

ANALYSIS OF CONSUMER BEHAVIOR IN RELATION TO THE ELECTRONIC COMMERCE OF COLONIA LAFAYETTE IN GUADALAJARA JALISCO FOR THE IMPLEMENTATION OF THIS PURCHASE METHOD IN SMES IN THE COLONY

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Summary

This research seeks to provide information about consumer behavior regarding electronic commerce in Mexico, it is important to keep in mind that for a business to implement this type of sale there must be an audience to direct it to and if this is not studied with Anticipation the results can be negative for the company, so it is important to research the market to know if people use this means of buying in the Lafayette area as well as analyze the different profiles of consumers in the republic and have the bases of the concepts to be mentioned to better understand what the research refers to.

Keywords: Digital Marketing, E-Commerce, Behavior, Consumer.

1. Introduction

Currently there are many internet pages and mobile applications where people can obtain products with different characteristics than in conventional commerce, be it the price, quantity or nationality of it. E-commerce encompasses many elements that together create this business model that has helped many companies to expand their products and services in different areas, either nationally or internationally. There are many countries where e-commerce is a very common mode of purchase among society, countries such as the United States or China where their physical stores have had to close or have stopped working due to the popularity of people for buying online .

It is worth mentioning that Mexico is still a country where this way of buying has not been present within society, the profile of people who use this method is highly segmented and does not cover a large part of the Mexican population, this is clear due to different factors. that interfere, such as the fact that not all the population in Mexico has access to the internet or electricity, but it was from these factors that there are also certain behaviors or beliefs that Mexican society still has very much in mind and that it is difficult to change the way of

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seeing it, One of them is the security of online shopping, another is also the delivery time and one of the most important is that people like to feel their product, to have contact with it at the time the purchase is made between other factors more.

This research aims to find out about the Mexican market, specifically the Lafayette neighborhood market in relation to electronic commerce, so that from this profile we can increase sales and that consumers will make more online purchases in the future.

2. Problematic situation

A. Problem Statement

Electronic commerce has been a topic of importance for the economy of many countries, this because the increase that this purchasing system has is very important within the areas of commerce, whether large or small companies implement this service within a business guarantees to be able to cover more markets that previously cannot be penetrated by different circumstances (geographic, economic, etc.) (Pérez, 2016). Currently Guadalajara is one of the cities with more commercial activity, so many transactions are carried out day by day, so that the existence of different ways of making transactions is important, since there is more demand for certain products and people are increasingly You want to be able to acquire products or services in a faster way and without having to make large transfers.

Electronic commerce is a payment method that in Mexico is not yet positioned as in other countries that make absolutely the majority of their purchases from a computer or a mobile phone. There are already many companies or businesses that have implemented this means of purchase as a strength to their business, Mexico has a large number of consumers who could save time and money if they made their purchases digitally, but most consumers do not dare to make buy digital for different factors involved in decision making.

According to Rodrigo Riquelme (2015), electronic commerce had a market value in our country of 257,090 million pesos, which represents an increase of 59% since 2014, when its value was 162,100 million pesos. The figures describe that the increase is positive for the country's economy, so it is important to analyze the behavior of consumers, which is what makes them buy online or not, in order to attack the negative points in electronic commerce.

B. Justification

As Víctor Pérez quotes Lecinski (2016), the internet and ICT have changed the way of acquiring some good or service, nowadays a large part of people use e-commerce to buy and satisfy a need, the entire internet is consulted the information about it before the purchase, this in order to have all the necessary information to make the best choice of product or service. It is the moment of marketing and access to information, in which consumers make decisions that will affect success or failure (Pérez, 2016).

According to the Mexican Internet Association AC and comScore (2016), Jalisco ranks number 3 within the cities that make the most purchases online, this statistic is very positive and opens a guideline to believe that Jalisco is a good segment for business They offer this type of service, but the negative situation is that it is only 9% against 22% that Mexico City has (Riquelme, 2016). This is where it is considered important to analyze the behavior of

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consumers in the area, to know why Jalisco does not have a higher percentage number of participation in electronic purchases.

The society of the Lafayette neighborhood in Guadalajara does not have a deep-rooted e-commerce culture, this for many companies can be a purchase / sale method that increases their income and also provide other benefits, the area has the technological infrastructure and economic to be able to promote this method of purchase.

C. Objectives

1) General

Explore the behavior of consumers based on electronic commerce to improve this purchasing method in the Guadalajara metropolitan area

2) Specific

- a) Discover the behavioral roles between active and non-active consumers of electronic commerce to know the differences between them.
- b) Exposing the progress that electronic commerce has had in the colony to propose benefits of this action.
- c) Demonstrate that the implementation of this purchasing model is beneficial for companies and does not affect physical commerce in Mexico.

C. Research questions

1) General question

How do I know that the inhabitants of the Lafayette neighborhood behave with respect to electronic commerce?

2) Specific questions

- a) How are the behavioral roles between active and non-active consumers in electronic commerce?
- b) What progress has electronic commerce made in Cologne?
- c) How beneficial is e-commerce in Mexico?

D. Hypothesis

- 1) The greater the increase in electronic commerce in the area, the greater purchases will be made within it.
- 2) Consumers by making electronic purchases will have more product offerings in different geographical areas
- 3) As electronic commerce increases in the area, small businesses will begin to use this commerce in their own companies.
- 4) Consumers in that area will optimize purchase time which can be used for other activities.
- 5) More information about the operation of electronic commerce and the security of this greater increase in confidence in online shopping.

3. Literature review

Table 1: Literature review

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Author	Year	country	Shows	Empirical factor
Pérez Víctor	2016	Mexico	E-commerce as a business strategy / tasted	SMEs and Electronic Commerce
AMVO	2018	Mexico	Insigth E-commerce / taste	Electronic Commerce in Mexico
Martinez Marcelo	2014	Argentina	Digital marketing plan for SMEs / no taste	Digital marketing
Vargas Christian	2011	Ecuador	Electronic commerce concepts / don't test	Concepts
Turban Efraim	2015	United States	Electronic Commerce / not tasted	Concepts

Source: self made.

As can be seen in the literature gap, although the information on the subject is varied and sufficient, so far there has been no research focused on knowing consumer behavior in relation to electronic commerce in Colonia Lafayette in Guadalajara. This is an area that has great importance for commerce in Guadalajara and one of the first to invest in the first stage to modernize the place using virtual parking meters that allow for greater customer turnover in the place (Hernández, 2018). So we can see the interest of the place to increase the sales of the establishments of the place.

4. Conceptual framework

The following section aims to raise awareness of the theoretical concepts of electronic commerce that will help inform the following research on consumer behavior within the electronic medium.

A. Digital Marketing

It is defined as the application of digital technologies to contribute to Marketing activities aimed at achieving the acquisition of profitability and customer retention, through the recognition of the strategic importance of digital technologies and the development of a planned approach, to improve customer insight, targeted integrated communication delivery, and online services that match their unique needs, as the digital age has changed customer opinions of convenience, speed, price, product information, and service, therefore digital marketing demands new ways of reasoning and acting to be truly effective (Martínez, 2014).

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The mix of digital marketing, as described by Martínez (2014), is based on 4 Fs that build its operation and which are described as follows; Flow, Functionality, Feedback and Loyalty. These variables make up the digital marketing strategy (see figure 1).

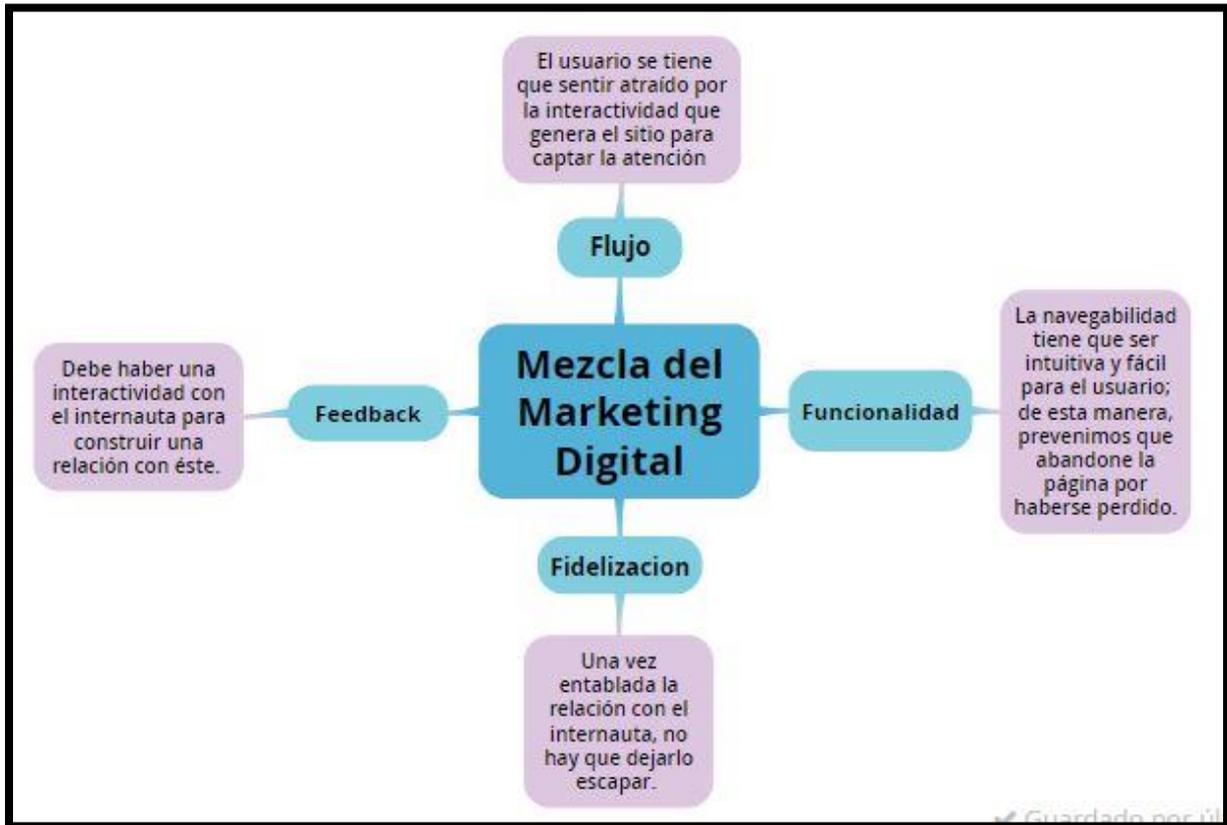


Figure 1: Digital Marketing Strategies
Source: Martínez, (2014).

In conclusion, digital marketing is a comprehensive tool that helps in the same way as traditional marketing but focused on the digital age. In other words, it encompasses all kinds of communication techniques and strategies on any topic, product, service or brand.

B. Electronic commerce

The concept of Commerceit comes from the Latin commercium. Although in the first instance it can be defined as a negotiation based on the purchase, sale or exchange of goods and services, its meaning can vary depending on the discipline from which it is treated (Encyclopedic, 2018). What is about the transaction of something in exchange for something of equal value, whether in kind or in money, an act that society carries out day by day for a long time ago, commerce has evolved in a very large way since every day you can find different types of commerce and different types of transactions or forms of payment. It is important to emphasize that trade is the main socioeconomic activity of a country and that it is an important gear for its economic stability.

One of the important changes within commerce is the advent of the internet and new technologies that have revolutionized many commercial industries. According to Guerrero & Rivas (2005), electronic commerce includes all financial and commercial transactions that take place electronically, including Electronic Data Interchange (EDI), Electronic Fund Transfer (EFT) and all credit / debit card activity.

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Another definition that represents well what electronic commerce is according to Vargas (2011), Electronic Commerce is any form of commercial transaction carried out by electronic means, which includes closed environments (such as EDI) and other electronic means of communication. Electronic Commerce, also known in its English word as E-COMMERCE (electronic commerce). "It is the set of commercial and financial transactions carried out by electronic means.

Mexico has a definition about electronic commerce published in the Official Gazette of the Federation on May 29, 2000 and refers to "transactions through the electronic exchange of data and by other means of communication in which media are used. communication and storage of information substitutes for those used on paper"(Geraldo, et al, 2014).

5. Theoretical framework

A. Classification of electronic commerce

E-commerce is divided into different ways that include factors that make it possible to further segment, then the different classifications of e-commerce will be shown separately according to their use.

- 1) Direct electronic commerce: It is one in which both the order and the payment and shipping of intangible or tangible goods and / or services, are produced online', as is the case of transactions or operations related to travel, sale of tickets, software, the entire entertainment branch (Vargas, 2011), this means that you will not have any product or money in a tangible way
- 2) Indirect electronic commerce: Consists of acquiring tangible goods that need to be physically shipped later, using traditional channels or distribution channels for this (Vargas, 2011), this is where products that are bought in department stores or electronic platforms such as Amazon, Free market, etc. where after making the purchase of the tangible product is delivered from the east.

B. Payment methods

To understand in a more adequate way the different payment methods that exist in the universe of electronic commerce, it is important to understand what is the term of online payment that according to Carrión (2013) explains that "It is a method that allows the transfer of money between users who wish to purchase a product / service on the Internet. This method of processing payments can be done through credit cards, savings / checking accounts, and cash. These payments are channeled through a platform and each transaction is verified and validated, helping to mitigate fraud as much as possible." With this definition it can be understood that the form of payment is the method with which one of the party involved in the transaction will give in exchange for an acquired good or service.

Within electronic commerce there are different ways in which a consumer can make payment within an app, website or informal business transaction (a clear example is when you advertise a product of yours whether it is used or new and they sell it within your social

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networks). Next, the different payment methods that exist in electronic commerce will be analyzed.

- 1) *Wire transfer*: It consists of transferring money from one bank account to another, in the majority of cases, until the merchant verifies that the transfer has been made and that some verification number is correct, the product is delivered, there is also the option to make only half the final price of the product and the other half when the product is delivered, this in order to provide consumer confidence. This method is highly used as a substitute for card payment since not all people trust to expose their personal data online.
- 2) *Cash on delivery*: When the transaction is carried out in a personal way, either when the package is delivered or in this case the payment is made to the delivery person or when in the online store you choose to pick up in the physical store paying there at the time of receiving your product.
- 3) *Email, profile or account*: The user has a virtual account to which he transfers funds from his bank account to make payments, make collections or both.
- 4) *Direct payments by credit / debit card*: The user makes the payment directly on the page by entering their personal data of the card they are using, in most web pages it has an agreement with different banks according to the country to make the purchase of Safer and with its digital terminals, this is the method most used by consumers who trust in making this type of payment, since it is very simple and quick to do so.

These are some of the payment methods that exist in Mexico, and are very similar to those used in other countries, although there are others that are more sophisticated and complex with higher levels of security and technology that are not yet used within our country. As Pérez (2016) says, “The transaction process must be safe and confidential, since there is a risk that third parties access confidential data and misuse it. The authentication and authorization of all the parties involved generates security when making any transaction. Likewise, ensuring the integrity of the payment instructions for goods and services, serves to ensure that there is no error when purchasing or requesting any good or service. Availability, balance between cost efficiency and reliability,

As Payaras (2014) mentions, as part of an electronic commerce system, the form of payment is to be a system that supports secure processing and that provides trust by giving a reliable, safe and efficient service. There is also a mention of the basic requirements to have in an electronic payment system (see figure 2).

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Figure 2: Electronic payment system
Source: Pérez, (2016).

C. Electronic Platforms

Electronic platforms serve as the main means of acquiring products or services, this having in most cases some percentage of sales, worldwide the main electronic platforms used are Amazon, EBay, Aliexpress, Alibaba among other. In our country, the best known are Free Market, Second Hand, among others. According to Mora (2016), eCommerce platforms are software systems that allow you to sell and buy. These offer a segmented catalog of products, templates, different payment methods, databases and statistics, from which to choose according to the needs of each one.

D. Distribution channels

Distribution channels are the way or the ways in which the products will reach the final consumer. As Pérez (2014) quotes Muñiz (2014), the distribution channel is defined as fully active economic areas, through which the manufacturer places its products or services in the hands of the final consumer. It represents an interactive system that involves all its components: manufacturer, intermediary and consumer. Electronic commerce normally enters the direct and short distribution channel.

Unlike the distribution in electronic commerce is completely different, since it is normally direct and short, which greatly facilitates the distribution of the product to the final consumer. Below is a comparative table of the physical market vs. the digital market (see Table 1).

Table 1: Physical market vs. virtual market

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MERCADO FÍSICO	MERCADO VIRTUAL
Horario fijo (10 a 10)	Horario continuado (24 horas 365 días)
Ventas a través del canal	Venta directa
Expansión geográfica limitación	Expansión mundial
Información ofrecida	Información requerida
Mercado local	Mercado global
Estrategias de marketing muy desarrolladas	Estrategias de marketing todavía sin desarrollar
Marketing uno a todos	Marketing uno a uno
Cuota de mercado	Cuota de clientes

Source: Pérez, (2016).

Just as there is an advantage of the traditional electronic distribution channel, it must be taken into account that there will be factors (geographic, time zones, etc.) that influence the reception of products purchased in online stores.

E. Classification of electronic commerce

The business model options offered by e-commerce are very wide and practically adaptable to any type of business, thanks to its flexibility with different distribution channels, making e-commerce adaptable to any business line. The classification can be done in 2 sections, the parts that interact and the second in the nature of the thing that is transferred (Ríos, 2014).

1) The parts that interact

- a) B2B (Business to Business): This is when it is given by two companies directly
- b) B2C (Business to Consumer): It is given through a company and a consumer
- c) C2C (Consumer to Consumer): When the exchange is made from consumer to consumer with a company that only functions as a support for the exchange.

2) The nature of the thing being transferred

- a) *Direct*: When the operation is successfully completed and there is no need to track the purchase, it is called a successful purchase.
- b) *Indirect*: It involves the transfer of a tangible thing and a second stage is needed in the purchase process, it is considered imperfect because the transaction is not immediate.

F. Advantages of electronic commerce.

As Alma de los Ángeles (2014) quotes, “Electronic commerce carried out through the internet allows the commercial transaction to be carried out easily, quickly and efficiently and provides a wide range of advantages” (Ruiz, 2014). There are several advantages of electronic commerce that optimize waiting times and transfers, these advantages apply to consumers and sellers, in this case, those who offer the electronic commerce service.

1) Advantages for the consumer

- a) Accessibility of all kinds of information from any physical location
- b) Make the purchase selection more quickly than what is offered in order to select the best and most convenient option and avoid pressures that may affect the purchase decision.

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- c) Reduce additional costs in the search for the best product option.
- d) It allows commercial transactions to be carried out in less time.
- e) Avoid visiting places that have a lot of people and there is some kind of insecurity.

2) Advantages for the merchant

- a) Increase the number of customers who will have access to your product.
- b) Open new product markets.
- c) Reduce the costs that are generated if it were traditional trade.
- d) Safe shopping for consumers.
- e) Greater advertising coverage.

6. Contextual framework

A. E-commerce in Mexico

E-commerce in Mexico is an activity that has been increasing in the country, now more people make purchases online or acquire services of different kinds and this is because more companies are covering this market, satisfying the different needs that customers They have over time asking different businesses or companies to purchase their products online. This table shows the increase that electronic commerce has had in Mexico (Table 2).

Table 2: Increase in Electronic Commerce

Año	Valor del mercado*	Variación (%)
2009	24,500	NA
2010	36,500	48.98
2011	54,500	49.32
2012	85,700	57.25
2013	121,600	41.89
2014	162,100	33.31
2015	257,090	58.6
Variación total		949

Source: (AMVO, 2018).

In 2015, the value of the e-commerce market in Mexico was 16 billion dollars, which places us behind Brazil among the countries of the region.¹⁹ An ISDI study estimates that by 2019, the growth of e-commerce sales in Mexico will represent 2.6% of total retail sales, while in Brazil it could reach 4.6%, almost double (AMVO, 2018).

A. Mexican consumer behavior

It is necessary to know the behavior of the Mexican consumer in general because, although Mexico is a very large country, the attitudes and characteristics tend to be similar in the purchasing action.

But, exactly what is the profile of the Mexican with reference to electronic commerce? According to AMVO (2018), this is its general outline of the consumer profile in Mexico (see figure 3).

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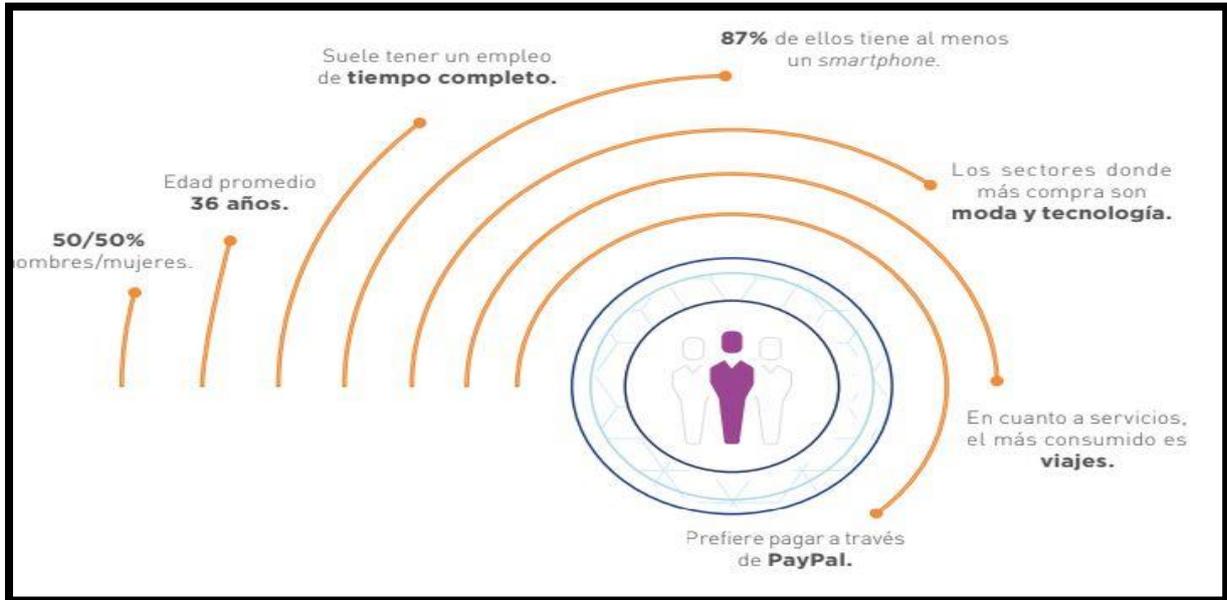


Figure 3: General outline of the consumer profile in Mexico

Source: (AMVO, 2018).

"7 out of 10 Mexican Internet users bought online between May and July 2016" AMVO (2018). This means that there is e-commerce activity in Mexico.

As Rodríguez (2016) quotes AMVO (2016), the majority of online shoppers are Millennials, 40% of shoppers who shop online are between the ages of 22-36, meaning they are part of the Millennial generation. . It is followed by people between 35 and 44 years old, with 24 percent. Men who make purchases through the Internet represent 54% of the total of those surveyed, while women reach 46 percent. It also segments the educational level of people who make purchases (see Table 3).

Table 3: Educational level

Nivel educativo	Porcentaje
Doctorado	1%
Maestría	10%
Licenciatura completa	52%
Licenciatura incompleta	11%
Preparatoria completa	10%

Source (AMVO, 2018).

As can be seen in the table above, the educational level where the number of most people who shop online is concentrated is that of a bachelor's level, which is related to the millennial market that was mentioned previously, these people either have a stable full-time job and in most profiles these people already absorb their own expenses without the need for second people to make payments, which generates more agility when making the purchase.

Another characteristic is that most of the people who make purchases online are in Mexico City, this has many variations since it is the city of the republic with the most population. The following table shows the percentage of purchasing segmented by the geographical area of the buyers (see Table 4).

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Table 4. Online shopping in Mexico.

Estado	Porcentaje
Ciudad de México	22
Estado de México	10
Jalisco	9
Nuevo León	7
Veracruz	5
Puebla	4
Baja California	3
Chihuahua	3
Guanajuato	3
Querétaro	3
Sinaloa	3
Sonora	3

Source: (AMVO, 2018).

The main product that the Mexican consumer acquires in online stores is that of clothing and accessories, this industry is one of the largest and acquired either online or in retail, which is why not only in Mexico it occupies the first place but throughout the world. world is among the most popular by online consumers, the following table shows the different percentages of buying of the different products that are bought the most online (Table 5).

Table 5: Products that are purchased online

Source: (AMVO, 2018).

Another variable in the behavior of the Mexican consumer is the technology with which they make their different purchases, in this era, technologies are present day by day and in a very penetrating way since we depend on our Smartphone, tablets or computers in our activities daily, that is why it is important to know by which electronic device the Mexican consumer makes the most purchases. According to AMVO (2015), "Almost half of online shoppers use or own Smartphone, tablets and computers to make their purchases online" Below is a figure with the percentage of use of different electronic devices (see table 6).

Table 6: Penetration of electronic devices

Dispositivo	Penetración
Smartphone	90%
Tablet	53%
Computadora	91%

Source: (AMVO, 2018).

Producto	2015	2016
Ropa y accesorios	53%	53%
Descargas digitales	49%	46%
Boletos para eventos	35%	37%
Videojuegos, consolas y acc	23%	22%
Muebles, electrodoméstico	19%	21%

As previously presented, the use of the computer in online purchases is the device in which the most purchases are made, but for very little are the Smartphone that, if it is not a device that is very easy to handle and transport, the Most of their apps have a much easier and friendlier interface to make purchases.

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Another interesting fact is the place of origin of the items that Mexicans buy most often, it is more than obvious that world powers lead the e-commerce market, we have the examples of Amazon by the United States and Alibaba for China. In an investigation carried out by the AMVO (Mexican Association of Online Sales), different consumer behavior was found, such as the ones mentioned above, and in this aspect it talks about why Mexicans prefer to make purchases in foreign online stores and one of their reasons was “ The main reasons for buying in international stores were the greater variety of offer as well as the price ”(AMVO, 2016).

Below is a table with percentage and the location where the product or seller originates from (online stores) (Table 7).

Table 7: Origin of the producer and / or seller

País	2015	2016
Estados Unidos	64%	61%
Asia	36%	41%
Latinoamérica	13%	13%
Europa	11%	9%
Otros	2%	2%

Source: (AMVO, 2018).

The payment method is another variable of behavior that is very important since there are many factors that influence whether the purchase is made or not. Still many people do not trust to make payments directly with their cards in an internet service is because many companies or websites have chosen to provide that security to their customers through different payment methods that they offer to consumers (see table 8).

Table 8: Payment methods

Servicio	Porcentaje	Establecimiento	Porcentaje
PayPal	62%	Oxxo	30%
Tarjeta de crédito personal	56%	Depósito bancario	22%
Transferencia de cuenta bancaria	51%	7 Eleven	10%
Tarjeta de crédito comercial	27%	Pago en efectivo	10%
MercadoPago	17%	Farmacia	9%

Source: (AMVO, 2018).

With this information you can understand many behaviors in Mexico since the Mexican does not usually pay for many of their purchases with cards and therefore they will not do it online either for security reasons, when it comes to electronic transaction payments they resort to using a service like paypal that provides more security and a backup to your purchases where your data will be more protected than directly on the seller page and if it is directly in stores, OXXO stores provide more accessibility to buyers to make their payments.

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As mentioned above, security is one of the main factors for which many people do not finish shopping or are not even interested in making purchases online because they do not want to give a company access to their personal and bank details after a search. conducted by AMVO (2015), yielded important information about how the consumer views the issue of security “around one in three respondents do not trust the use of a mobile device for future purchases as a result of mistrust on the site ”(AMVO, 2015). Below is a table with the different reasons why Mexicans do not like to store bank information in online stores (see table 9).

Table 9: Storage of bank information in online stores

Razón	Porcentaje
Seguridad	80%
No compro muchas cosas en línea	20%
Me ayuda a ahorrar	14%
No sabía que era posible	10%
No quiero configurar una cuenta	6%

Source: (AMVO, 2018).

Another phenomenon that exists in Mexico and that is present in many of the Mexican consumers of the online or physical market is the phenomenon called ROPO (research online, purchase offline) this means that they do the task of searching and deciding on online purchase but they make the purchase in a physical establishment, this is widely used by people who have a certain fear of making purchases online or because it is much easier for them to make and purchase the product in a branch but making the decision and analyzing the products from the comfort of your home (AMVO, 2018).

7. Model Analysis

In the following figure the proposed model will be exposed in accordance with what was presented in the research. (See figure 4).

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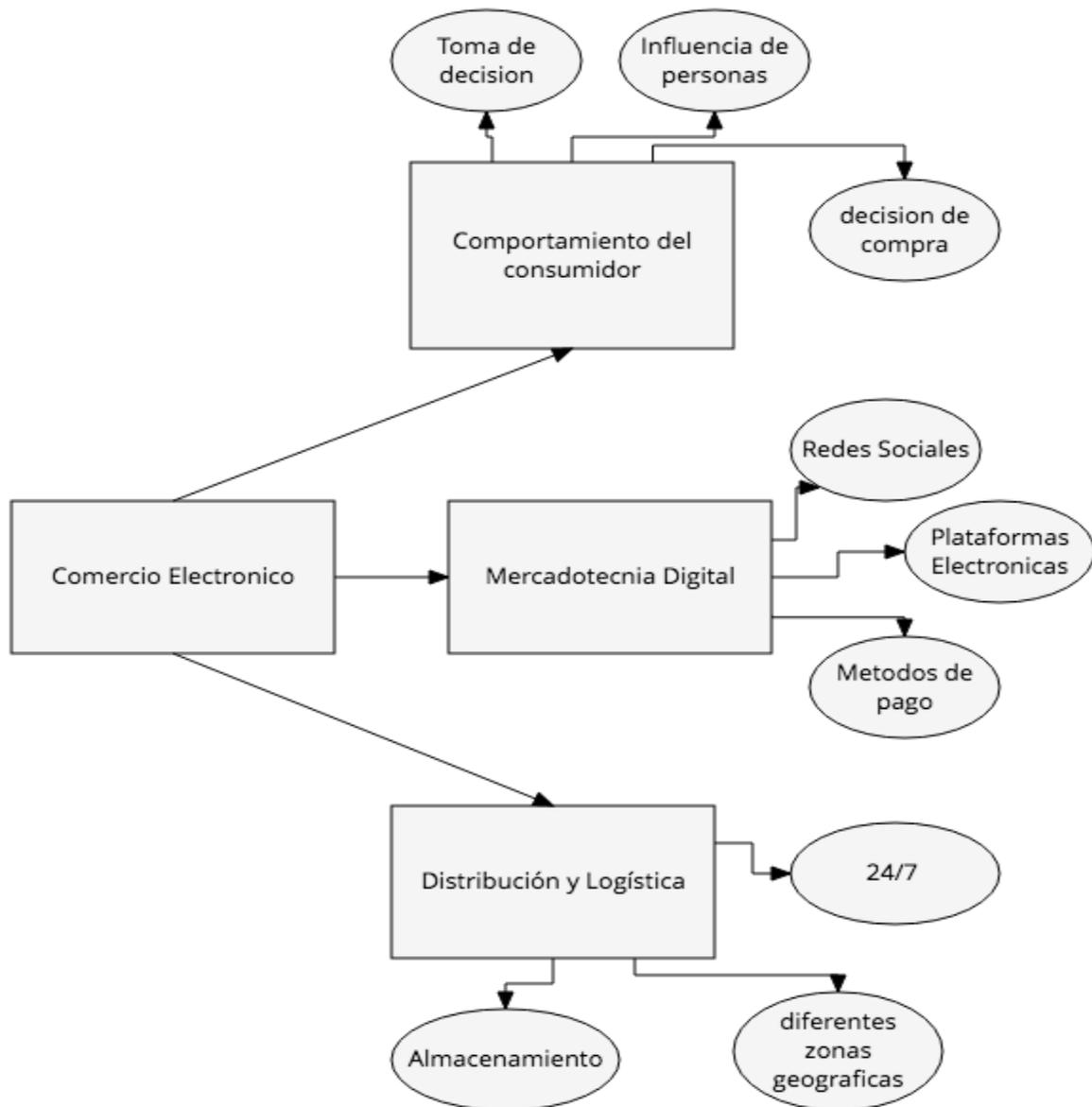


Figure 4: Chew model
Source: self made.

A. Consumer behavior

With reference to consumer behavior, there are 3 variables that are considered important in electronic commerce; First, consumer decision-making is a time in which each person dedicates to knowing what products they want or need and prioritizes whether or not to make the purchase, this may be altered by different factors, such as that of some third person who influences consumer decision-making, in e-commerce, could be people who have previously purchased this product and have left any comments, whether positive or negative, regarding the quality, texture, shopping experience , etc. And finally, the purchase decision where the person has the power to continue with it or not, if the product convinced him 100%,

B. Digital Marketing

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The communication that will exist between the seller and the buyer has to be very efficient since this will be an important part of every e-commerce process, many companies use digital marketing to be able to better target their customers, since without these tools they will not be able to penetrate the desired market or persuade you to make the purchase.

Social networks occupy a very important place for different online stores, since through these platforms they can give advertising and promotion to new customers or customers who have already acquired something, the role of social networks apart from informing about a product or service will also be to redirect people to the store page, where the entire process will be done by the consumer and then move on to the payment method used, at this point the company must have a lot of care as you have to make the customer feel comfortable when providing your bank details, this with the different security communication that each may have.

C. Distribution and logistics

One of the main advantages of online shopping is that the service is available 24 hours a day, 7 days a week, so you can make your purchase without having to bother if the store opens or not, this applies mainly at the time of purchase because the part of the shipment already depends on the internal policies of each company, geographical areas is another element that integrates this variable since products can be purchased from anywhere in the world, as long as they have coverage to the countries. This opens a huge gap within international stores as it is increasingly easier to acquire imported products at the original price without having to pay excessive taxes or higher prices, consumers have a wide catalog of offers for different products,

An example of logistics in e-commerce is “Amazon logistics® ” serving as an intermediary between the product company and Amazon customers®, since this sends the products and gives all the benefits of your online store for the products. All these variables are applied in Mexico since electronic commerce is handled similarly anywhere in the world, making it very easy to generalize the variables and adapt them to the Mexican market and very specifically to the market in the Lafayette area.

D. Variables Summary

In the following table we will present the summary of the variables, taking into consideration the variable, the definition, the dimensions, the sub-dimensions and the authors that were taken as the basis for the research. (See table 10).

Table 10: Summary of variables

VARIBLE	DEFINITION	DIMENSIONS	SUB-DIMENSIONS	AUTHOR
	It is the sale of products or services through the internet and computer networks (Hernández, 2009)	Behavior Of the Consumer	Decision making	Turban, E
			Influence of people	Turban, E
			Purchase decision	Turban, E

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Electronic Commerce	Marketing Digital	Social networks	Turban, E
		Electronic Platforms	Turban, E
		Payment methods	Turban, E
	Distribution AND Logistics	24/7	Turban, E
		Different geographical areas	Turban, E
		Storages	Turban, E

Source: self made.

8. Analytical Framework

A. Method used in the investigation

The methodology to be used will be under a deductive approach, since we will analyze the data in a general and specific way, such as concepts, behaviors, previous research, etc. to be able to build conclusions and assumptions regarding the electronic commerce that exists in the neighborhood.

Subsequently, the inductive method will be used to analyze in isolation the different consumer behaviors that exist in the area and thus be able to start and in the future create increasingly personalized strategies that help boost sales and online purchases. A documentary investigation is carried out, collecting, selecting, analyzing and presenting truthful and coherent information from the different sources of information and databases.

B. Type of study

According to Nieves (2006), quoting from Sampieri (2010), exploratory research is described as a kind of compass in which knowledge does not automatically occur, but which avoids losing ourselves in the chaos that this research may cause, "it is the research that give us an overview of an approximate type, regarding a certain reality ", This type of research is applied mostly in research that has not been studied in depth and which is more difficult to create hypotheses, they serve to increase the degree of familiarity with relatively unknown phenomena In this case, the subject of electronic commerce in this area is not fully studied, we know that electronic commerce at this time is a fully explored subject and which is constantly being updated (Nieves, 2006).

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An exploratory investigation was used in this investigation, which through a survey obtained results that affirmed the aforementioned hypotheses. Descriptive research according to Nieves (2006) is used to describe the reality of situations, in this type of research it is not intended to go beyond the description since the important thing here is to plant the most relevant fact or situations, and later the author has to define his analysis and the processes that were involved (Nieves, 2006). This research describes how consumer behavior is with respect to electronic commerce in this area in particular, analyzing different factors that involve this issue at the colony, state and national level to better understand the concept and its context.

C. Research methodological strategy

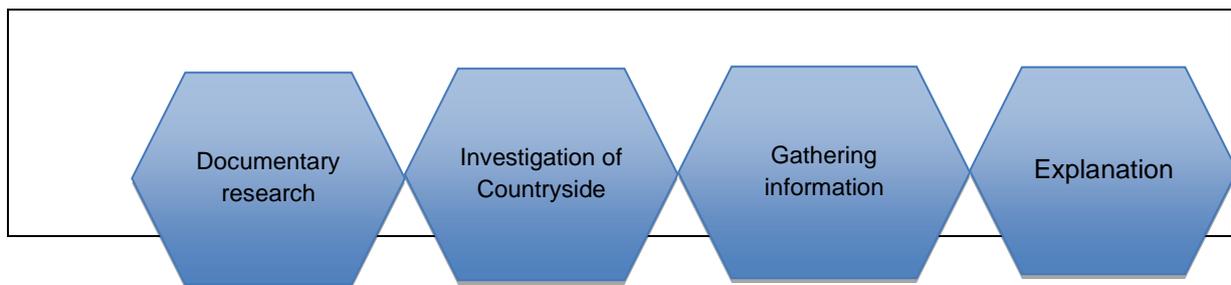


Figure 5: Research methodology
Source: self made.

This is the strategy that was used in the investigation according to the order presented in figure 5, explaining below the processes of each one of these. In the documentary research section it covers everything that has to do with the topic of information that it obtained from different sources of information, such as texts, database articles, etc. Subsequently, and after analyzing these data, the most viable field research for this type of research was sought, the information was collected and the data was subsequently analyzed to explain them throughout this chapter, I will find the most detailed information for each one. of these steps.

1) Investigation

Field research is according to Cajal (2018), the collection of information outside a laboratory or workplace, this means that the information obtained is taken in environments outside the workplace and not controlled. In this case, a survey was applied as a field research tool, the survey is a research method that consists of obtaining information from people through structured questions in a questionnaire format regarding the topic from which the information is to be obtained (Cajal, 2018).

D. Survey writing technique

The wording of the questions observed in the survey were structured based on the information obtained in the previous investigation of the subject, based on an investigation carried out in 2016, entitled "Electronic commerce as a business strategy for the municipality of Nezahualcóyotl for micro and small companies "by the author Víctor Erick Pérez García belonging to the National Polytechnic Institute, from which part of the structure of the surveys was obtained, applying it to the Lafayette neighborhood and the market in question, which in this case are consumers , considering the main subtopics of the topic to cover and get much more accurate information to make the analysis more concrete.

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E. Instrument for writing the questionnaire

In this field investigation it was applied according to the degree of structure of the questionnaire, in this case the questionnaire was carried out using unstructured items since the information that is previously available is not explored in the best way, so this type of items helps to have a more concrete idea of the information, to avoid that in the final elaboration of the research, incorrect results are incurred, either due to excessive questions or that the questionnaire does not have enough questions to collect the information needed. After this type of item, a structured one can be applied which is characterized by not having interference by the interviewer in the formulation of questions or any alteration in them in order to obtain another answer since this type of item is the best suited for obtaining data reliably.

F. Sample for convenience

Sampling for convenience is, according to Ochoa (2015), "Select a sample of the population due to the fact that it is accessible", that is, the selection of the population is readily available (Ochoa, 2015). In this investigation, a sample was used for convenience, since the economic and technological resources were not available to carry out the brief to the entire population.

G. Collection of information

This survey was carried out on people who live or spend the majority of the day in the Lafayette neighborhood, men and women between the ages of 16 and 34, they did not have to have been consumers via electronic commerce, since they intended to have information about active and non-active e-commerce consumers. The survey was carried out on Saturday, March 28, 2018, in the Chapultepec walker and the following results were obtained, which will be analyzed in graphs.

Table 11: Technical Sheet

Zone	Colonia Lafayette
Total population	1,869 people
Original Sample (90% confidence and error margin 10%)	92 people
Sample for convenience	12 persons

Source: self made

9. Results of the investigation

1. Age

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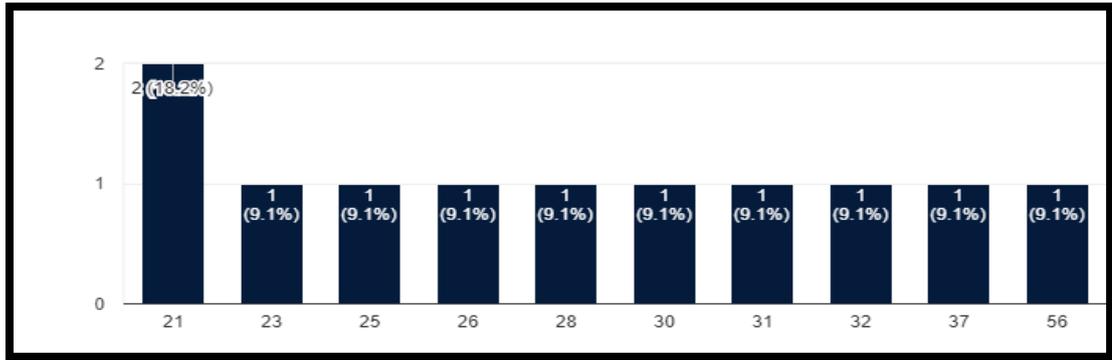


Figure 6. Age of the participants
Source: self made.

It is illustrated in the image that the majority of the market (18.2%) is made up of 21-year-olds. That according to the Informed (2016), 80% of millennials make purchases online.

2.- Postal Code

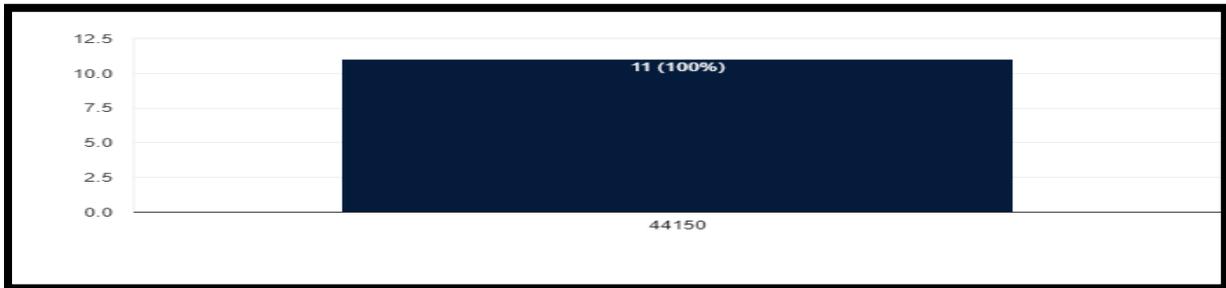


Figure 7: Zip code.
Source: self made.

100% of respondents lived near the Lafayette area.

3.- Gender

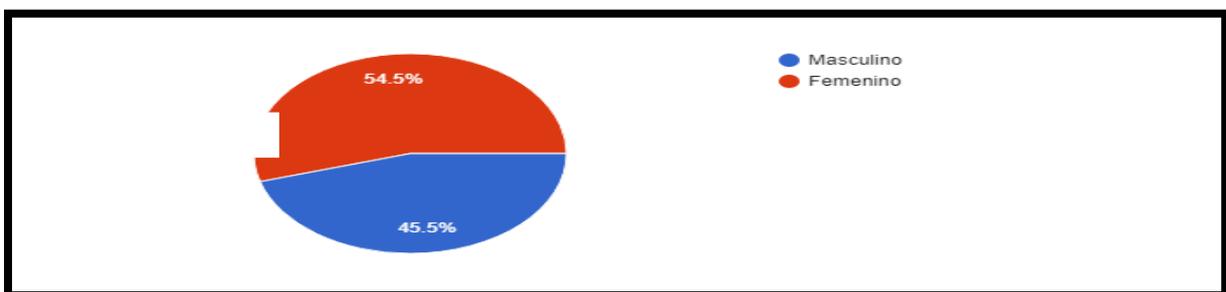


Figure 8: Gender
Source: self made.

54.5% of the respondents were female. Being the sector that make 77% of online purchases as opposed to 52% of purchases made by men (PuroMarketing, 2016).

4.- Have you ever bought online?

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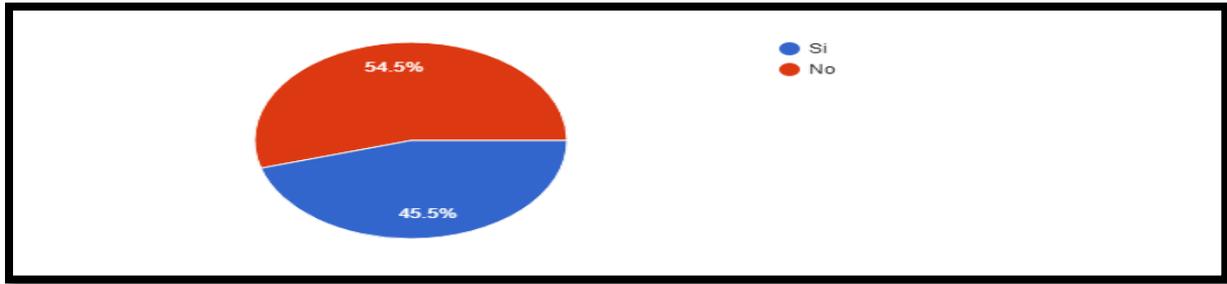


Figure 9: Internet shopping
Source: self made.

Only 45.5% of respondents buy online, so we can see an index that, although high, is not the majority.

5.- This question only applies to those who have not purchased online. If your previous answer was "NO", what is the reason? After the next question jump to the point. (Only for those who answered no).

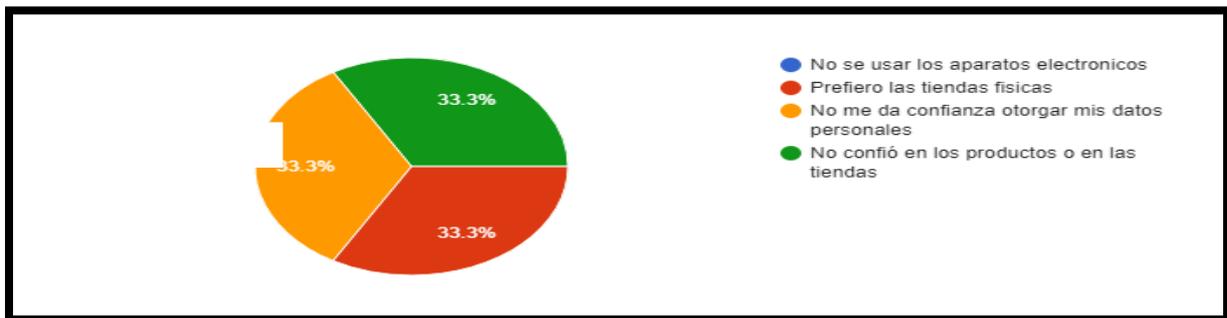


Figure 10: Reasons why they do not buy online.
Source: self made.

It can be seen that there is a certain level of mistrust when buying online, because personal data has to be given, or sometimes the product does not reach the appropriate level, and therefore they prefer to go to physical stores to buy them. But they all use electronic devices.

6.-This question only applies to people who have not purchased online. Consider shopping online if you receive any extra information about e-commerce and online security.

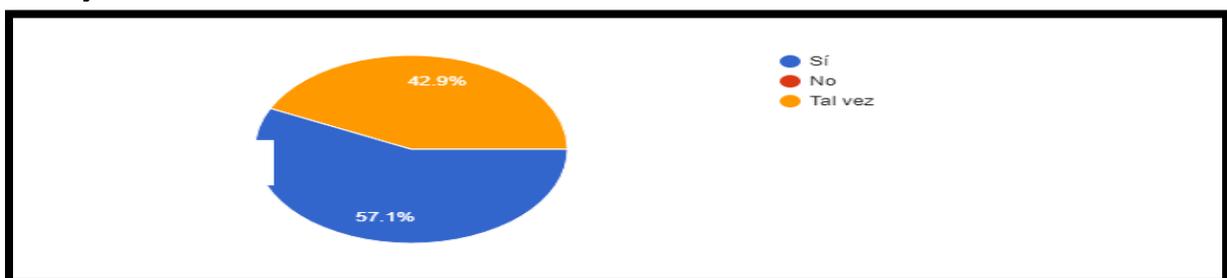


Figure 11: Potential buyers on the internet
Source: self made

57.1% agreed that there is a lack of knowledge on the part of people, which could have a positive influence in the future.

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7.-This question only applies to people who have purchased online. If the answer was affirmative. What type of product was the one you recently purchased?

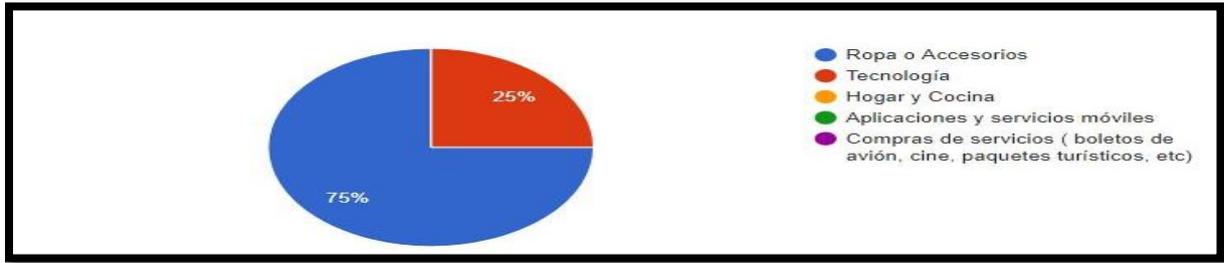


Figure 12: Online product purchases

Source: self made

The product that 75% acquired were accessories and clothing, being a market with a high influence on online purchases.

8.- What electronic devices did you make the purchase on?

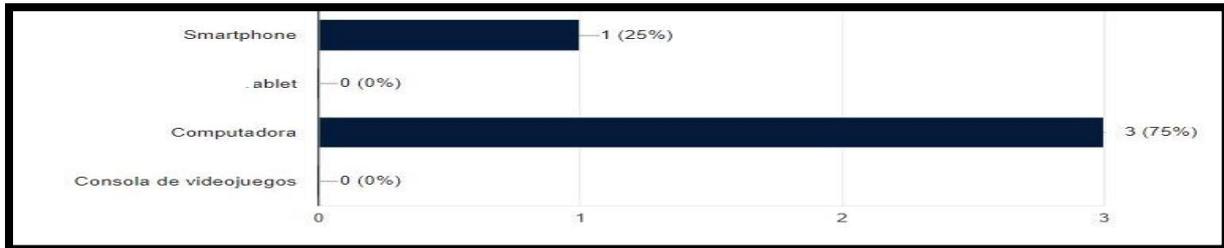


Figure 13: Electronic devices

Source: self made

75% answered that, on the computer, so the purchase pages should have a greater adaptation to this format.

9.-Through which payment system did you make the purchase?

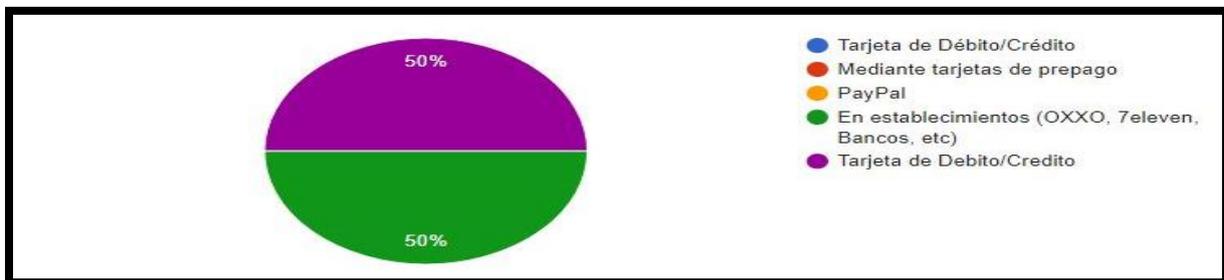


Figure 14: Reasons for making purchases

Source: self made

50% made the payment through a physical establishment either for security or the lack of a credit card, and 50% by debit or credit card. So there must be an offer from the stores for the two payment systems.

10-What or what were your main motivations to buy online? (Check all those you consider appropriate)

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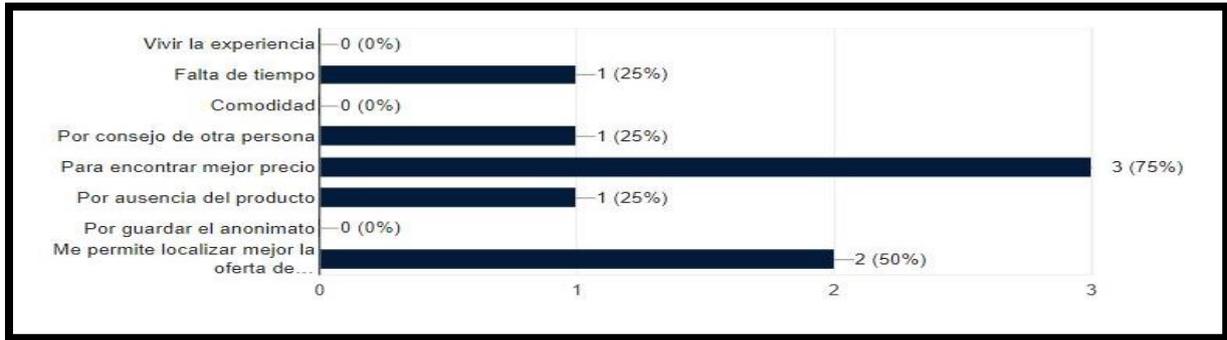


Figure 14: Main motivations for online shopping
Source: self made

75% I do to find a better price, being the cost savings generated by physical stores that allow a reduction in product costs.

eleven.- Does knowing the name of the store or any recommendation influence the purchase?

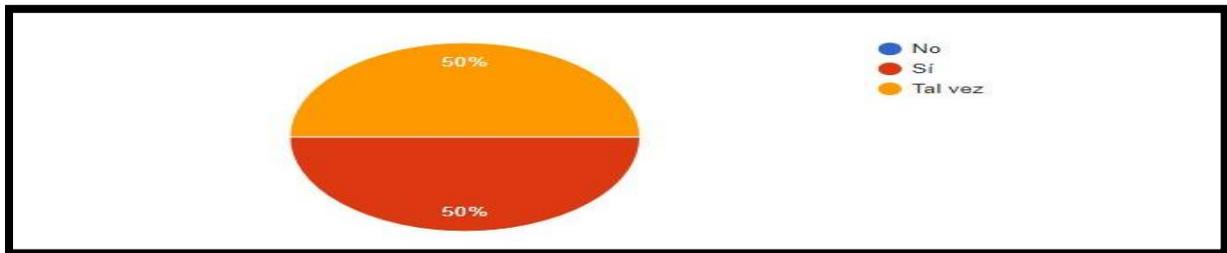


Figure 15: Knowledge of the store name or recommendations
Source: self made

Word of mouth recommendations and brand influence have a positive or possibly positive influence on people's minds.

12.-Usually. How was your experience in electronic commerce?

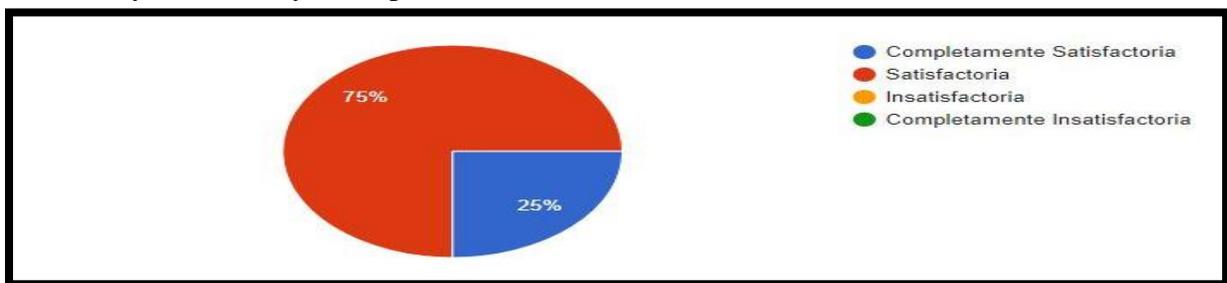


Figure 16: Experiences in electronic commerce
Source: self made

75% said they were satisfied with the online purchase, this being a potential market to develop in the future for companies.

13.- Do you think that increasing electronic commerce among the inhabitants of the neighborhood will increase the stores that offer this service?

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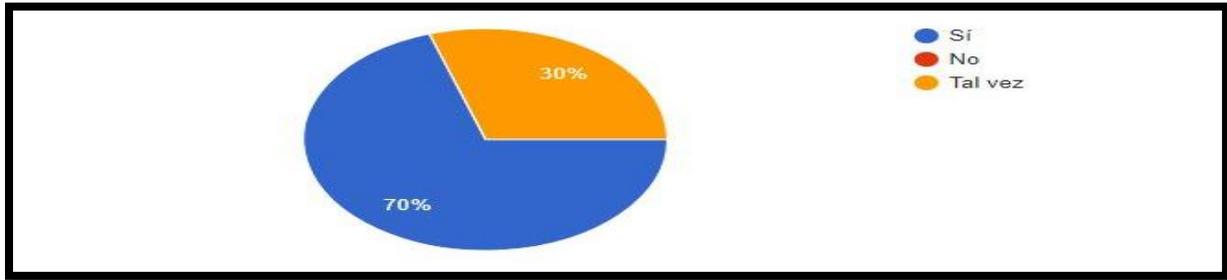


Figure 17: Increase in electronic commerce
Source: self made

70% agreed, so companies should focus on making this their next business strategy to grow in the market.

14.- Do you consider that electronic commerce is a widely used form of purchase in your area?

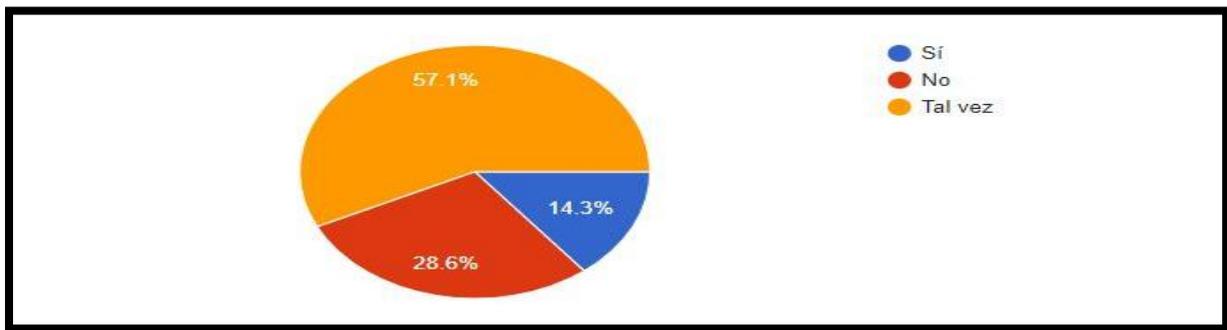


Figure 18: Shopping in your area by electronic commerce.
Source: self made

Only 57.1% consider that it is used by companies, so there should be an increase in the number of companies that start using it.

10. Analysis of results

By carrying out this small survey, different data could be obtained that open a guideline to analyze the entire market in the area, although there are people who make purchases online, there are also people who do not and in this survey there were more people who have not made. When buying online, most of the people who answered that they have not made an online purchase are interested in receiving some type of information or training to be able to buy in the safest and most correct way. With respect to people who make purchases over the internet, the profile that had previously been investigated coincides a lot with the results that were obtained with this, it can be concluded that the Mexican consumer with respect to electronic commerce is very similar at the national level.

People who live in the Lafayette area, most of the respondents do not know how electronic commerce is in their area, so they do not know if the stores that are around them have the online store service. On the other hand, 70% of those surveyed consider that if the increase in consumers in online shopping, small businesses in this area will consider e-commerce in their companies an opportunity.

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11. conclusion

As a final part of this project, it is important to emphasize that the research yielded important data for future research, whether it has to do with consumer behavior or for companies that need information on this topic, and hence start with strategies to apply electronic commerce in their business. It is important to remember that electronic commerce is not intended anywhere to replace physical commerce, since we could see that the electronic commerce segment is very specific and in some of the cases the same people who correspond to the mentioned segment prefer purchases in physical stores.

As a general conclusion it may be that commerce in the colony is not fully developed as in other parts of the country, that people who have not made purchases is because in most cases they do not know for sure what the purchase process is like and the security that it has for individuals, so as a means of strategy for companies it would be to implement informative plans on how to make a safe purchase. The profiles of the consumers, that previous investigations throw, are very similar to the information that was obtained from the surveys carried out on the people of that colony so that general strategies can be generated for the consumer regardless of much the geographical area where they are located. .

As commented about the research, electronic commerce is a form of purchase that has many advantages for consumers and not only for them, it also has advantages for companies and therefore for the country's economy, so it is important to create a more implies about it in society without reaching the point of depending on it.

12. Recommendations and Limitations

The objective of this research is to know the consumer behavior of people who buy online, in order to be able to provide this information to different companies in the future, who are in the area and who have not yet implemented electronic commerce, to that they can analyze and know their nearest market and they can conclude if implementing this purchase method is viable for companies, it is also recommended to expand the sample this because by knowing the market better, it is possible to know if at some point in the research they can generalize the consumer profile and apply it to any area that has certain characteristics (socioeconomic, geographical, population, etc.) and thus expand the market and not stay within a specific radius.

The limitations presented in this research were mainly that there is no specialized literature on electronic commerce in the Guadalajara neighborhoods, which limits the body of documentary and field research, since there is no information that completely the data obtained can be Having information gaps that can help to know a little more about the consumer in the area, also the economic resources implied a limitation when carrying out the field research, since it is considered that much more variable data could have been obtained or it could be concluded general that consumer behavior in the area is very similar among them

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