The present research was done in two phases; the first was qualitative and the second quantitative. In these phases, were identified consumer habits and values for the social economic levels 1, 2, 3, 4 and 5, which went to neighborhood stores in Cali to make a purchase. The study characterized the following channel elements: neighborhood stores, the channel’s consumers and principal reasons why consumers very frequently go to these businesses.

**Keywords**

Neighborhood grocer, traditional channel, habits and values cultural, consumer behavior.