

Factors Influencing Consumer Purchasing Behavior in Colombia

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Abstract

Shopping centers as they are known today have been consolidated and have had an evolution given by the social, technological and behavioral changes of consumers, key strategies to optimize the influx of customers and influence the propensity to buy. The central objective of the research, based on the Theory of Purchasing Behavior and the Theory of Commercial Attraction, was to elucidate the determinants of the purchase decision in five intermediate cities in Colombia, using an explanatory-correlational quantitative methodology. The empirical results indicate that purchasing behavior is modulated by psychological, social and economic factors, while commercial attraction is driven by convenience, accessibility, service, product and communication. The existence of a significant direct and bidirectional correlation between these two sets of factors is concluded. Finally, based on these findings, strategic guidelines are proposed for shopping centers, aimed at optimizing commercial attraction and modulating consumer behavior.

Keywords: Shopping centers, commercial attraction, purchase decision, determining factors.

INTRODUCTION

The Spanish Association of Shopping Centres (AECC, 2023), defines shopping centres as independent commercial establishments, planned and developed by one or more entities, with unity criteria; where common services and complementary activities related to the environment are mixed, and which permanently have a unitary image and management. The evolution of shopping malls has been a reflection of changes in society and technology, and they continue to adapt to maintain their relevance in an ever-changing retail environment, which involves an integration of technology, the creation of spaces, the expansion of entertainment options, and a focus on sustainability. with two fundamental principles: to offer products through various stores and as places of leisure, glamour, recreation and social gathering (Uzakbayev et al., 2022).

From the 1970s, in Colombia there is a drastic change in commercial formats and market places, they become galleries inspired by European trends, which gave rise to the first shopping centers as they are known today (De Simone, 2018). The first shopping centers that took this form were San Diego in Medellín and Unicentro in Bogotá, going from being a place only for shopping to being a place where there was a whole experience

where the consumer bought and enjoyed leisure, which broadly modified the profile of the consumer, their habits and purchasing behaviors (Vargas, 2018).

Colombia had 48,258,494 inhabitants in 2018, of which about 77.1% were in the municipal capitals (DANE, 2023). Politically, the country is made up of 32 departments, each with its capital and as can be seen in the population composition, the vast majority are settled in urban centers, which generates concentrations in large cities. The cultural diversity that occurs in the country is analyzed taking into account five geographical regions established by DANE (2012) in its demographic atlas: the Caribbean region, the Pacific region, the Andean region, the Orinoquía region, which reaffirms what was stated by (Kotler & Gary, 2007) regarding the subcultures that exist in different regions of a country. This differentiation allows us to infer that cultural contrasts are evident not only in social and labor issues, but also in the commercial sphere.

The term consumer behavior refers to the behavior of consumers to search for, buy, use, evaluate, and discard products and services. It should be noted that in consumer behavior and in the consequent activity of purchasing products there are cultural, social, personal and psychological variables or factors that significantly influence this decision (Schiffman, Deras & Kanuk, 1997). In this sense, Hoyer, Macinnis & Pieter (2018) define this behavior as the way in which people buy products, and even more complex, it refers to all decisions to acquire, consume, dispose of or dispose of goods and services, and coined a term that is relevant to this research: experience.

It can be identified that, in order to make a purchase of a good or a service, there are factors that define the decision of this, in this case we are talking about the cultural, social, personal and psychological characteristics, and these are necessary to identify them in order to focus all the resources and capacities of the shopping centers and provide what they need at the right time (Ingriana, 2025).

Psychology is a fundamental component to analyze consumer behavior, in this study we will address it according to the concepts of (Sahui Maldona, 2008 & Alsharif et al., 2024), where they give special relevance to feelings and emotions, the opinion of family members, external influences, access to pets and even to the unplanned purchases made by the consumer.

Consumer purchasing behavior is also analyzed from the sociological perspective where not only the actions mediated by money are analyzed, as in most cases and in much of the world, of a subject to consume or spend, either physically or symbolically, the goods and services that help to satisfy needs or desires, but also, as a social phenomenon that permeates various aspects of the life of the human being, in which a series of symbols and cultural signs are immersed that help communication between individuals through money, language, forms of expression, writing, advertising, among others, having great influence – in contemporary societies – on the configuration of both individual and collective identities, influencing the formation of forms of expression relational factors (Singh et al., 2024; Strzelecki et al., 2024). Some aspects that are studied in consumer purchasing behavior from a sociological perspective have to do with social status, lifestyles, the type of service received from stores, among others.

In the economic field, consumer behavior theory is a field of study that focuses on understanding how individuals make decisions about which goods and/or services to buy and how to allocate their limited resources to meet their needs and wants. Approaches supported by economic theory assume that consumer choice rationally

chooses one of the market alternatives and proves to obtain a certain level of prosperity from limited resources, from such assumptions (Risqillah et al., 2025). Therefore, from an economic perspective, the buying habit is influenced by the price, promotions, payment methods, prizes and discounts.

If shopping centers carry out studies to identify the variables or factors that influence consumer purchasing behavior, they would have valuable information for the formulation of effective marketing strategies with a view to their economic reactivation. Therefore, this study is based on the identification of the variables or factors that influence the purchasing habit in five intermediate cities of Colombia (San José de Cúcuta, Montería, San Juan de Pasto, Tunja and Villavicencio), in order to study the evolution of businesses and everything related to administration. and that they adapt efficiently and effectively to the changes recorded in the last 50-60 years in the country, added to the unfavorable economic effects of the health crisis generated by COVID-19 (ACECOLOMBIA, 2022). This phenomenon has also led to the impact of several of the scenarios in which purchases were made in the past, to give way to new consumption formats, which has also suggested the appearance of shopping centers in regions and cities where they were initially seen as a novelty and a rarity (ACECOLOMBIA, 2024).

General Objective

To determine the factors that influence the purchasing behavior of consumers in shopping centers in five intermediate cities in Colombia.

METHOD

Considering that in social research and specifically in organizational research, the quantitative approach is used based on the collection and analysis of information to validate theories. The method is based on deduction, that is, the theory is previously identified, classified and analyzed, then the data are collected to carry out the systematicity and logical consistency (Bryman & Bell, 2016). Therefore, this study uses the quantitative method to validate the hypotheses raised.

Research Design

The design of the research was cross-sectional, correlational, since the data were collected at a certain time from the application of a one-time survey to the population under study.

For this study, the population was made up of the number of inhabitants projected from DANE data (2015), in each of the selected cities (Cúcuta, Montería, San Juan de Pasto, Tunja and Villavicencio). For the sample, a number of consumers was taken for each city according to the convenience and access to the survey (Table 1).

Table 1. Distribution of the sample in each of the cities evaluated.

	CITIES	POPULATION PROJECTION TO 2020	PART. %	DIST. OF THE SAMPLE
1	Cúcuta	777.106	31,42	549
2	Montería	505.334	20,43	358

3	San Juan de Pasto	460.638	18,62	326
4	Tunja	179.263	7,25	127
5	Villavicencio	551.212	22,28	390
	TOTAL	2.473.553	100.00	1750

Note: Modified from the project study of the Colombian population of DANE-2017-2020 (DANE, 2015).

Considering the estimated sample for each city, Cúcuta corresponded to 31%, Montería 21%, San Juan de Pasto 19%, Villavicencio 22% and Tunja 7% for a total of 100%, and in the streets there is the Unicentro Shopping Center.

Table 2 presents the variables considered for the determination of the factors that influence the purchasing behavior of consumers.

Table 2. Variables used to determine the factors that influence the consumer's purchasing habit.

Dimensión	Indicators	Survey	
		No	Question
Psychological	Family opinion	1	Your family's opinion influences your purchase decision.
	Friendship review	2	The opinion of your friends and colleagues influences your purchase decision
	Pet access	4	He considers it important that shopping centers allow pets to enter
	Shopping unplanned	15	Have Purchased Products in The Shopping Centers You Didn't Plan to Buy
	Feelings and emotions	16	Feelings and emotions influence your purchase decision
	Outside influences	20	Have you ever bought a product due to the influence of people outside your environment?
Social	Social status	3	Social status (social class) influences your purchase decision
	Lifestyle	5	Your lifestyle is a factor that influences your purchase decision in Shopping Centers
	Attention	21	A foreign seller's attention influences your purchase decision
Economic	Pricing	9	The prices that are sometimes in Shopping Centers influence your purchase decision
	Promotions	10	The promotions that occasionally exist in the Shopping Centers influence your purchase decision

Shapes for a fee	18	The different forms of payment that exist in Shopping Centers influence your purchase decision
Awards and discounts	24	The prizes and/or discounts offered by Shopping Centres influence your purchase decision.

To determine the viability and reliability of the applied instrument, a pilot test was carried out with 11 surveys, considering Cronbach's Alpha statistic, which ranges between zero (0) and one (1), where values close to one (1) indicate greater reliability. In this study, a value of 0.901 was obtained.

The data was processed using the SPSS statistical software through descriptive and correlational statistics.

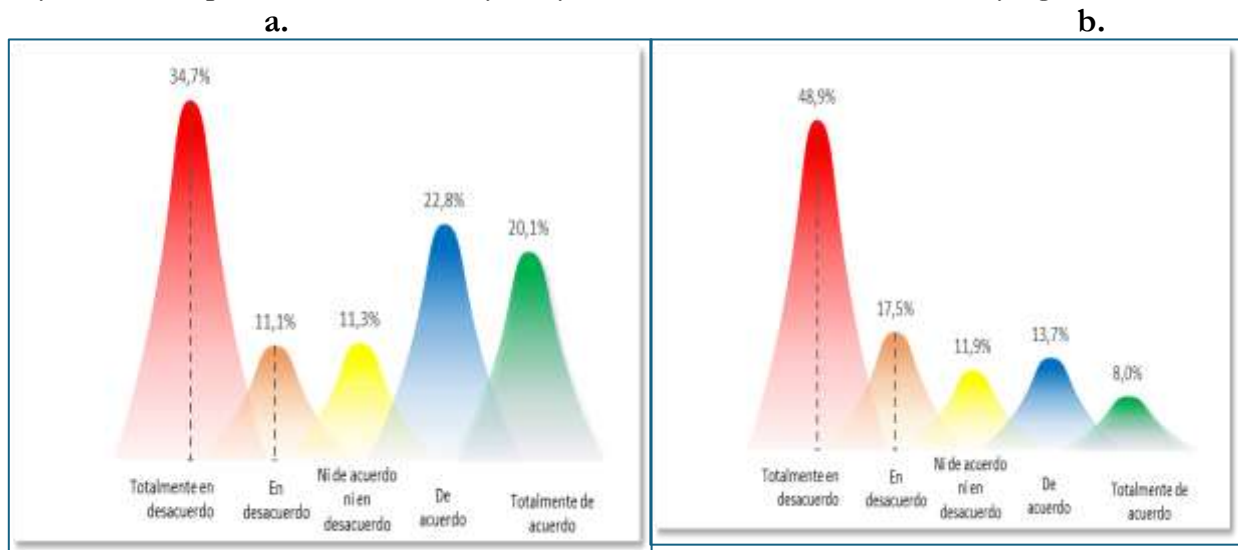
RESULTS AND DISCUSSION

Psychological dimension

Consumer behavior is a complex area of study that involves a diversity of variables and factors that affect people's purchasing and consumption decisions. These variables can vary depending on the context, the individual, and the product or service in question, in this study we consider psychological, social, and economic variables (Kinawy, 2025).

Psychological factors that influence consumer behavior are internal elements that affect how people make purchasing decisions and how they relate to products and services. These factors are related to the mental, emotional, and cognitive processes that guide buying behavior. In marketing, this aspect is used to design strategies that fit the needs and desires of consumers, thus creating messages and experiences that directly influence their purchasing decisions (Ashraf et al., 2025; Olodo & Balogun, 2025).

Regarding whether the family's opinion influences the purchase decision, it was found that 34.7% of respondents stated that they do not take into account the family's opinion when making a purchase; however, 22.8% do (Figure 1a). This shows that the evaluated buyers are independent and that they obey their wants and needs when buying.



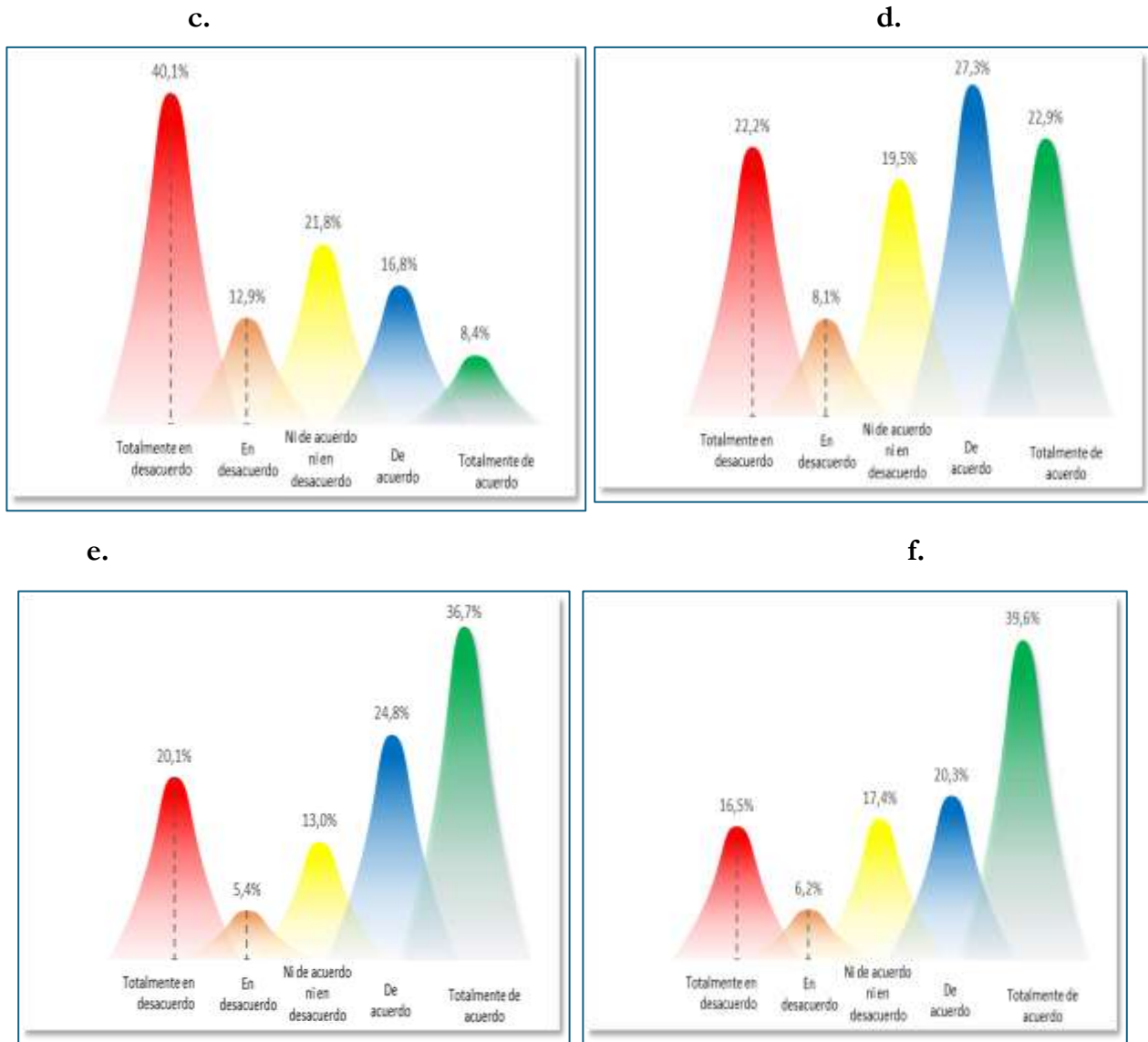


Figure 1. Psychological factors that affect consumer buying behavior. **a.** Influence of the family at the time of making a purchase. **b.** Influence of friends and colleagues. **c.** Influence of social status. **d.** Pet access to shopping centers. **e.** Lifestyles. **f.** Convenient parking in the shopping center.

The same trend was maintained when respondents were asked if the opinion of their friends and colleagues influences their purchase decision, where approximately 49% state that they do not consider other opinions when buying, so we are dealing with buyers who are not susceptible to influence (**Figure 1b**). This would go against what Bocoock (1995) proposes, who considers that possibly the pressure to belong to or fit into a social status directs the purchasing model, because consumption depends more on desire than on need.

Regarding the influence of social status on the purchase decision, it was found that 40.1% of people strongly disagree, followed by 21.8% who are indifferent to social status in the purchase decision. If these responses are compared with the level of income reported by the respondents, it is concluded that anyone can go shopping at the mall without having any influence from their social status (**Figure 1c**).

Considering that pets are currently an important factor for people (Wang, 2025), since the investment that families make in pets is evidenced by considering them another member of the family. In this sense, the responses of 1750 people who have pets correspond, where 39.6% totally agree that pets should be allowed in shopping centers, and only 16.5% totally disagree and 17.4% are indifferent. Taking into account the above results, this is a variable to consider within the marketing mix strategies, the portfolios of shopping centers and access policies for pets (**Figure 1d**).

On the other hand, when lifestyle and its influence on the purchase decision are analyzed, taking as a reference that lifestyle refers to the set of attitudes, values, behaviors and activities that characterize a person or a particular social group. These elements influence how people choose to spend their money and what products or services they purchase. Although there were no differences in the categories evaluated, however, 27.3% agreed, 22.9% strongly agreed, 22.2% strongly disagreed, 19.5% disagreed, and 8.1% disagreed (**Figure 1e**). In general terms, it could be said that this variable is influencing the purchase decision.

Within the traffic concepts that are related to shopping centers, access by car is included. Comfortable parking is a factor that, as evidenced in this study, occupies an important place in the purchase decision (**Figure f**). 36.7% of those who totally agree with this statement, while 24.8% agree, 20.1% totally disagree and 13% are indifferent.

Table (XX) presents the results obtained in the indicators of the psychological dimension, in each of the five cities evaluated, and Figure 2 shows the cluster analysis where the diverse perceptions of the interviewees are graphically grouped according to the Likert scale designed for information collection.

Table XX. Consolidated indicators of the psychological dimension that influence purchasing behavior in the cities of Colombia evaluated.

Family Opinion		Opinion of Friendships	Pet Entry	Feelings and Emotions	Influences Outsiders	Purchases no planned	Consolidated Items
Consolidated Five cities	2.93	2.528	3.582	3.45	2.682	4.1	3.21
	Neutral	It does not influence	Influences	Influences	It does not influence	Influences	Influences
Cúcuta	2.21	3	3.23	3.51	2.07	4.5	3.09
	It does not influence	Neutral	Influences	Influences	It does not influence	Influences	Influences
Montería	3.23	2.68	3.63	3.99	3.67	4.2	3.57
	Influences	It does	Influences	Influences	Influences	Influences	Influences

		not influence					
Meal	3.05	2.2	3.82	3.38	2.4	3.7	3.09
	Influences	It does not influence	Influences	Influences	It does not influence	Influences	Influences
Tunja	3.13	2.96	3.17	3.48	3	4.06	3.30
	Neutral	It does not influence	Neutral	Neutral	Neutral	Influences	Neutral
Villavencio	3.03	1.8	4.06	2.89	2.27	4.04	3.02
	Neutral	It does not influence	Influences	It does not influence	It does not influence	Influences	Neutral

The consolidated analysis shows that in the five cities evaluated, the greatest psychological aspect that affects the purchase decision is related to unplanned purchases and the entry of pets into the shopping center, on the contrary, the one that exerts the least influence is the opinion of friends and other people.

When carrying out the particular analysis within each of the cities evaluated, we can observe that the influence on purchasing behavior in Cúcuta is due to unplanned purchases; in Montería, the indicators show a clear influence on the purchase except for the opinion of friends; San Juan de Pasto, on the other hand, shows that the opinion of family members, the entry of pets and unplanned purchases are determinants in purchasing power; in Tunja, the greatest influence is exerted by the opinion of relatives and unplanned purchases; while in Villavencio it is also the two factors mentioned above plus the entry of pets (Figure 2).

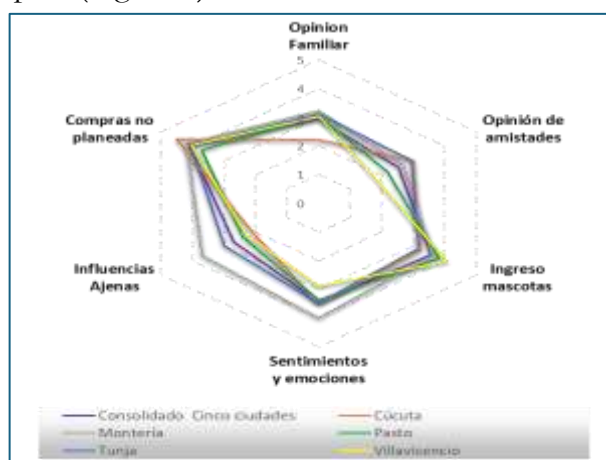


Figure 2. Cluster analysis of aspects related to the psychological dimension and its

influence on purchasing behavior in five intermediary cities in Colombia.

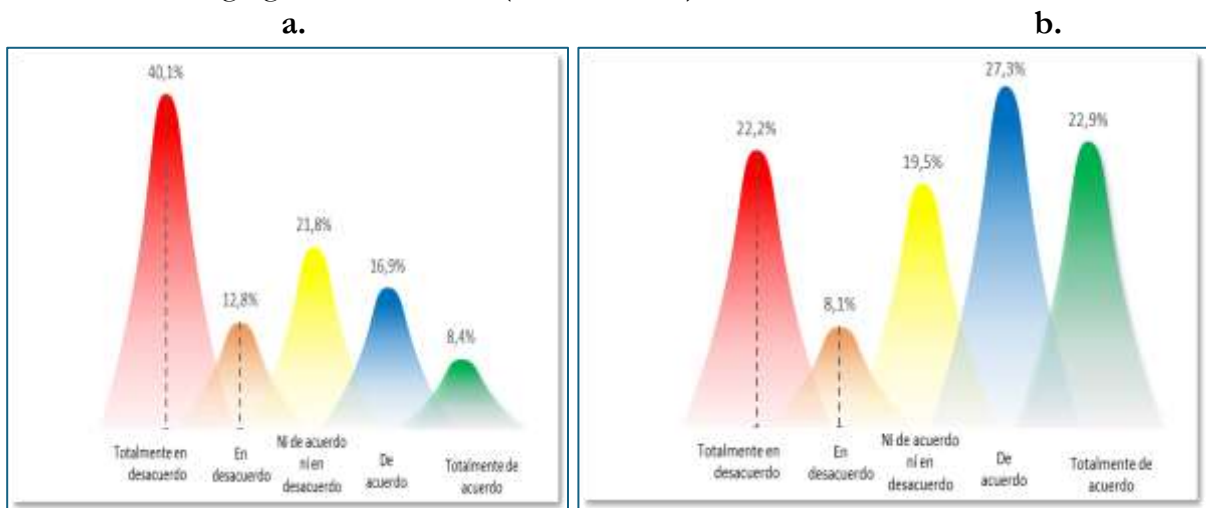
In general terms, in this component, it can be concluded that of the five indicators measured of the psychological dimension of consumer purchasing behavior, the one with the greatest influence is that of unplanned purchases, so shopping centers must provide the greatest necessary attractions for the buyer to reach their facilities. Family opinion and pet income is the second most influential indicator, while the opinion of friends and influences from others does not have a direct effect on consumer behavior and purchase decision (Widjaja, 2025).

In the consolidated of the five cities there are three influential indicators, which are: 1) family opinion; 2) entry of pets into shopping centers and 3) unplanned purchases. Two neutral indicators: 1) feelings and emotions and 2) external influences, while there is an indicator that has no influence, which is the opinion of friends. If the number of influential versus non-influential indicators is taken into account, it can be concluded that the psychological dimension influences consumer behavior in the five cities observed.

Social Dimension

Social factors have a significant impact on the purchasing power of people and society as a whole and have to do with social status or social class, lifestyle, and the attention of sales staff in shopping malls (Ogiemwonyi & Tahir, 2025; Ingriana, 2025). These factors interact with each other to shape the patterns of spending and consumption in a society, which were analyzed in five intermediate cities in Colombia, obtaining the following results:

In the question related to social status and its purchasing influence, it was found that 40.1% of the evaluation population strongly disagrees, in contrast to 8.4% who consider themselves to be in complete agreement (**Figure 3a**). These results contrast with the theoretical precepts that affirm that social classes, especially the capitalist class and the working class, have determined roles in the economic system and that social class directly influences the ability to purchase and access resources (Marx & Engels, 1848) and that prestige and political power are determinant in social class and, therefore, of purchasing power (Weber, *The Protestant Ethic and the Spirit of Capitalism*, 1930); or that people not only spend money on goods of practical necessity, but also to demonstrate their status and belonging to a social class (Veblen, 1899).



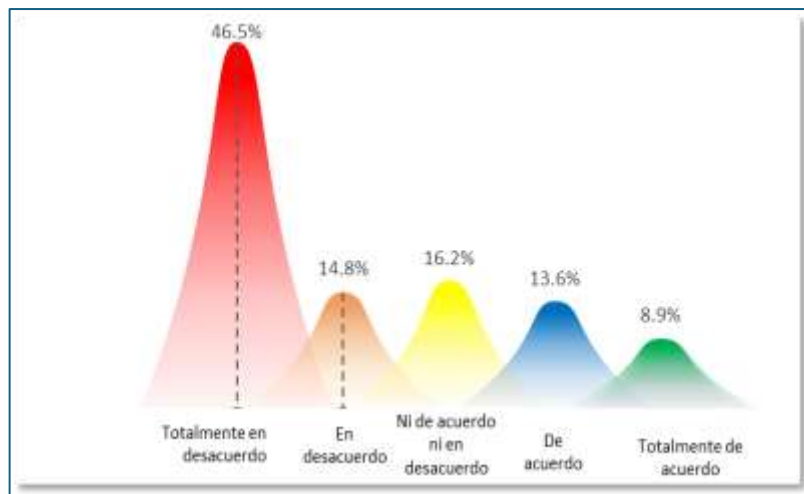


Figure 3. Factors of the social dimension that influence purchasing behavior. **a.** Social status and purchasing power. **b.** Lifestyle and purchasing power. **c.** Influence of the foreign seller.

A person's lifestyle is largely determined by their purchasing power and vice versa. People with higher incomes tend to have more options to choose how they want to live, what type of food they consume, what recreational activities they enjoy and how they dress, among other aspects. Greater purchasing power can provide access to higher-quality products and services and more unique experiences. However, it is important to note that lifestyle is not defined solely by purchasing power. Although having more financial resources can open doors to various opportunities and choices, lifestyle is also influenced by personal priorities, values, cultural traditions, and individual preferences (De Lima, 2025).

In this regard, it was found that about 50% of the consumers interviewed agree or strongly agree that lifestyle influences purchasing power and decision, while about 30% strongly disagree or disagree (**Figure 3b**).

The influence of a foreign seller on the purchase decision can vary depending on several factors such as trust and cultural adaptation to the quality of the product and commercial conditions. It is essential for salespeople to understand the needs and expectations of their potential customers in order to build successful relationships and thus foster consumer loyalty. With the arrival of migrants from the neighboring country of Venezuela, in Colombia it is feasible to find sellers of that nationality in the different stores, so customers were asked whether or not it is possible that it influences the purchase decision. The results indicate that 46.5% strongly disagree, 14.8% disagree, and only 8.9% strongly agree (**Figure 3c**).

Table XX presents the consolidated analysis of the factors associated with the social dimension that affect purchasing behavior in the intermediate cities of Colombia evaluated, where it can be observed that the indicator related to social status influences the purchasing power of cities such as Montería and Tunja; while in Cúcuta and San Juan de Paso it is neutral, and in Villavicencio it does not influence. The Lifestyle indicator, on the other hand, influences the purchase decision in the cities of Montería, San Juan de Pasto and Tunja, in the other cities it is neutral. The foreign sales staff indicator does not influence any of the cities evaluated. Regarding the consolidated number of cities

observed, none of the indicators measured has an influence on purchasing power.

Table XXX. Indicators of the social dimension that influence purchasing behavior in five intermediary cities in Colombia.

Social Status		Lifestyle	Attention of the Sales Staff	Consolidated
Consolidated five Cities	3.14	3.44	3.05	3.21
	Neutral	Influences	Neutral	Influences
Cúcuta	2.80	2.73	2.80	2.78
	Neutral	It does not influence	Neutral	It does not influence
Montería	3.51	4.01	4.50	4.01
	Influences	Influences	Influences	Influences
Pasture	2.80	3.90	2.70	3.13
	Neutral	Influences	It does not influence	Neutral
Tunja	3.80	3.63	2.63	3.35
	Influences	Influences	It does not influence	Influences
Villavicencio	2.80	2.91	2.60	2.77
	Neutral	Neutral	It does not influence	It does not influence

On the other hand, Figure 4 shows that the city with the highest sensitivity in the social dimension in the purchase influence is in Montería and Tunja, while the least sensitivity is in Villavicencio and Cúcuta. Social status and lifestyle are the most influential indicators in all cities.

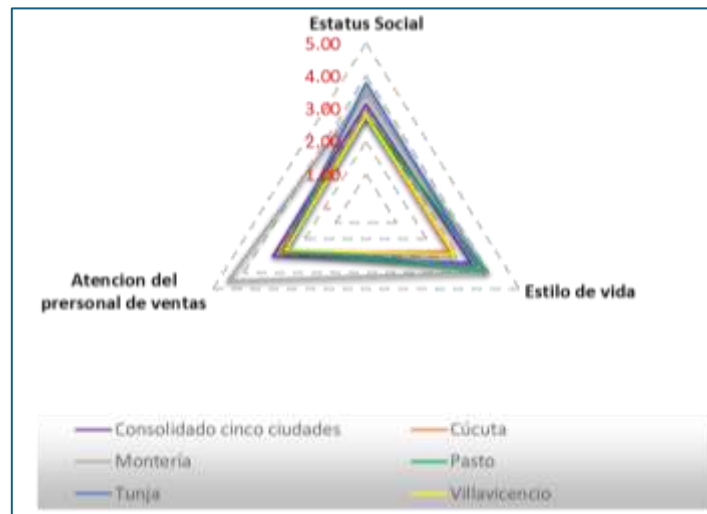


Figure 4. Cluster analysis of the social dimension and its influence on purchasing behavior in five intermediary cities in Colombia.

Taking into account the above results, it can be concluded that the indicators of the social dimension, with the greatest influence on the purchase decision, are those that have to do with lifestyles and social status, so it is imperative that shopping centers focus their efforts on generating conditions that facilitate the full satisfaction of users in these aspects. Looking at the social dimension by cities, it is concluded that the most sensitive are Montería and Tunja, while the least are Villavicencio and Cúcuta, therefore, the strategic approach should be differentiated by cities. Finally, looking at the social dimension as a whole, it can be stated that the indicators of social status and attention of foreign sales personnel do not influence purchasing power while the lifestyle indicator has a neutral position, so it can be stated that the social dimension as a whole has no influence on the consumer's purchase decision. however, it is necessary to take into account the specific result of each city.

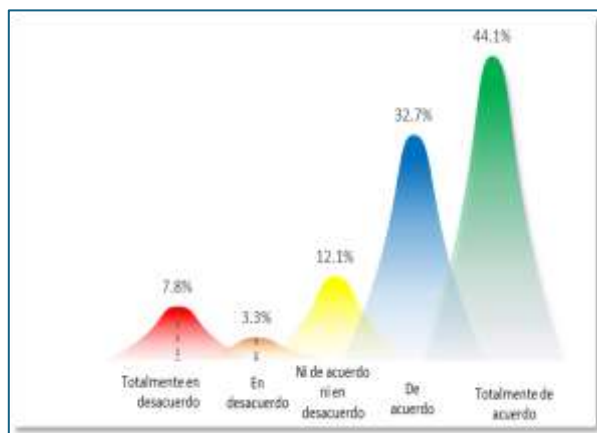
Economic Dimension

The third component of consumer theory is economic, which focuses on understanding how individuals make decisions about which goods and services to buy and how to allocate resources to meet their needs and desires (Sani et al., 2025) plays a central role, as it directly impacts the availability of resources and consumers' perception of value. For the analysis of this dimension of consumer behavior observed in the cities under study, it is divided into four indicators that are specifically explained below, they are: price, promotions, payment methods, prizes and discounts.

Prices are a factor that can affect the purchase decision in a variety of ways, so shopping malls should design strategies that help consider value perception, competition, market price sensitivity, and other factors to maximize effectiveness in attracting and retaining customers (Xuwang, Yujie, Wei, & Junwei, 2024). Prices are not just figures on a label, but they are an element that transmits information to the customer such as value, quality, position of the product in the market, and that at the same time generates confidence and security in making the purchase decision.

The special prices offered in certain seasons by stores in shopping centers seek to attract customers and in turn rotate their inventories and make changes to collections efficiently. In this regard, 44.1% of respondents strongly agreed that this factor influences their purchase decision, 32.7% agreed with it, while only 7.8% strongly disagreed. Almost always, shopping malls call these seasons with names that are coined and dates that are maintained over time to generate memory in the consumer. One of the success stories is the Uniferia, which is held in Unicentro shopping centers every year (Figure 5a).

a.



b.



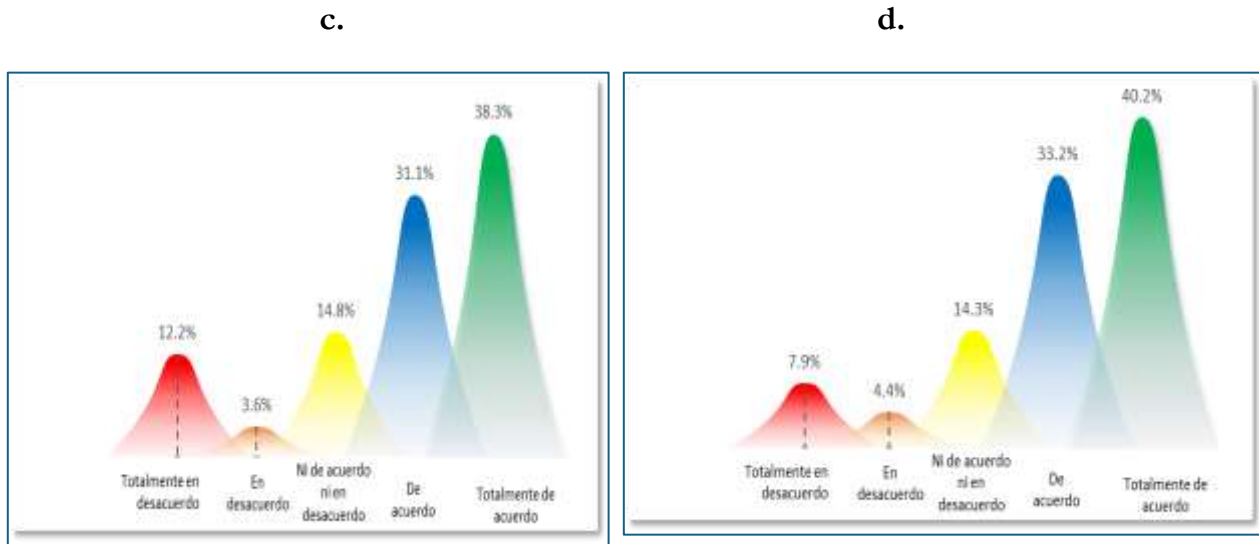


Figure 5. Economic dimension and its influence on purchasing behavior. **a.** Influence of price. **b.** Influence of promotions. **c.** Influence of payment methods. **d.** Influence of prizes and/or discounts.

Promotions often act as a stimulus for consumers to make a purchase, through special offers, discounts, or freebies they can motivate customers to make purchasing decisions they would not have made otherwise. Promotions can also generate a sense of savings in the consumer's mind; they serve as tools to build loyalty among existing customers, through rewards programs, exclusive discounts, or memberships with additional benefits, which can incentivize consumers to continue shopping (Bharti et al., 2023).

Promotions have become an attraction for visitors who attend shopping malls in search of value-added shopping. With these seasons, consumers win and the stores that manage to position their brand and win customers win. In this sense, 51.1% of respondents strongly agreed that promotions influence their purchase decision, compared to 7.2% who strongly disagreed (**Figure 5b**). It's important to note that while promotions can be effective in stimulating sales in the short term, their long-term impact depends on consistency and overall marketing strategy. In addition, in some cases, excessive or poorly managed promotions can devalue brand perception or accustom consumers to expect constant discounts (Hizam, 2025).

When it comes to the purchase decision, the form of payment is crucial for the consumer, since underlying this activity are concepts such as comfort and ease; financial security, costs associated with payment methods, availability of means, discounts and promotions related to the form of payment, reputation and trust of the brand, etc. In some cases, cultural and regional preferences may influence the choice of payment method. For example, in certain countries, the use of cash may be more common and preferred than in others, while in most countries the trend towards the use of electronic money in its various forms is increasing every day (Ali et al., 2024).

Payment methods can have a significant impact on the consumer's shopping experience and final decision, so shopping malls need to understand their customers' preferences and offer a variety of payment options to meet their needs and expectations (**Figure 5c**). In this new technological culture, electronic payments have the same attributes and qualities as traditional forms of payment, but they provide other very specific benefits

such as security, ease of access and universality. In other words, they have the characteristics to carry out a transaction in any region of the world in a similar, fast and secure way (Monar-Nájera & Chico-Frias, 2022).

In the shopping centers studied, 38.3% of those surveyed stated that they totally agree that the various forms of payment that shopping centers have influence their purchase decision, to which is added 31.1% who said they agreed. It is now possible to buy online and pick up in store, pay on credit, pay in cash, transfer by PSE, make all the purchase online for home delivery, among others, which expands the advantages and benefits for buyers.

Rewards and discounts are common marketing strategies that can have a significant impact on consumers' purchasing decisions and have other types of messages implicit, such as perceived value, loyalty, product differentiation, reduction of financial barriers, incentive to repeat purchases, etc. Promotions through prizes and/or discounts, compared to other forms of promotion such as coupons, are more popular and easier to execute and offer an immediate savings incentive (Mishra et al., 2024). Additionally, these can be addressed to distributors, agents and members of the sales force and carried out through different channels.

In the case of the shopping centers that were the object of this research, 73.4% of the interviewees strongly agree or agree that the prizes and/or discounts influence the purchase decision; 12.3% strongly disagree or disagree and 14.3% assume a neutral position (Figure 5d). It is important to note that prizes/discounts are a strategy used in marketing-mix, with the aim of stimulating sales in the short term and in the customer who generally associates it with lower product quality. In the long term, the success of the strategy depends on other variables such as loyalty, perception of quality, and purchase volume (Cadena, Ariza & Grillo, 2020).

Table XX presents the consolidation of the factors related to the economic dimension that affect purchasing behavior in the five cities evaluated in Colombia, where it is shown that all the indicators of this dimension are influencing the purchase decision of consumers, especially in the city of San Juan de Pasto. followed by Villavicencio and Tunja.

Table XXX. Indicators of the economic dimension and its influence on purchasing behavior in the five intermediate cities of Colombia.

Pricing		Promotions	Payment Methods	Awards and Discount	Consolidated
Consolidated five cities	3.984	3.918	3.842	3.866	3.9
	Influences	Influences	Influences	Influences	Influences
Cúcuta	3.87	3.64	3.57	3.82	3.7
	Influences	Influences	Influences	Influences	Influences
Montería	3.89	3.96	4.12	3.97	4.0
	Influences	Influences	Influences	Influences	Influences

Pasture	4.29	4.15	3.94	4.02	4.1
	Influences	Influences	Influences	Influences	Influences
Tunja	3.84	3.76	3.92	3.78	3.8
	Influences	Influences	Influences	Influences	Influences
Villavicencio	4.03	4.08	3.66	3.74	3.9
	Influences	Influences	Influences	Influences	Influences

In the cluster analysis, it was observed that the four indicators of the economic dimension, promotions, forms of payment, and prizes and/or discounts, influence the purchase decision, so it is necessary for the management of shopping centers to take strategies and actions in this direction (Figure 6).

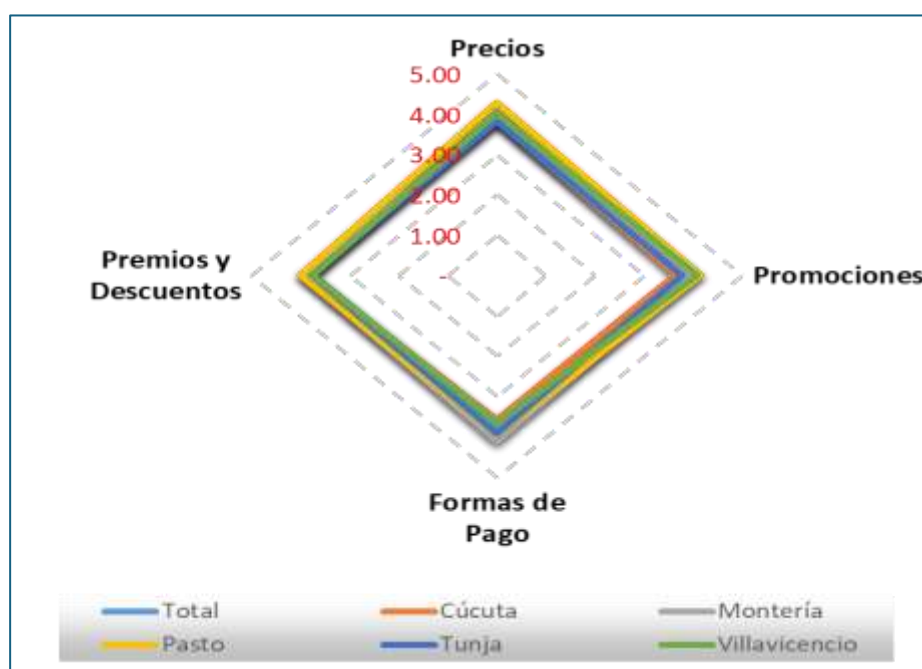


Figure 6. Cluster analysis of the economic dimension and its influence on purchasing behavior in five intermediate cities in Colombia.

Taking into account the findings found, it can be stated that all the indicators of the economic dimension are influential in the consumer's purchase decision in all cities of the country and in its consolidation. These findings coincide with the theoretical approaches that support that individuals make decisions about which goods and services to buy and how to allocate their limited resources to satisfy their needs and desires; approaches supported by economic theory assume that the consumer's choice rationally chooses one of the market alternatives and proves to obtain a certain level of prosperity from limited resources, from such assumptions (Nazzaro et al., 2025).

All the indicators that make up the economic dimension for this research, i.e. promotions, price, payment methods and prizes and discounts influence the purchasing power of consumers in all cities, so in sum it can be said that the economic dimension is a decisive factor when it comes to consumer decision-making.

CONCLUSIONS

Psychological, sociological, and economic components significantly influence consumer purchasing behavior, and in turn these interact with each other and can affect a person's purchasing decisions.

First, the psychological factors that include an individual's attitudes, perceptions, motivations, and emotions, which in this research refer to: 1) family opinion, 2) opinion of friends, 3) entry of pets into shopping malls, 4) feelings and emotions at the time of purchase, 5) influences, recommendations, or comments from other people, and; 6) Unplanned purchases. It was found that in the five cities evaluated there are three influential indicators, which are: 1) family opinion; 2) entry of pets into shopping centers and 3) unplanned purchases. Two neutral indicators: 1) feelings and emotions and 2) external influences, while there is an indicator that has no influence, which is the opinion of friends. If the number of influential indicators versus non-influential indicators is taken into account, it can be concluded that the psychological dimension does influence consumer behavior in the five intermediate cities of Colombia.

Secondly, the indicators of the social dimension, related to: social status, lifestyle, and attention of sales personnel, showed that the greatest sensitivity or influence on consumer behavior is found in the cities of Montería and Tunja, while the least sensitivity is in the cities of Villavicencio and Cúcuta. As a whole, the social dimension contains indicators that do not influence purchasing power, such as social status and the attention of sales personnel, and the lifestyle indicator has a neutral position. In other words, of the three indicators observed in this dimension, two do not influence and one is neutral, so it can be stated that the social dimension is not influential on the purchasing power of the consumer of the cities evaluated under study.

The third and final dimension, which is the economic one, composed in this research by four indicators: prices, promotions, payment methods, and prizes and/or discounts showed that all are influential in the consumer's purchasing power.

Finally, according to the results obtained, it was possible to determine that the factors that most affect the purchasing behavior in the shopping centers of the five intermediate cities of Colombia were the psychological factor and the economic factor, while the social factor does not seem to have a significant influence on the purchasing power of consumers in the cities of Cúcuta, Montería, Tunja and Villavicencio.

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