

Analysis of the Scientific Production on Direct Consumer Behavior

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Abstract - The objective of the research was to analyze the scientific contributions that underpin the behavior of the direct consumer. The methodology was basic, non-experimental design, exploratory-explanatory scope, whose sample consisted of 30 articles. The results showed that the analysis of behaviors can also be developed through the collection of information about the preferences and interests of consumers; there are also various variables that intervene in the behavior of consumers, which is why the analysis of these aspects must be taken into account for the formulation of precise strategies. Concluding that, it is possible to get to know the consumer and the reasons, both internal and external, that involve their decision making, therefore it is significant to be able to factor them to allow it to be visualized with a broad panorama and to know how it impacts them and its evolution.

Keywords: Behavior, Strategy, Consumer, Effective Development

I. INTRODUCTION

Rueda et al., (2022), concluded that the analysis of the market segments to which the organization will be focused is really important because it will also allow identifying those behaviors to direct the proposals. On the other hand, Béjar-Tinoco et al., (2022), concluded that the adequate incorporation of standardized procedures for market segmentation allows improving the possibility of developing a specific focus on needs. Likewise, Campos-Vázquez et al., (2022), concluded that, Determining consumer expectations will allow for relevant proposals to be presented to reduce negative behaviors. Therefore, Gaona-Pineda et al., (2023) concluded that customers often exhibit inappropriate behaviors because organizations are unable to meet their needs through competitive proposals. Therefore, Cordero, (2023) concluded that behavior analysis can also be developed by collecting information about consumer preferences and interests. In addition to Barrera Rodríguez et al., (2022), they concluded that the lack of integration of

psychological and marketing tools prevents adequate analysis of consumer behaviors. According to Marambio-Tapia, (2022), they concluded that companies must focus on the needs of their customers in order to develop compelling proposals that lead to generating satisfaction and reducing negative behaviors. On the other hand, Gacitúa, (2024) concluded that the use of algorithms in consumer relations is beneficial for consumers in terms of access. Therefore, Marchán-Sanz et al., (2024) concluded that, as consumers become more informed about the proposals, the higher the levels of demand that must be met by companies. Next, Grünstein, (2023) was cited, concluding that communication platforms also generate influence on the creation of consumer behavior, because they transmit information about the experiences of other consumers.

In order to strengthen the body and the results of the investigation, the background at the national level was supported by the following: Schmitt et al., (2021) concluded that the wide diversity of consumers exhibits different behaviors according to their own perceptions and needs. Meanwhile, Lujan Chumbiray & Polo Heredia, (2024) concluded that determining customers' perspectives on organizational benefits will allow projecting those behaviors so that improvement mechanisms can be established for them. Likewise, Gonzales Guevara & Vasquez Rodas, (2022) concluded that one of the changes that most people share is that, due to confinement, several of the human being's social and professional activities have been affected. In addition, Benavides & Yactayo, (2021) concluded that the constant learning of consumers leads to the emergence of negative behaviors because their demands are increasing (Goswami & Pandya, 2021). On the other hand, Lajo et al., (2021) concluded that the analysis of behaviors will allow the development of customer segmentation based on their perspectives to focus on an appropriate segment. Meanwhile,

Castillo Amaya et al., (2022) concluded that it is considered as the convergence of various elements such as perception and cognitive aspects that give rise to behavior that can be positive or negative (Akila & Revathi, 2023). Likewise, Mamani et al., (2022) concluded that the consumer can assume all roles or it can be different people or departments that act as users, payers and buyers. Meanwhile, Contreras Gallardo et al., (2022) concluded that companies and marketing experts can understand and create effective strategies to attract consumer attention. Therefore, Bautista-Gonzales et al., (2023) concluded that there are various variables that intervene in consumer behavior, which is why the analysis of these aspects must be taken into account for the formulation of precise strategies. Meanwhile, (Benavides-Loja & Avila-Rivas, 2021) concluded that this is because the stimuli that indicate the benefits traditionally issued by companies will have their effect considering the contingencies experienced by the consumer himself (Laith et al., 2023).

Furthermore, regarding the conceptualization of the variable consumer behavior, according to Moreno Morillo et al., (2022), it is the behavior that consumers display in response to the proposals presented by companies, within which internal procedures intervene. On the other hand, according to (Torres et al., 2022), they determined it as the behavior developed by consumers when faced with the decision of the proposals. In addition, according to (Virgüez et al., 2020), it is the behavior shown by customers, which can be positive or negative according to the efficiency with which expectations are met.

Regarding the theories of the variable, the theory of consumer behavior was considered, which directly depends on the capacity with which the company achieves the coverage of needs (Molina & Altamirano, 2022). In addition, the theory of planned behavior stands out for its inclination towards the development of consumer behavior in a premeditated way based on experiences (Cueva et al., 2021). Likewise, the theory of purchasing practices, which establishes that the various practices of customers regarding the purchase of their products and services are directly determined (Contreras Lévano et al., 2021).

As for the justification, the theoretical justification was considered, in which the incorporation of new knowledge in the reader regarding consumer behavior was sought. Practical justification, the integration of foundations was sought so that companies can take it into account in their decisions. Methodological justification, through the incorporation of the appropriate instrument for the review of the bibliography that can be used in other similar studies.

The following objective was established: To analyze the literary contributions that underpin the behavior of the direct consumer.

II. METHODOLOGY

As a research methodology in the elaboration of the literature review research work, the qualitative approach was applied, mainly developing the integration of theoretical information to respond to the objectives (Veintimilla Soliz et al., 2020). With an exploratory-explanatory scope, because it is made known that the study aims to know how the independent concept impacts the development of the secondary variable (Sambrano, 2020).

The bibliographic review was used as a technique. To identify publications related to job performance, sources indexed in Scopus were used, using as selection criteria publications within the limits from 2021 to 2024, as well as research in thematic areas of the business field and scientific article type of document. There were a total of 30 articles.

In accordance with international ethical principles, autonomy was considered, which made it possible for the researcher to be free when determining the topic to be developed; beneficence, where priority was given to those procedures to collect data that can serve as a basis for improving knowledge and reducing the problem; justice, through which respect was given to the rights of each element involved; non-maleficence, because it was not oriented towards the generation of a negative environment or other effects on the organization. The use of APA standards for citing authors was also taken into account.

III. RESULTS

Characteristics of publications on the subject direct consumer behavior: a literature review shown in Table I.

TABLE I CHARACTERISTICS OF PUBLICATIONS ON THE SUBJECT DIRECT CONSUMER BEHAVIOR: A LITERATURE REVIEW

Author	Type of item	Year	Aim	Results	DOI
Flores-Rueda, I.C., Sánchez-Macías, A., López-Celis, D.M., & Peñalosa-Otero, M.E.	Revision	2022	Develop the characterization of those consumer profiles.	The analysis of the market segments on which the organization will be focused is really important because it will also allow identifying those behaviors to direct the proposals.	https://doi.org/10.52080/rvgluz.27.9.13
Béjar-Tinoco, V., Valenzo-Jimenez, M.A., & Madrigal-Moreno, F.	Revision	2022	Provide an overview of e-commerce during the pandemic.	Proper incorporation of standardized procedures for market segmentation improves the possibility of developing a specific approach to needs.	https://doi.org/10.15446/innovar.v32n86.104665
Campos-Vázquez, R.M., Esquivel, G., & Medina, A.	Revision	2022	Address the analysis of consumer expectations regarding Mexican products.	Determining consumer expectations will allow for relevant proposals to be made to reduce negative behavior.	https://doi.org/10.20430/ete.v89i35.5.1331
Gaona-Pineda, EB, Rodríguez-Ramírez, S., & Martínez-Tapia, B.	Revision	2023	Identify the salient aspects of customer behavior.	Customers often exhibit inappropriate behavior because organizations are unable to meet their needs through competitive proposals.	https://doi.org/10.21149/14785
Moreno-Cordero, G.	Revision	2022	The importance of information in shaping customer behavior.	Behavioral analysis can also be developed by collecting information about consumer preferences and interests.	https://doi.org/10.20318/cdt.2023.7.557
Barrera-Rodriguez, A.M., Duque-Hurtado, PL, & Merchan Villegas, V.L.	Revision	2022	Identify the importance of incorporating marketing disciplines in the analysis of consumer behavior.	The lack of integration of psychological and marketing tools prevents adequate analysis of consumer behavior.	https://doi.org/10.18270/cuaderlam.v18i35.3855
Marambio-Tapia, A.	Revision	2022	Identify the importance of addressing the determination of projected consumer behavior.	Companies must focus on the needs of their customers in order to develop compelling proposals that lead to generating satisfaction and reducing negative behaviors.	https://doi.org/10.7440/res85.2023.03
Bolivar-Gacitúa, N.	Revision	2024	Determine the sources of information that shape consumer behavior.	The use of algorithms in consumer relations is beneficial for consumers in terms of access.	https://doi.org/10.5354/0719-2584.2024.66660
Marchán-Sanz, C., García-Rivero, A., Fernández-Gomez, A., Fernández-Gomez, E., & Feijoo, B.	Revision	2024	Identify the influence between brand and customer perspectives.	As consumers become more informed about the proposals, the higher the standards that companies must meet.	https://dx.doi.org/10.52029/esmp.914.80
Aguirrezabal-Grünstein, M.	Revision	2023	Establish the participation of the media in the formation of consumer behavior.	Communication platforms also influence the creation of consumer behavior, because they transmit information about the experiences of other consumers.	https://doi.org/10.32995/S0718-80722023786
Schmitt, V., Massey-Tapia, D., & Santa-Gadea, M.	Revision	2021	Conduct an analysis of customer perceptions of the products presented by companies.	The wide diversity of consumers presents different behaviors according to their own perceptions and needs.	https://doi.org/10.46677/compendium.v8i3.996
Luján-Chumbiray, D.F., & Polo-Heredia, A.S.	Revision	2024	Identify the influence of organizational elements in creating a satisfactory customer experience.	Determining customer perspectives on organizational performance will allow those behaviors to be projected so that improvement mechanisms can be established for them.	https://doi.org/20.500.12404/27391
Gonzales-Guevara, L.Y., & Vasquez-Rodas, G.E.	Revision	2022	Determine the elements that generate negative influence in the formation of consumer behaviors	One of the changes that most people share is that, due to confinement, several of human social and professional activities have been affected.	https://doi.org/20.500.12404/22233
Reyes-Benavides, J.M., & Napán-Yactayo, A.C.	Revision	2021	Identify the relevant determination about consumer behavior.	The constant learning of consumers leads to the emergence of negative behaviors because their demands are constantly increasing.	http://dx.doi.org/10.35381/rkv6i1.12.24
Torres-Lajo, M., Torres-Valladares, M., & Tinoco-Gómez, O.	Revision	2021	Develop an analysis of the companies' approach to customers to improve the behavior generated.	Behavioral analysis will allow you to develop customer segmentation based on their perspectives in order to focus on an appropriate segment.	https://doi.org/10.15381/rinvp.v24i2.19907
Castillo-Amaya, MA, Moza-Chanucas, MA & Aguilar-Chávez, PV	Revision	2022	Determine consumer behavior when choosing the proposals presented.	It is considered as the convergence of various elements such as perception and cognitive aspects that give rise to behavior that can be positive or negative.	https://doi.org/10.18687/LEIRD2022.1.1.151
Mamani-Emilio, F., Rodríguez-Huamani, R.E., & Arce-Ortiz, N.V.	Revision	2022	Carry out the characterization of consumer behavior according to personal culture.	The consumer may take on all roles, or different people or departments may act as users, payers, and buyers.	https://doi.org/10.4067/S0718-34292022000200133
Gallardo-Bianca, V.C., Roncal-Verónica, L., & Roncal, P.B.	Revision	2022	Identify the importance of understanding consumer behaviors in advance.	Companies and marketing experts can understand and create effective strategies to attract consumer attention.	https://doi.org/10.18687/LACCEI2022.1.1.16
Bautista-Gonzales, B.C., Estrella-Gavidia, R., & Vidal-Taboada, S.L.	Revision	2023	Identify sensitivity factors in clients to shape conduct and behavior.	There are various variables that influence consumer behavior, which is why these aspects must be analyzed to formulate precise strategies.	https://dx.doi.org/10.18687/LEIRD2023.1.1.318

Papanicolau-Denegri, J.N., Jordan De Vivero, S.A., & Ross-Antezana, A.A.	Revision	2022	Identify the role of beneficial stimuli in customers to shape their behavior.	This is because the incentives that point out the benefits traditionally issued by companies will have their effect considering the contingencies experienced by the consumer themselves.	https://doi.org/10.15381/adata.v25i2.22837
Contreras-Lévano, MA, & Vargas-Merino	Revision	2021	Conceptualize and characterize the behavior of consumer in a generational perspective according to studies carried out in recent years, specifically between the years 2015 and 2020.	It is possible to get to know the consumer and the reasons, both internal and external, that are involved in their decision making, therefore it is significant to be able to factor them in order to visualize it with a broad panorama and know how it impacts them and their evolution; within the development of the article it was possible to observe how the consumer's behavior from the family factor to the consumption of social networks is influenced and how they are becoming increasingly extremely strict when making a purchase decision.	https://doi.org/10.30545/academo.2021.jan-jun.2
Benavides-Loja, J.C., & Avila-Rivas, V.A.	Revision	2021	Analyze consumer behavior in e-commerce during the pandemic.	It is important to take advantage of this opportunity that was indirectly given by COVID-19 and to be able to face the challenges that arise from digitalization and commercial processes through electronic commerce. During this time of pandemic, consumer behavior was different, they had to adapt to social networks to be able to make their purchases, which made them feel safe and they did not have to worry about being infected.	http://doi.org/10.33386/593dp.2021.6.807
Gonzales-Sulla, A.E.	Revision	2021	Conduct a review of the changes in consumer behavior and their purchasing decision process and how companies should take into account the new consumer path.	Consumers in their purchasing decision process go through different progressive and sequential stages, sometimes they will be shorter and other times they can be skipped due to the type of product or service they are acquiring, that is why analyzing each one of these stages has a significant value, to guide the consumer in this path and thus achieve being the first option to take into account. It is no longer a simple sale, this consumer must end up recommending the brand or product.	https://doi.org/10.15381/gtm.v24i48.21823
Cajo-Torres, M.B., Mite-Córdova, K.V., & Moscoso-Parra, A.E.	Revision	2022	Analyze the impact of content marketing on Facebook on the behavior of millennial consumers in supermarkets in the city of Machala	It is determined that, if there is an influence of perceived value on consumer behavior, supermarkets have built positive impressions on their customers that influence the way brands are perceived, thus creating familiarity with the offer.	https://doi.org/10.33386/593dp.2022.2.1022
Moreno-Morillo, E.J., Ponce-yactayo, D.L., & Moreno-Perez, H.T.	Revision	2021	To determine the correlation between consumer behavior and the purchasing decision process of the Chimbote resident, 2021.	A moderate correlation was determined between consumer behavior and the purchasing decision process of the Chimbote resident, 2021, given that a correlation coefficient of 0.453 was obtained, which indicates a moderate correlation and a $p = 0.000 < 0.05$, rejecting the null hypothesis	https://doi.org/10.37811/cl_rcm.v5i6.1478
Virguez, J.F., Sánchez-Pineda, D.C., & Rodríguez-Suancha, S.A.	Revision	2020	Collect information related to marketing communication in consumer behavior for organizations.	In this way, it is expected that organizations will be interested in developing adequate marketing communication, oriented to current consumer behavior, in order to transmit knowledge, allowing rapid expansion in the market.	https://doi.org/10.36260/rbr.v9i1.906
Cueva-Estrada, J.M., Sumba-Nacipucha, N.A., & Delgado-Figueroa, S.P.	Revision	2021	Determine the effects of social marketing on consumer purchasing behavior	It shows the existence of a low intensity correlation (Spearman's rho = .322), a result that corroborates that social marketing does not have as its ultimate goal to motivate or positively influence the consumer's purchasing decision on products sold by the company; however, it does favor the corporate image.	https://doi.org/10.19052/rvgluz.27.95.25
Pintp-Molina, S., & Granja-Altamirano, K.	Revision	2022	Analyze how social media marketing strategies influence consumer behavior, specifically their purchasing decisions and the perception of brands in the digital age.	Consumers are increasingly turning to social media as part of their research process before making purchasing decisions, highlighting the need for businesses to maintain a strong and engaging presence on these platforms. This involves not only creating relevant content, but also actively managing online reputation and engaging in meaningful conversations with consumers.	https://doi.org/10.62943/rck.v1n1.2022.35
Veintimilla-Soliz, D., Guerra-Flores, C., & Vasco-Vasco, J.	Revision	2020	Determine which factors help improve decision-making in consumer purchasing behavior for household appliances.	Experimentation with advertising images using biometric eye-tracking equipment showed that the elements of an advertisement must be distributed correctly, thereby increasing the levels of attention they transmit, persuade and stimulate the emotional side of people, ensuring that each one of them is relevant.	https://doi.org/10.33936/eca_sinergi.a.v11i1.1923
Galaviz-Zamora, M., Murillo-Félix, C.A., & Amarillas-Ibarra, P.R.	Revision	2021	Determine the level of influence of the Internet and social networks on the consumer behavior of college students to base their purchasing decisions	The use of the Internet and social networks does influence the purchasing behavior of young university students, as 94% of the study subjects consider that the level of influence ranges from medium to high.	https://doi.org/10.46589/rdiasf.vi36.391

IV. DISCUSSION

The theory of planned behavior, proposed (Ajzen, 1991), also offers a valuable framework for understanding consumer behavior. Ajzen argues that behavioral intentions are

influenced by attitudes toward the behavior, subjective norms, and perceived control over the behavior. This model can help explain how and why consumers make specific choices, which in turn can inform more effective marketing

strategies that align brand messages with consumer intentions.

Consumer behavior is a complex phenomenon that has been studied by numerous researchers. Zarate & Domínguez, (2024) point out that understanding the motivations behind purchasing decisions is crucial for the development of effective marketing strategies. According to these authors, the consumer decision process includes stages such as need recognition, information search, evaluation of alternatives, and decision making. This model provides a useful framework for analyzing how consumers interact with products and brands.

Aspects such as perception, attitude and social influence play a fundamental role in the way individuals choose a product. The importance of psychological and social factors are vital in consumer decision-making. In an increasingly digitalized world, online social interactions have also transformed consumer behavior, allowing for greater personalization and emotional connection with brands (Montalvo, 2023).

For (Proaño & Bonisoli, 2024) Consumers not only evaluate a product in terms of functionality, but also look for an emotional connection that influences their brand loyalty. This finding suggests that companies should focus on building meaningful relationships with consumers, rather than just offering product features and benefits.

In addition, the impact of social and environmental trends on consumer behavior has been a topic of growing interest. According to a study (Salas-Canales, 2020), consumers are increasingly aware of the social and environmental implications of their purchasing choices. This shift in mindset has led to the emergence of a new type of consumer, who prioritizes sustainability and ethics in their purchasing decisions. This phenomenon implies that brands must adapt and clearly communicate their sustainability efforts to attract this new market segment.

Finally, the phenomenon of “tribalization” of consumption, discussed (Alonso et al., 2020), suggests that consumers seek to belong to groups that share similar interests and values. This tribal behavior manifests itself in the preference for brands that not only satisfy functional needs, but also offer an identity and a sense of community. Brands that manage to cultivate a sense of belonging and connection with their consumers can benefit from deeper loyalty and an increase in word-of-mouth recommendation.

V. CONCLUSIONS

The analysis of consumer behavior, both in Latin America and in the global context, reveals significant patterns that are essential to understanding how individuals make purchasing decisions in a constantly changing environment. Throughout this literature review, it has been observed that different factors such as culture, technology, emotions and social trends decisively influence consumer choices.

The growing interest in sustainability and ethics in consumption has led to the emergence of a new type of conscious consumer, who prioritizes responsible practices. In Latin America and other regions, brands that integrate these considerations into their value proposition are more likely to establish long-lasting relationships with their consumers.

In conclusion, consumer behavior is a dynamic and multifaceted field that requires an adaptive approach from companies. Understanding consumer motivations and expectations in different cultural contexts is crucial to designing effective marketing strategies.

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