Drug trafficking is one of the main problems of Brazil, responsible for barbaric crimes and violence that increase every day in statistics. According to data from the report of the National Penitentiary Department of 2014, 27% of the Brazilian prison population is related to trafficking. More recent data, according to the National Council of Justice, Brazil has a total prison population of 654,000 prisoners in 2017 and 29% of them for narcotics trafficking, followed by prisoners for robberies, marking 26% (NCJ, 2017).

Alves (2014) ponders in his article that the controversy of the release or not of marijuana should be discussed broadly among the population. For this, it demonstrates examples of three situations: who is in favor of therapeutic purposes and reduction of violence, who is not in favor of decriminalization and who has not yet defined opinion. For those in favor, the historian Henrique Carneiro was invited to manifest himself and he believes that he should not advertise to stimulate consumption among young people. "The issue is the regime of ownership. State control does not instigate the use, unlike private capital that aims to supply and increase demand," he says. Against the decriminalization of Cannabis, psychiatrist Ana Cecília Marques states that marijuana has no positive therapeutic effects. "In 2012, UNIFESP Research showed that 75% of Brazilians are opposed to the legalization of marijuana (...) Psychiatric dependency situations make the depressive and psychotic disorders worse in patients suffering from schizophrenia," he says. In turn, Elisaldo Carlini, a specialist in Psychopharmacology, believes that the substance should be differentiated for recreational or therapeutic use.

Medical use takes into account three aspects – the human being, the disease and the drug – and the recreational use takes into account two, the man and the drug. Marijuana has a proven therapeutic effect, through various medicines recognized and approved in Canada, United States, England, and which are sold in health units. I think we must first discuss the legalization of the use of marijuana components to treat diseases and then legalize their recreational use. (Alves, 2014).

In fact, the population should be instigated to discuss on the subject, but in the academic universe, theories are based on the therapeutic, psychological and social effects, but practically no discussions are found regarding intent to purchase, Marketing positioning by users or non-users. On the web, we find many journalistic materials on the subject also involving the aforementioned issues, without any conclusion, awaiting the outcome of the vote of the Bill.

## 2.2 Purchase intent

Getting a person to buy a product is no simple task. The whole purchase process goes a long way until its realization. Firstly, the consumer must feel the need to own or consume the particular product and this need is designated according to the individual behavior (Kotler, 2012). This process has basically five stages, when the person recognizes that he has a need or problem coming from personal or external stimuli, like wanting something that another person already has. It then departs to search for information regarding the item with known people, websites, mass communications and experiments. After this search, the consumer evaluates alternatives and competitors through their personal judgments. In this, he begins to evaluate the value position that the product fits for him, and, finally, to decide for the purchase (Kotler, 2012).

Ajzen and Fishbein (2000) argue that the buying attitude is influenced by a psychological object that has two sides, such as good and bad, harmful or beneficial. This judgment is made by the consumer very fast, according to his positive or negative stimuli and also by the routine and his behavior.

According to Merlo and Ceribeli (2018), the concept of attitudes starts from a behavioral perspective and is defined as individual predispositions in relation to a given object (Petty, Wegener & Fabriger, 1997). Consumers can maintain positive attitudes towards an object (product, service or brand) and react in a constantly favorable way towards it, whether it is acquiring, consuming more or doing word of mouth. Otherwise, they may maintain negative attitudes toward an object and react negatively frequently to it, whether complaining or not buying.

When a new product is launched on the market, companies must take care to make this product necessary, because the needs are not created, they are shaped based on those that already exist and before were not supplied, to arouse the desire in the people and thus, sell (Merlo & Ceribeli, 2018). The authors further argue that customers buy products that are available at a lower price and that companies must meet customers' desires profitably by investing in value creation. In fact, important factors that determine the intention to buy a particular product are the cultural factors, groups and social classes. In Brazil, for example, which has a large territorial belt, there are many different cultures and values rooted and making a comprehensive and generic campaign can be seen in a negative way in a certain region. Groups and social classes are strong allies to arouse buying interest, because the influence arises from the desire to belong to a group that has the product to be accepted in an environment and to be part of it (Merlo & Ceribeli, 2018)

Merlo and Ceribeli (2018) still tell us that Brazilian consumer behavior has strong features. Of greater female influence, searcher of many information about the product to be acquired, if the product raises its social status, values marketing with celebrities, gives importance to the sense of belonging of groups and still does not value products with socio-environmental culture.

## 3 METHODOLOGICAL PROCEDURES

Qualitative procedures and an exploratory approach were adopted to meet the objective of this research. It is noteworthy that in the literature review, the construction of the introductory section and that which deals with marijuana marketing and use in Brazil and in the world were elaborated, in large part, with the use of current Brazilian legislation, news and other sources, since there is still little scientific

literature available on marijuana market aspects in Brazil. On the other hand, the section dealing with the intention to buy was elaborated from a contribution of scientific works, considering that there is enough literature and theorization on this theme.

The data used for the analysis were collected through the application of two questionnaire models, built on the Google Docs platform and disseminated to groups of users and non-users of marijuana, making it possible to evaluate characteristics in two groups of individuals. The disclosure of the instrument was made through Facebook and Whatsapp.

A total of 217 valid responses were reported from people who presented themselves as non-users of marijuana and 118 people who declared themselves to be marijuana users. All of them answered voluntarily and anonymously to the research that happened between July 24 and 27, 2018.

In both questionnaire models, the respondents had a free amount of characters and space to explain their perceptions regarding each question asked. Considering the exploratory nature of this research, it was not asked in a timely manner the demographic characteristics of the people who answered the instrument, since it was not the intention to have control variables, but to allow any elements to emerge from the content of the answers. The user-oriented research tool was composed of seven questions and six questions for non-users, according to Figure 1.

Questions Made for Users	Questions Made for Non-Users
1. 1. What do you think about the possible legalization of marijuana in Brazil? 2. 2. Would you change your frequency of use if the Bill legalizing marijuana were approved? Because? 3. 3. What is the average value of your monthly income for marijuana use? This amount would change if there were legalization? 4. 4. How do you feel about consuming a product prohibited by law? 5. 5. Would you travel to countries where marijuana is legalized for recreational use? Because? 6. If there is legalization, will non-users consume marijuana? Because? 7. If there is legalization, are people already users going to consume more? Because?	1. What do you think about the possible legalization of marijuana in Brazil?? 2. Would you become a user if the Bill legalizing marijuana were approved? Because? 3. Would you recommend RECREATIONAL use of marijuana if your medical use is allowed by law? 4. Would you allocate part of your income to buy legalized marijuana? If so, how much? 5. Do you think marijuana demand and consumption will increase if it is legalized? Because? 6. Even if you were not a user, would you go to environments that sold legalized marijuana? Because?

Figure 1. Collection instruments questions

Source: Search Data (2019).

The analysis of the data was done using the content analysis method with the application of categorial content analysis, using the procedures described by Bardin (1988) and Oliveira (2008), involving the pre-analysis, coding, categorization, treatment and interpretation of responses.

## 4 RESULTS AND DISCUSSION

The categories were divided into two large groups: in favor of legalization of marijuana and against legalization of marijuana, as can be seen in Figure 2. Both were divided into subcategories, and the category in favor of legalization consists of: public safety, consumption already exists, medicinal use, governmental control and market, labor and tax. While the category against legalization is formed by “structure” and “drug is always drug”.

Categories	Subcategories
In favor of legalization	Public safety
	Consumption already exists
	Government control
	Medicinal use
	Market, Labor and tax
Against legalisation	Drug is always drug
	Governmental structure

Figure 2. Categories and subcategories

Source: Search Data (2019).

### 4.1 Category: in favor of legalizing marijuana

In this category, we selected responses from users and non-users that contained allegations regarding marijuana legalization for a variety of reasons. We have seen the respondents' interest in positive market action, such as job creation and violence reduction. The medicinal purposes were also cited as important for the development of the Brazilian pharmaceutical industry and even the prison system would also benefit from the legalization of the herb, according to the perception of the respondents.

A great (not yet attempted) opportunity to reduce violence and much of crime in the country, which today is mostly linked to drug trafficking. Marijuana repression is useless, it wastes time and money and puts many innocent people in jail and crime, as well as favoring many people who profit from it; A breakthrough in several areas: 1) Science: Prohibition creates problems even for research with the plant to be carried out. 2) Economy: collection for the government. 3) Social: Decriminalization of the user, debates "clean" 4) Health: with control and decriminalization, it is possible to maintain healthy levels of consumption with medical monitoring. 5) Prison system. Without trafficking, the number of arrests per possession of small quantities falls deliberately. 6) Security: decreased traffic. 7) quality: what is trafficked in Brazil is mixed with several substances. Whoever plants or obtains in a legal market, will stop consuming these other substances. (Research data, 2018).

All of these responses show the influences on the purchase intention of the respondents who say in favor of legalization as of PL 7.270/2014. However, for a more in-depth understanding of these influences, the correlated subcategories are presented in the following subsections.

#### 4.1.1 Subcategory: public safety



In this subcategory, responses were based on the fact that marijuana legalization would benefit society with the weakening of illegal trade and thereby reduce violence.

It would look very cool, because in addition to ending part of the Drug Trafficking, it would also end the marijuana trade itself, as it would bring a new market to Brazil, the *Canábico* market, which could "stabilize" some of Brazil's crises and thus generate more jobs ; I think it would take away the power of drug trafficking as people from certain social strata (middle class, high class) would stop buying marijuana directly from the hill and traffickers to buy directly at authorized sites. This is essentially because currently you never know what you are actually buying and consuming what does not occur buying from regularized establishments. (Research data, 2018).

For the respondents who had their statements framed in this subcategory, legalization would be an unprecedented step forward in several areas. From a possible improvement in the social sphere, repairing some errors of the drug war, passing through the economic part, with the creation of a new market generating jobs and income, by the industrial scope, with revolutionary technological applications and the medical study of cannabis.

#### *4.1.2 Subcategory: consumption already exists*

In this category, we had answers that told us that it was important to legalize because marijuana already has its market, even if it is prohibited. Legalizing it would only make the habit of buying freer from users, who, according to other responses, feel oppressed by the ban, but do not stop consuming the amount they want.

“The ban seems to have no effect of decreasing consumption; The use does not depend on the prohibition or not; I agree. Since it is not a law that inhibits the use of it” (Research data, 2018).

Because it is an already consumed product, in which some respondents compared with alcohol and cigarette, legalizing will only positively influence users' behavior, regardless of their legal or illegal situation.

#### *4.1.3 Subcategory: government control*

The responses were said to be in favor of legalizing marijuana in the country "under conditions". The idea taken from the answers is that before the liberated practice, Brazil must stick to regulations, laws and control of the use and production of the drug, otherwise, there will be no benefit in such legalization.

I think it's a great idea! In the sense of combating drug trafficking as well as in the sense of being a recreational drug such as alcohol, not making the slightest nexus in keeping it illegal. However, I think there must be measures to control the use so that the consumption of some, does not cause damages to others, as for example is done with the Dry Law to avoid deaths caused by the use of alcohol and direction. (Research data, 2018).

The central argument of this subcategory is that in some countries that have already released recreational use, such as Uruguay, Canada, and some US states, legalization has been extremely beneficial in weakening the violence caused by drug trafficking, exposing users to a very high risk and raising tax



revenues. However, it is worth noting that Brazil would need many regulatory adjustments related to consumption and planting so that everything is regulated normally, since the country acts poorly in its inspection activities.

#### *4.1.4 Subcategory: medicinal use*

In this subcategory, users and non-users believe that marijuana release should be for medical use only. With so many beneficial properties that have been discovered, it would be a breakthrough in medicine and the quality of life of people who need the substance. Stimulus to pharmaceuticals should be encouraged as there is dissemination of studies of beneficial properties of marijuana.

"Important if it was legalized only for medical use, indiscriminate use is not right; I disagree with the idea of openly marketing cannabis for recreational purposes, but I do not disagree with the release for medicinal purposes ..." (Research data, 2018).

It is important to emphasize that this type of discourse focuses on the manipulation of marijuana as a scientific and social advance for Brazilian society. Many people would need treatment with cannabis because it can be produced at lower costs than some other medicines that do not have the same effect. Examples of such diseases that could be treated were headache and insomnia.

#### *4.1.5 Subcategory: market, labor and tax*

In this subcategory we have important answers about the marketing aspects of marijuana. Considering that the positive impacts of job and income generation would increase, respondents believe in the power to leverage Brazil's economy with the presence of marijuana industries, as well as the collection of public power taxes, which would return the population.

Necessary, it would bring more tax collection to the government, generate regular jobs and circulate more "clean" money in the economy; I find something valid to be discussed, since the marijuana "problem" has become a public health issue, and trade liberalization would ensure not only a greater source of national income but also a drop in consumption, as occurred with the cigarette and beer, this without mentioning the strengthening of scientific research to better benefit from the benefit of the herb. (Research data, 2018).

For the respondents, the legalization proposed by the bill would be an excellent alternative to combat violence. It would also help access to information by users, as well as service to reduce consumption. It would help the market for marijuana products such as seeds, fibers, oils and medicines. Still, it would be an alternative to treat the matter with more civility, bringing its aspects to the law, which could reduce risks to users and crime, as well as boost the production of the various derivatives of the plant.

## **4.2 Category: against marijuana legalization**

In this category of respondents against legalization, some responses were grouped that reflect the negative thinking regarding marijuana, because it is a drug, because it does not know the real effects or because of a lack of management capacity of the country.

The state will monopolize the sale, it will be expensive, it will have a tax burden of at least 70%, they will have to pay bribes to the Senator, Federal Deputy, Governor, Federal Deputy and to the aunt of the coffee or do you think that Zé Droguinha will be able to plant your weed in peace? They will go to miss the value of the toe but then it will be late because the trafficker will enjoy and will sell the cigarette for \$ 50.00 or else will pay R\$ in legalized marijuana; I'm not in favor. But I believe that it has not yet been legalized because they have not yet found a way to charge for cultivation, since it is possible to cultivate at home, therefore, it generates neither tax nor revenue for the market. But it's only a matter of time! (Research data, 2018).

Respondents in this category are not supportive of drug use in general and believe that such use should not be encouraged in any way, although they do not have enough information to have a definite opinion. In addition, they emphasize that there are more relevant issues to be prioritized by the State, such as education, infrastructure and political reforms.

#### *4.2.1 Subcategory: drug is always drug*

Separated in this subcategory, people's responses to legalization have been listed because they believe that marijuana is a drug like any other and it should remain banned within the control of punishable laws. It is noted that they believe to be evil for future generations due to the effects and lack of control in the consumption.

Worse, the youth will be more injured than it already is; First, would it become a gateway to other drugs, which will ensure that people living in this environment are not encouraged to meet other heavier drugs, such as crack? According to which ensure that the person will consume only the amount "N" established. The alcoholic beverage already leaves crowded hospitals, people direct about the effect of alcohol, it was necessary to create law to punish such irresponsibility, in ballads the people go to tan and dance about the effect of alcohol, but they are not content themselves and consume together drugs to feel more free, with the release of marijuana such a factor would happen, we must pay the price to see such a situation occur? (Research data, 2018).

In addition to the negative health effects of the users themselves, some respondents emphasized the fact that passive smokers could also be harmed by being exposed to this type of "partnership" in consumption.

Another important aspect is the unproductive aspect that drug use would provide, so that even if it does not harm users' health, individuals using marijuana would become unproductive for short periods and would no longer benefit social groups and work they experience.

#### *4.2.2 Subcategory: government structure*

In this subcategory of denial of legalization, we have a group of answers that claim to be against precisely because of the lack of structure of the country. Respondents say that before thinking about releasing a drug, it is necessary to correct the various problems of health, education, policing, corruption, and then think about this question. Many respondents expressed their concern about control of permitted

consumption, planting and sale control, and whether there is an effective police and antidrug support system for users and their families.

I believe that we currently have more relevant issues to prioritize by the State. I do not know this world of non-legal drugs, but when it comes to legalizing another drug that may be subject to dependence, I do not think it is possible, as it is also plausible. First, it would become a gateway to other drugs, ensure that people living in this environment are not encouraged to meet other heavier drugs, such as crack? According to which ensure that the person will consume only the amount "N" established. The alcoholic beverage already leaves crowded hospitals, people direct about the effect of alcohol, it was necessary to create law to punish such irresponsibility, in ballads the people go to tan and dance about the effect of alcohol, but they are not content themselves and consume together drugs to feel freer, with the release of marijuana such a factor would happen, should we pay the price to see such a situation occur? Public health is prepared to receive occurrences related to the use of marijuana? (Research data, 2018).

Respondents in this subcategory do not see legalization as a solution to the problems of violence or drug trafficking, because there is no governmental structure capable of supervising and acting on behalf of the population.

#### **4.3 Other relevant aspects: frequency of use and consumption environments**

Some respondents believe that after marijuana legalization consumption will not change. Current users already consume the amount they want and would have no interest in increasing just by being legalized. What would change would be the way to buy the product, which would cease to be illegal, taking risks by having to buy through the black market to some accredited place and marijuana of better quality and provenance. They cite examples of countries that have the legalization of the herb and for that reason there is no unbridled consumption of the substance.

I think I would consume less. with state control over the plant we would have a higher price. For those who already smoke, planting at home without problems would not increase the use; I do not think it will increase because many come to buy and make use of for a matter of curiosity of the forbidden, the adrenaline discharge. They have certain situations that after becoming lawful have become monotonous and somewhat "bland". (Research data, 2018).

We list below the responses of users and non-users who believe that marijuana use will increase only at the beginning of the release because of people's curiosity, the euphoria of certain users about the "free" situation of buying and consuming.

Maybe at the beginning, after they find out and know that it's okay. But I think the user fee will remain more or less stable. After all, prohibition never prevented anyone from consuming; Maybe at first, but I would not worry about it any more than I worry about overusing alcohol. Initially, due to the novelty, it could have an increase in sales motivated by curiosity, only. Things would then normalize and would only constantly use those who smoke while being legalized or not. (Research data, 2018).

Some answers that believe in the increase of consumption have been grouped, since they are based on the facility to acquire marijuana. There is an expectation of increasing the number of consumers who were not former users because it was an illicit product, but after being legalized they feel free to consume.

I believe that no, because in countries where cannabis is legalized it has a decrease in new users, and if there is legalization here in Brazil I believe it will follow this trend, because the information about the use of the psychoactive substance THC will be like the use of other drugs, such as a cigarette containing the information and that the use of the substance nicotine causes, among other information, such as the prohibition for minors, which will be of great importance; I think there will be an increase because of the safety of purchasing the product, even better product. I believe there will be increased awareness campaigns and the level of information on cannabis. I'm just scared for the teenagers, because marijuana is not for those who do not have their brain and personality 100% formed. (Research data, 2018).

In the question we asked if we would go to marijuana-selling environments, we would subdivide: I would normally attend, would attend, as long as I separated the smoking area and would not attend to know if people would be interested in bars, restaurants, pubs that sold the product beyond other products. This question, we believe, is interesting because the market for green products linked to sales of traction products and alcoholic beverages grows, like California, in the United States, estimates that marijuana sales and production will reach 5.8 billion dollars by 2021 (Capital Letter, 2018).

For these answers, many non-users responded by not bothering to go to marijuana-selling environments because they already go to places that sell other products and do not feel compelled to consume. We also had answers that claim to go to places that sell marijuana to socialize with friends, without major problems or prejudices.

Yes, there are other criteria that I would evaluate whether or not I go to the environment. The mere fact of selling legalized marijuana would not influence my decision so much; I am liberal in economic matters and somewhat conservative in customs, but would have no problem with "green" places; Yes. I already work in an environment that sells marijuana. I am a teacher in a community in Rio. What makes the climate tense is actually the heavy armament of the traffickers who are selling it. But I do not see any problem in this. (Research data, 2018).

We also asked non-users whether they would go to marijuana-selling environments and separate the negative responses below. The arguments were very similar, some afraid of the reaction of the effects on other customers, others complain of smoke and many were refusal to attend because they did not share the idea and did not feel well.

DO NOT. I am not obliged to be a passive smoker of anything, and marijuana stinks beyond giving me air. And I hope that the use on the street for example is prohibited, as I expect the same for the "ordinary" cigarette; No, not to encourage other people to think that such use is common to human health. In addition, there is a study that proves that the person who is on the side of a person who is smoking, even without smoking, is as if she has smoked 10 cigarettes, who can

say that such a situation would not have the same effect with anyone who is in a place that are smoking marijuana? The effects of this herb on some people make them violent, so I'm out. (Research data, 2018).

We also identified answers That affirmed that the possibility of attending places that sold marijuana provided that there was separation of the smoking area, so as not to be disturbed by the smoke or the behavior of the users at the site.

## 5 CONCLUSIONS

We collected information from 335 people who volunteered to respond voluntarily and anonymously to the online questionnaire, between users and non-users of marijuana in Brazil. We analyze the answers carefully, filter the results and catalog to better understand each sentence constructed subjectively on the topic. Many have been careful to state their point by stating their concern about increasing substance use, others have categorically stated that legalization is necessary even if fiscal adjustments are needed because they understand that the money raised from the sale and production of legal marijuana brings dividends important to the economy, citing the example of Canada and the State of California in the United States, as informed in the introduction to this article. The result we believe to be legalize for medical and recreational use may be unnecessary or considered only on the condition of a structuring in the country prior to release, with strict laws and government organization in several tabs to give the support that the agenda needs, even a large part of the responses considering little increase in marijuana consumption.

Still, we received many positive responses to legalization, both medicinal and recreational, and many non-users stated that they would go to marijuana-selling environments, but few non-users said they would not. Users said they would not use it anymore for being legal. We catalog many answers that say that the search for marijuana would only increase for a moment and then, users would always return with normal consumption, given that marijuana would be of better quality and would use less quantity.

In the questions we do not catalog, but we consider as important factors for the final decision, we have seen that the concern to legalize Cannabis is to have the feeling of freedom to consume a natural product without being marginalized, even if it is taxed; this would be the price of "freedom".

The cold and deep analysis of the answers leads us to believe that legalized marijuana will not change the consumption in the country, considering that the answers lead us to define that who already makes use of the substance will continue with the same amount.

Considering, then, the same consumption that is made through the traffic and that if there are no consolidated policies and legislation for its combat, marijuana will always have its sale through the underworld, not altering and not increasing its legal commercial power and important for the Brazilian economy, such as the generation of jobs and income, taxes and other.

Therefore, we believe that the recreational legalization of marijuana, before a strong anti-drug campaign, moderate consumption, support to users and intensive action against trafficking, is unnecessary, since it is not in the population's interest to have stimulated consumption since use of marijuana in the amount desired, unlawfully. To authorize consumption only by authorizing, without the requisite

adaptations a priori, demands expenditures that are not urgent and will stimulate unregulated consumption. However, we believe that the medicinal use, through sales through registered pharmacies such as the Uruguayan example and the encouragement of Cannabis research, are very important and should be stimulated and, of course, authorized by law.

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