



Analysis of purchase behavior of people from Portoviejo in the appliance sector after 16A [

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Analítica

Consumer behavior involves internal and external factors, influencing these in the purchasing decisions of individuals. The 16A earthquake of 2016 in Ecuador, caused great destruction in the provinces of Esmeraldas and Manabí. Portoviejo, the cantonal head of this last one, was of the cities more chopped by the earthquake. What repercussion caused this event in the consumer behavior of people from Portoviejo, were the main questions of this study. Under these questions it became necessary to analyze the buying behavior of people from Portoviejo in the appliances sector after 16A. For this, a mixed research approach was applied, applying quantitative and qualitative techniques. In the first one, surveys were carried out on the inhabitants of the city of Portoviejo to be complemented by a qualitative, in-depth interview with owners or managers of domestic appliances. The results show that despite the psychological and economic damage caused by the natural disaster, there was no evidence of a rejection of material goods by the affected, the people from Portoviejo bought back their equipment in the sixth month, mainly influencing the purchase decision; family and sales promotions; also prioritize the purchase of televisions and consider some factors such as social status and quality

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