

DIGITAL TRANSITION AND COVID-19: APPROACH TO DIGITAL CONSUMPTION IN BOLIVIA DURING THE PANDEMIC

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ABSTRACT

We study new patterns of digital consumption in Bolivia, developed as a result of the confinement and social distancing measures ordered to deal with the Covid-19 pandemic, in addition to analyzing the difficulties and opportunities that arose, both for consumers as well as for merchants. This is an exploratory and predominantly qualitative study. Information was collected using documentary sources, a survey of users in the departments of La Paz, Cochabamba and Santa Cruz, as well as in-depth interviews with experts. An analysis of the results of the questionnaire was carried out, comparing them with the information obtained from other sources. It was concluded that the pandemic was an accelerator of structural changes in consumption and business models in the country, but that these were affected by a low digital culture, by the large gaps in technological access, by prejudices and psychosocial aspects of consumption and by Bolivian demographic variables.

Keywords: Digital Consumption, Covid-19, Consumer Behavior, New Technologies, Business Models.

DOI: 10.23881/idupbo.022.2-5e