



ANALYSIS OF THE IMPACT ON SALES DUE TO COVID 19 AND INFLATION IN TWO CONVENIENCE STORES IN ACAPULCO 2021-2022

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Summary

The objective of this study was to analyze the impact of sales due to COVID 19 and inflation in two convenience stores in Acapulco in the period 2021-2022, and the repercussions they have on basic basket purchases by the Acapulcan population. . The study was quantitative, non-experimental and non-probabilistic, taking place in two convenience stores from October 1 to 28, 2022 and from May 3 to 31, 2022. A database was created to record income and products. of sales. The statistic used was the non-parametric Mann-Whitney test. Using SPSS and Excel software. The results found were that inflation did have an impact on purchases of the basic basket, since the lower the inflation, the consumers bought more products from the basic basket, as was presented in the Jardín convenience store, which sold more products. 17.24% than the Puerto Marques convenience store that only sold 5.42% of basic basket products. Unlike total profits, the Puerto Marques store sold more products overall than the Jardín store. Regarding the impact of COVID

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19, it cannot be measured because more information was lacking according to the behavior of this disease in the places adjacent to convenience stores.

Keywords: Inflation, COVID 19 pandemic, convenience stores, basic basket.

ANÁLISIS DEL IMPACTO EN VENTAS POR EL COVID 19 Y LA INFLACIÓN EN DOS TIENDAS DE CONVENIENCIA EN ACAPULCO 2021-2022

Resumen:

El presente estudio tuvo como objetivo analizar el impacto de las ventas por el COVID 19 y la inflación en dos tiendas de conveniencia en Acapulco en el período 2021-2022, y las repercusiones que tienen en las compras de canasta básica por parte de la población Acapulqueña. El estudio fue cuantitativo, no experimental y no probabilístico, llevándose a cabo en dos tiendas de conveniencia del 1 al 28 de octubre del 2022 y del 3 a 31 de mayo de 2022. Se elaboró una base de datos de registro de ingresos, y productos de ventas. El estadístico utilizado fue la prueba no paramétrica Mann-Whitney. Utilizando el software SPSS y Excel. Los resultados encontrados fue que la inflación si tuvo impacto en las compras de la canasta básica, ya que a menor inflación los consumidores compraron más productos de la canasta básica, como se presentó en la tienda de conveniencia de la Jardín, la cual vendió más productos 17.24% que la tienda de conveniencia de Puerto Marques que solo vendió 5.42% de productos de la canasta básica. A diferencia de las ganancias totales, la tienda de Puerto Marques vendió más productos en general que la tienda de la Jardín. Con respecto al impacto de COVID 19, no se puede medir porque faltó más información de acuerdo al comportamiento de esta enfermedad en los lugares colindantes de las tiendas de conveniencia.

Palabras clave: Inflación, pandemia COVID 19, tiendas de conveniencia, canasta básica.

ANÁLISE DO IMPACTO NAS VENDAS DEVIDO A COVID 19 E INFLAÇÃO EM DUAS LOJAS DE CONVENIÊNCIA EM ACAPULCO 2021-2022

Resumo:

O objetivo deste estudo foi analisar o impacto das vendas devido ao COVID 19 e à inflação em duas lojas de conveniência de Acapulco no período 2021-2022, e as repercussões que elas têm nas compras de cestas básicas pela população acapulcana. El estudio fue cuantitativo, no experimental y no probabilístico, llevándose a cabo en dos tiendas de conveniencia del 1 al 28 de octubre del 2022 y del 3 a 31 de mayo de 2022. Se elaboró una base de datos de registro de ingresos, y productos de ventas. A estatística utilizada foi o teste não paramétrico de Mann-Whitney. Utilizando os softwares SPSS e Excel. Os resultados encontrados foram que a inflação impactou sim nas compras da cesta básica, pois quanto menor a inflação, os consumidores compraram mais produtos da cesta básica, como foi apresentado na loja de conveniência Jardín, que vendeu mais produtos 17,24% do que a loja de conveniência Puerto Marques que vendeu apenas 5,42% dos produtos da cesta básica. Ao contrário dos lucros totais, a loja de Puerto Marques vendeu mais produtos em geral do que a loja de Jardín. Quanto ao impacto da COVID 19, não pode ser mensurado porque faltavam mais informações de acordo com o comportamento desta doença nos locais adjacentes às lojas de conveniência.

Palavras chave: Inflação, pandemia de COVID 19, lojas de conveniência, cesta básica.

1. INTRODUCTION:

The year 2020 was complex for the global community. The presence of the COVID-19 pandemic created an unprecedented health crisis in all countries, a crisis that has had severe and unheard-of repercussions in all aspects of communication, work, production, trade, consumption, and in general, the entire life of people; (Internacional, C.D.C., 2020), (Zamora-Cusme, Félix-López, Vera-Macias, & Mendoza-García).

The economic consequences of the pandemic quickly became apparent. Small and medium-sized enterprises, which provide 70% of jobs and generate about half of the economic activity in all countries, have been under the stress of seeing their workers and customers confined to their homes, and the halt in operations has put supply chains in jeopardy (Centro Comercial Internacional, 2020), (Cueva-Rivera & Erazo-Álvarez, 2021).

To address the health emergency caused by COVID-19 in Mexico, immediate suspension actions were established for non-essential activities, causing significant impacts on businesses. The only exceptions to this suspension were companies involved in essential activities. Some business owners expressed their perceptions and the measures they had to take to adapt to this complex and adverse environment, which forced them to implement strategies for business survival² (Aguilar-Esparza, Olivas-Lara, & Urrutia-de la garza, 2022).

One of the strategies they implemented was to reinvent their business to adapt to changing and uncertain environments, enabling them to decide which measures to apply to improve the company's survival (Zuárez-Blanco, 2020). Micro, small, and medium-sized enterprises (MSMEs) were among the most affected because confinement drastically impacted them, as they have fewer resources to adapt to changes. Additionally, the government seeks to generate public policies to help mitigate these financial risks (Centro Comercial Internacional, 2020) (Corral, Dánnunzio, & Rébori, 2022). Actions need to be taken in critical areas for MSMEs, such as personnel management (63%), treasury (57%), commercial strategies (49%), and suppliers (49%) (Bandres, Conde-Casado, & Iniesta-Aleman, 2021).

2. THEORETICAL FRAMEWORK

In companies with essential activities, there are also significant impacts, including substantial declines in sales, worsening financial situations over time without access to financing, and facing considerable uncertainties about the future. These companies have encountered the complex task of simultaneously managing immediate financial and operational difficulties caused by the supply and demand shock and the uncertain future due to the COVID-19 crisis (Cando-Morales, Erazo-Álvarez, Álvarez- Gavilanes , & Rivera- Costales, 2021).

As the behavior of the COVID-19 pandemic decreases, the alert levels are changing according to the increase or decrease in deaths and infections. Therefore, the pace of activity and employment is exposed to the operational capacity of the company, which depends on internal processes and organization, along with regulatory restrictions to function (Sánchez - Valdés & Nava - Rogel, 2020), (Bargados, 2021). In Brazil, at the beginning of 2020, many companies had to reduce activities or even stop them completely, while others faced additional demand compared to their usual operational history (Colina- Ysea, Isea- Arguelles, & Aldana-Zavla, 2021). In Peru, the impact of the COVID-19 pandemic has been very negative on SMEs in Lima, Peru, reducing demand due to high health security costs, halting production, and losses in profitability (Zetina - Pérez, Juárez - Solís, & Alvarado - García, 2021).

In Ecuador, the impact on SMEs has also been significant due to their vulnerability to situations such as the total shutdown of the productive apparatus (Huilcapi - Masacón, Troya - Terranova, & Ocampo - Ulloa, 2020). Under these circumstances, they were compelled to shift towards transforming their business models to some extent, creating a new shared value where goods and services generate their own economic value for the consumer (Sánchez - Valdés & Nava - Rogel, 2020). The tourism sector has been the most affected, as it was the first to close and the last to reopen (Quevedo-Vázquez, Pinzón - Prado, Vásquez - Lafebre, & Quevedo - Barros, 2020). Similarly, in Argentina, the primary impact was on SMEs due to the permanent closure of their activities, leading to the dismissal of many active employees, which had consequences for the national economy since these

represent 99.5% of businesses and employ 60% of the population¹⁸ (Llorente-Heras, 2020).

One of the strategies that began to be implemented was telework, which allowed many businesses to continue operating. (Carmen de, Campines -Barría, & González - Jiménez, 2021). Others adapted by entering digital platforms to conduct e-commerce for their products and services (Alvarado- Lagunas, 2021) Similarly, the extent to which change management influences virtual collaboration, digital transformation, and organizational strategic agility in response to the pandemic is significant ¹³ (Fierro-Moreno, 2021). The constant changes in the environment present a strong challenge that necessitates decision-making. In 2020, these changes significantly threatened the operation of many companies worldwide. Strategic marketing provides direction to face these changes and helps to identify strategies focused on the Marketing Mix (García- Madurga, Grilló - Méndez, & Morte- Nadal, 2021).

During the COVID-19 pandemic, many businesses closed, prompting governments to implement public policies to support the most vulnerable populations. These measures included economic support for vulnerable individuals such as the elderly, disabled, and single mothers, as well as scholarships for children and young people. Additionally, loans were provided to both formal and informal micro-entrepreneurs. However, these resources were insufficient for the majority of both vulnerable and non-vulnerable populations (López-Obrador, 2022).

Later, as the incidence and mortality of COVID-19 decreased, the pandemic impacted supply chains (logistics), leading to an increase in inflation. This was further exacerbated by the Russia-Ukraine war, which drove up the prices of oil, gas, and gasoline, significantly increasing the cost of goods. The U.S. and NATO's sanctions against Russia, preventing Western Europe from purchasing its energy resources (oil and gas), triggered speculation on oil and gas prices worldwide (López-Obrador, 2022).

This situation benefited our country due to the energy policy implemented by the president, which involved rehabilitating the six existing refineries, purchasing

Deer Park, and constructing the Dos Bocas refinery. This greatly benefited the country by allowing the sale of oil at prices above \$100 per barrel. In the 2022 budget, the Ministry of Finance set the price of a barrel of oil at \$55.1, resulting in a profit of \$44.9 per barrel (Mexico currently produces 1.6 million barrels per day). This translates to substantial profits for the country (López-Obrador, 2022).

All this surplus of economic resources was channeled to subsidize gasoline, preventing its price from increasing and combating the rise in prices, especially of food. Previously, 70% of gasoline was imported from the United States before this presidential term, but currently, only 40% is imported. Public policies were established to stop the rise in food prices, focusing on 24 essential products. Table 2 shows that a pact was made with major food sector businesses such as WalMart, Maseca, Minsa, and Sigma, among other companies, to commit to not raising their prices. However, so far, they have not complied, as food prices continue to rise (López-Obrador, 2022). These inflationary pressures negatively affect economic recovery by reducing household purchasing power and compressing business profits (Agosthino Tomás, González-Torres, & Torres-Mora, 2019). Inflation is the reduction in the value of money due to rising prices over a specific period. The National Consumer Price Index (INPC) shows that core prices have not eased, with an annual rate of 8.27% in the first half of September compared to the previous 8.13%, driven by goods related to food, beverages, and tobacco (López-Obrador, 2022). Table 1 shows the behavior of inflation in the country from January to September in 2021 and 2022.

Table 1: Inflation Behavior in Mexico 2021-2022

INFLATION	2021	2022
January	7.07%	7.64%
February	7.28%	7.87%
March	7.45%	8.05%
April	7.68%	8.30%
May	7.65%	8.27%
June	7.99%	8.63%
July	8.15%	8.81%
August	8.70%	9.40%
September	8.03%	8.27%

October	7.13%	
November	5.92%	
December	5.54%	

Source: Consumer Price Index (CPI) Base 2nd Edition, September 8, 2022. INEGI.

As shown in Table 2, the 24 products that the President of the Republic is promoting to prevent price increases.

Table 2: Basic Food Basket Proposed by President Andrés Manuel López Obrador

Nº	Products	Nº	Products
.1	Canola or Corn Oil	13	Milk
2	Rice	14	Lemon
3	Canned Tuna	15	Apple
4	Brown Sugar	16	Orange
5	Beef Steak	17	Bread (loaf)
6	Onion	18	Potato
7	Jalapeño Pepper	19	Toilet paper
8	Pork Chop	20	Soup pasta
9	Dry Beans	21	Whole chicken
10	White Chicken Egg	22	Canned sardines
11	Bar Soap	23	Corn tortilla
12	Roma Tomato	24	Carrot

Source: Consumer Price Index (CPI) Base 2nd Edition, September 8, 2022. INEGI.

In general, the impacts of the COVID-19 pandemic on the economic sector triggered several factors that caused inflation to rise. For instance, the U.S. government's support during the pandemic, which included \$2,000 per person, led to an excess of aggregate demand, putting pressure on prices and causing them to increase (García-Díaz & Otros, 2021). Similarly, as economies reopened in countries that no longer had COVID-19 issues, a new problem emerged: logistics. Ports became congested, leading to delays in unloading goods, which also contributed to inflation. Finally, the Russia-Ukraine war destabilized oil and gas prices, creating significant inflationary problems, as rising energy costs drove up food prices.

3. METHODOLOGY

The present study was quantitative, non-experimental, and non-probabilistic. It was conducted in the port of Acapulco, in two convenience store companies named NETOS, one located in Puerto Márquez and the other in Colonia Jardín. The study periods were from October 1 to 28, 2021 (Puerto Márquez), and from April 3 to May 31, 2022. A database was created to record all revenues and sales products for each NETO. The statistics used to assess normal behavior were the Kolmogorov-Smirnov and Shapiro-Wilk tests. The non-parametric test used to compare sales between NETOS was the Mann-Whitney test. The software used was SPSS and Excel.

4. RESULTS:

Table 1 shows the percentage and quantity of products sold belonging to the basic basket. It was found that only 5.42% of NETO de Puerto Marqués customers purchased basic basket products, amounting to 74,041 items. Additionally, 94.58% of customers purchased non-basic products, totaling only 34,778 items (Inflation 8.27%).

Table 1: Percentage of Basic Basket Products Sold at NETO de Puerto Marqués

Products from NETO Puerto Marqués from April 3 to May 31, 2022	Percentage of customers who buy	Quantity of products purchased
Belongs to the basic basket	5,42%	74,040.68
Does not belong to the basic basket	94,58%	34,778

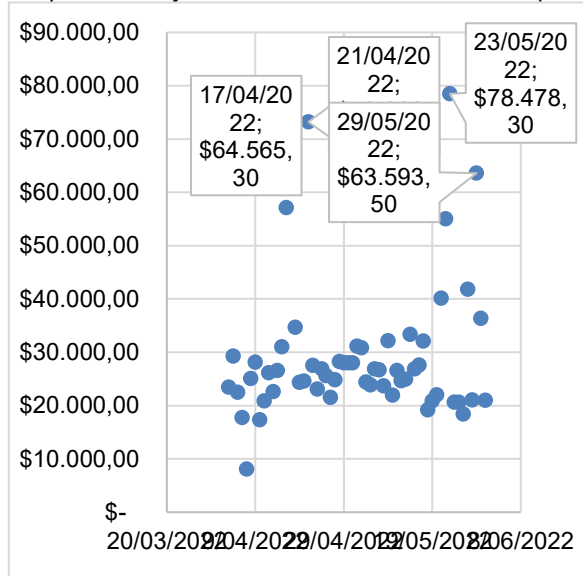
Table 2 shows the results for the total sales of basic basket products, which amounted to \$573,011.30 pesos. However, the total sales for non-basic products were \$1,202,220.86 pesos M/N.

Table 2: Sales of the Basic Basket by NETO in Puerto Marqués

Sales at NETO Puerto Marqués from April 3 to May 31, 2022	Total cost of sales
Belongs to the basic basket	\$573.011,30
Does not belong to the basic basket	\$1.202.220,86

Regarding daily sales, it was found that the days with the highest sales were May 23, 2022, with an amount of \$78,478.30 MXN, and April 21, 2022, with an amount of \$73,200.80 MXN. Other high-sales days included May 29, 2022, with \$63,593.50 MXN, followed by April 17, 2022, with an amount of \$64,565.30 MXN. The average sales amount was \$29,769.32 MXN, as shown in Graph 1.

Graph 1: Daily Sales of NETO Puerto Marqués.



In Graph 2, it is shown that sales were higher in May compared to April. This could be due to lower inflation in May at 8.27%, whereas in April, inflation was higher at 8.30%.

Graph 2: Monthly Sales of NETO Puerto Marqués.

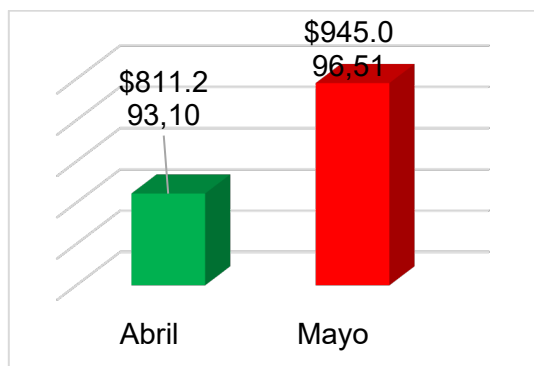


Table 3 shows the results regarding the percentage of basic basket products sold at NETO Jardín. It was found that 17.24% of customers purchased basic basket products, with the total quantity bought being 4,819 products. Additionally, it was found that 82.76% of customers bought non-basic products, with the quantity amounting to 6,448 products (Inflation 7.13).

Table 3: Percentage of Basic Basket Products Sold at NETO Jardín.

Belonging to the basic basket from October 1st to October 28th, Neto Jardín, 2021	Percentage of purchasing customers	Quantity of products purchased
Belongs to the basic basket	17,24%	4,819
Does not belong to the basic basket	82,76%	6,448

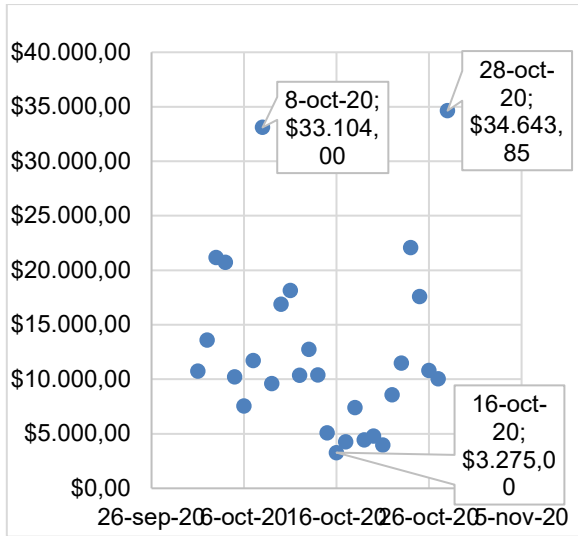
Regarding the sales results, it was found that the total sales of basic basket products amounted to \$2,727.85 MXN. The total sales of non-basic basket products amounted to \$75,845.00 MXN, as shown in Table 4.

Table 4: Sales of Basic Basket Products at NETO Jardín.

Belonging to the basic basket from October 1st to October 28th, Neto Jardín, 2021	Total sales cost
Belongs to the basic basket	\$ 2,727.85
Does not belong to the basic basket	\$ 75,845.00

According to the daily sales of the company NETO Jardín, the most outstanding sales were on October 28, 2020, with an amount of \$34,643.85 MXN, followed by October 8, 2022, with total sales of \$33,040.00 MXN. The day with the lowest sales was October 16, 2020, with only \$3,275.00 MXN. The average daily sales amount was \$12,690.86 MXN, as shown in Graph 3.

Graph 3: Daily Sales of NETO Jardín



The difference in sales for Neto Jardín is that its sales of basic products were higher at 17.24% compared to Neto Puerto Marqués, which was at 5.42%. This is due to the lower inflation rate of basic products, which was 8.27% in May 2022, while the inflation rate for Neto Puerto Marqués was 7.13% in October 2021. This can be explained by the fact that people have greater purchasing power. Table 5 shows the results of the normality test, which found that the total sales costs for Puerto Marqués and Jardín do not follow a normal distribution, as the null hypothesis is rejected in both statistical tests (Kolmogorov-Smirnov and Shapiro-Wilk), indicating that the data do not follow a normal distribution. Therefore, the statistical test used to compare the significance of the total sales between both NETOs was conducted using the non-parametric Mann-Whitney test.

Table 5: Normality Test.

Normality tests							
Location of NETO		Kolmogorov-Smirnova			Shapiro-Wilk		
		Statistic	g	Sig.	Statistic	gl	Sig.
Total sales cost	Puerto Marqués	,382	240	,000	,311	240	,000
	Jardín	,343	29	,000	,523	29	,000
Quantity of	Puerto Marqués	,455	240	,000	,075	240	,000

product	Jardín	,210	29	,002	,733	29	,000
a. Lilliefors significance correction							

Mann-Whitney Test

Table 6 shows the results of the Mann-Whitney test ranks. It was found that the average rank of the total sales cost at NETO Puerto Marqués (139.38) was higher than the average rank at NETO Jardín (98.78). Additionally, the average rank of the number of products sold at NETO Puerto Marqués (127.06) was lower than the average rank at NETO Jardín (200.69).

Table 6: Mann-Whitney Test Ranks

	Location of NETO	N	Average range	Sum of ranks
Total sales cost	Puerto Marqués	240	139,38	33450,50
	Jardín	29	98,78	2864,50
	Total	269		
Quantity of product	Puerto Marqués	240	127,06	30495,00
	Jardín	29	200,69	5820,00
	Total	269		

In Table 7, the results of the Mann-Whitney test show a p-value of less than 0.05 for total sales and quantity of products sold. This indicates rejection of the null hypothesis (the median total sales and quantity of products sold at NETO Puerto Marqués are equal to the median total sales and quantity of products sold at NETO de la Jardín) at the 0.05 significance level.

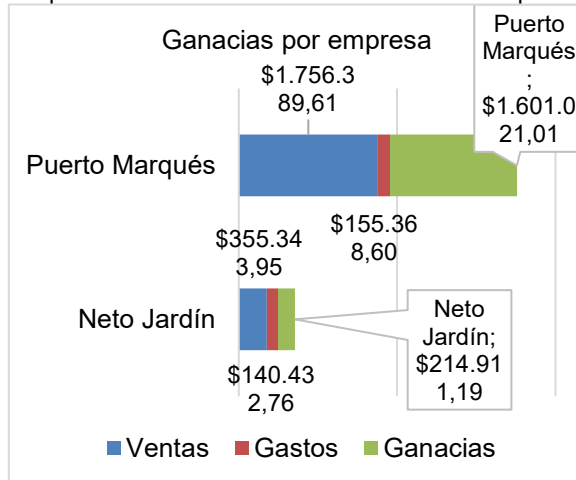
Table 7: Mann-Whitney Test Statistics

	Total sales cost	Quantity of product
Mann-Whitney U	2,429,500	1575,000
Wilcoxon W	2,864,500	30495,000
Z	-2,655	-4,815
Asymptotic Significance (two-tailed)	,008	,000
a. Grouping Variable: NETO Location		

Regarding the profits between these two companies, NETO, it was found that there are higher profits at the

NETO located in Puerto Marqués (\$1,601,021.01) than at the NETO in Jardín (\$214,991.19), as shown in Graph 4.

Graph 4: Profits of NETO Companies



5. CONCLUSIONS:

This study analyzed the impact of COVID-19 sales and inflation on two convenience stores, finding that both Neto stores in Puerto Marqués and Jardín were impacted by inflation. However, the focus was more on purchases of basic goods, with the Jardín Neto store experiencing a higher share of 17.24% in these purchases, compared to an inflation rate of 7.13%. In contrast, the Puerto Marqués Neto store had lower sales of basic goods at 5.42%, attributed to a higher inflation rate of 8.27%. This marked the difference between the two stores.

However, the total earnings of the Neto store in La Jardín were \$214,911.19 pesos, significantly lower than the Neto store in Puerto Marqués, which earned \$1,601,021.01 pesos. According to the results from Tables 6 and 7, it is concluded that Neto Puerto Marqués sells more than Neto La Jardín because the Neto Puerto Marqués store is located in a tourist corridor of Punta Diamante.

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