

Volume 3, Issue 4 — January — June — 2019

ISSN-On line: 2524-2008

Journal-General Economics

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Journal-General Economics, Volume 3, Issue 4, January – June 2019, journal edited semestral by RINOE. S/C Zacharie kamaha, Street: Boulevard de la Liberté, Apartamente: Immeuble Kassap, Akwa- Douala. P.C.: 5963, Republic of Cameroon. WEB: www.rinoe.org, journal@rinoe.org. Editor in Chief: MIRANDA-GARCIA, Marta. PhD. ISSN-2524- 2008. Responsible for the latest update of this number RINOE Computer Unit. ESCAMILLA-BOUCHÁN, Imelda, LUNA-SOTO, Vladimir. PhD. S/C Zacharie kamaha, Street: Boulevard de la Liberté, Apartamente: Immeuble Kassap, Akwa- Douala. P.C.: 5963, Republic of Cameroon, last updated June 30, 2019.

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Presentation of Content

In a first article we present, *Economic spillover for the patron saint festivities and events of the GTO brand*, by GÓMEZ-BRAVO, María De La Luz, GOMEZ-BRAVO, Jessica Margarita, ANDRADEOSEGUERA, Miguel Ángel and BARCENAS-PUENTE, José Luis, with adscription in the Universidad Tecnológica del Suroeste de Guanajuato, in the next article we present, *Market strategies in two major companies in Mexico: Bachoco and Lala*, by BALLESTEROS-AUREOLES, Alejandra, TLACUILO-GONZÁLEZ, José Antonio, ZAVALA-RAMÍREZ, María Esther and JIMÉNEZ-CALVO, María de Lourdes, with adscription in the Universidad Tecnológica de Nezahualcóyotl, in the next article we present, *The characteristics of the entrepreneur: the contrasts of the Cuban and Mexican case*, by CRUZ-CORDERO, Teresa, HERNÁNDEZ-DE LIRA, Antonieta and RAMÍREZ-RODRÍGUEZ, Judith Esperanza, with adscription at Universidad Tecnológica de Aguascalientes, in the last article we present, *Sensory study and trends of the purified water market UTCGG Petatlán, GRO.*, by SANTIAGO-SALAS, Luz Elizabeth, RUIZ-VÁZQUEZ, Diana, GÓMEZ-PENALOZA, Claudia Leticia, and AVIÑA-BARRETO, Lizbeth Magdalena, with adscription in Universidad Tecnológica de la Costa Grande de Guerrero.

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Economic spillover for the patron saint festivities and events of the GTO brand

Derrama económica por las fiestas patronales y eventos de la marca GTO

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DOI: 10.35429/JGE.2019.4.3.1.4

Received February 10, 2019; Accepted June 28, 2019

Abstract

The research is based on the fact that so much economic spill leave the patron celebrations or events of the GTO brand, in the state of Guanajuato and in its different municipalities where these events are held, to which a wide publicity is carried out by different means, evoking to that the society consumes local and handmade products, to mention an example in the municipality of Valle de Santiago, the chubby festival was held last June “8 thousand people gathered at the chubby festival , about 20 thousand chubby were consumed, had an economic spill of about 4.5 MDP in a single day ”, this published on the page gourmetaro.com.

Resumen

La investigación está basada en que tanta derrama económica dejan las fiestas patronales o eventos de marca GTO, en el estado de Guanajuato y en sus diferentes municipios donde se llevan a cabo estos eventos, a los cuales se realiza una amplia publicidad por diferentes medios, evocando a que la sociedad consuma productos locales y artesanales, por mencionar un ejemplo en el municipio de valle de Santiago, se llevó a cabo el festival de la gordita en el pasado mes de junio “8 mil personas se dieron cita en el festival de la gordita, se consumieron cerca de 20 mil gorditas , tuvo una derrama económica de alrededor de 4.5 MDP en un solo día”, esto publicado en la página gourmetaro.com.

Economic spill, Parties, GTO

Derrama económica, Fiestas, GTO

Citation: GÓMEZ-BRAVO, María De La Luz, GOMEZ-BRAVO, Jessica Margarita, ANDRADE-OSEGUERA, Miguel Ángel and BARCENAS-PUENTE, José Luis. Economic spillover for the patron saint festivities and events of the GTO brand. RINOE Journal- General Economics. 2019. 3-4: 1-4.

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Introduction

For the country something important is the recognition of its uses, customs and traditions that are lived in every corner of the Mexican population, this is how the state of Guanajuato is made up of many traditions and patron celebrations that celebrate in each of the municipalities that they surround it as a state, this helps and contributes to the cultural part of society starting from the most usual to the most contemporary, passing from generation to generation.

In the small municipality of Valle de Santiago located in the southwest of the state of Guanajuato, some events related to the GTO trademark are carried out, as well as well-known employer parties around it for its colorful and decorated festivities, as well as in the municipality begin the festivities of Mr. Santiago from the months of April before Holy Week where every Friday of Lent believers or parishioners give food making it called "relic", which is blessed in a Mass that is given in advance to the people who take it to consumers, these events are well done throughout the remaining months.

In the period of those months, veils are being carried out in private homes, which they so request and in the same way give food to the attendees, all night they pray, bring music, and pyrotechnics this in appreciation of their visit to the house of the people who requested it.

This is also how during these months the freighters or santiagueros are carrying out the program of the activities to be carried out on the occasion of celebrating their saint's day, so that the municipal authorities also support with the road and police for the celebration of the events of celebration, later the allegorical cars, dances, mañanitas and the very famous Rosazos, in all these activities the main actors are the freighters and the Santiago, making promotion in all the spaces of the municipality of the dates, activities and schedules of each of the activities. Which is attended by the entire population of the municipal capital, as well as their communities and nearby municipalities, which allows a large economic spill within the municipality, this because of the great assistance of the population which gives traders a chance fixed and informal to have a higher income on these dates.

Likewise, the municipality has hosted several events related to the dissemination of artisanal products, such as the gordita festival and the craft beer festival, which has also left a great economic spill in the municipality, which This allows the economy to increase a bit with these festivities and entrepreneurial projects of those producers.

One of the events called "festival de la chordita" takes place in an esplanade of a former hacienda located in one of the most emblematic communities of our municipality in San Nicolás parangueo, due to its proximity to the tunnel of the corner of parangueo which It is a wonder for those spectators of nature, this has been taking place for several years in this last year exceeded expectations of attendance.

Framework

For the state of Guanajuato, the economic spill thanks to the patron celebrations and the GTO brand is very strong

One of the main festivities that leave a strong economic spill in the state is the city of Santiago Valley where in July they hold one of the patron saint festivities and then in the month of August of each year.

Valle de Santiago, is a municipality known since time immemorial for its geological conformation so peculiar that few cities in the state have, since there are few regions with so many volcanic craters together and of different sizes, some skeptics believe that some time meteor showers hit the earth and formed the region known as "the Seven Luminaries", but it is proven by studies that are volcanic craters.

The festivities are in honor of the patron saint of the Santiago valley city where a large parade of floats is reorganized with the images of the Patron Saint, accompanied by Dance groups and Music Bands and fireworks are burned and continues on August 15 which is when the Saint changes his house.

It is a tradition every year in the municipality of Valle de Santiago, the inhabitants of the city and communities, await the night of July 24 to begin the religious celebration to Santiago Apostle, or as they call him in the municipality Al Señor Santiago or Santiaguito, in which, accompanied by dance groups, wind band and general public, they present the four traditional santiaguitos more to the original Santiago in the Parish of Santiago Apóstol. The inhabitants of the city of Valle de Santiago are prepared to carry out this traditional celebration, in which, in addition to celebrating the Patron Saint of Valle de Santiago, families tend to eat for their relatives and visitors who come to the religious celebration.

As part of the festivities, wind bands and the burning of pyrotechnics are also carried out along the route until arriving at the Parish of Santiago Apóstol, where each of the santiaguitos are presented.

Other of the events is the Gordita Festival that obtained an economic spill of around 4.5 million pesos only on the day, and was organized by the Government of the State of Guanajuato, through the Ministry of Tourism, in coordination with the Municipal Administration of Valle de Santiago.

Around 8 thousand people gathered at the traditional Festival de la Gordita, in its 4th. edition, celebrated this day at the Ex Hacienda de San Nicolás de Parangueo in Valle de Santiago, where more than 20 thousand chubby were consumed. This year 8 municipalities participated: Celaya, with its traditional black land fatties; Salamanca, represented by Valtierra and his chubby with nopal mass and in prickly pear cactus; Cortázar and the chubby kid; Apaseo el Grande and the chubby cheese 3nchilada; San Felipe with the chubby tantarrias and escamoles; Comfort with the great Consuelito Venancio and his Otomí tradition of the ceremonial tortilla; Salvatierra and Guanajuato Capital.

Development

The economic spill of the festivities and events held by the GTO brand is very strong for some municipalities.

In May the municipality of Valle de Santiago, the Festival gordita 'Festival was held, in which more than 30 traditional cooks with chubby corn, wheat and chickpea participated. There was an attendance of 4 thousand people and an economic spill of 700 thousand pesos for Valle de Santiago with 12% more than the previous year.

Leaving so that the municipality can have an economic entrance through gastronomic activities and patron celebrations, this festival of the chubby was satisfactory from the first year that it was carried out within the municipality encouraging the participants to be part of this project in which a contest would be held to be able to grant recognition to the best chubby of the entire festival, it was like other merchants, and new entrepreneurs began to contribute, this is how this year was a great success leaving an economic spill in the municipality 700 thousand pesos In a single day, it is worth mentioning that the visitors we have are from other nearby municipalities of the Santiago Valley or even from other nearby states, and during these events the promotion of the next events to be held within the municipality on upcoming dates such as "The beer festival".

Which took place on July 28 in the municipality of Valle de Santiago, this being carried out in the heart of the city, having a good response from society there was a good response, a visit of more than 10 thousand people was obtained leaving an economic spill of more than 100 thousand pesos, this exceeding the expectations of the organizers of the event, in which new entrepreneurs were given the opportunity to promote their product covering the characteristics of the craft, including beer and other products of food intake preserving this part of traditional and artisanal.

Mentioning in this way the lawyer Teresa Matamoros, that visitors could enjoy the harvest festivities held during the month of July.

Methodology

It will be Qualitative since data collection without numerical measurement is used to discover or refine research questions in the interpretation process, Qualitative studies can develop questions and hypotheses before, during or after data collection and analysis.

Qualitative data make detailed descriptions of situations, events, people, interactions, observed behaviors and their manifestations. The qualitative approach mainly seeks "dispersion or expansion" of data and information, reflection is the bridge that links the researcher. The qualitative approach studies the various subjective realities constructed in the investigation, which vary in their form and content among individuals, groups and cultures, the reality if it changes by observations and data collection, describes and interprets the phenomena through perceptions and meanings produced by the experience of the participants.

The qualitative approach provides depth to the data contextualization of the environment or environment and unique experiences, as well as provides a "fresh, natural and holistic" view of the phenomena, as well as flexibility.

The orientation towards the description prediction and explanation is directed towards measurable or observable data.

The goal of mixed research is not to replace quantitative and qualitative research, but to use the strengths of both types of inquiry by combining them and trying to minimize their potential weaknesses.

The mixed methods represent a set of systematic, empirical and critical research processes and involves the collection and analysis of qualitative and quantitative data, as well as their integration and joint discussion to make inferences as a result of all information collected and achieve their greater understanding. of the phenomenon under study.

They are the systematic integration of qualitative and quantitative methods in a single study to obtain a more complete picture of the phenomenon, these can be combined in such a way that qualitative and quantitative approaches retain their original structure and procedures.

Conclusion

The Festival had an economic spill of around 4.5 million pesos, and was organized by the Government of the State of Guanajuato, through the Ministry of Tourism, in coordination with the Municipal Administration of Valle de Santiago.

The Ministry of Tourism of the state of Guanajuato informed that on June 2 the Fourth Festival of the Gordita 2019 will be held in the municipality of Valle de Santiago. This festival will be based in the Exhacienda of San Nicolás Parangueo of this municipality.

The municipality has an economic entrance through gastronomic activities and festivities, this festival of the chubby was the best since the first year that took place within the municipality. There were more people interested in being part of this project in which it would be carried out as a contest to be able to grant recognition to the best chubby of the entire festival. The Patron Saint Festivities leave a strong economic spill within the municipality since many people come from other cities and from the communities of the municipality which make their purchases of the day, for the merchants it is a very good time of the year since their economic situation is very Good for the sale. There are people who come from abroad for the feast of Mr. Santiago, so they spend in dollars and for the local trade again makes a very strong economic spill.

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Market strategies in two major companies in Mexico: Bachoco and Lala

Estrategias mercadológicas en dos grandes empresas de México: Bachoco y Lala

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DOI: 10.35429/JGE.2019.4.3.5.15

Received February 17, 2019; Accepted June 25, 2019

Abstract

During 70 years of existence, two companies have been studied historically and economically, serve as examples for the business sector and the Mexican food industry, as other companies have had boom and declining stages, but today they are an example; have been observed in them the different administrative and market strategies, which they have used, is how the objective of this research work is to identify and analyze the different market strategies, specifically the Mix Marketing variables that Bachoco and Lala companies have used throughout their history. Bachoco who was born in 1949, (Ceruti, M.; Hernandez, M.C.; Marichal, C., 2010), considered the largest poultry producer in Mexico, the owners of the Robinson Bours family, this company is reviewed by authors such as Hernández, M.M. del C. & Vázquez, R.M.A. (2010), while Lala is another large company in northern Mexico, converted in the largest producer of fresh milk in the country, which was born in 1949, says Rivas, S.E. (2010). This research is descriptive in a qualitative type, since the results are not quantified, the documents generated by other investigations, considered as secondary sources and the documents of the same companies, are reviewed, as primary sources. The results present the variables found from Mix Marketing, product, price, square and promotion, for both companies. The findings are to show that the theory is applicable to practice, and because companies use an excellent combination of market variables, a mixture of variables, which have allowed them to operate in the market, to meet the objectives and goals of the marketing such as: giving end-consumer satisfaction, increasing demand and supply, having a brand value, among other business profits.

Resumen

Durante 70 años de existencia, dos empresas han sido estudiadas desde puntos de vista históricos y económicos, sirven de ejemplos para el sector empresarial y la industria alimentaria mexicana, como otras empresas han tenido etapas de auge y declive, pero hoy por hoy son un ejemplo; se han observado en ellas las diferentes estrategias tanto administrativas como mercadológicas, que han utilizado, es así como el objetivo de este trabajo de investigación consiste en identificar y analizar las diferentes estrategias mercadológicas, específicamente las variables del Mix Marketing que las empresas Bachoco y Lala han utilizado a lo largo de su historia. Bachoco que nació en 1949, (Ceruti, M.; Hernández, M. C.; Marichal, C., 2010), considerada la mayor productora avícola de México, los dueños la familia Robinson Bours, esta empresa es revisada por autores como Hernández, M.M. del C. & Vázquez, R.M.A. (2010), mientras que Lala es otra gran empresa del norte de México, convertida en la mayor productora de leche fresca del país, que nació en 1949, nos dice Rivas, S.E. (2010). La presente investigación es de tipo descriptiva con enfoque cualitativo, ya que no se cuantifican los resultados, se revisan los documentos generados por otras investigaciones, considerados como fuentes secundarias y los documentos de las mismas empresas, como fuentes primarias. En los resultados, se presentan las variables encontradas del Mix Marketing, el producto, precio, plaza y promoción, para ambas empresas. Las conclusiones son mostrar que la teoría es aplicable a la práctica, y como las empresas utilizan una excelente combinación de variables mercadológicas, mezcla de variables, que les han permitido operar en el mercado, para cumplir con los objetivos y las metas de la mercadotecnia como son: dar una satisfacción al consumidor final, aumentar la demanda y oferta, tener un valor de marca, entre otras ganancias empresariales.

Marketing Strategies, Bachoco, Lala

Estrategias Mercadológicas, Bachoco, Lala

Citation: BALLESTEROS-AUREOLES, Alejandra, TLACUILO-GONZÁLEZ, José Antonio, Zavala-Ramírez, María Esther and Jiménez-Calvo, María de Lourdes. Market strategies in two major companies in Mexico: Bachoco and Lala. RINOE Journal-General Economics. 2019. 3-4: 5-15.

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Introduction

With the experience in the review of different companies, regarding their economic activities, we found the relevance of knowing the strategies in question of marketing that Mexican companies have carried out, because they serve as an example to specifically perform the theoretical concepts, which They are put into practice, which serve not only as an example, but also provide extensive learning, because the objective of this research work is to identify and analyze the different marketing strategies, specifically the Mix Marketing variables that companies Bachoco and Lala have used throughout their history. Bachoco, born in 1949, (Ceruti, M .; Hernández, M. C .; Marichal, C., 2010), considered the largest poultry producer in Mexico, the owners of the Robinson Bours family, this company is reviewed by authors such as Hernández, M.M. del C. & Vázquez, R.M.A. (2010), in the annual report of the company, it is specified that it was until 1952, when they consider it as the year in which it was born in the State of Sonora, Mexico, and is officially constituted as Industrias Bachoco, S.A.B. de C.V., on April 17, 1980, with an indefinite duration. The Company is commercially known as Bachoco. (Bachoco, 2017). While Lala is another large company that also emerged in northern Mexico, which has become the largest producer of fresh milk in the country, Rivas, S.E. (2010).

Lala began operations in 1949, in La Laguna, when a group of farmers joined forces, in order to carry out the process of pasteurization and marketing of milk from milk producers in La Laguna, Grupo LALA, S.A.B. de C.V., was incorporated in Torreón, Coahuila, on November 1, 1984, under the name “Grupo Industrial Lala, S.A. of C.V. ”, in accordance with the Law of Commercial Companies, with a duration of 99 years. (Lala, 2018). In this quest to order and show their history, their economic development and business strategies and marketing strategies, since marketing is one of the most recent functions that companies replaced in their organizational charts, where they used the areas or departments within, possibly of administration management, such as sales.

Marketing or Marketing

When reviewing the Marketing concept, it is considered to use the Marketing and Marketing concept interchangeably; as a Marketing translation, the word Marketing. For authors such as Kotler (2018), AMA (2018), they use the term Marketing, while in Mexico Fischer (2017), Saldaña (1999), Saldaña & Cervantes (2000), they use Marketing.

Each author has his own definition mentioned Kotler and Keller (2006), cited by Bur (2014), Marketing is an integrative, proactive discipline, aimed at meeting the needs of target audiences. So the purpose of Marketing is to obtain mutual benefits, satisfaction of the needs of a target audience and benefits for the organization. Organizations seek to meet the needs of consumers by presenting a value proposition that is specified in an offer of goods or services. Consumers choose one of the different offers that organizations present based on the value they perceive. (p.47). While the American Marketing Association (1985), who provides one of the most precise definitions, defines Marketing as a set of processes to create, communicate and deliver value to customers and manage customer relationships, so that they benefit The organization and its shareholders. (AMA, 2019).

This is how the Marketing concept highlights the words satisfaction of needs, value, consumers or customers, companies or organizations, product, price, place, promotion. A fundamental concept is that of strategies, of which those that are mainly used in marketing is the so-called Mix Marketing or Marketing Mix, which is known as the 4 p's.

For Mercado (2008), market strategies are plans designed to select the various businesses in which a company could be. These strategies identify the markets that should be served and the line of products and services that should be generated based on an evaluation of the company's environment, resources and objectives. Within the marketing strategies, Mix Marketing is considered, which is known as Marketing Mix, as the set of the 4 p's, is the complete offer that the organization offers its consumers a product with its price, your place and your promotion.

Today it is a common practice in all types of organizations to raise their marketing efforts around 4 p's. Therefore, it is considered that marketing must achieve and maintain a marketing mix that provides the market with greater satisfaction than those offered by competitors. In addition, the financial results of an organization are based on how powerful its marketing mix is.. (Fischer & Espejo, 2017).

Background

E. Jerome Mc Carthy is acknowledged, having conceptualized it in his *Basic Marketing: A Managerial Approach*, it is also said that the term was used by Neil Borden, in an article called "The Concept of The Marketing Mix", which is published in *The Journal of Advertising Research* in 1984. There are those who consider that the 4 p's are insufficient for all businesses, so, in 1981, Dick Berry, developed his book "Industrial Marketing for Results" added the "s" of services.

Product, Price, Place, Advertising and Sales Promotion

The product, is the first of the 4 p's, is the set of attributes and qualities, tangible, such as presentation, packaging, design, content, and intangibles, such as brand, image, service and added value, which the customer accepts To meet your needs and desires. Classification of products, according to Kotler, there are non-durable goods, which are those tangibles that are normally consumed in one or a few uses, the durable goods, are those tangible goods that normally survive many uses, and the services, which are activities, benefits or satisfactions offered for sale. Among the types of consumer goods, are the products of convenience, comparison, specialty, unwanted, seasonal, high and medium turnover, perishable. (Münch, Sandoval, Torres, & Ricalde, 2012).

Within the product, the 4 e's are known, which form it, the container, the packaging, the packaging and the label, which allow the product to be identified, since the consumer recognizes it by its container and packaging, being in the retail stores, perceives the brand and strengthens the well-known brand value, also comes close to reading the label, to recognize if the product meets the specifications and / or requirements you need.

The second p, is known as the Price, which is defined as the monetary value of a product or service. The determination of the price depends on the objectives of the organization and its position in the market, there are different types of price, geographical, unique, variable, introduction, penetration, line, status or prestige. While the basic criteria to determine the price are: economic, market, psychological, opportunity, selection or introduction, delivery, geographical, controlled, marginal analysis, skimming, list, base, factory, promotional, segmented, wholesale retail, seasonal, uniform. (Münch, Sandoval, Torres, & Ricalde, 2012).

The third p, called plaza, also known as distribution, becomes an aspect of logistics. The purpose of the distribution is to position the product in the most appropriate place and time for the product and / or service to be available. The selection of distribution points and channels depends on the resources, as well as the specific characteristics of the product and the target market towards which the marketing mix is directed. The square is the physical place where a product is offered. For this there is a whole plan to send the item from the place of manufacture to the place of consumption. Just in time is used for the logistics strategy, virtual warehouses, containers, clusters or clusters, distribution or logistics systems represent a basic element in marketing; The different types of distribution are: intensive, selective and physical. Another element of the distribution are the so-called distribution channels, they are the routes of the product from its origin or production to the final customer. (Münch, Sandoval, Torres, & Ricalde, 2012).

Four basic distribution channels are known, the zero channel, which is a direct channel because there are no intermediaries, channel one, has an intermediary, which is a retailer or retailer, channel two, has two intermediaries, a wholesaler and a Retailer, and Channel Three, has a sales agent, a wholesaler and a retailer. The intermediary, is that company or person, which contributes to the product distribution process.

Finally, the 4 p's, is called promotion, which is divided into advertising and sales promotion. There is also the concept of Mix promotes, which includes sales, advertising, packaging, sales promotion, public relations, merchandising and other elements of promotion support. Here advertising and sales promotion are defined only. It is observed in scheme 1.

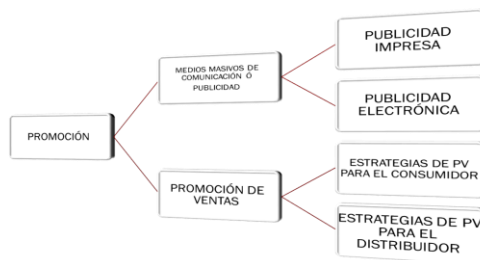


Figure 1 Promotion

Source: own elaboration with data from (Fischer & Espejo, 2017)

Advertising comes from the Latin publicare, which means exhibiting in the public square available to anonymous passersby. Advertising is a persuasive and direct communication action that is produced and planned regularly and carried out through the media.

That is, advertising is any form of public and impersonal communication whose purpose is to influence perceptions in consumer behavior to induce the purchase decision, its objective is to influence, create and establish in the consumer's mind a permanent perception of The quality and benefits of the product.

There are an infinite number of types of advertising, to mention are the undifferentiated, associated, collective, commercial, demonstrative, expectations, exterior, general, graphic, free, printed, indirect, informative, institutional, brand, mechanistic, prestigious, private, subliminal, of product. (Münch, Sandoval, Torres, & Ricalde, 2012).

In advertising, the most used elements are, the design of a logo and slogan, which help to create a brand, with the idea of converting it into a registered brand, to create its brand value, this will be used in all advertising that be used It is observed in scheme 2.



Figure 2 Advertising

Source: own elaboration with data from (Fischer & Espejo, 2017)

Sales promotion is the activity of marketing that aims to stimulate the sale of a product personally and directly through a regular and planned process with mediated results and allows through prizes, demonstrations, exhibitions, etc., that the Consumer and seller get an immediate benefit of the product. There is a sales promotion for the consumer, it is about motivating the customers' desire to buy so that they acquire a product or service. Strategies for merchants and distributors. they are used to stimulate resellers to work and aggressively market a specific product. It is observed in scheme 3.



Figure 3 Sale promotion

Source: own elaboration with data from (Fischer & Espejo, 2017)

Problem Statement

It is not enough for the management of the company to know that its activities must be focused on the client, as it must also know what to do, and how to achieve this satisfaction. In this way, the company will present a main question: How to achieve customer satisfaction based on the resources and objectives of the company if the elements that constitute the marketing mix, the Mix Marketing or the p's ?. (Canedo & Barajas, 2004).

Likewise, a series of questions that arise in this regard must be answered: (Canedo & Barajas, 2004).

- Is the market known and which with the opportunities he presents for the company?
- Can you produce or offer the good or service that the market requires, do you have the capacity?
- What are the characteristics of the good or service that customers are looking for?

Having identified the needs of the market and knowing that these needs can occur, it is necessary to raise other questions:

- How will it be marketed in the market?
- What will be your design, your packaging, your label?
- Can you produce or offer at prices that potential customers are willing to pay and thus compete with the market?
- Do you have a projection of the product life cycle, do you have a new product development strategy?
- What is the most appropriate distribution for what is produced and offered?
- Should one or more of its own points of sale be opened or marketed through third parties?
- Do you have the physical, financial and logistical capacity to store, distribute, and market the products?
- How will you promote the product or service?
- Where are the potential customers?
- Can you reach them directly?
- Can mass media be used to publicize the product or service?
- How much will the acquisition of each client cost?

The answers to these questions help to establish clear, realistic and well defined strategies in each area of the organization in such a way that the marketing strategy, the finance strategy, the production strategy, among others. establish synergy and generate a competitive advantage in relation to other companies, as a common factor of various companies is that they do not operate with adequate plans for their markets. (Canedo & Barajas, 2004). The strategies are the foundation to carry out a correct direction and execution of the plans, goals and programs established to meet the objectives of the company and thus remain at the forefront and establish leadership in the sector where it is located the company as a result of correct decision making. Because a growing percentage of the business environment is based on a marketing scheme; Marketing strategy is extremely important to achieve the objectives. (Canedo & Barajas, 2004).

Overall objective

The objective of this research work is to identify and analyze the different marketing strategies, specifically the Mix Marketing variables that the Bachoco and Lala companies have used throughout their business history.

Methodology

The present investigation is descriptive with a qualitative approach, since the results are not quantified, the documents generated by other investigations, considered as secondary sources and the documents of the same companies, as primary sources are reviewed.

This research paper identifies and analyzes the elements that constitute the marketing mix, that is, the set of marketing variables controllable by the company (product, price, place, promotion), applying each of the 4 p's in the Bachoco companies and Lala, highlighting how the optimal combination of them establish an essential strategy that allows to achieve a competitive advantage to obtain a positioning of the company's products with respect to its potential competitors.

Results

Application of Mix Marketing to companies Grupo Bachoco S.A.B de C.V. and Grupo Lala S.A.B de C.V.

As mentioned in the research methodology used for this purpose, it is descriptive with a qualitative approach, since this research develops a representation or image of the phenomenon studied from its variables.

Therefore, it does not quantify results, circumscribing itself in the elements that integrate the marketing mix.

Although the elements of the marketing mix are linked, for didactic purposes each one is analyzed separately, sized according to the characteristics of the research. In the results, the variables found in Mix Marketing, the product, price, place and promotion for both companies are presented.


The conclusions are to show how the theory is applicable to practice, and how companies use an excellent combination of marketing variables, mix of variables, which have allowed them to operate in the market, to meet the objectives and goals of marketing as



They are: giving satisfaction to the final consumer, increasing demand and supply, having a brand value, among other business profits.


Strengths	Opportunities
<p>S1. Its main strength has been its ability to adapt to consumer preferences and internal market trends.</p> <p>S2 It established a policy of using own resources as the main source of financing for its expansion.</p> <p>S3 Its high marketing percentage (53%) belongs to the fresh produce segment without any processing.</p> <p>S4 Its inputs are mainly based on cereals and pasta that represent 60% of its production costs.</p> <p>S5 The location of the industry with respect to the producing areas or the main circuits of international trade are decisive for the company to be competitive.</p> <p>S6 In 1992, they implemented an advanced control and management system that synchronized the operation of the complexes.</p>	<p>O1. He has been able to locate and establish his plants in strategic places, he has had the vision to take advantage of those places.</p> <p>O2 The domestic market has been his great opportunity.</p> <p>O3 In the 60s, chicken consumption grew, which came to represent 50% of meat products and 100% of egg products.</p> <p>O4 The increase in the minimum wage (in the 60s), allowed to increase the consumption of these products.</p> <p>O5. In the 90s. there was an internal restructuring of poultry farming, stimulated by the chicken meat industry.</p> <p>O6. Changes in the operational structure, in 1999, established the Enterprise Resource Planning (ERP) system, SAP R / 3, to simplify the management of the production chain and monitor the markets.</p> <p>O7. Strategic acquisitions.</p>
WEAKNESSES	THREATS
<p>W1 Its main inputs, cereals, oilseeds, breeding grounds, biochemicals, were imported. There were international prices, plus hospitalization costs.</p> <p>W2 Due to external factors, it has to endure in the 70s., A growing demand, lower production costs, excess supply, imbalance in prices and a government policy that would no longer support production, but to contain inflation it would be through price control, in products of the basic basket.</p>	<p>T1 In the beginning the company suffered a saturation of the Sonoran poultry market of final products.</p> <p>T2 In 1963, the company faced with the difficulties of growing in the State of Sonora moved to the state of Sinaloa, but the government decrees a 10% tax on egg introductions from other productive regions of the country.</p> <p>T3 Transnational companies are their main competitors.</p> <p>T4 During the period 1994 to 2004, export earnings remained marginalized.</p> <p>T5 Between 1996 and 2004, pig meat had experienced greater consumption, due to the increase in imports in the national supply.</p>

Table 1 Strengths, Opportunities, Weaknesses and Threats (SWOT) for Grupo Bachoco, S.A.B de C.V.
Source: own elaboration with data from (Ceruti, M.; Hernández, M. C.; Marichal, C., 2010)

<p>Product</p>	<p>If it was a backyard activity of the rural economy, it became an agro-industrial complex where proteins of vegetable origin (cereals and oilseeds) are transformed into animal protein (egg, turkey and chicken), through intense biotechnological development.</p> <p>Nuestros Productos</p> <ul style="list-style-type: none"> 84% De las ventas POLLO <ul style="list-style-type: none"> - La producción y comercialización de pollo es la principal línea de negocio de BACHOCO. - BACHOCO produce y comercializa toda la gama de productos de pollo; desde pollo vivo a productos de valor agregado. 6% De las ventas HUEVO <ul style="list-style-type: none"> - La Compañía produce y comercializa huevo blanco y huevo café. - El 70% de las ventas de huevo de BACHOCO se realizan con identificación de marca y el restante 30% se comercializa a granel. 5% De las ventas ALIMENTO <ul style="list-style-type: none"> - BACHOCO vende alimento balanceado bajo la marca CAMPL. - Incluyen una amplia gama de productos; ganado, avicultura, cerdos, peces y mascotas, entre otros productos. 5% De las ventas CERDOS <ul style="list-style-type: none"> - BACHOCO produce y vende cerdos vivos. - Comercializa productos de valor agregado de pavo y res, como; medallones, nuggets, carne molida de pavo, hamburguesas, entre otros. <p>Packaging, packaging</p>    																						
<p>Price</p>	<p>Example of some products and their price:</p> <table border="1"> <thead> <tr> <th>PRODUCTO</th> <th>PRECIO</th> </tr> </thead> <tbody> <tr> <td>HUEVO BLANCO CON 12 PIEZAS</td> <td>\$26.90</td> </tr> <tr> <td>HUEVO BLANCO CON 18 PIEZAS</td> <td>\$39.50</td> </tr> <tr> <td>HUEVO BLANCO JUMBO CON 20 PIEZAS</td> <td>\$47.90</td> </tr> <tr> <td>HUEVO BLANCO CON 30 PIEZAS</td> <td>\$59.90</td> </tr> <tr> <td>MUSLO DE POLLO CON HUESO LIGHT 1 KILOGRAM</td> <td>\$72.90</td> </tr> <tr> <td>POLLO ENTERO 1 KILOGRAM</td> <td>\$46.90</td> </tr> <tr> <td>PIERNITA BATE DE POLLO LIGH 1 KILOGRAMO</td> <td>\$68.90</td> </tr> <tr> <td>FILETE DE MUSLO LIGHT 1 KILOGRAMO</td> <td>\$99.90</td> </tr> <tr> <td>PIERNITA BATE DE POLLO 1 KILOGRAMO</td> <td>\$64.90</td> </tr> <tr> <td>PIERNA Y MUSLO DE POLLO 1 KILOGRAMO</td> <td>\$46.90</td> </tr> </tbody> </table>	PRODUCTO	PRECIO	HUEVO BLANCO CON 12 PIEZAS	\$26.90	HUEVO BLANCO CON 18 PIEZAS	\$39.50	HUEVO BLANCO JUMBO CON 20 PIEZAS	\$47.90	HUEVO BLANCO CON 30 PIEZAS	\$59.90	MUSLO DE POLLO CON HUESO LIGHT 1 KILOGRAM	\$72.90	POLLO ENTERO 1 KILOGRAM	\$46.90	PIERNITA BATE DE POLLO LIGH 1 KILOGRAMO	\$68.90	FILETE DE MUSLO LIGHT 1 KILOGRAMO	\$99.90	PIERNITA BATE DE POLLO 1 KILOGRAMO	\$64.90	PIERNA Y MUSLO DE POLLO 1 KILOGRAMO	\$46.90
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<p>Square</p>	<p>In 1963, he decided to establish his first plant in the City of Los Mochis, in the State of Sinaloa. On July 14, 1969, the Avícola Tepeyac company formally transformed into Bachoco, incorporated five farms in the region to produce plate egg.</p> <p>Incorporates through strategic acquisitions, farms, plants and in general companies related to the poultry and livestock industry located in phases of the production chain and in relevant regions within the framework of the company's expansion and consolidation plans. In 1973, the company Poultry Development of the Pacific was founded, through the purchase of an incubator company from Grupo Zaragoza, which distributed one-day chicken, Bachoco achieved its expansion to the City of Mazatlan and managed to reach the State of Chihuahua.</p> <p>On August 31, 1973, he managed to acquire 17 companies from the States of Sonora and Sinaloa. In 1974, he established himself in the City of Celaya, in the State of Guanajuato, managing to supply the demand of Mexico City. In 1986, it started the operation of the poultry processing plant in Celaya, Guanajuato. In 1987, it acquired a balanced feed plant, which is already in operation, in the State of San Luis Potosí. In 1993, he acquired a poultry complex in Tecamachalco, Puebla. He also acquired a set of chicken farms in the State of Jalisco.</p> <p>By the end of the 90s, the company had formed five Western complexes, based in Lagos de Moreno, Jalisco; Peninsula in Merida, Yucatan; Southeast in Tecamachalco, Puebla, Isthmus in Coatzacoalcos, Veracruz; North in Gomez Palacio, Durango. Bachoco's presence was reinforced in all major self-service chains in the country.</p> <p>Centros Productivos</p>  <p>Marketing Channels in Mexico:</p> <p>Bachoco participates in all distribution channels of live chicken, processed chicken and value-added products. He has developed an extensive distribution and cold network. Participate in all distribution channels of the poultry industry.</p> <p>The distribution network starts from the process plants to the Company's sales centers, it is here that wholesale, self-service, retail and institutional chains are served. In some cases it is distributed directly to customers from their process plants.</p> <p>The Company has 63 sales and distribution centers in Mexico and a distribution center in the United States, complemented by an important transport fleet, mostly owned by the Company.</p> <p>Bachoco participates in all chicken marketing channels in Mexico: Chicken Live. It is sold live, mainly to wholesale customers, this product is distributed through a route system in the southeast of the country. This product is closely linked to the purchasing power of the population, if income increases, the Company estimates that the percentage of product sold through this channel will be lower than the current one.</p> <p>Public market. This product is sold whole, without eviscerating and is marketed within a maximum of 48 hours after its sacrifice. It is sold throughout the country, especially in the center of the country. This product is sold to the consumer without packaging or brand identification, but the Bachoco distribution system constitutes a competitive advantage.</p>
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	<p>Roasted chicken Supermarket. Chicken in pieces. Products with added value. Live chicken Wholesaler. Institutional. Detail.</p> <p>Marketing Channels in the United States. Bachoco has operations in the River Valley area in Arkansas and Oklahoma. While exports are made to various countries in Asia, Russia and Mexico, distribution is mainly through third parties.</p> <p>Marketing of egg products in Mexico. Bachoco produces and markets white egg and brown egg, which are sold in bulk and packaged with brand identification. The brown egg is normally marketed with a value higher than the white egg. Bachoco's egg market strategy is to market packaged egg with brand identification, this represents a lower price fluctuation and creates some loyalty towards the brand.</p> <p>Bachoco has designed an efficient distribution system for its egg business line and bring this product from its farms to its customers in all sales regions. In Mexico the main marketing for these products are: - Wholesalers. Institutional. Supermarket. Detail. Bulk egg. Packed egg. Industrialized Egg</p> <p>Marketing of Balanced Food Products</p> <p>Balanced food producers are classified as: commercial and integrated, commercial producers as their name implies produce food for sale to third parties, and integrated producers produce balanced food for self-consumption and in some cases (such as Bachoco) also produce food for sale To thirds.</p>
<p>Promotion</p>	<p>In 1986, it started the operation of the poultry processing plant in Celaya, Guanajuato, accompanied by its first major advertising campaign with the aim of promoting its brand among the process chicken consumers. In 2002, the marketing scheme was restructured to ensure specialization in each of the segments of the poultry market. Bachoco intends to continue promoting brand differentiation. The Bachoco brand is widely recognized by the consumer. Likewise, the O.K. It enjoys recognition and preference in the United States.</p> <p>Logo, slogan brand.</p> <div data-bbox="332 1422 678 1547" style="text-align: center;">  </div> <p>Bachoco-Campi brands</p> <div data-bbox="305 1654 690 1726" style="text-align: center;">  </div> <p>Main Advertising campaign: Collection of 24 advertisements of Bachoco advertising, designed by TERAN / TBWA using advertising rhetorical figures. TERAN / TBWA has achieved what very few agencies maintain a current campaign for more than 25 years; Bachoco advertising is undoubtedly one of the best and funniest in Mexico.</p> <p>Their announcements of eggs and chickens, with brilliant sets of rhetorical figures and jocular copies that are unmistakable, which represents a titanic work for a commodity; a task that began in 1984 with outdoors only. Today, 25 years later, Bachoco has 83% of the Top of Mind, 94% of Share of Mind and 99% of Brand Awareness.</p>



Sales promotion strategies for the consumer

Bachoco launches the campaign "Buy with the Head, Combine with the Heart", with which it seeks to raise awareness among consumers about the value of the quality and freshness of brand chicken meat vs. The generic chicken meat. This campaign has been in effect since May and is disseminated in different media such as radio, magazines, parabuses, fences, subway, suburban train, metrobus, Bachoco transport equipment and - for the first time - digital media such as YouTube, which will serve as a platform so that customers know more about the products of the poultry company. Gastronomic Contest: Elaboration of Value Added Cymbals based on Chicken.

Sales promotion strategy for the seller, merchant





Table 2 El Mix Marketing de Grupo Bachoco, S.A.B de C.V.

Source: Own elaboration with data from (Ceruti, M .; Hernández, M. C .; Marichal, C., 2010). Imágenes de https://corporativo.bachoco.com.mx/wp-content/uploads/2016/11/Presentaci%C3%B3n-Corporativa-Web_2-3T16-E.pdf. Bachoco, Annual Report, several years

Strengt	Opportunities
S1. High technology in production. S2 Innovation of new products. S3 Own resources before the contraction of financial resources. S4 Renewal in the technological infrastructure. S5 Technological update	O1. Scientific advances in the field of chemistry. O2 Expand productivity. O3 Impact on the transport sector. O4 Creation of new products. O5 Market positioning.
Weaknesses	Threats
W1 Price increase W2 Market competition W3 Absorption of brands and competing companies. W4 Perishable product. W5 Dependence on suppliers.	T1 Rival regions for their productivity. T2 Elevation of production costs. T3 Lack of publicity T4 Crisis in the world economy. T5 Unstable relationships with the industry.




Table 3 Strengths, Opportunities, Weaknesses and Threats (SWOT) for Grupo Lala, S.A.B de C.V.
 Source: own elaboration with data from Lala company reports, several years.

Product





They specialize in the production, innovation, marketing and distribution of dairy products and their derivatives; always looking to contribute to the welfare of its consumers with products of the highest quality and best price.

Product catalog






Packaging, packaging

They are made from LPDE, are manufactured by a mold blowing operation and are recycled.

Label elements



Price

Some examples of prices

PRODUCTO	LECHE LALA ENTERA	YOGURTH LALA	LECHE LALA SABOR CHOCOLATE
PRECIO	\$13.00	\$9.50	\$18.00

Square

Grupo Lala, is a company that is positioned in all department stores in Mexico, United States.

Promotion

Lala is a company focused on offering quality and nutrition in its products, thus providing a balanced and healthy alternative to Mexican families; With rich and healthy products.

If you want to know more about everything that the Lala Group offers and its latest releases, just periodically review the online catalog of Lala and keep up to date with all its news and promotions.

You can also follow them on their social networks such as Facebook, Twitter and Instagram, so you will be the first to know the incredible offers and promotions that Lala is always launching to meet the needs of her most loyal followers.



Logo history



Sales promotion strategies for the consumer



Estrategias de promoción de ventas para el distribuidor





Table 4 The Mix Marketing of Grupo Lala, S.A.B de C.V. Source: own elaboration with data from Lala company reports, several years. (Ceruti, M.; Hernández, M. C.; Marichal, C., 2010).

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The characteristics of the entrepreneur: the contrasts of the Cuban and Mexican case

Las características del empresario: los contrastes del caso cubano y mexicano

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DOI: 10.35429/JGE.2019.4.3.16.25

Received February 25, 2019; Accepted June 27, 2019

Abstract

The current environment requires the company to be aware of it with commitment. Correspondence must be taken into account of the way in which work is done with emphasis on skills to enhance the management team and its management actor, which is of interest in virtually all countries of the world, its economic impact and the occupation individuals are significant, the cultural aspect permeates in the practice of it, and therefore in the results it generates. The objective of the study is to spread the distinctive characteristics of the entrepreneur in two different contexts, Cuban and Mexican, influenced by the elements of cultural dynamics. The inputs of various authors were analyzed and the results are mainly based on the analysis on the basis of agreed criteria for the collection of information through the application of a survey that includes some key elements in the management. Finally, it is concluded that in both nations there are common features in the individual aspects, however, the prevailing culture is considerably unequal, and the effects on the leadership function differ.

Resumen

El entorno actual exige a la empresa una toma de conciencia con compromiso. En correspondencia hay que tener en cuenta la forma de laborar con énfasis en habilidades de potenciar el equipo de dirección y su actor de dirección el empresario, lo que es objeto de interés en prácticamente todos los países del mundo, su impacto económico y en la ocupación de los individuos son significativos, el aspecto cultural permea en la práctica del mismo, y por ende en los resultados que genera. El objetivo del estudio es difundir las características distintivas del empresario en dos contextos diferentes, el cubano y el mexicano, influenciados por los elementos de la dinámica cultural. Se analizaron las aportaciones de diversos autores y los resultados están basados principalmente en el análisis sobre una base de criterios consensuados de la recopilación de información mediante la aplicación de una encuesta que recoge algunos elementos claves en el accionar de la gestión directiva. Finalmente se concluye que en ambas naciones existen rasgos comunes en los aspectos individuales, sin embargo, la cultura que impera es considerablemente desigual, y los efectos en la función de dirección difieren.

Company, Entrepreneur, Culture Dynamics

Empresa, Empresario, Dinámica de la cultura

Citation: CRUZ-CORDERO, Teresa, HERNÁNDEZ-DE LIRA, Antonieta and RAMÍREZ-RODRÍGUEZ, Judith Esperanza. The characteristics of the entrepreneur: the contrasts of the Cuban and Mexican case. RINOE Journal-General Economics. 2019. 3-4: 16-25.

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Introduction

The current company is bound by innovation, new strategies and business models, as well as the launch of new products, to act based on technological and human processes that allow it to improve organizational efficiency and customer focus. Throughout history, the company has undergone significant changes in the organizational structure, according to the different instrumented growth models. In this context, you can see different contrasts between Mexico and Cuba.

Some hydro-warm and Havana companies in different contexts have been fortunate to prevail and grow in the face of demands, global competition, economic crises and the strong technological pressure of today, where managers are considered as paradigms and leaders for companies and have known to direct and redirect collaborative efforts based on their strategies. The work presented is one of the results presented in a Research Project on the "Influence of Cultural Dynamics in Entrepreneurship" by Cruz, T. (2016). and the question arose, since one of the authors is born in Cuba, what are the distinctive characteristics of the entrepreneur in two different contexts, the Cuban and the Mexican?

In this sense, the objective of this work is to disseminate the distinctive characteristics of the entrepreneur in two different contexts, the Cuban and the Mexican, influenced by the elements of cultural dynamics.

The previous question led to the design of a survey, which includes some key elements that entrepreneurs attribute to the actions of its management and a non-probabilistic sample was chosen for convenience for its application.

All available information was properly processed, criteria and points of view were exchanged between the authors, in order to elaborate the work on the basis of agreed criteria, as well as the conclusions where some ideas are provided that can be implemented in order to achieve a better and more efficient business fabric that favors a substantial improvement of the situation in the company. Finally, it is concluded that in both nations there are common features in the individual aspects, however, the culture that prevails is considerably unequal, and the effects on the management function differ.

Methodological aspects

The methodology used to carry out the work was based primarily on the critical review of the selected literature as the one of greatest interest for the topic of business, business and cultural dynamics, as well as the derivation of the authors' own ideas in this regard. To this was added the design of a survey, which includes key elements that entrepreneurs attribute to the actions of its management and its application to Cuban, and Mexican, businessmen, who contributed their main experiences, on what they consider characterizes them.

A non-probabilistic sample was chosen for convenience for its application and it was constituted by 220 businessmen in the City of Aguascalientes and 210 businessmen in Havana City in the industrial and service sectors.

The collection of information in the case of Aguascalientes was carried out by 28 students of the Masters in Business Administration and Education Sciences of the Universidad del Valle de México, Aguascalientes Campus, as part of a final evaluation project.

In the case of Havana City, a person was used who, due to his employment relationship with different businessmen, was able to apply it.

Both in Aguascalientes and in Havana City, the Survey was carried out by means of a pollster who had the opportunity to listen to some criteria and only the disposition of the businessman was needed.

The Survey is divided into 5 sections. In the first one, the general information of the entrepreneur is requested, such as age, time worked in the company, last degree of studies and position held in the company.

In the second section certain characteristics are presented that an entrepreneur must have by carrying out a weighting, among other aspects. The third section is dedicated to the desired values and their importance.

In the fourth section certain characteristics are presented for a company to be successful. In the last section some characteristics are raised that a leader and those of an entrepreneur.

In the case, the City of Aguascalientes, processing and prior analysis was carried out by students who were distributed in different teams and who presented the results of their work as part of their final evolution.

The authors subsequently processed and analyzed all the information to reach more comprehensive and generalizing conclusions. In the case of Havana City, all the information collected was processed and delivered, which was subject to analysis to arrive at the results. Subsequently, the comparison and analysis of the information on the basis of agreed criteria of the authors was carried out, to make the conclusions presented in this work.

Results

At present there is talk of new business paradigms that reflect how the organization thinks and operates and that are part of its culture, which is the support of the strategy towards a sustainable company.

This requires: a manager prepared with knowledge to develop and achieve the objectives of your business, a proactive direction, to participate in the actions of the organization, and therefore a business culture that facilitates interaction with the environment.

The organizational culture influences the characteristics of an entrepreneur, although there are general characteristics that can identify them, such as security, risk adoption, independence, vision, creativity, among others.

To understand the organizational culture, we must consider the different elements that make up the cultural dynamics, so it is necessary to emphasize this, in order to adequately analyze the most effective ways of knowing the characteristics that identify the culture in an organization and its influence on the manager. For a better understanding of the dynamic nature of the organizational culture, it is necessary to refer to four fundamental factors that are closely related, which also explain why cultures arise and survive, National and international environment, Leadership, Culture functions, Cultural Learning Socialization of Culture.

- National and International Environment.

The economic, political, social and environmental situation of the world has been transformed enormously in recent years, which determines the need to implement new ideas and approaches, derived from a new thought about business management, which has to adapt more and more to the changes that have taken place not only nationally, but also internationally and that are intertwined with each other.

An increasingly globalized world, with immense scientific technical transformations and gigantic transnational corporations, which dominate the planet, has conditioned, among many other consequences, important transformations in the international norms of competition, increasingly ferrous and difficult to complete.

If the environment is analyzed within the scope of the organization, it projects towards it a multifaceted set of trends: economic, political, ideological, cultural, religious, social, among others, marked by the evolution and historical development of society, where the character of the patriarchal hegemonic systems of male domination in the different societies, is evidenced at present in certain values and norms that privilege men with respect to their power and organizational leadership.

The environment can be classified into microenvironment and macroenvironment. Examples of the first may be customers, suppliers, competition, higher bodies, government agencies, others.

Unlike the microenvironment, the organization cannot directly influence the macroenvironment, so its only alternative is to adapt its microprocesses to macro-trends, such as the economic crisis, inflation, demographic and environmental trends.

The analysis leads us to the reflection that the organizational culture in its interaction with the environment is consolidated, when trying to adapt to the substantial modifications that are operated on it, which has an important influence on the process of formation, consolidation and cultural change.

The environment has an influence on business innovation since as Drucker (2000) proposes in its seven sources of innovation, three of them are related to the social environment that surrounds us, they are: demographic changes, changes in the perception of reality and new knowledge and technology. As can be seen, there are aspects that link the environment and innovation to cultural dynamics and which cannot be ignored.

- Leadership.

Leadership influences the functions of culture (internal integration, external adaptation) and has a fundamental role in training, consolidation and cultural change and its role cannot be underestimated.

A leader must clearly communicate to his collaborators and followers his values, vision, mission, objectives, strategy, proposal and work program to align the efforts in the same direction. This should not in any case constitute a formality, but should be a daily work in the interaction with its employees, at whatever level they are. They must be, at the same time, agents of innovation and change that guide, develop and grow their organizations or groups.

Being innovative and creative, devising new solutions, challenging the way things are done and proposing to do different things, is important and necessary in a very competitive world, which is advancing rapidly in the context of unprecedented technological change, which you need to understand in its right dimension and analyze and synthesize effectively the information they receive.

Flexible leaders are required, who can adapt quickly to unknown or different situations, for those who have not been trained and for those who do not have experience and information, a leadership oriented to cultural change and prepared for it.

A leader can be considered, when a group chooses, accepts, recognizes and establishes with him a commitment to achieve a common mission and objectives and therefore, it is essential that he share the values he prioritizes with his collaborators.

It can be pointed out that leadership influences business culture, since it decides on resources, information, reward and punishment, autonomy, control, innovation, as well as incorporating behaviors, habits, language and norms, among others.

It is essential to understand that the leader plays a significant role in the roots of culture levels (visible or not), but without the group itself, there is no such and, therefore, each member of the group has one more participation or less prominent in terms of its own unity and the degree of consolidation of its culture. The importance of the group in training and cultural dynamics is obvious.

- Functions of Culture.

In the process of culture formation, Identity is created as a function, given by the set of fundamental characteristics of the organization, where the levels of culture mentioned above intervene. Identity distinguishes each organization and manifests itself within two other processes, which are vital, which Schein (1994) has called: Internal Integration and External Adaptation.

External Adaptation is a fundamental function, since it projects the organization - environment relationship. This allows subsistence by adapting to a turbulent, aggressive environment, such as the current one and also in the case of its participation in a different environment, such as an investment or business development in another country.

Internal Integration is one of the functions of the organizational culture, since it is born, develops and transforms from the need of the group itself to exist and remain as such.

This function is the unification of the group, in the sense of its adaptation, training and consolidation on the basis of the elements shared by the members that form them, while External Adaptation, is nothing more than survival in terms of responses to environment in which the group is located and that maintains a constant interaction relationship, which may even jeopardize its own existence, being this a strong element in the formation and consolidation of the innovative organizational culture.

The internal should not be separated from the external, because of its great interrelation, but rather to focus them as a systemic unit and, therefore, in constant interaction and mutual influence. Around the company a group of other cultures that emit different positive and negative forces moves, understand these as threats and opportunities of the environment that move in a spiral and help or not to it, which at the same time moves projecting its own strengths and weaknesses.

As can be seen, the Internal Integration function can only be seen within the group, because although it as such has no material existence isolated from the environment where it arises and, to some extent, determines its creation, given that the organization has its own life ; it needs integration and it achieves it to the same extent that it consolidates itself as such and develops its own styles, common language and conceptual categories, group boundaries and inclusion and exclusion criteria, hierarchical order, power and authority mechanisms, communication, interrelations, systems of stimulation and sanctions, shared sense of belonging.

The functions of internal integration and external adaptation are interlinked and interdependent, the first conditions the second in the sense that allows the group's own existence and, in turn, the effort for survival and adaptation to and from the environment makes that integration be achieved and that it clearly identifies whether we are facing a flexible and innovative culture or not.

- Cultural learning or Socialization of Culture.

The adaptation process that new workers go through is known as Cultural Learning or Cultural Socialization. This process is extremely complex, since some of the basic elements of culture such as: norms, values and beliefs or basic assumptions of the group (organization) are transmitted to the new members, so that they share them in order to join the same, otherwise, in many cases, you must leave it.

In this process, the culture is self-perpetuating through the learning by the new members of the basic elements of the same, but, in turn, it is renewed and in its constant dynamics, assimilates new values related or not (although convergent) to their believes.

The person who arrives at an organization goes through a period of adaptation and learning during which he receives much more than he gives, during the first phase of this process, but depending on the degree of integration of the culture of that organization and how divergent may be their own values with respect to it, the new member will be incorporated faster or not to assimilate the cultural patterns of the group. If this is not the case, there will be a confrontation or inconsistency of values between the individual and the organization, with the corresponding problems that this entails. This new member will join the organization faster or not, assimilating the cultural patterns of the group and may, in turn, in a second phase farther or closer, incorporate new elements into it.

In summary, cultural learning has four phases: entry, assimilation, transformation and perpetuation. It follows from this the sense of commitment, its motivation, and its results in terms of productivity and even its permanence in time in the organization.

There are different mechanisms to carry out this process. Many of them are linked to the direction of the human factor, such as training, training, forms of reward, the role of the leader in the organization, innovation and the strength of the synergy emanating from the groups. In this sense, it can be said that innovation can also be assumed in the organizational culture through the socialization process.

The socialization process has an objective character, so it is very important that its existence is known and that it participates in its facilitation to contribute to the solution of the problems of external adaptation and internal integration that take place in the organization and are part essential of the functions of your culture.

Businessman

Because of the amount and depth of the tasks that arise in the management processes, it could be thought that the entrepreneur and his closest collaborators have to be geniuses or people with an over-dimensional talent, to carry out the strategies and make good decisions.

It is common to hear in this sense, from positions of high stalls, critical judgments and demands of the entrepreneur as something that has to be strictly a model, little framed in the normal or extraterrestrial configuration that above all things has no right to be wrong, or err.

These perceptions of some people, generally not committed to the objectives of the organization, is not a necessary or even valid condition, they can also have harmful consequences for the manager and the company, since veiled criticism or covert reality only make deviations last, accentuate an unfair ideal and undermine the cohesion of the members and the image of it.

The entrepreneur is a group social entity, a facilitator driver, a coordinating planner organizer, a social science practitioner of organizational behavior and the maximum responsible, decision maker.

He is a common person, with goodness and virtues and with the attribute of accepting and being able to make mistakes, the latter characteristic that can be minimized by directing his intelligence to the integration of teamwork throughout the organization, and to the training of the contribution of all its members. It is distinguished by the responsibility of achieving results with its effort and through everyone's, in conditions of efficiency and effectiveness, of high working spirit and in current times in renovating directions. With objectivity you should think about your training and that of others, lead the learning process of the entire organization. This requires a high sense of direction and wisdom to choose the sources that provide it.

Its action and strength fundamentally decide the strength of technological and organizational innovation in its entity. Researchers, based on their own specialties, have given different degrees of integration to the elements they take for the characterization of entrepreneurs. Thus, greater emphasis can be found on the dependence of personality, direction on tasks or people, power, authority, leadership, situations or values, among the most relevant.

The Habanero Businessman

The results show some key elements related to the Business Mentality, which the Cuban businessmen themselves in Havana attribute to their managerial work, which are: rapid response to 40% challenges, decision making even in situations of ambiguity and crisis 23 %, adaptability and flexibility 21%, perseverance and determination 16%. As one of the characteristics with greater success is appreciated among the businessmen of Havana corresponds to the rapid response to challenges with 40%, following the decision making even in situations of ambiguity and crisis with 23% being in third place with 21 %. Adaptability and flexibility, in fourth place, with 16% perseverance and 16% determination. Given the economic situation in this country, they are essential in the entrepreneur, to channel the changes that are manifested in their work context. Rapid response to challenges, decision making with ambiguity and crisis, adaptability and flexibility, as well as perseverance are fundamental in their work strategies.

Situations that manifest at work

The main feature that has been presented is the operability, represented in 96% of the entire sample, followed by bureaucracy with 91.5%, conformism with 90.2% with a. Then a characteristic is presented that is not so appreciated, but nevertheless the conformism with 57.5% is presented in several companies. In addition, it was stated: Little teamwork, Uncertainty, individualism, this appreciates in the fulfillment of activities and tasks, as well as that there is no tendency to teamwork something that should be the reason for actions to encourage it because of its importance in the achievement of the objectives.

Features that a management team must have.

The businessmen surveyed in Havana City conclude that high expectations must be met for this management position. The main characteristics are the following: clarity of the organizational mission, common vision and objectives, shared norms and values, effective communication.

In relation to the sense of belonging, it was not taken into account what denotes difficulties that can be manifested mainly, in the absence of commitment disinterest and demotivation.

Group cohesion is one of the most important variables of any group, as it expresses the feeling of unity of the members in terms of attitudes, values, language, goals to be obtained and actions to be undertaken. This indicator fluctuates according to the existing business climate. In this case we do not have enough elements to make a generalization.

Regarding job satisfaction, they stated that they do not feel high job satisfaction, nor can they fulfill their aspirations within the company and that they consider that they receive material and moral stimuli but that they are not yet sufficient.

Qualities of the Havana manager

There are many qualities that describe a person who is in front of a company or business. The respondents indicated that in their consideration those that manifest themselves in Havana businessmen are the following: respect for those around them, initiative, collectivism, fulfillment of commitments, quality of work, discipline.

Desired values, that are manifested with more force, are the following: honesty, responsibility, entrepreneurship, quality, social recognition, solidarity.

This result coincides with some of the main contributions of the consulting process (related to cultural elements), according to data collected in the partial and final reports of these processes and other actions carried out by one of the authors, as well as (Otero, D. , Villanueva, M. and S. García 1999) and in the investigation of (Gutiérrez and Morales 1999). The manifested values must be located first of all in the incipient creation of an organizational culture associated with values such as: aggressiveness, flexibility, entrepreneurship, creativity, adaptability, solidarity, family welfare, self-improvement. However, there are values that do not favor organizations, including bureaucracy, egalitarianism, non-compliance with plans and setting goals at all costs.

Entrepreneurial Profile.

Respondents believe that a person with an entrepreneurial profile in Havana City should have the following characteristics: perseverance, take risk, discipline, responsibility, respect, innovation.

The Aguascalentense Businessman.

Some key elements related to the Business Mentality are shown, which the Mexican businessmen themselves in Aguascalientes attribute to their managerial work, which are: Adaptability and flexibility. 26%, Perseverance and determination. 22%, Reliability. 19%, Quick response to challenges. 17%, Learning capacity. 16%.

As one of the characteristics with greater success is appreciated among the businessmen, it corresponds to that of adaptability and flexibility with 26%, following perseverance and determination with 22% and thirdly being reliability with 19%. Adaptability and Flexibility are essential in the entrepreneur, to channel the changes that are manifested in the context they work. Perseverance and determination in the work they develop in the company is vital today, where customers are not loyal and seek the best options in their favor. In the case of reliability, it is essential in their work strategies, projects and employees.

Situations that manifest at work.

The main feature that has been presented is the operability, represented in 80% of the entire sample, followed by egalitarianism with 72.5%. Then two other characteristics are presented that are not so appreciated, but nevertheless they are presented in several companies: bureaucracy 37.5% and conformism 30%.

It also manifested: lack of commitment, lack of discipline, mediocrity. It is a situation to consider for future improvement actions that consider these three characteristics.

Features that a management team must have. Entrepreneurs interviewed from Aguascalientes conclude that whoever occupies these types of positions must have high expectations.

The main characteristics are the following: clarity in the organizational mission, shared norms and values, sense of belonging, group cohesion, mutual trust. Effective Communication is an essential process for management, and it was not taken into account what denotes difficulties that can be manifested mainly, not so much for lack of information, because sometimes it is left over, but for the use of it. Group Cohesion is one of the most important variables of any group, as it expresses the feeling of unity of the members in terms of attitudes, values, language, goals to be obtained and actions to be undertaken. This indicator fluctuates according to the existing business climate. In this case, there are not enough elements to make a generalization, which requires further study.

Regarding job satisfaction, respondents find a notable satisfaction in their work environment, however, they still consider that companies do not fulfill their aspirations compared to the moral and material stimulus received.

Qualities of the Aguascalentense manager.

There are many qualities that describe a person who is in front of a company or business. The respondents indicated that in their consideration those manifested in the hydro-warm entrepreneurs are the following: love of work, fulfillment of commitments, quality of work, discipline, respect for those around him, initiative, collectivism.

The fulfillment of commitment, the quality of work, discipline, are at the same level of importance in 22%, the highest percentage is manifested in respect and the least significant, collectivism which highlights the presence of individualism in compliance of activities and tasks, as well as that there is no tendency to work in a team, something that should be the reason for actions to encourage it because of its importance in achieving the objectives.

Desired values. The values that are most desired by entrepreneurs are the following: Adaptability 82.5%, Quality 77.5%, Honesty, 75%, Responsibility 75%, Respect 72.5%.

It can be seen that adaptability is an important value in entrepreneurs in the industrial and service sectors in the City of Aguascalientes, or that it allows the ability to accommodate changes without compromising the achievement of business objectives.

If a comparison is made with the Adaptability and Flexibility characteristics of your Business Mentality, this value can be validated more strongly.

It is important to point out that significant values may vary depending on the culture of the company, in the case of the hydrochlorides that were surveyed, the main values are: Honesty, Responsibility and Respect.

Values are manifested that do not favor organizations, including bureaucracy and goal setting at all costs.

Entrepreneurial Profile.

Respondents believe that a person with an entrepreneurial profile in the State of Aguascalientes, which should have as characteristics: creativity, commitments to results, respect, responsibility, innovation, discipline.

Conclusions

Different authors dedicated to studies in the field of management conclude in their research that there is no scheme or pattern of absolute characteristics to classify an entrepreneur, this has a lot to do with the activity carried out by the company and with the management team and the environment. For this reason we can affirm that there is no single profile or particular psychological model. The entrepreneur and the associated actions are conditioned in a special way by the organizational culture of the country and the company in question, an issue to which the attention it requires is not necessarily given.

- Entrepreneurs in the two countries with small differences maintain a traditional and paternalistic leadership, continue without giving importance to the performance of their human resources.

- Communication in both countries is not effective, there is no such communication between managers and employees, this leads to staff not knowing what needs to be done.
- A frame of reference can be seen in the results for the analysis of the business mentality in the City of Aguascalientes and the City of Havana and its projection in both.
- Entrepreneurs are focused on results and even achieve them, but do not feel satisfied at work, so the lack of motivation in both Mexico and Cuba, this is still a problem of importance.
- The businessmen of both countries have preference to perform the tasks individually, so this makes the mission materialization and the realization of the vision difficult.
- Leadership in both countries emphasizes the outcome and not the essence of their staff, so there is no humanistic approach to their actions, and this is a key point to achieve business success.
- Significant values may vary depending on the culture of the company and the country, so there was no marked similarity.
- The Cuban businessman, in entrepreneurial activity, is full of uncertainties, ranging from government decisions, to the national and international environment, which becomes increasingly complex. In this sense, the Mexican businessman has greater opportunities and fewer regulations that limit his entrepreneurial actions.
- In the Entrepreneurial Profile there are no marked similarities. There is a different entrepreneurial culture influenced by multiple aspects, such as the excess of existing regulations and controls in Cuba, which imply ethical problems associated with entrepreneurship to the emphasis on curricula at the different levels of education of private and public institutions that empower it, as in the case of Mexico, which is not manifested in the education system in Cuba.

Final reflection.

- Integrally consider all the factors involved in cultural dynamics, given their particular importance in sustainability and business competitiveness.
- We must work on cultural change to get closer to a profile of the entrepreneur that allows a real business improvement.
- It is necessary not to lose sight of the human essence, the challenge is to know how to communicate it and without a doubt in its actions.

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Sensory study and trends of the purified water market UTCGG Petatlán, GRO.

Estudio sensorial y tendencias de mercado del agua purificada UTCGG Petatlán, GRO.

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DOI: 10.35429/JGE.2019.4.3.26.33

Received March 01, 2019; Accepted June 15, 2019

Abstract

Objectives: To evaluate the sensory characteristics (taste, smell, clarity and brilliance) of UT Purified Water, and identify new products with the possibility that in the future they will be commercialized in the potential consumer and business markets of Petatlán and Zihuatanejo de Azueta, Gro., as well as its area of influence. Methodology: Quantitative Research, Descriptive type and stratified sampling. The population corresponds to 2,132 students from 7 different educational programs; 60 are professors of the teaching staff of the UTCGG, 45 administrative and service staff of the UTCGG. So the population size is (N) = 2237, it is for that reason that the author's formula Díaz, 2011 was used. Contribution: The Academic Logistics and International Businesses in coordination with the Academic Science and Technology of Foods in the Costa Grande of the state of Guerrero of the Technological University of the Costa Grande de Guerrero (UTCGG) headquarters in the city of Petatlán, is of interest to know the possibility of launching to the market the packaged product of purified water that is processed in the plant of the aforementioned educational program. This is a study of the sensory characteristics of purified water currently produced by the UTCGG purification plant, as well as market trends, a survey was applied to 185 people among students, administrative staff and teachers of the University, with the purpose of knowing if UT purified water turns out to be competitive to market it in the not distant future.

Purified Water, Petatlan, Market

Resumen

Objetivos: Evaluar las características sensoriales (sabor, olor, claridad y brillantez) del Agua Purificada UTCGG, e identificar nuevos productos con la posibilidad que en un futuro sean comercializados en los mercados potenciales de consumo y de negocios de Petatlán y Zihuatanejo de Azueta, Gro., así como su área de influencia. Metodología: Investigación Cuantitativa, tipo Descriptiva, población finita y muestreo estratificado. La población corresponde a 2,132 estudiantes de 7 diferentes programas educativos; 60 son profesores de la planta docente de la UTCGG, 45 personal administrativo y de servicios de la UTCGG. Por lo que el tamaño de la población es (N)= 2237, es por esa razón que se usó la fórmula del autor Díaz, 2011. Contribución: El Cuerpo Académico de Logística y Negocios Internacionales en coordinación con el Cuerpo Académico Ciencia y Tecnología de Alimentos en la Costa Grande del estado de Guerrero de la Universidad Tecnológica de la Costa Grande de Guerrero (UTCGG) sede ciudad Petatlán, es de su interés conocer la posibilidad de lanzar al mercado el producto envasado del agua purificada que se procesa en la planta del referido programa educativo. Este es un estudio de las características sensoriales del agua purificada que en la actualidad produce la planta purificadora de la UTCGG, así como de las tendencias del mercado, se aplicó una encuesta a 185 personas entre estudiantes, personal administrativo y docentes de la Universidad, con el propósito de conocer si el agua purificada UTCGG resulta ser competitiva para comercializarla en un futuro no muy lejano.

Agua Purificada, Petatlán, Mercado

Citation: SANTIAGO-SALAS, Luz Elizabeth, RUIZ-VÁZQUEZ, Diana, GÓMEZ-PEÑALOZA, Claudia Leticia, and AVIÑA-BARRETO, Lizbeth Magdalena. Sensory study and trends of the purified water market UTCGG Petatlán, GRO. RINOE Journal-General Economics. 2019. 3-4: 26-33.

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Introduction

In 2003, the Technological University of the Costa Grande de Guerrero, acquired the equipment for the Potable Water Purification Plant, with reverse osmosis technology. The reference team was requested by the race at that time T.S.U. in Food Technology (today Food Process Engineering), this plant being used for students' school practices, applied to the educational model of 30% and 70% practice.

The creation of the UT's as decentralized public bodies of the governments of the states with their own autonomy and assets, are subsidized with contributions from the federal and state government, and this educational institution will also generate its own income.

Given this dilemma, the Technological University of the Costa Grande de Guerrero, sought to launch purified water in the presentation of garrafones to the geographic market of Petatlán and Zihuatanejo de Azueta, Gro.

During the four-month period of May-August 2003, the T.S.U career was requested. In Marketing, as school practices of the subject of Market Research, by Professor Luz Elizabeth Santiago Salas, carry out an organoleptic study, the results were unfavorable, since the evaluation of the taste of purified water UTCGG was low, finding predominant flavor chlorine, acidity, hardness, salinity, compared to 3 purifiers of its competition: Pacific, Tropical and Odalis.

The low evaluation of the organoleptic characteristics was due to its source of supply. The company best evaluated in flavor was the company Purified Water of the Pacific, following Tropical Purified Water, Odalis and 2 Rivers.

The study was conducted in the cd. From Petatlán, and the communities of Juluchuca and San Jeronimito, to the segments of housewives, sports, public and private offices and businesses. In the same way, a second study was carried out in the four-month period May-August 2004, only for the housewives segment and again the evaluation of regularity in flavor prevailed, being again the leading company Agua Pacífico.

Currently, the project is intended to resume the drinking water purification plant, generating its own income that allows to solve the material requirements that students need to carry out their practices in the laboratories of dairy, meat, cereals, sweets, preserves and jellies, as well as that of wines and spirits, so a third Sensory Study has been requested to evaluate the degree of satisfaction of the taste characteristics of UTCGG purified water and identify market trends.

It is considered to be a business opportunity, to sell purified water in reusable presentations by consumers in containers of 500, 1,000 and 1,500 milliliters, to the retail and wholesale business market, as well as in 20-liter containers, for the consumer market, housewives segment, in Petatlán and Zihuatanejo de Azueta, Gro., as well as the communities of influence, when the product approves the sensory study. This last presentation of garrafones of 20 lts. It can be traded directly at the plant to water distributors on their own.

Justification

This study is carried out, because it is very important to evaluate the sensory characteristics of UTCGG purified water. Once the UTCGG purified water product is accepted, Petatlán, Gro., Among the student and labor consumer community, other feasibility studies may be carried out. Once approved, it will be able to be marketed to other market segments, such as housewives of the populations in the area of influence (Petatlán, Juluchuca, Coyuquilla, San Jeronimito, Los Achotes and Los Almendros, Gro.), As well as in the business market of retail stores and service providers in the municipalities of Petatlán and Zihuatanejo de Azueta, Gro. The product would be sold directly from the UTCGG Water purification plant to resellers who own their own transportation for direct distribution to the consumer and business markets described.

Spatial and Temporary Delimitation.

The UTCGG sensory water study was carried out at the facilities of the Technological University of the Costa Grande de Guerrero in Petatlán, from May 20 to 22, 2019.

Developing**Research questions**

The present investigation is for the purpose of measuring the sensory acceptance of UTCGG purified water from Petatlán, Gro., And market trends, so it is required to obtain information regarding the following research questions:

- Q1.- Age
- Q2.- Name of the educational program
- Q3.- Sex
- Q4.- How many liters of water do you consume per day during your stay in the UTCGG?
- Q5.- Evaluate the taste of purified UT water from 5 to 10
- Q6.- Evaluate the smell of purified UT water from 5 to 10
- Q7.- Evaluate the clarity of purified water UT from 5 to 10
- Q8.- Evaluate the brilliance of purified water UT from 5 to 10
- Q9.- What size of containers do you need for the consumption of purified water? UT?
- Q10.- What is the most pleasing logo?
- Q11.- What name do you choose for UT purified water?
- Q12.- What price do you suggest for each of the presentations?
- P13.- Which of these fruit flavors do you want to find in purified water? UT
- P14.- Which of the new presentations do you need and consider more Practice?
- Q15.- In what kind of stores do you require the water product to be within your reach? UT purified?
- Q16.- What media do you see or hear most frequently?

Q17.- What is the degree of correlation between the taste of the water and the smell of it?

Q18.- Does the degree of satisfaction in the clarity of the water determine the degree of satisfaction in the brilliance of the water?

Hypothesis

Hypothesis 1.- The age of the respondents most frequently will be 21 years

Hypothesis 2.- The educational program with the greatest number of participants in the studies is from the degree in Business Development and Innovation.

Hypothesis 3.- Sex with the highest frequency of respondents will be 60% female

Hypothesis 4.- The liters of water consumed per day during your stay at the UTCGG is 1.5 liters.

Hypothesis 5.- The taste of purified UT water will be evaluated in 8.

Hypothesis 6.- The smell of purified UT water will be evaluated in 9.

Hypothesis 7.- The clarity of purified water UT will be evaluated in 10.

Hypothesis 8.- The brilliance of purified water UT will be evaluated in 9.

Hypothesis 9.- The size of the container most needed for the consumption of purified water UT will be 1 liter.

Hypothesis 10.- The logo most liked in 65% will be No. 1.

Hypothesis 11.- The name chosen in 70% will be UT Purity, followed by Refresk-UT, Vitaliq UT, Manantial UT.

Hypothesis 12.- The suggested prices will be the same as the competition 500ml \$ 50.00 1 lt. \$ 8.00 and 1.5 lts. \$ 10.00.

Hypothesis 13.- The 5 fruit flavors of greatest pleasure will be: Jamaica, passion fruit, tamarind, apple and strawberry.

Hypothesis 14.- The most practical presentation of greater choice will be the button presentation (pulled up).

Hypothesis 15.- UT purified water will be required in miscellaneous and gyms.

Hypothesis 16.- The means of greatest communication will be social networks Facebook.

Hypothesis 17.- The greater the degree of satisfaction in the smell of water, the greater the degree of satisfaction for the taste of water.

Hypothesis 18.- The clarity of the water depends on the brilliance of it.

Population and Sample

To know the degree of sensory acceptance of purified water from the Technological University of Petatlán Gro., The population corresponds to 2,132 students 7 different educational programs; 60 are professors of the teaching staff of the UTCGG, 45 administrative and service staff of the UTCGG. So the population size that is (N) = 2237, is for that reason that the formula was used (Díaz, 2011), same as described below:

$$n = \frac{N Z^2 \sigma^2}{Z^2 \sigma^2 + d^2 (N - 1)} \quad (1)$$

N= 2,237

Z= 99% = 2.58

d= 5%

$\sigma = 0.87$

$$n = \frac{2237 (2.58)^2 (0.87)^2}{(2.58)^2 (0.87)^2 + 0.05^2 (2237-1)}$$

$$n = \frac{2237 (6.6564)(0.7569)}{(6.6564)(0.7569) + 0.025 (2236)}$$

$$n = \frac{11270.5186}{60.2382} = 184.9498 = 185$$

Type of Sampling

Stratified sampling, consists of dividing the population into subgroups or strata and selecting a simple random sample within each stratum. (Díaz, 2011).

The participating segments are: Students, Teachers, Administrative and Services of the Technological University of the Costa Grande de Gro., For which the following sample fraction was calculated.

Sample Fraction

$$F = \frac{n}{N} = \frac{185}{2,237} = 0.082 = 8.2\% \quad (2)$$

Information gathering process

Two sources were used to collect the information, the UTCGG database of the Costa Grande de Guerrero and a questionnaire was applied to the students of the 7 different educational programs, as well as to the teaching and administrative staff of the University to know its acceptance or rejection of the sensory characteristics of UTCGG water.

Confidence Intervals

To determine the Confidence Intervals of the variables of interest for the present investigation, the following formulas were used:

A).- Reliability Level estimator formula

$$\sigma_{\bar{x}} = \frac{\sigma}{\sqrt{n}} \sqrt{\frac{N-n}{N-1}} \quad (3)$$

B) .- Confidence Interval Formula

$$\bar{X} \pm Z \sigma_{\bar{x}} \text{ al NC} \quad (4)$$

Data that served as the basis for the calculations:

$$\bar{X} \pm Z \sigma_{\bar{x}} \text{ al 99\%}$$

N = 2237

n = 185

Z = 99%

Results

Variable: degree of satisfaction in the UT water FLAVOR

It was determined from a population of 2,237 people members of the UTCGG community, a sample of 185 people is stratified by careers and teaching and administrative staff, where the sample mean in terms of satisfaction with the taste of UTCGG water was 8.81 and a standard deviation of 1.00. The following confidence interval was determined with a 99% reliability level.

(5)

$$\mu: 8.81 \pm 0.18 \text{ al } 99\% \text{ Tolerance}$$

$$\mu\epsilon (8.63, 8.99) \text{ al } 99\% \text{ Interval}$$

$$8.63 \leq \mu \leq 8.99 \text{ al } 99\% \text{ Inequality}$$

Interpretation.

- a. to. The degree of satisfaction for the UTCGG water FLAVOR was rated with an average of 8.81 and a tolerance of ± 0.1831 , with a confidence level of 99%.
- b. b. The degree of satisfaction for the UTCGG purified water FLAVOR was evaluated between 8.63 and 8.99 with a 99% confidence level.
- c. c. 1% of the people surveyed said they had an average satisfaction regarding the UTCGG water FLAVOR less than 8.63 and greater than 8.99.

Variable: UTCGG water container size.

It was determined from a population of 2,237 members of the UT community, a sample of 185 people is stratified by careers and teaching and administrative staff, where the sample average in terms of the level of satisfaction with the taste of UTCGG water was 1.83 and a standard deviation of 0.62. The following confidence interval was determined with a 99% reliability level.

(6)

$$\mu: 1.83 \pm 0.044 \text{ al } 99\% \text{ Tolerance}$$

$$\mu\epsilon (1.87, 1.78) \text{ al } 99\% \text{ Interval}$$

$$1.87 \leq \mu \leq 1.78 \text{ al } 99\% \text{ Inequality}$$

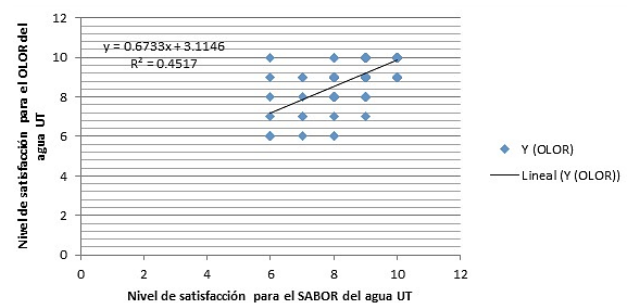
Interpretation

- a. The water container size of the UTCGG was rated with an average of 1.83 and a tolerance of ± 0.044 , with a confidence level of 99%.
- b. The container size of the purified water UT was evaluated between 1.87 and 1.78 with a 99% confidence level.
- c. 29% of respondents said they had an average acceptance of the package less than 1.78 and greater than 1.87.

Correlation and Regression Analysis

To make the correlation and regression analysis, only the numerical variables were considered, since the qualitative variables have been previously analyzed, for the case two correlations of interest were identified for the present investigation, one of them manifests between the level of satisfaction for the FLAVOR of water and its corresponding ODOR; the other that was attractive for the study was the level of satisfaction in terms of BRIGHTNESS and CLARITY.

Hypothesis 17. The greater the degree of satisfaction in the smell of water, the greater the degree of satisfaction for the taste of UTCGG water.



Graphic 1 Odor Satisfaction Satisfaction Level
 Source: preparation of the Academic Body Logistics and International Business, (2019)

Correlation Because $r = 0.6721$ the correlation is MODERATED.

Regression: The adjusted regression equation is linear and is as follows:

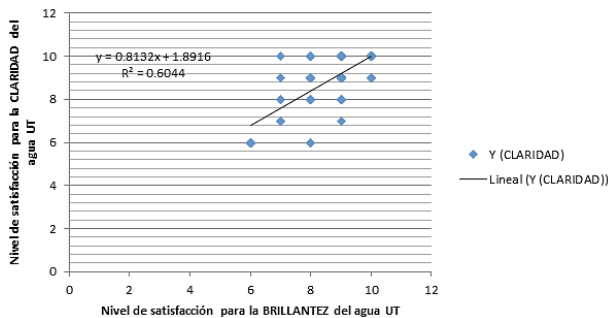
$$y = 0.6733x + 3.14146 \quad R^2 = 0.4517$$

Interpretation:

The level of reliability of the equation is 45.17%, so it can be stated that:

- There is a moderate correlation between the level of satisfaction for the taste of water with respect to the degree of satisfaction for the smell of purified water UTCGG.
- The correlation between the level of satisfaction for the taste of water with respect to the degree of satisfaction for the smell of purified UTCG water is positive, which means that the greater satisfaction in the smell of UTCGG water, the higher the level of satisfaction For the taste of it.
- Using the aforementioned regression equation, predictions can be made with 45.17% reliability.
- However, there is no correlation level strong enough to state that one variable determines the other.

Hypothesis 18. The degree of satisfaction in water clarity depends on the degree of satisfaction in its brilliance.



Graphic 2 Satisfaction Level Clarity-Brilliance
 Source: preparation of the Academic Body Logistics and International Business, (2019)

Correlation

Because $r = 0.6721$ the correlation is SIGNIFICANT.

REGRESSION

The adjusted regression equation is linear and is as follows.:

$$y = 0.8132x + 1.8916 \quad R^2 = 0.6044$$

Interpretation:

The level of reliability of the equation is 60.44%, so it can be said that:

- ✓ There is a significant correlation between the level of satisfaction for water brilliance with respect to the degree of satisfaction for the clarity of UTCGG purified water.
- ✓ The correlation between the level of satisfaction for water brilliance with respect to the degree of satisfaction for the clarity of purified water UTCGG is positive, which means that the greater satisfaction in the brilliance of UT water, the higher the level of satisfaction for The clarity of it.
- ✓ Using the aforementioned regression equation, predictions can be made with 60.44% reliability.
- ✓ However, there is no correlation level strong enough to state that one variable determines the other.

Hypothesis Testing and Conclusions

Having statistically analyzed the information collected for the realization of this research work, the following conclusions were reached based on the hypotheses raised.

H1.- The age of the respondents most frequently will be 21 years. The surveys carried out resulted in a participation of 73 respondents, which represent the highest number of participation, which correspond to an age of 19 years, so the hypothesis initially proposed is rejected.

H2.- The educational program with the largest number of participants in the study is from the degree in Business Development and Innovation. According to the results obtained from the surveys, they resulted in the highest number of participation in the survey being the career of Business Development and Innovation, with 26% (49 Respondents), so thanks to In this study, we can mention that the hypothesis proposed in the beginning is accepted.

H3.- Sex with the highest frequency of respondents will be 60% female. The results obtained from the study resulted in the highest number of participation in the study being men with 70% (130 respondents), so the hypothesis is rejected.

H4.- The liters of water consumed per day during your stay at the UTCGG is 1.5 liters. Through the study carried out, results were obtained regarding the number of liters consumed during the day by the personnel surveyed, and the result obtained was that on average the water consumption is 1.5 liters of water per day, which is the same as established in the hypothesis, this is derived from the fact that a percentage of 62% (114) of the respondents replied that they consume 1 liter of water per day, followed by 29% (54), hence the average is what was raised In the beginning raised. Therefore this hypothesis is accepted.

H5 The taste of purified UTCGG water will be evaluated on average of 8. The surveys carried out resulted in an average of 8.81 which is above what is established in this hypothesis, this derived from the fact that a percentage of 21% of the total surveys was for the evaluation of 8, and 46% for 9, the average is above what was raised. Therefore this hypothesis is accepted.

H6. The smell of purified water UT will be evaluated on average of 9. The surveys carried out resulted in an average of 9.04 which is above what is established in this hypothesis. Therefore this hypothesis is accepted.

H7 The clarity of purified water UT will be evaluated in 10. The average of the surveys applied to the UT community resulted in 9.23 which is below what is established in this hypothesis. Therefore this hypothesis is rejected.

H8 The brilliance of purified UT water will be evaluated on average of 9. The surveys carried out resulted in an average of 9.03 which is above what is established in this hypothesis, this derived from the fact that a percentage of 80% of the total surveys was in the range of 9 to 10, hence the average Be above the above. Therefore this hypothesis is accepted.

H9 is accepted because, in fact, the majority of respondents accepted that the consumption of the most common water container is one liter.

H10 It is rejected due to the fact that the most pleasing logo was not the one identified with the number 1 of the questionnaire, since the one with more taste was the one indicated with the number 4.

H11 It is accepted because of the scrutiny of the questionnaire it was known that the name of most taste among respondents is indeed that of "UT Purity".

H12 It is accepted by virtue that the prices for the three presentations that are five pesos for half a liter, eight pesos for a liter and ten pesos for a liter and a half are accepted as value of the product.

H13 The hypothesis is rejected because the most preferred flavors were different from those proposed in this hypothesis.

H14 The hypothesis is accepted since most respondents decided to choose the presentation of the handle.

H15 The hypothesis is accepted since the majority of respondents decided the product in the miscellaneous and less preference in gyms

H16 The hypothesis is already accepted The hypothesis is accepted, since the greatest electronic means to be in communication of the respondents is the social network Facebook.

H17. The greater the degree of satisfaction in the smell of water, the greater the degree of satisfaction for the taste of UTCGG water. The correlation between the level of satisfaction for the taste of water with respect to the degree of satisfaction for the smell of purified UTCGG water is positive, which means that the greater satisfaction in the smell of UTCGG water, the higher the level of satisfaction for The taste of it. However, there is no correlation level strong enough to state that one variable determines the other. Therefore this hypothesis is rejected.

H18 The degree of satisfaction in the clarity of the water depends on the degree of satisfaction in the brilliance of it. The correlation between the level of satisfaction for water brilliance with respect to the degree of satisfaction for the clarity of purified water UT is positive, which means that the greater satisfaction in the brilliance of UTCGG water, the higher the level of satisfaction for The clarity of it. However, there is no correlation level strong enough to state that one variable determines the other. Therefore this hypothesis is rejected.

Decision making

According to the results obtained regarding the sensory characteristics of UT purified water, the following is recommended:

To improve the source of supply of the raw material in this case the water, in order to increase the average degree of satisfaction of the same.

Raise the degree of satisfaction (taste, smell, clarity and brilliance) of internal customers before entering the regional consumer and business market in Petatlán, Guerrero.

The suggested prices for half liter, one liter and one and a half liter presentations should not exceed the price of the leading brands of the purified water market.

The most frequent size is one liter

Establish calls, with the purpose of the UTCGG community propose the name and logo for purified water.

The most reusable container is the loop.

The flavors that are most frequently required for flavored water are: lemon, jamaica, apple, coconut, pineapple and grape.

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What is your added value with respect to other techniques?

Clearly focus each of its features

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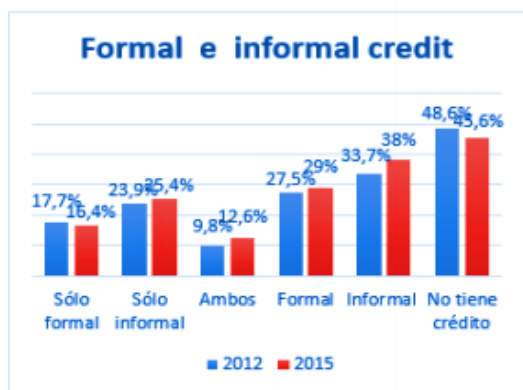
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