

Consumer Behavior and Factors that Influence Consumption and Customer Satisfaction

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Abstract – The factors that influence purchasing behaviors and decisions are important to align customer-focused strategies that allow the development of local and international businesses. This research focuses on coffee shops and a questionnaire was conducted to a sample of 254 consumers from coffee shops representative of the city of Guayaquil with a structural equation model to evaluate 5 hypotheses. The objective was to analyze if there is a positive and significant relationship between the quality, expectations and monetary value with customer satisfaction; and the influence between satisfaction and revisit and recommendation. Research has shown that consumer loyalty depends on satisfaction and through a multigroup analysis the level of intensity of the consumption decision of women compared to men was measured.

Keywords – Quality, expectations, recommend, behavioral economics, attributes, consumers, preferences.

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1. Introduction

Consumer behavior has been investigated in different contexts to determine the factors that influence customer purchases [1], [2], [31], [43] which have been raised from a perspective of rationality [11] expressed in maximizing the utility or levels of satisfaction obtained by consumers of goods or services. However, it has been questioned with behavioral economics approaches. [34], [38], [54] justifying the detailed study of other influences on consumers that imply behavioral biases and therefore biases on the market as a whole [14], [25], [22], [24], [26]. The factors that influence demand are mainly: the price of the good analyzed, income, price of substitute goods, tastes and preferences, customs [40] and others, that authors group as: functional, symbolic or psychological attribute [8]. The objective was to analyze if there is a positive and significant relationship between the quality, expectations and monetary value with customer satisfaction; and the influence between satisfaction and revisit and recommendation. The research analyzed the factors that influence the decision-making of coffee shop consumers in the city of Guayaquil, so that entrepreneurs can make strategies aligned with their selection criteria and increase sales.

The academic contribution responds to the analysis of consumer behavior in coffee shops, which becomes relevant due to the growing trend of related businesses which can find this analysis useful, focusing on the relevant factors of consumers to increase satisfaction levels. Entrepreneurs could apply strategies to increase their sales. This study is based on the Structural Equation Model, where 5 hypotheses have been proposed and analyzed later. Finally, the study has been structured with an introduction, the theoretical framework, the methodology, results, conclusions and discussion.

Based on the literature reviewed, this research has examined variables and methodology similar to those analyzed in other studies [52] applied specifically to coffee shops. Quality, employee attitude and the influence of atmosphere are variables considered by Shin et al. [45] which are based on sensory marketing [9] and purchase intentions [27].

2. Literature Review

Consumer satisfaction has been analyzed for many years and from various perspectives [10], [21], [49]. However, it continues to pose a challenge in research, since many different factors influence purchasing behavior. [5] agree that there are functional and personal aspects that influence consumer satisfaction. The study highlighted that personal aspects such as cordiality, courtesy, appearance, personal attitude, managed to predict greater satisfaction in customers. Factors such as quality, value and satisfaction, influence consumer behavior even when they act simultaneously [20] although there are also dynamics and factors related to purchases that have been analyzed by various authors, where factors such as marketing, environmental, social, and individual characteristics, including brand loyalty and valuation to recommend others and their willingness to return to the location and pay more for the service [3]. There are studies that have shown that when evaluating a group of coffee consumers about expert tasters [7] they have given similar results of valuation in the selection process and next purchase, so it is important to consider them.

Recognized coffee chain stores have conducted studies of consumer behavior to measure quality in service and, as a consequence, brand loyalty [36], [46], [47]. There are some studies on noted coffee shop Starbucks, where the sensory experience generated by consumption has been evaluated. For the sensory experience construct, the variables studied by [17] are used, since they investigated the behavior of consumers in Starbucks, and considered variables of analysis such as vision, hearing, smell, touch and taste.

Within this study, items such as the architecture of the coffee shop, interior design and colors, lighting, the appearance of the products in the coffee shop and if the coffee shop staff is well dressed are considered. In the hearing variable, background music and music style are considered as study items.

The variable smell raises items such as the fragrance of the coffee shop with the smell of coffee and taste for the aroma of the coffee shop.

The touch variable investigates items: a taste for the texture of the furniture and it does have a comfortable interior temperature. Finally, in the taste item, the main product, coffee, is evaluated, as well as the preference for it, and the additional foods that the place serves.

Impulse buying has also been investigated, where personality variables influence the purchase, with evidence explaining the influence on impulse buying and high levels of need to buy impulsively lead to impulse purchases [12], [35]. The study variables have represented in some cases positive and negative effects to evaluate the influence on the consumer around emotions. To answer the positive effect variable, items such as how excited the person felt in the visit to the coffee shop, emotion in the purchase proper [30] and their happiness during the visit were considered. Negative effects such as how bored they felt on the visit to the coffee shop and if they felt lethargic or annoyed by the purchase in the coffee shop. Chung et al. [19] evaluate variables that respond to the "compulsive buying" construct, for which it is evaluated: impulsivity, impulse, tendency to enjoy purchases and impulsive buying trend. To assess impulsivity, incentives are presented in phrases such as: "just do it"; this tells the respondent how much those phrases describe them. When assessing the momentum, the respondent is asked if they bought something they didn't have planned. The tendency to enjoy shopping was evaluated through inquiry through questions that asked if shopping is one of their favorite activities, if it is a pleasant experience, if their free time is spent shopping and finally if shopping is considered a waste of time. The impulse buying trend was measured by querying unforeseen purchases or how much fun it is to buy spontaneously. It has also been determined that the environment promotes impulse buying, which was expressed in a positive effect with the impulse, so it is recommended to maintain illuminated environments, with pleasant music to motivate the consumer, according to what was stated by studies [37].

Some dimensions have been valued in terms of property brands, where loyalty and the impact that the perception of products has on consumers has been studied, based on which behavior acquires relevance in brand studies [6].

The need to incorporate the sensory experience to the purchase intentions are expressed in these studies, since there is a relevant link between the sensory experience and the purchase intention. Chen & Peng [16], analyzed the intentions of consumers to eat in luxury restaurants, where functional values were analyzed from different aspects, including perception and hedonism in consumption.

Finally, they determined that buyers respond positively to visual, olfactory or auditory stimuli, which together composed what is called atmosphere.

2.1. Perceived Quality (SerQual)

The perceived quality (SerQual) and the relationship to revisit a coffee shop were investigated by Ting et al. [51] considering regular and irregular consumers. They also analyzed the qualities of the product, service and experience concerning the intention to revisit.

Chou et al. [18] in the research analyze the perception of customers, based on the quality and value they attribute to the service. Perceived quality can be assessed around the product, atmosphere and service. Consumer experience [28] attributes quality-related characteristics have been analyzed through variables such as (1) atmosphere, (2) quality in relation to service, (3) quality in relation to product, and (4) quality in relation to attributes [4], [28], [37], [55]. Regarding quality of service, the behavior of workers with both functional and personal customers specifically has also been analyzed [5]. Influence, stimuli and emotions of customers are part of the analysis, which contribute to generate loyalty in consumption and subsequent revisits of the place, as a result of having generated satisfaction; the results address effects of quality and value, as well as purchase intentions [15], [20].

2.2. Expectation (Expect)

Expectations have been used to compare the perceived performance of the brand [53] and in various studies, they also evaluate the quality in relation to service, customer trust and the satisfaction obtained from the purchase intentions of consumers where the expectation is manifested [32], [36], [41], [48].

A study by [44] states that the expectation is relevant in the study of satisfaction. It has been evidenced that there is a level of expectation of quality in the service that exceeds the level of perception.

2.3. Monetary Value (Valmone)

Gallardo et al. [22], established, as a relevant variable of consumer behavior, the predisposition to pay where the quality of the good is valued by the consumer, which therefore improves the willingness to pay. Other studies have also addressed satisfaction, perception and loyalty to analyze their relationships [13]. The hedonic value whose price the consumer would be willing to pay is presented based on the good's different characteristics or attributes that generate pleasure and for which they would be predisposed to pay more in situations of higher level of pleasure. Therefore, it is relevant to analyze hedonic and utilitarian values, future behaviors based on purchase intentions, and satisfaction. Ryu et al. [42] found that hedonic values influence satisfaction and future purchase intentions, where a greater influence was observed. Satisfaction represents a significant predictor of behavioral intention, supported by the study of variables such as food, service and physical environment.

Conducting a study on coffee shops, Alan et al. [4], analyzed the cognitions related to the service experience, and how they respond with regards to loyalty, by conducting surveys and considering the monetary value as part of the study. The value for money has also been relevant in various studies [55].

2.4. Revisit

Studies by [4], [15], [20] incorporate the return visit as an important part of the consumers' intention to return to the place because they felt satisfied with the place, the service and the product quality. The perception of the consumer in relation to the quality and the intention to visit the place again have also been studied. [27], [50] analyzing the previous experience and the direct impact of the consumer's predisposition to visit the place again. It has been found that the behavior of consumers in terms of loyalty towards a certain business can be manifested by various variables such as the willingness to pay, and the possibility of revisiting the place for a future purchase [33].

2.5. Suggesting intention (Recommend)

Studies on the experience of the service in restaurants and coffee shops have shown that they lead the consumer to decide to return to the place again and recommend it [4], [29].

These studies analyze, among other things, whether there would be positive comments from customers about the place and the service towards other people with the experience they obtained in the restaurant or cafeteria, in such a way that "mouth to mouth communication" can take place. In this sense, entrepreneurs should consider keeping their customers satisfied to generate "word of mouth" advertising from the high level of satisfaction obtained by customers; as well as to consider that in case of not satisfying the expectations of the client could have the opposite effect and bring negative consequences for the business. In this study, variables are proposed to measure consumer satisfaction in coffee shops in the city of Guayaquil, such as: 1) The quality of customer service in coffee shops (SerQual), 2) The expected quality of the customer before visiting the coffee shop (Expect), 3) The monetary value of the products offered in the coffee shop (Valmoney); and ends with two hypotheses in the model: 4) The satisfaction of the customer who visits the coffee shops, positively and significantly influences them to revisit the coffee shop (Revisit), 5) The satisfaction of the customer who visits the coffee shops positively and significantly influences them to recommend the coffee shop to family and friends (Recommend).

Figure 1 shows the proposed model, which has been supported by the literature consulted.

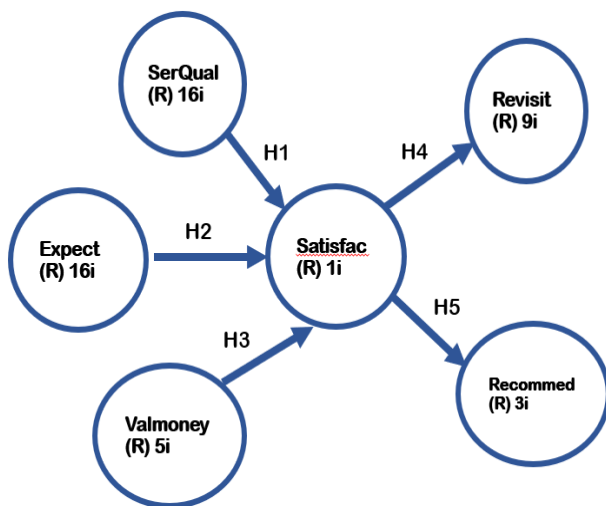


Figure 1. Research model.

Hypothesis 1 (H1). The quality of customer service in coffee shops has a positive and significant influence on consumer satisfaction.

Hypothesis 2 (H2). The expected quality of the customer before visiting the coffee shop has a positive and significant influence on consumer satisfaction.

Hypothesis 3 (H3). The monetary value of the products offered in the coffee shop has a positive and significant influence on consumer satisfaction.

Hypothesis 4 (H4). The satisfaction of the customer who visits the coffee shops influences them in a positive and significant way to revisit the coffee shop.

Hypothesis 5 (H5). The satisfaction of the customer who visits the coffee shops influences them in a positive and significant way to recommend the coffee shop to family and friends.

3. Materials and Methods

In the existing literature, the same methodology used in this study is applied. A database is obtained through the application of questionnaires and a model of structural equations is applied.

3.1. Data

A questionnaire was applied to a sample of 254 consumers who visited some of the most well-known and representative cafeterias in the city of Guayaquil. In order to guarantee the validity of the research instrument applied, the questions of the questionnaire were based on the existing literature and on previous studies on similar topics. The consistency of the information was also verified through a pilot sample.

3.2. Methodology

The construction of the survey with each item and question evaluated was consolidated based on previous studies that focused their analysis on customer satisfaction in coffee shops and related companies.

The approach of each question was contextualized to the investigation and constructs to be evaluated were established. Five groups of questions were selected: service quality, expected value, monetary value, satisfaction-review and satisfaction-recommendation. Respondents were informed that the objective of the research pursued academic purposes and about the anonymity of their responses, in such a way that they voluntarily agreed to complete the questionnaire proposed for the research. Work was carried out under a confidence level of 95% on the 254 surveyed and validated, in such a way that there was a margin of error of 3.25%. We included 50 Likert Scale items with a rating from 1 to 7 (measuring negative responses with 1 and 7 positive responses), which were grouped into 5 constructs that responded to the quality of service and satisfaction (17 items), expectation (16 items), monetary value (5 items), revisit (9 items) and recommendation (3 items) and 4 items to sociodemographic information of the respondent; thus comprising a total of 54 questions in the survey.

Structural equations were applied by using the Formative Model where each item raised in the constructs allowed the construction of the latent variable called "satisfaction". The causal model will demonstrate the relationships between each construct with its latent variable "satisfaction" independently. Finally, the data was tabulated and organized using the Warp-PLS (SEM) software, and the model was structured to establish the relationships between variables and the validity of the proposed model based on the analysis of the main indicators provided by the software.

4. Results

The results of the research were initially organized with a descriptive analysis where sociodemographic data of the consumers (sex, age and educational level) were established.

Secondly, the reliability of the proposed model was measured through different tests.

Finally, with the results of each indicator, it was possible to analyze the hypotheses and determine the relationships between the proposed variables.

The sociodemographic data of the consumers of the Guayaquil cafeterias are shown in table 1, from the data obtained it is evident that 54.33% of the respondents are of the "female" gender, and 45.7% correspond to "male".

Of the sample of 254 respondents, 42.50% correspond to people between the ages of 46 and 59.39% correspond to the category "without education".

To determine the relationships between variables, they are identified as: "observed" and "latent", finding the indicators: weights and p-value (table 2).

Through the structural equations model, the coefficients for the normalized model were calculated.

The standardized coefficients are established with the limit probability of the elements in the sample for the constructs to be significant in the model.

Table 1. Socio demographic profile of consumers

Variable	Category	Absolute frequency	%
Sex (n=254)	Male	116	45.67
	Female	138	54.33
Age (n=254)	Younger than 25	67	26.40
	[25-45]	79	31.10
	[46-59]	108	42.50
	60 or over	0	0
Studies (n=254)	No education	99	39.00
	Primary	40	15.70
	Secondary	50	19.70
	University	24	9.40
	Others	41	16.20

Table 2. Standardized structural coefficients of variables

Construct	Observed variable	Indicator weights	p-Value	Construct	Observed variable	Indicator weights	p-Value
SerQual	SERQUAL1	0.558	<0.001	Expect	EXP 1	0.596	<0.001
	SERQUAL2	0.595	<0.001		EXP 2	0.591	<0.001
	SERQUAL3	0.589	<0.001		EXP 3	0.556	<0.001
	SERQUAL4	0.575	<0.001		EXP 4	0.595	<0.001
	SERQUAL5	0.534	<0.001		EXP 5	0.578	<0.001
	SERQUAL6	0.557	<0.001		EXP 6	0.582	<0.001
	SERQUAL7	0.574	<0.001		EXP 7	0.591	<0.001
	SERQUAL8	0.543	<0.001		EXP 8	0.586	<0.001
	SERQUAL9	0.566	<0.001		EXP 9	0.604	<0.001
	SERQUAL10	0.545	<0.001		EXP 10	0.549	<0.001
	SERQUAL11	0.572	<0.001		EXP 11	0.596	<0.001
	SERQUAL12	0.597	<0.001		EXP 12	0.586	<0.001
	SERQUAL13	0.547	<0.001		EXP 13	0.572	<0.001
	SERQUAL14	0.494	<0.001		EXP 14	0.569	<0.001
	SERQUAL15	0.466	<0.001		EXP 15	0.502	<0.001
	SERQUAL16	0.423	<0.001		EXP 16	0.407	<0.001
Valmoney	VALMONEY 1	0.566	<0.001	Revisit	REV 1	0.61	<0.001
	VALMONEY 2	0.561	<0.001		REV 2	0.596	<0.001
	VALMONEY 3	0.606	<0.001		REV 3	0.621	<0.001
	VALMONEY 4	0.574	<0.001		REV 4	0.625	<0.001
	VALMONEY 5	0.584	<0.001		REV 5	0.598	<0.001
Recommend	RECOM 1	0.347	<0.001		REV 6	0.60	<0.001
	RECOM 2	0.51	<0.001		REV 7	0.554	<0.001
	RECOM 3	0.316	<0.001		REV 8	0.565	<0.001
Satisf	SATISF 1	0.285	<0.001		REV 9	0.42	<0.001

4.1. Individual reliability and Reliability of the first order constructs

The convergent and discriminant validity of each item has been evaluated to confirm that it measures only its construct. Coefficients have been obtained from each item that is greater than in its construct compared to the rest, so there are two types of validity: convergent and discriminant because, in addition to the coefficients being low, they are the lowest possible.

For the analysis of validity and reliability, we used the training model.

Convergent validity tests were applied with the results obtained in the constructs.

Values higher than 0.70 were obtained in the formative items of the model and the variables and constructs were analyzed to observe simple correlations, and it is evident that the variables were accepted as part of the construct. The reliability of the items that correspond to each construct were determined by means of results greater than 0.70 for 50 of 54 reflective items.

To determine the validity and reliability of the constructs, tests were applied, as well as the collinearity of the variables, using the variance inflation factor that is less than 5.

Table 3. Cronbach's Alpha

Construct		Composite Reliability	Cronbach's Alpha
Quality of service	SERQUAL	0.917	0.903
Expectation	EXP	0.926	0.914
Monetary value	VALMONEY	0.869	0.812
Revisit	REV	0.917	0.896
Recommendation	RECOM	0.814	0.752
Satisfaction	SATISF	1	1

The values of Cronbach's Alpha Coefficient and Composite Reliability are applied in order to determine reliability and validity, so that it can guarantee that each construct is different and not correlated [39]. In this study, all of the constructs exceed a value of 0.7, which means that there can be no doubt about the construct's ability to measure satisfaction.

4.2. Convergent validity

Table 4 analyzes the convergent validity by calculating the "average variance" to determine if the proposed variables evaluate the proposed construct. Observing that the AVE is close to 0.5 means that the construct shares more than half of its variance, being at acceptable levels to verify that there is convergent validity.

Table 4. Average Variance

Construct	Average Variance Extracted (AVE)
Quality of service	0.411
Expectation	0.44
Monetary value	0.572
Revisit	0.557
Recommendation	0.599
Satisfaction	1

4.3. Hypothesis Testing

Table 5 presents goodness-of-fit indicators to finally perform the hypothesis test in Table 6. It is observed that the indicators obtained are within the acceptable ranges for all types of model measurements, which is why their validity is justified.

Table 5. Goodness-of-fit

Goodness-of-fit		
Average block VIF (AVIF)	3.6 99	acceptable if ≤ 5 , ideally ≤ 3.3
Average full collinearity VIF (AFVIF)	2.9 65	
Tenenhous GoF (GoF)	0.3 85	small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36
R-squared contribution ratio (RSCR)	1.0 00	acceptable if ≥ 0.9 , ideally = 1
Statistical suppression ratio (SSR)	1.0 00	acceptable if ≥ 0.7
Nonlinear bivariate causality direction ratio (NLBCDR)	1.0 00	
Standardized root mean squared residual (SRMR)	0.1 14	acceptable if ≤ 0.1
Standardized mean absolute residual (SMAR)	0.0 87	
Standardized threshold difference count ratio (STDCR)	0.9 31	acceptable if ≥ 0.7 , ideally = 1
Standardized threshold difference sum ratio (STDSR)	0.7 78	
Sympon's paradox ratio (SPR)	1.0 00	

For each proposed Hypothesis, the indicators are observed in Table 6 and finally, it was determined that four hypotheses are supported (H1, H3, H4 and H5). The H2 hypothesis was rejected as it was not statistically significant.

Table 6. Hypothesis Testing

Hypothesis	Effect	Path Coefficient	p-Value	Supported?
H1: SerQual-Satisfac	+	0.214	<0.001 ***	YES
H2: Expect-Satisfac	+	0.024	0.348*	NO
H3: Valmoney-Satisfac	+	0.413	<0.001	YES
H4: Satisfac-Revisit	+	0.478	<0.001 ***	YES
H5: Satisfac-Recommend	+	0.373	<0.001 ***	YES

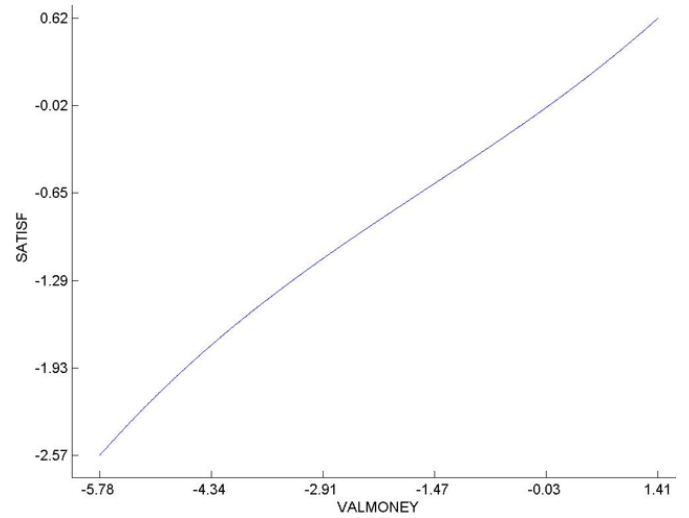


Figure 4. H3

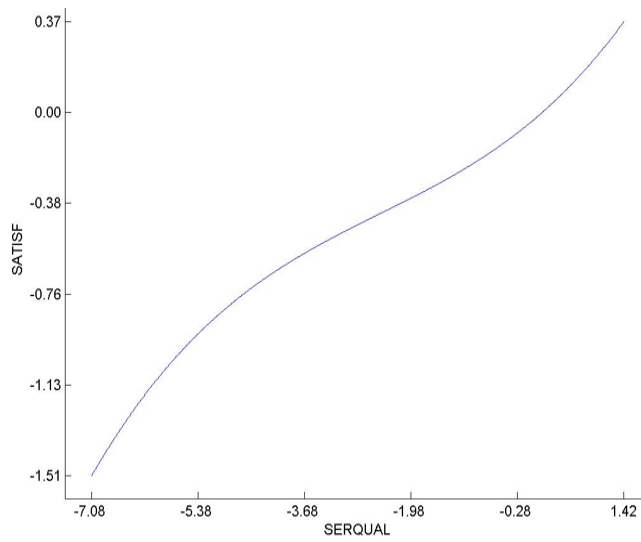


Figure 2. H1

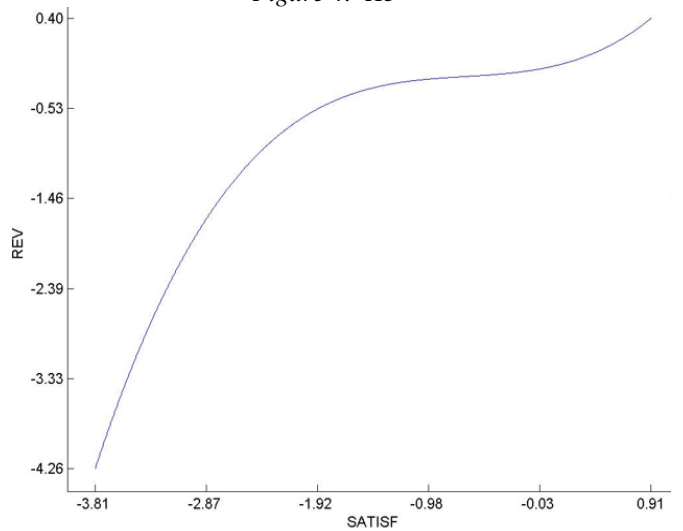


Figure 5. H4

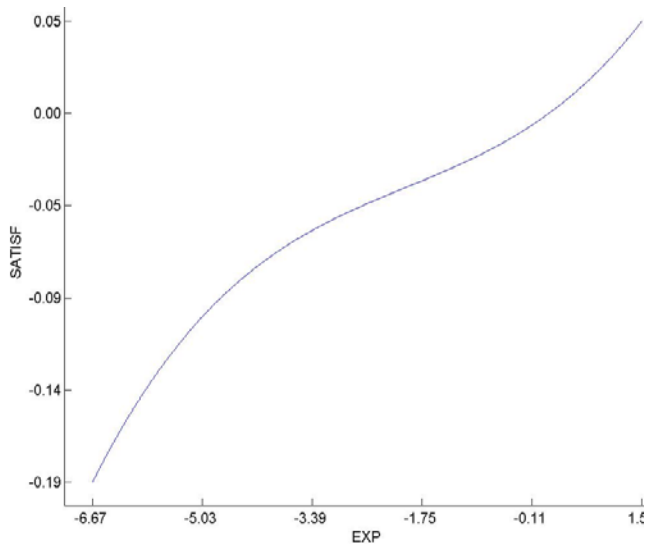


Figure 3. H2

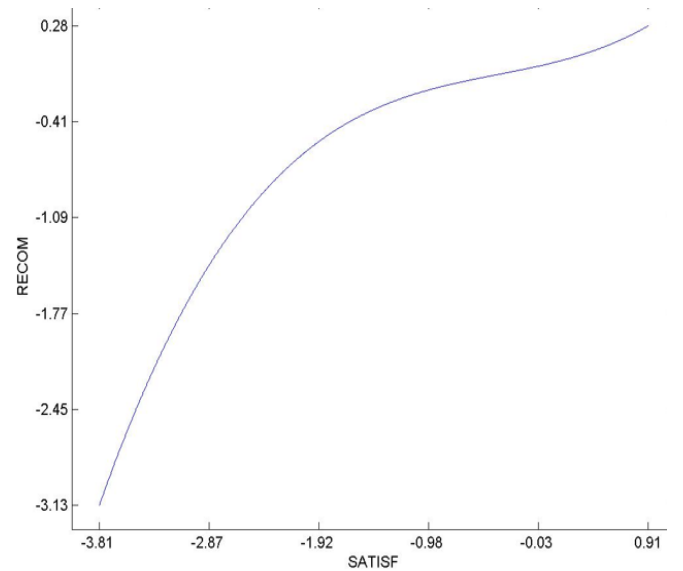


Figure 6. H5

This means that Hypotheses H1, H3, H4 and H5 (there is a positive and significant relationship between quality of service and satisfaction; there is a positive and significant relationship between monetary value and satisfaction; there is a positive and significant influence between satisfaction and recommendation) were all supported. H2 (expectation) does not present a positive relationship, therefore the hypothesis is not accepted.

Finally, the model proposed in Figure 7 is presented, including the values of the structural coefficients.

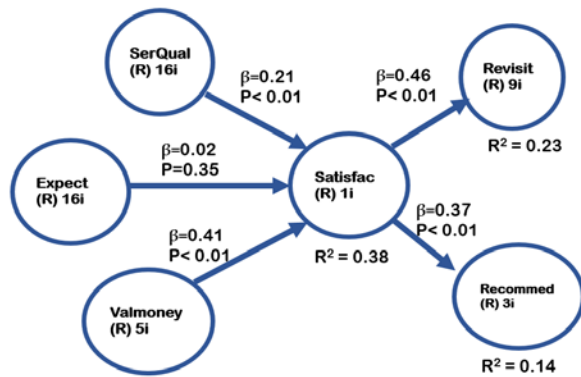


Figure 7. Proposed model with the p-Value

4.4. Multigroup Analysis

The analysis allows us to know if there are significant differences according to the classification by gender in the hypotheses proposed, for this, a multigroup analysis in which the causal relationships were calculated by segmenting the sample between men (116) and women (138).

Table 7. Absolute differences between men and women in causal relationships

Hypothesis	Absolute latent growth coefficients	p-Value	Supported
H1: SerQual-Satisfac	0.001	<0.001 ***	NO
H2: Expect-Satisfac	0.019	0.348*	NO
H3: Valmoney-Satisfac	0.065	<0.001	NO
H4: Satisfac- Revisit	0.095	<0.001 ***	YES
H5: Satisfac-Recomme	0.062	<0.001 ***	NO

We can observe that only one causal relationship is significant, with greater intensity for women (0.599) than men (0.437). That is to say that the intensity of the causal relationship between satisfaction and revisit is greater for women than for men.

That is, there are differences in the perception of expectations in environmental experience and perceived quality between men and women.

5. Discussion and Conclusion

In several investigations, studies of consumer behavior have focused on those variables that generate loyalty in customers, levels of satisfaction, quality, price perception and environmental conditions. However, there are few studies applied to the analysis of variables addressed in this research, regarding the evaluation of consumer behavior specifically in coffee shops. There are important results that should be considered in future research, as they can explain consumer behavior, including prior acceptance of the brand, which is why a specific coffee shop is preferred, according to Chen & Lin [17].

Hypothesis 1: The quality of customer service in coffee shops has a positive and significant influence on consumer satisfaction. Figure 2 shows the trajectory of the curve having a direct relationship; that is, as the levels of quality of service in the coffee shop increase, the levels of satisfaction obtained also increase, observing a breaking point in the curve from certain levels of quality of service, but without changing the trend and the direct relationship between the variables analyzed.

Hypothesis 2: The expected quality of the customer before visiting the coffee shop does not have a positive and significant influence on consumer satisfaction. Although the influence between expectation and satisfaction is not statistically significant, a behavior similar to that analyzed in hypothesis 1 is observed in Figure 3.

Hypothesis 3: The monetary value of the products offered in the coffee shop has a positive and significant influence on consumer satisfaction. Figure 4 shows the direct linear relationship with a degree of inclination of the curve, which is much more marked than that of Hypothesis 1 (quality of service and satisfaction). Since it does not present a representative change in the trajectory of the curve, it indicates that the higher the monetary value, the higher the levels of satisfaction expected.

Hypothesis 4: The satisfaction of the customer who visits the coffee shops influences them in a positive and significant way to revisit the coffee shop.

Figure 5 shows an influence of satisfaction on the revisit of consumers, as the first section of the curve tends to be vertical, which explains that before the first levels of satisfaction obtained, the levels of revisits increase greatly, but as soon as they exceed certain levels of satisfaction, the curve tends to be more horizontal, so the revisit levels increase in a smaller proportion than satisfaction had to be increased (the revisit grows less in percentage terms about satisfaction). When relating economic theory, where it is known that as consumption increases, satisfaction levels also increase to a certain level, and then growth tends to decrease (decreasing marginal utility), we can conclude that the revisit levels also tend to grow at a slower rate than at the beginning.

Hypothesis 5: The satisfaction of the customer who visits the coffee shops influences them in a positive and significant way to recommend the coffee shop to family and friends. Figure 6 shows that, when satisfaction levels are low, the relationship satisfaction and recommendation increases to a certain level of satisfaction, but then the trajectory of the curve is much more horizontal and growth in percentage terms is much lower (recommendation) even if satisfaction grows.

The research also provides a multigroup analysis that measured the level of intensity of the decisions of women and men. It is interesting to note that satisfaction and revisits statistically presented greater intensity for women than for men; while the behaviors in the analysis of the other variables did not show relevant intensity levels.

This research identified that there is no positive and meaningful relationship between expectations and satisfaction. Consequently, the findings have been consistent with the literature and represent, for the city's entrepreneurs, a source to make appropriate decisions that increase customer satisfaction and therefore consumption.

Limitations

The research results add information to the existing literature, since the approaches to consumer behavior analysis have been focused on the tourism sector, such as hotels and restaurants; as well as on stores of mass sale consumer products and, only in a smaller amount, on coffee shops, where the analysis has mainly focused on large chains of recognized coffee shops in the world. There are limited studies on coffee shops and specifically, in the city of Guayaquil. In this context, future lines of research can be expanded to deepen studies in the sector.

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