

FACTORS OF CONSUMER BEHAVIOR IN THE PURCHASE PROCESS OF PERUVIAN BODEGAS IN THE CONTEXT OF COVID-19

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Abstract. The objective of the research was to determine the factors of consumer behavior that influence the purchase process of bodegas in the context of COVID-19 in the year 2021. The study was carried out from the quantitative approach, with a research design non-experimental-transversal-explanatory. A questionnaire consisting of 31 questions was applied to 399 consumers who attended Peruvian bodegas, who were randomly selected for the application of the instrument. The results generated by structural equations show that social factors and psychological factors of consumer behavior significantly influence the purchase process ($p < 0.05$); however, unlike the previous results, the cultural factors of consumer behavior do not have significant implications in the purchase decision ($p \text{ value} = 0.054 < \alpha = 0.05$) and in the feeling after the purchase ($p \text{ value} = 0.082 < \alpha = 0.05$), as well as the personal factors of consumer behavior do not have significant implications in the activity prior to the purchase ($p \text{ value} = 0.456 < \alpha = 0.05$). The conclusion of the research mentions that the factors of consumer behavior have an influence on the purchase process, however, some factors show a greater impact in the study.

Keywords: consumer behavior, purchase process, bodega, COVID-19, psychological factors, purchase decision.

JEL Classification: M31, M10, N36.

Introduction

Following the COVID-19 disease that originated in Wuhan (China) on December 31, 2019, (Organización Mundial de la Salud [OMS], 2020), and after the disease has been declared an international public health emergency (Organización Panamericana de la Salud [OPS], 2020), gave way to a series of studies on consumer behaviour based on the sanitary measures that originated as a result of the facts. According to Hoyer et al. (2018); consumer behavior is all decisions where consumers acquire, consume or dispose of goods or services; Solomon (2017) also mentions that organizations or companies exist to satisfy the needs of consumers. So it's important for companies to take into account changes in consumer behavior depending on various factors to achieve the goal of satisfying their needs.

Madeira et al. (2019) mention that psychological and personal factors impact on the change in consumer behavior within the purchasing process in a context that does not involve COVID-19, likewise, Mukit et al. (2021) allege that in the last three decades behavioral approaches

have influenced market dynamics before COVID-19 hits homes, for this reason, with the new turn that affects health, consumers are affected economically which causes a new incentive for behavior change, which in turn indicates a new segment of customers with new buying habits.

It should be noted that, worldwide, according to Cavallo et al. (2020) identified that in the U.S. consumers began to store essential products excessively and on the other hand in China several cases of panic buying were observed. As a result of these eventualities due to the distancing rules and the queues that were generated, variation in consumer behavior has been found as people stopped opting for entertainment away from home and opted for e-commerce sales channels.

On the other hand, according to the study by Perdana et al. (2020) mention that in Indonesia as a result of the COVID-19 pandemic had food system problems, the implementation of large-scale social distancing impacted food supply and demand, this includes changing behavior when selecting foods as people seek to protect themselves and take care of their immune system. For this reason, the implementation of a food system was proposed to address

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the uncertainty of the food supply through the Regional Food Hubs (RFH), RFH plays an essential role in the development of local food systems, promotes the development of local jobs and fights against food insecurity; it should be noted that in Indonesia, unlike countries such as Peru, there is an absence of bodegas, for this reason the implementation of RFH which as already mentioned is a source of development in the midst of a crisis such as the COVID-19 pandemic.

The study Economic impact on bodegas of the Asociación de bodegueros del Perú, highlights that 22% of expenses per family in food and care goods occurs in the bodegas, therefore, that study demonstrates the importance of bodegas at a socio-economic level (Gestión, 2016). Taking into consideration that there are already market and consumer behavior studies such as the Peruvian National Consumer Study containing profiles and consumption patterns based on demographic and psychographic variables that help to identify the needs of the customer for an optimal sale, it is important to re-evaluate these behaviors in the different stages of purchasing process because the situational context at the national level has changed due to the COVID-19 pandemic and is the main risk for the national economy (Gestión, 2020).

This study aims to determine the factors of consumer behavior that influence the purchase process of bodegas in the context of COVID-19.

1. Conceptual framework and hypotheses

1.1. Factors of consumer behavior in the purchase process in the bodegas

Consumer behavior is any purchase decision, which is characterized by responding to stimuli that marketers should study and identify (Kotler & Armstrong, 2017), it is also important to highlight that in the face of a health crisis, the purchasing behavior is not the same, therefore, it must take into account the main characteristics that the buyer presents which are: personal, psychological, cultural and social, which in turn alter the entire process seeking to identify the need, going to a search for information, evaluation of substitute products, the purchase decision and post-purchase (Larios et al., 2021).

According to Fischer and Espejo (2017), the buying process is the stages called pre-purchase activity, purchase decision and post-purchase feelings. It is necessary to mention that the purchase process is the sequence of actions for the management of purchases, that are based on the set of phases that begins with the intention to purchase products and ends with the post-purchase review or put another way with the measurement of satisfaction, however, studies that focus on the purchasing process do not conclude in an accurate and general description, since these phases vary depending on the model of each community (Bäckstrand et al., 2019). In a first stage of the purchase Fischer and Espejo (2017), mention that when there is a need the action is generated, it is thus that the

consumer is sensitive to stimuli, those who seek to get experience that vary according to the product, being an effect of the behaviors learned. For which, perception plays a very important role because the consumer is in the search to know about the product, compares it with others to finally reach the conviction of action. In the second stage called purchase decision which consists of the act of choosing between two or more shares consumer in his decision to acquire or not to acquire the products (Idone et al., 2020), is made up of variables such as: the product, the brand, the style, the quantity, the place, the price, the form of payment and other variables. In the last stage of the process it is important to pay attention to the feelings of the client in which satisfaction or dissatisfaction in the use of the product can be manifested (Fischer & Espejo, 2017).

1.2. Cultural factors of consumer behavior in the purchase process

According to Levy et al. (2021), cultural factors are based on constructs linked to culture and national cultural dimensions, on the other hand, Ortega et al. (2020), mention that culture is a mixture of values that forge a society, it is worth mentioning that cultural factors affect consumer behavior in a relevant way. Among the cultural factors, there is the culture that is based on the origin of a person's desires and their behavior based on their learning; the subculture that refers to small groups of people with a similar and even shared life system and finally the social class that is determined through similar behaviors, values and interests based on the economy, occupation, educational level, among other features (Kotler & Armstrong, 2017). Along the same line, the dimensions of culture express the feasibility of similarities and differences in consumption behavior, thus, intercultural differences are manifested by inherited values and attitudes, therefore, people are not standardized and therefore there is no global consumer (Vančová & Štrélec, 2020).

For this reason, it is important to consider aspects of culture, such as the popular values and beliefs of a nation to understand consumer behavior (Tong et al., 2021).

Therefore, based on these concepts, the following hypotheses are proposed:

H1: Cultural factors of consumer behavior (FC) significantly influence pre-purchase activity (AAC).

H2: Cultural factors of consumer behavior (FC) significantly influence the purchase decision (DC).

H3: Cultural factors of consumer behavior (FC) significantly influence post-purchase sentiment (SPC).

1.3. Social factors of consumer behavior in the purchase process

Are those social influences immersed in the attitudes and self-concept of the consumer, which may affect the choice of a product or brand. These factors necessarily derive

from the interaction of the consumer with the people and communities that surround him; in other words, a person can condition their purchase choices according to their social groups to which they belong, same that with the development of technology generate online communities where they are informed and give their opinion. Within these groups we can find those of belonging, with which consumers feel identified; as the reference groups, those that are considered as a point of comparison for the consumer; and those of aspiration; those to which the person wishes to belong by affinity with some members of said community, sharing according to their experiences and their individual purchase processes (Kotler & Armstrong, 2017).

It should be noted that family, roles and social status are among the social factors (Kotler & Armstrong, 2017), so individuals are likely to buy when people close to their social and family circle express their positive impressions regarding their purchasing experiences, so also gender roles play an important role in purchasing behavior, given that men and women have different habits (Anagha et al., 2022) and a relevant motivation for consumers is status, because the purchase intention is a symbol of superiority measured by the individual (Xia et al., 2022).

Therefore, based on these concepts, the following hypotheses are proposed:

H4: The social factors of consumer behavior (FS) significantly influence pre-purchase activity (AAC).

H5: The social factors of consumer behavior (FS) significantly influence the purchase decision (DC).

H6: The social factors of consumer behavior (FS) significantly influence post-purchase sentiment (SPC).

1.4. Personal factors of consumer behavior and the purchase process

Personal factors are those influences of a personal nature, are the sociodemographic characteristics and the cultural values of the environment where the consumer develops (Martínez et al., 2015); These are age, occupation, economic situation, lifestyle, personality and self-concept. It should be noted that people change their choice of products throughout their lives; since their tastes will vary; according to their age and their needs to the stage of life they are in.

Therefore, the purchase process that implies stages or moments in which the consumer can be sensitive facing the stimuli before making a purchase and facing the purchase decision to later experience feelings due to satisfaction or dissatisfaction once the purchase is made, it will have an indispensable role in these factors since it can change the level of impact based on the tastes and needs of each consumer (Fischer & Espejo, 2017), then this is how the occupation or activity carried out by the consumer will influence their purchases; given that you must acquire products that facilitate your work or are related

to it (Arellano, 2008), which leads to the investigation to carry out the analysis in the three stages of the purchase process (pre-purchase activity, purchase decision and post-purchase feelings).

Therefore, based on these concepts, the following hypotheses are proposed:

H7: Personal consumer behavior factors (FP) significantly influence pre-purchase activity (AAC).

H8: Personal consumer behavior factors (FP) significantly influence the purchase decision (DC).

H9: Personal consumer behavior factors (FP) significantly influence post-purchase sentiment (SPC).

1.5. Psychological factors of consumer behavior and the purchase process

When mentioning psychological factors, it will be understood that they are those that derive from analyzing human behavior and thought, within this study, are considered motivation, perception, learning; and beliefs and attitudes (Martínez et al., 2015).

Motivation in the purchase process is the impulse towards the satisfaction of a need, therefore human beings to adopt a certain behavior based on their needs and with it the satisfaction of these, they will go in the order of importance that each individual considers. It is necessary the existence of a motivation in the consumer so that it leads them to acquire a product, but beyond a simple motivation, it is necessary to relate it to affection, since this, by generating emotions, can lead the consumer to strengthen the relationship between the organization and the client. Within motivation is the motivational force that refers to the degree of physiological urgency of a need, the motivational direction that leads the consumer to select a route or channel to satisfy his need, the classification of consumer needs that allow identifying the different levels of needs and the affective responses that allow linking the product to a state of mind or emotion that will allow the company to be more profitable (Solomon, 2017).

Another important characteristic, before, during and after the purchase, is the perception, where there is a prevalence of stimuli for a selection, organization and interpretation (Solomon, 2017), it is the image that each individual creates in his mind in relation to a good or service; this image will be essential when choosing a product because it varies from person to person, it should be noted that the brain is exposed to external stimuli through various channels.

Within the business environment, human behaviors are obtained or changed based on the experiences generated during the purchase process, if it is a rewarding experience, there will be a greater probability of repeat purchase. Likewise, beliefs are the thoughts that one has about something, and attitudes are the evaluations that are offered about an idea or object, generating favorable or unfavorable feelings in the purchase of a good or

service (Kotler & Armstrong, 2017). These, being closely linked to the individuality of each consumer, are relevant in the study of consumer behavior and their purchasing process.

Therefore, based on these concepts, the following hypotheses are proposed, which are represented in Figure 1:

H10: The psychological factors of consumer behavior (PF) significantly influence pre-purchase activity (AAC).

H11: The psychological factors of consumer behavior (PF) significantly influence the purchase decision (DC).

H12: The psychological factors of consumer behavior (PF) significantly influence post-purchase sentiment (SPC).

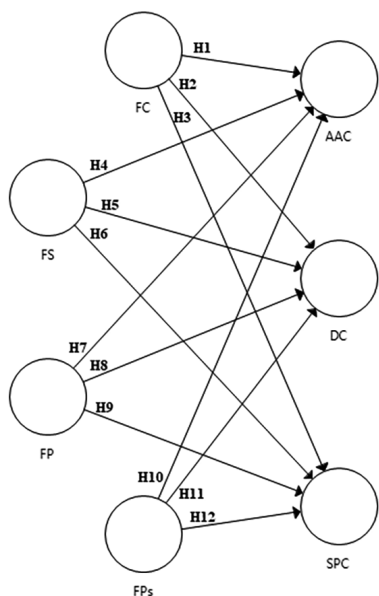


Figure 1. Conceptual model and specific hypotheses

2. Research model

For the independent variable Factors of Consumer Behavior, the following conceptual constructs and their respective questions were considered:

Cultural Factors (FC): The values shown by bodegueros such as respect, honesty and do responsibilities influence the purchase process? (FC1), Do you consider that the bodegas of your locality meet your basic needs? (FC3), Do you consider that in the bodegas you find traditional products? (FC4) and Do you consider that the economic and/or social level influences your purchases in the Bodegas? (FC5).

Social Factors (FS): Does the opinion of your friends (preference group, shopping groups, work groups) influence the purchase process? (FS1), Do you consider that the reference of a neighbor influences the choice of a bodega in your locality? (FS2), Does your family's opinion influence your purchase decision? (FS4) and Do you consider that the head of the family satisfies the expenses in basic necessities? (FS5).

Personal Factors (FP): Do you consider that your purchases are in accordance with your economic income? (FP3), Do you consider that the prices and occasional offers in the bodegas influence the purchase process? (FP4), Does your lifestyle influence your decision to buy from bodegas? (FP5), Do you consider that the comfort and safety of the bodegas influence the purchase process? (FP6), Do you consider that the hygiene and cleanliness of the bodegas influence the purchase process? (FP7) and Do you consider that the quality and good service of the bodegas influence the purchase process? (FP8).

Psychological Factors (FPs): Do you consider the health care of your family an important factor in choosing a bodega? (FPs1), Do you consider that your impression of the bodegas influences the purchase process? (FPs3), Do you consider that the concept and brand image influences your purchase decision? (FPs4) and Do you consider that your feelings and emotions influence the return to a bodega? (FPs5).

For the dependent variable Purchase Process, the following conceptual constructs and their respective questions were considered:

Pre-Purchase Activity (AAC): Do you consider that the media report on the variation in prices, quality and presentations of the products offered by the bodegas? (AC1), Do you consider making your purchases in the Bodegas before in other Supply Centers? (AC2), and Do you consider that a special occasion influences before making your purchases in the bodegas? (AC3).

Purchase Decision (DC): Do you consider that the variety of products and services offered by bodegas influence your purchase decision? (DC1), Do you consider that products with an upcoming expiration date influence your purchase decision? (DC2), Do you consider that the design and presentation of the products influence your purchase decision? (DC3), Do you consider that the sale of products in combo influences your purchase decision? (DC4), Do you think product prices influence your purchase decision? (DC5), Do you consider that the location of the bodegas influences your purchase decision? (DC6) and Do you consider that the different forms of payment that exist in the bodegas influence your purchase decision? (DC7).

Post-purchase sentiment (SPC): Are you satisfied with the products purchased at the bodegas? (SPC1), Are you satisfied with the attention given to you by bodegueros? (SPC2) and Do you think it causes you indecision to return to a bodega where you did not find a variety of products? (SPC3).

3. Methodology

The present study applied the deductive inferential scientific method, for which the type and level of applied research was used and explanatory respectively, since it is intended to measure the causal link that exists between the study variables. Likewise, the research design that was used is the non-experimental – translational design.

Table 1. Results of the model measurement analysis of the variables

Variables	Cronbach alpha	Composite reliability	Factor loads (range)	Average variance extracted (AVE)	Discriminant Validity
FC	0.806	0.872	0.772–0.854	0.631	0.794
FS	0.737	0.834	0.700–0.799	0.557	0.746
FP	0.911	0.932	0.753–0.899	0.695	0.834
FPS	0.865	0.908	0.756–0.889	0.713	0.844
AAC	0.688	0.827	0.697–0.839	0.616	0.785
DC	0.913	0.931	0.724–0.862	0.659	0.812
SPC	0.800	0.882	0.809–0.894	0.715	0.845

3.1. Population and sample

The population is made up of consumers of Peruvian bodegas, made up of men (44.86%), and women (55.14%), with an age range between 18 years and older, who were studied. A sample was obtained of 399 consumers of the bodegas distributed in the Peruvian territory.

3.2. Data collection instrument

Questionnaires were designed and applied to consumers in the different bodegas in Peru. The structure of the instrument presents 18 items for the variable factors of consumer behavior (four of experience of cultural factors, four of social factors, six of personal factors and four of psychological factors) and 13 items for the variable purchase process (three pre-purchase activity, seven purchase decision activity, and three post-purchase sentiment). For the validation of the instrument, the Delphi methodology was followed, and the reliability was determined through Cronbach's Alpha coefficient.

3.3. Data analysis procedure

Data collection was carried out through the use of Google Forms. For this process, we contacted the managers of the commercial galleries, who provided us with a data base of the salespersons; a first call was made so that the conversation could be direct, in order to explain the objective of the study and in this way they could provide us with the database of their customer. The survey was sent to the customer of the commercial galleries; no survey was applied in person. For the development of the questionnaire, no problems were detected on the part of the respondents, since they were willing to do so. The analysis of the results was developed through a model structure and data tabulation with the SmartPLS3 program. The presentation of tables was contrasted through quantitative methodology, applying the Kolmogorov – Smirnov technique for the normality of variables because our data are more than 50.

4. Results

4.1. Evaluation of the measurement model

Table 1 shows the measurement analysis of the model, based on the reliability and validity of the measurement

scales. With respect to reliability, the internal consistency of the scales is evidenced through the Cronbach Alpha value (between 0.688 to 0.913) and the composite reliability (between 0.827 a 0.932). With respect to convergent validity, all factorial loads are above 0.697. Also, all scales have percentages of variance average extracted (AVE) greater than 55%. The discriminant validity of the construct was tested by the criteria of Fornell Larcker, which verifies the independence of each of the scales, considering that the square root of the AVE is greater than the correlations with the rest of the scales. In all cases, the assumption was fulfilled.

As shown in Figure 2, in all cases an R2 greater than 0.55 was obtained, which is very significant, showing that the model explains in a way.

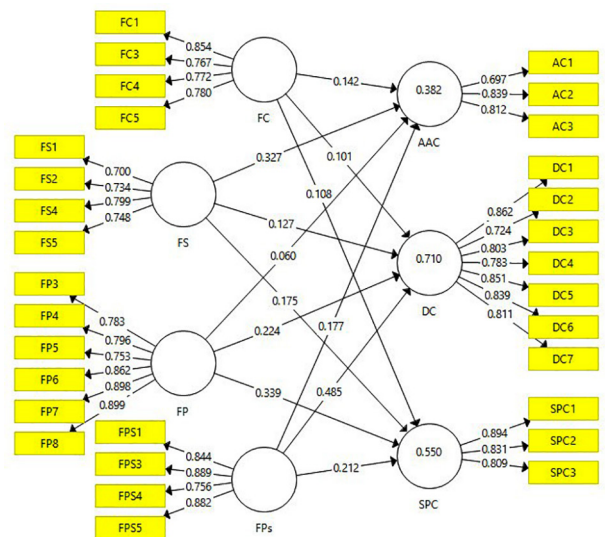


Figure 2. Results for the hypothesized model with structural equations

4.2. Assessment of the structural model

After verifying the validity and reliability of the measurement model, the relationships of the constructs were tested. Hypotheses were tested by examining the coefficients of the road and their levels of significance. Bootstrapping was performed with 5000 subsamples to verify statistical significance of each of the coefficients of the road. Figure 3 shows the estimated trajectory of the PLS analysis.

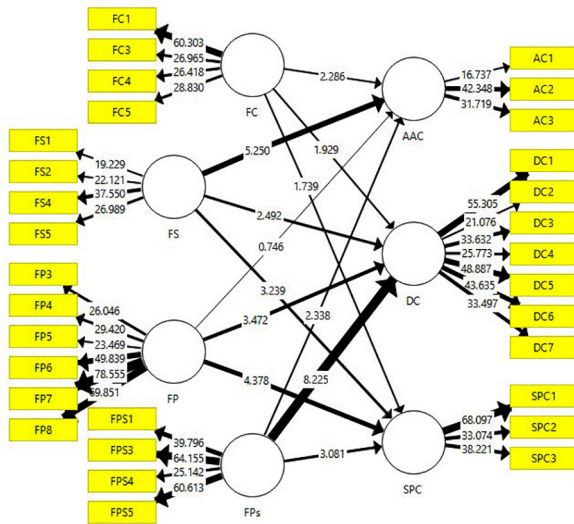


Figure 3. Modeling of consumer behavior factors in the purchase process

Whereas 9 specific relationships have $p < 0.05$, the proposed hypotheses H1, H4, H5, H6, H9, H10, H11 and H12 are accepted as shown in Table 2.

Table 2. Results of the model structure analysis

Hypotheses	Mean sample	Standard deviation	Beta	p value	Decision
FC -> AAC	0.143	0.062	2.286	0.022	Accept H1
FC -> DC	0.102	0.052	1.929	0.054	Denies H2
FC -> SPC	0.111	0.062	1.739	0.082	Denies H3
FS -> AAC	0.328	0.062	5.25	0.000	Accept H4
FS -> DC	0.128	0.051	2.492	0.013	Accept H5
FS -> SPC	0.177	0.054	3.239	0.001	Accept H6
FP -> AAC	0.056	0.08	0.746	0.456	Denies H7
FP -> DC	0.22	0.064	3.472	0.001	Accept H8
FP -> SPC	0.333	0.077	4.378	0.000	Accept H9
FPS -> AAC	0.18	0.076	2.338	0.019	Accept H10
FPS -> DC	0.487	0.059	8.225	0.000	Accept H11
FPS -> SPC	0.213	0.069	3.081	0.002	Accept H12

5. Discussion

Based on the results obtained, this document provides a description of the influence of consumer behavior factors on the purchase process of Peruvian bodegas in the context of COVID-19.

5.1. Regarding the influence of the cultural factors of consumer behavior in the purchase process of Peruvian bodegas in the context of COVID-19

In the studio, it was obtained that the cultural factors (FC) of consumer behavior have a significant influence on the

activity prior to purchase ($p < 0.05$), whereas, these factors have no significant implications with the dimensions purchase decision ($p > 0.05$) and post-purchase sentiment ($p > 0.05$).

According to Ortega et al. (2020), they indicate that cultural factors are significant and influence the rate of entrepreneurship, which plays an important role in the economic development of countries, so culture has an impact on business efficiency. Likewise, Sanz et al. (2014), impacts on the purchase channel, in addition to the comparison of the cross culture of the countries of Mexico and Spain helps in the identification of the different variables that represent a greater impact on consumer behaviour, this according to the country to which the user belongs.

5.2. Regarding the influence of the social factors of consumer behavior in the purchase process of Peruvian bodegas in the context of COVID-19

Research results demonstrate that social factors of consumer behavior (FS) significantly influence pre-purchase activity ($p < 0.05$), purchase decision ($p < 0.05$) and post-purchase sentiment ($p < 0.05$), however, it is important to note that there is a greater impact on the activity prior to the purchase.

Similar results obtained by Wang et al. (2018) showed that social factors such as education, living environment and security, had a significant impact on buying behavior. In addition, Philippe et al. (2021) mention that factors related to family and social status influence the purchase process based on parental behaviour in a COVID-19 context, as they had the opportunity to better identify their children's needs through communication, this is how the influence of the family on consumer behavior is highlighted, it is important to note that the level of education of parents who are indirect consumers influences their behavior in the purchase process. Likewise, Cruz et al. (2021), in their research mentions that social factors influence the purchase process due to the knowledge provided by technology as a result of the pandemic.

5.3. Regarding the influence of the personal factors of consumer behavior in the purchase process of Peruvian bodegas in the context of COVID-19

As for personal factors of consumer behaviour (FP), has no significant implications in the dimension of pre-purchase activity ($p > 0.05$); however, they have a significant influence on the dimensions; purchase decision ($p < 0.05$) and post-purchase sentiment ($p < 0.05$). From the above, it stands out that personal factors do not influence the activity prior to the purchase.

Tuu et al. (2017), through their study of Vietnamese consumers, concludes that personality traits and personal factors influence attitudes and buying behavior towards luxury brand products. Following this line, Wang et al. (2018) indicate that factors such as age, living environment and economic income have a significant impact on buying behavior.

In contrast to the accepted hypotheses, a study of Japanese consumers proposes a model that seeks to explain, that which drives the willingness to buy organic food; within the study, personal factors such as age, economic situation, lifestyle and personality are evaluated, which do not have conclusive implications regarding the willingness to purchase organic products (Shalini et al., 2021).

5.4. Regarding the influence of the psychological factors of consumer behavior in the purchase process of Peruvian bodegas in the context of COVID-19

Psychological factors of consumer behavior significantly influence pre-purchase activity ($p < 0.05$), in the purchase decision ($p < 0.05$) and in the post-purchase sentiment ($p < 0.05$), however, it is important to note that there is a greater impact on the decision to buy.

Larios et al. (2021), mention that attitudes are learned and developed, in addition, these can be influenced by psychological motivation. In this context, the purchasing attitude can be influenced by the psychological motivation you have regarding a need. On the other hand Danish et al. (2019), mention that psychological factors such as learning based on emotions influence consumer behavior during the purchase process, i.e. when choosing your product, since emotions awaken positive or negative feelings that determine the purchase, they also mention that Pakistanis make their purchasing decisions emotionally rather than rationally. On the other hand, Kaur and Malik (2020) in their research determined that emotions influence the acquisition of products by accumulation, as consumers fell into social learning which led to panic buying despite sourcing announcements by the government. Along the same lines; Buil et al. (2012), in a study about how social marketing actions influence the attitude towards the brand, mentions that those experiences that the consumer has had with a brand, influence the perceptions and attitudes of the individual towards it. And as a consequence, it affects purchasing behavior.

Conclusions

The factors of consumer behavior have an influence on the purchase process, presenting a greater impact on psychological factors, however, cultural, personal and social factors have implications at other stages of the purchasing process.

The psychological factor is the biggest driver for a purchase based on health and family, so the psychological component maintains a direct relationship with consumer learning, which comes from the experience at the time of interaction with the bodeguero. In a context of pandemic, the consumer regardless of the brands values to a greater extent the products that offer the largest quantity, such as the products on offer (cross-selling).

Cultural factors in consumer behavior have influence only in the stage prior to the purchase, however, the

cultural factor is of relevance for start-ups at the local level, because it helps to determine the consumer's choice or preference based on their values and traditions, in the same way the socioeconomic level has implications in the selection of a bodega. Regarding the personal factors in the purchase process, it is concluded that it is an important component at the time of the decision making and after the purchase, its relevance is based on the economic income that is presented by family, because in the face of a pandemic such as the COVID 19, consumers do not want to waste their money, on the contrary they prefer to opt for savings, so in the purchase decision stage this component it is essential to proceed with the acquisition of the product.

In relation to social factors, they comprise a greater impact on the activity prior to the purchase, the study makes it known that in the face of a pandemic the opinion of the family is a decisive component for the choice of an establishment (bodega), it was also evident that the role of the head of the family is directly related to the purchase process, depending on the social status based on the purchasing power. At the same time, it was evident that the customers of the bodegas are to a greater extent consumers with a higher level of education, who seek information through technology and through social networks.

Limitations

The COVID 19 pandemic has been a limitation for the execution of this study, because the Peruvian government for health reasons implemented social distancing measures leading the country to a state of emergency which hindered the execution of the application of the instruments to the population under study, In addition, the study had to be carried out in an accelerated manner, since it was not known how long this difficulty for the consumer would continue, therefore, the study had to be evaluated at the time of the events in order to have the most optimal results, In addition, despite the fact that pandemic encouraged the development of technologies and their use, the lack of habit and lack of management of the platforms by consumers did not allow the acceleration for the collection of information. On the other hand, this study was carried out within a quantitative perspective, however, it leaves possibilities for data analysis with a qualitative approach to better understand the feelings and emotions of consumers in their purchasing behavior. And finally, the research, despite having covered a broad population within the age considered economically active and with independence of decision, leaves an opportunity for future studies since the behavior in the alpha generation was not considered.

Practical implications

This research provides relevant inputs for economic agents and future inquiries related to the impact of consumer behavior factors in the purchase process in bodegas and retail stores.

Future research should focus on how to use the most relevant factors of purchasing behavior to increase its profitability.

Finally, this study presents the possibility of replication and adaptation in countries where there are establishments equivalent to bodegas.

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Author contributions

1. Leddy Tolentino, was responsible for the design and development of the findings.
2. Patricia Palacios, was responsible for data collection.
3. Herlin Rosado, was in charge of analyzing the results and interpreting the data.
4. Wagner Vicente-Ramos, wrote the first draft of the article.

Disclosure statement

The authors do not have any conflict of interest.

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