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RINOE Journal-Microeconomics

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Support the international scientific community in its written production Science, Technology and Innovation in the Field of Social Sciences, in Subdisciplines of Household behavior: Consumer economics, Consumer economics, Household production and intrahouse allocation, Personal finance, Consumer protection; Production and organizations: Firm behavior, Organizational behavior, Transaction costs, Property rights, Production, Capital and total factor productivity, Capacity; Distribution: General, Personal income and wealth distribution, Factor income distribution; Market structure and pricing, Perfect competition, Monopoly, Oligopoly and other forms of market imperfection, Auctions, Rationing; Licensing, Value theory; General equilibrium and disequilibrium: Exchange and production economies, Incomplete markets, Input-Output analysis, Computable and other applied general equilibrium models; Welfare economics: Allocative efficiency, Cost-Benefit analysis, Externalities, Equity, Justice, Inequality, and other normative criteria and measurement, Altruism; Analysis of collective Decision-Making: Social choice, Clubs, Committees, Economic models of political processes, Bureaucracy, Administrative processes in public organizations, Conflict, Conflict resolution, Alliances, Positive analysis of Policy-Making and implementation; Information and uncertainty, Criteria for Decision-Making under risk and uncertainty, Asymmetric and private information, Search, Learning, and Information, Expectations, Speculations; Intertemporal choice and growth: Intertemporal consumer choice, Life cycle models and saving, Intertemporal firm choice and growth, Investment, or Financing.

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Social choice, Clubs, Committees, Economic models of political processes, Bureaucracy, Administrative processes in public organizations, Conflict, Conflict resolution, Alliances, Positive analysis of Policy-Making and implementation; Information and uncertainty, Criteria for Decision-Making under risk and uncertainty, Asymmetric and private information, Search, Learning, and Information, Expectations, Speculations; Intertemporal choice and growth: Intertemporal consumer choice, Life cycle models and saving, Intertemporal firm choice and growth, Investment, or Financing and other topics related to Social Sciences.

Presentation of Content

In the first article we present, *Financial impact of the shortage and increase of gasoline in the state of Guanajuato*, by GÓMEZ-BRAVO, María De La Luz, GOMEZ-BRAVO, Jessica Margarita, ANDRADE-OSGUERA, Miguel Ángel and BARCENAS-PUENTE José Luis, with ascription in the, Universidad Tecnológica del Suroeste de Guanajuato, as a second issue we present, *Determinant factors for entrepreneurship in the Business sector of San Luis Río Colorado, Sonora*, by ESPINOZA-CASTELO, Luz Maria, LINAREZ-PLACENCIA, Gildardo, QUEVEDO-MONJARAZ, Luz Maria and PIMENTEL-FELIX, Ana Fabiola, with ascription in the, Universidad Tecnológica de San Luis Río Colorado, as the third article we present, *Basic profile of the family business on the North Coast of Nayarit*, by NAVARRO-MEDINA, Gabriela Socorro, QUESADA-RUIZ, Alejandra and RAYGOZA-OROZCO, Lucina Elena, as the last article we present, *The impact of electronic commerce on young people*, by PÉREZ-ROMERO, Heriberto, VÁZQUEZ-ZAMUDIO, Miriam Roxana, DELGADILLO-PARTIDA, Jorge and CANCINO-URIBE, Rodrigo Israel, with ascription in the, Universidad Tecnológica de Manzanillo.

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Financial impact of the shortage and increase of gasoline in the state of Guanajuato

Impacto financiero por el desabasto e incremento de la gasolina en el estado de Guanajuato

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Abstract

This work is focused on the financial impact that the state of Guanajuato suffered in the first months of this year due to the shortage of gasoline and the increase in its price, the entrepreneurs of the state of Guanajuato are the main affected by the situation that is being experienced in the state since they are quantifying the affectation within the tourist, commercial and industrial sector that are the main source of wealth of the state In the economic report carried out by CITY BANAMEX, we are informed at the beginning of January that the losses on the Gross Domestic Product GDP are in a range of 0.1% to 0.3% due to the shortage of fuel. The crisis due to the shortage of gasoline forced the state of Guanajuato to set the objective of how to face future contingencies and thus be able to count on infrastructure and integral actions.

Resumen

Este trabajo está enfocado al impacto financiero que sufrió en los primeros meses de este año el estado de Guanajuato por el desabasto de gasolina y el incremento en su precio, los empresarios del estado de Guanajuato son los principales afectados por la situación que se está viviendo en el estado ya que se están cuantificando la afectación dentro del sector turístico, comercial e industrial que son la principal fuente de riqueza del estado. En el reporte económico que realizo CITY BANAMEX nos da a conocer a principios del mes de enero que las perdidas sobre el Producto Interno Bruto PIB se encuentran en un rango del 0.1% hasta el 0.3% por causa del desabasto de combustible. La crisis por el desabasto de gasolina obligo al estado de Guanajuato a plantear el objetivo de cómo enfrentar las futuras contingencias y así poder contar con infraestructura y acciones integrales.

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Introduction

We can observe that due to the bad strategy of the federal government at the beginning of the year 2019 to prevent the theft of gasoline, they close the key of the oil pipelines and oil pipelines of Mexican oils, leaving the state with 10% of the 600 gas stations that are found in the state. The decision was taken to carry out this strategy because the illegal activity was becoming one of the economic income of the crime, the theft of fuel in the state according to the Mexican Association of Gasoline Entrepreneurs began to be noticed in the decline of its sales since it was sold in other places at low cost.

For entrepreneurs in the tourism, commercial and industrial sector of the state of Guanajuato, the shortage and the increase in the price of gasoline caused a great financial impact in the first months of the year, in which the state has strong sales and attractions that are one of the main sources of wealth, like many of them had to close their establishments because they had no supply or how to distribute their product or raw material which has caused an economic conflict

This led to the inhabitants of the state of Guanajuato, as well as the businessmen becoming desperate and making purchases of panic which caused that there were many robberies to people and the purchase of gasoline at excessive prices.

The governor of the state of Guanajuato seeing how the state was with the shortage of gasoline mentions that he made a trip abroad to have contact with some companies and thus be able to supply the state with gasoline, just as the gas businessmen were making a great effort in order to continue operating within the law with competitive prices and of course complying with all the norms established by the energy regulatory commission and the ASEA.

In the first days of January, the conciliation and arbitration board decrees that the state of Guanajuato is in an emergency, which is why it was agreed to suspend work in state courts and in turn asked the judiciary council to give days legal proceedings in progress.

Framework

The shortage of gasoline in the state of Guanajuato was a federal government plan to combat Huachicoleo or fuel theft as this caused delays in distribution and shortages in several states. At the beginning of this year 2019, in January, the report of the roughing due to the closure of the pipelines began and began to be distributed through pipes.

The situation of the shortage began to worsen while spending more time in different states of the republic, one of the most affected was the state of Guanajuato since the shortage was recorded in most of the service stations.

The energy secretary says that all those who do not apply the corresponding protocols to detect the milking of pipelines or the theft of fuel will be dismissed from their work area and will carry out a process against them, as well as the president of the republic declared that The valves of the pipelines will be closed for as long as necessary because there is no shortage, the only problem is the distribution method.

The state of Guanajuato is within the 10 states that are facing problems of fuel shortages in several points of the state, the point of panic purchases is being reached.

The Federal Consumer Prosecutor's Office (Profeco) says it will keep all fuel supply areas (Gas Stations) under control, even commenting that some supply areas requested that the fuel be rationed due to the demand being handled.

The Governor of the state of Guanajuato declares that he is against the theft of fuel, but also against the form of distribution that marks the federal government, so he will carry out a plan B where he will provide the state of Guanajuato with fuel which consisted of sending 41 thousand barrels to bring gasoline from Texas in case Pemex doesn't have a solution soon.

The supply of hard gasoline with problems throughout the month of January in the middle of February of the current year began to want to regulate the way of supplying gasoline.

Development

The company created in 1938 PEMEX, to meet the need for national demand for any petroleum product was considered an essential axis for the economic growth of the country and the places where a refinery will be installed, by the number of employees that would be generated.

In 2015, when the Energy reform was launched at that time, PEMEX ceases to be a Decentralized Body and is now named as the State Productive Company, from which derives the creation of 7 companies with legal personality and technical autonomy, when the prices of hydrocarbons begin to suffer drastic changes as it began to increase by up to 60%

Fuel theft was the main objective of the shortage of gasoline, the relationship that existed or exists between the huachicolero and the Hydrocarbons market since both parties adapted to the circumstances they were going through. These irregularities were detected since September 2015 in some gas stations and Lp gas suppliers.

In 2016, fuel leaks and spills from Pemex pipelines began to be detected and gradually increased over the previous year, 41% is associated with internal and external corrosion that exists in Pemex and 59% due to causes of illegal activities.

The sale of large amounts of stolen fuel at a lower price was leaving a lot of wealth in the state of Guanajuato since it was tax free. The theft of these large quantities is carried out in two ways

- 1) Pipe Theft; this is when the company personnel are stripped of the unit and in it they carry the fuel
- 2) Duct Extraction; when they take fuel directly from some of the Pemex pipelines



PEMEX elaboration

Either is when the fuel loss is estimated in terms of volume and monetary value.

Analyzing some reports that talk about where clandestine hydrocarbon intakes have been located for which Pemex is declared incompetent to be able to give information on the number of clandestine intakes that have been discovered, recently the National Institute of Transparency and Access to information I ask Pemex that he had to report on the number of clandestine shots that have been found until today since 2017 that was when the issue of huachicolero began to become more relevant.

The PGR authorities indicated that the investigations that were carried out to find out the states where the problem of the sale of hydrocarbons at a low price was were Guanajuato, Veracruz, Tabasco, Jalisco and Sinaloa.

PEMEX has recognized that the company is exposed to many risks related to the black market that are being handled with hydrocarbons.

The increase in the cost is due to the clandestine outlets that exist and of these happen spills that have not been able to be controlled, the damages that have caused monetary losses due to the theft of fuel. The unbalanced distribution of fuel became a very attractive economic mismatch for illicit society and thus provide work for low-income people

As of today, in the interviews that have been given about fuel requests, it has been said that a loss of 20 billion is estimated in the year.

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

Analyzing the financial impact that the state of Guanajuato had due to the shortage and increase of gasoline at the beginning of the year was a bad technique on the part of the federal government since the closure of pipelines and the change in the way of distribution the only thing that caused was the economic decline within the state and its surroundings. When the new plan that was going to be carried out was presented to be able to fight the huachicolero Pemex, he informed that all the workers who were involved in the clandestine sale of fuel would cease since for them it was a very strong economic loss.

The state of Guanajuato and other states were in short supply of gasoline and the president of the republic assured that there was no shortage in any state of the country, what was happening is what there were problems with the distribution since some pipelines had been closed but that it was for temporary time, that caused a total chaos in the state.

The business sector was one of the main affected by the measures taken by the federal government despite the fact that the president of the corpamex announced his support to be able to fight the Huachicolero mentioned that the planning to be able to carry out this terrible strategy and the way how they implemented it awkwardly.

The repairs of the pipelines every year has been increasing only a few years ago 4 billion pesos were destined from there begins the problem of the financial impact.

In a nutshell the strategy that the government used was bad since it did not change anything about the sale of clandestine gasoline but quite the opposite now the country and the state are very delinquent for the sale of fuel and is leading to economic problems for people living in areas where organized crime is taking over them

That is why article 16 of the constitution is reformed and now the term Organized Crime was found to be able to have more time in prison for people who are engaged in organized crime.

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Determinant factors for entrepreneurship in the Business sector of San Luis Río Colorado, Sonora

Factores determinantes para el emprendimiento de los empresario del sector comercial de San Luis Río Colorado, Sonora

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Abstract

Entrepreneur have been studied since several centuries ago from Cantillon to Schumpeter, who in recent decades perceived the entrepreneur as an extraordinary person capable of promoting new combinations or innovations. The activity of entrepreneurship implies starting a path to the unknown and new, individuals who have certain characteristics are able to bear the risk aversion of starting a new idea. The objective of this research is to determine what endogenous and exogenous factors the businessmen that belong to the commerce sector possess, to identify what internal and external characteristics they have or developed to be able to undertake at some time. The analysis of the data was 100 commercial companies through a self-directed survey, where the results seek to describe both external and internal characteristics of businessmen in the commercial sector of the City of San Luis Río Colorado, Sonora. The main contribution to the theory of entrepreneurship is that internal factors such as leadership, effectiveness, efficiency and adventure are essential and external factors as the contribute to society, apply new ideas, tolerance to uncertainty, not possess studies and always live Oriented towards an entrepreneurs highlighting these factors as basic to undertake.

Factors, Entrepreneur, Entrepreneurship

Resumen

Los emprendedores han sido estudiados desde varios siglos atrás desde Cantillon hasta Schumpeter, quien en las últimas décadas percibía al emprendedor como una persona extraordinaria capaz de promover nuevas combinaciones o innovaciones. La actividad de emprender implica iniciar un camino hacia lo desconocido y nuevo, los individuos que poseen ciertas características son capaces de soportar la aversión al riesgo de comenzar una nueva idea. El objetivo de esta investigación es determinar qué factores endógenos y exógenos poseen los empresarios que pertenecen al sector comercio, para identificar qué características tanto interna como externas tienen o desarrollaron para lograr emprender alguna vez. El análisis de los datos fue de 100 empresas comerciales a través de una encuesta autodirigida, donde los resultados buscan describir que características poseen tanto externas como internas los empresarios del sector comercio de la Ciudad de San Luis Río Colorado, Sonora. La contribución principal a la teoría del emprendimiento es que factores internos como el liderazgo, la eficacia, eficiencia y la aventura son esenciales y de los factores externos contribuir a la sociedad, aplicar nuevas ideas, tolerancia a la incertidumbre, no poseer estudios y vivir siempre orientado hacia un emprendimiento resaltando estos factores como básicos para emprender.

Factores, Empresario, Emprendimiento

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Introduction

Over the years people have emerged who, because of their innovations or inventions, were called entrepreneurs. "The entrepreneurial concept originates from the French term entrepreneur (pioneer) and that at some point was used to call people who were on a trip to the new world in the 16th century where the label of calling "first entrepreneur" was born to Christopher Columbus, but there are several variations by French Anglo economist Richard Cantillon, pioneer in giving business connotation to the entrepreneur (Hernandez Sanchez & Sanchez Garcia, 2018).

The term entrepreneur was coined in the first part of the eighteenth century, by Irish-French economist Richard Cantillon, who defined the entrepreneur as "an economic agent that buys means of production at a certain price, in order to combine them and create a new product. On the other hand, during the last century the entrepreneur was defined by Schumpeter as "An extraordinary person who promoted new combinations or innovations". So according to Schumpeter, an entrepreneur is an individual who introduces something new to the economy can be a new method of production, a new product, a new source of raw material, a new market, etc. (Schumpeter, 1934)

On the other hand; Entrepreneurship is the ability of a person to face the challenges or complications that arise when starting a business. "A venture is an initiative of an individual who assumes an economic risk or who invests resources with the objective of taking advantage of an opportunity offered by the market. To undertake is to start something, effectively, and normally the economic activity at the beginning is linked to what we know as the self-employed" (Muñoz, 2018).

Entrepreneurship is linked with innovation and at the same time with motivation as it requires both to get to undertake. The literature indicates that "An enterprise has the characteristic of being innovative. To innovate means to introduce a change, this can happen in the social structure, in the public management, in the elaboration of a product or in the organization of a company, among others". (Formichella, 2004)

Therefore, "Entrepreneurship is an art, a vocation, a passion and, like all things that inspire and passionate us in life, there is no single moment or an ideal moment to start: every entrepreneur is unique and unrepeatable" (Guerrero, 2014). A good strategy to succeed in the world of personal endeavors is to follow the path that others have already marked before. It is not about copying, but about drawing on previous experiences to try not to make mistakes" (Petovel, 2017). "It is not necessary to be born with a way of being different, we can all end up undertaking since there is no entrepreneur who has started without being curious" (Carreras, 2017)

The research seeks to determine the endogenous and exogenous factors of the entrepreneurs that belong to the commerce sector in the city of San Luis Río Colorado to establish what factors distinguish these entrepreneurs as enterprising agents from the sector mentioned in the city of San Luis Río Colorado, Sonora.

What are both internal and external factors that distinguish entrepreneurs in the San Luis Río Colorado commerce sector as entrepreneurs?

Internal factors that influence the entrepreneur

The internal factors that influence the entrepreneur have been studied for more than four decades. According to various empirical research worldwide on the internal factors that influence this, it was determined that the factors with the greatest impact on managers have been; the traits that distinguish the entrepreneur, the opportunities that are presented to him and the motivation they have to undertake new things.

As far as the characteristics of the entrepreneurial authors are concerned, such as; Erikson, 1971; Pereira, 1999 and Muller and Tomas, 2000 mention that the entrepreneur's features have to do with factors related to innovation or strategic innovation practices, where cultural elements, religion, stories or experiences learned and believed to meet the needs intervene that arise from the development of the personality of each entrepreneur.

In the background, there is the factor that involves entrepreneurial opportunities, where authors like; Oxenfeldt, 1943; Hagen, 1962; Kets de Vries, 1977; Gibb and Richie, 1987; Toulouse, 1979; Briley and Westhead, 1994; Shane, Edwin, Locke and Collins, 2003 and Bassols, 2005. They agree that an entrepreneur will always look for opportunities and maintain perfect knowledge of the market and handle it as an opportunity. Always trying to follow the trajectory of the person who inspires him to keep looking for new and better opportunities.

This trait is defined by the authors as part of the influence provided by the family composition which gives rise to the elements of risk and value that the entrepreneur manages. On the other hand, the opportunity factor is also influenced by the human capital that has developed cognitively where it is used to obtain success, in addition to seeking the search for wealth because of the dissatisfaction that leads to search belonged as a result of rejection for being minority. In addition to this, the entrepreneur is seeking to contribute to the welfare of society by developing his ideas and innovations. (Quevedo, 2009).

The last factor refers to entrepreneurial motivations where authors like; Hagen, 1962; Hornady and About, 1970; Casson, 1982; Hornaday and About 1982; Cunningham and Lischeron, 1991; Geen and Dent, 1996; Deakins, 1996; Locke, 2000; Shane and Collins, 2003; Roig and Veciana, 2004 and Gavin, 2006. They mention that the entrepreneur's motivations are related to creativity and innovation. The authors conclude that entrepreneurs have a high tolerance for ambiguity, achievement, control and risk. With a high leadership profile that leads them to take risks and start new things. (Quevedo, 2009).

External factors that influence the entrepreneur

Unlike the internal factors, the external factors that influence the entrepreneur have been studied more recently three decades ago, the researchers sought to know what external factors affect or affect the entrepreneur. After several investigations and the study of several theories constructed by the same researchers, it was determined that the most common external factors that affect researchers are related to entrepreneurial culture, innate characteristics that distinguish the type of entrepreneur.

The type of administrative competencies with that counts and features of the cultural environment. Authors like; Hofstede, 1980; Sámpero, 1985; Mundet, 1991; Johonnisson, 1998; affirm that the external factor of entrepreneurial culture is influenced by factors such as; losing a job and being forced to undertake out of necessity and not for pleasure, can also influence inheriting a business and continue with it not for pleasure but for family reasons and finally, factors such as; the family, friends and institutions that are in the environment of the entrepreneur influence that entrepreneurial culture. (Quevedo, 2009).

The factor that corresponds to the innate characteristics of the entrepreneur or type of entrepreneur, authors such as; Ket de Vries, 1977; Casson, 1982; Gartner, 1988; Cunningham and Lischeron, 1991; Rea, 1999 and Gavvin, 2006. The external factor of administrative competencies according to Ket de Vries, 1977; Garther, 1988 and Rea, 1999. Corresponds to the learning competences that the entrepreneur has derived from business activity as well as the acquisition of knowledge and specific skills such as: professional skills, creativity and ability to interrelate.

Finally, the fourth factor corresponds to the traits of the cultural environment that the entrepreneur has where authors such as; Sámpero, 1985; McClelland, 1961; Mundet, 1991; Storey, 1994; Muller and Tomas, 2000. They agree that the characteristics of an entrepreneur will always be related to their national culture and generally the entrepreneurial function is more related to the need to earn money than to undertake for pleasure. (Quevedo, 2009).

The entrepreneurial training of the businessman of the commercial sector of San Luis Río Colorado, Sonora

Graph 3 shows the demographic results obtained from this research. Where 51% of respondents correspond to the male sex and 49% to women at an age ranging from 20 to 29 years. Which can be interpreted as follows; The businessmen of the commercial sector of San Luis Río Colorado are mostly male and they tend to undertake from 20 years up to 30 in the case of men.

In the case of women the age of entrepreneurship ranges from 30 to 39 years, where culture is surely influencing through other factors that can affect the female sex. See chart 3. According to the levels of study of the entrepreneurs, it was found that the entrepreneur of the commercial sector of San Luis Río Colorado, 42% of them have a University degree and 28% have only a high school. (Sanchez and Apellaniz, 2002). We can infer then that this technical knowledge may be supporting the business activity of the entrepreneurs in the sector. See graphic 2

Internal factors that influence the entrepreneur of the commercial sector of San Luis Río Colorado to be an entrepreneur

With regard to block II corresponding to the internal factors of the entrepreneur, it was found that the main internal factors that distinguish the entrepreneur as an entrepreneur from the commerce sector in San Luis Río Colorado, corresponds; the effectiveness and efficiency, adventure and leadership factor. These types of factors act as motivators that lead the entrepreneur to undertake or create something new. See graphic 4

Of these opportunities to create something new the most determining factor is to contribute to a society. This can be interpreted as that the entrepreneur is alive and aware of the new global trends that are looking for more responsible companies with the society around them, contributing in various ways and returning to this society what they have been extracting for a long time. (Kauffman, 2004) See graphic 5

For an entrepreneur to continue innovating day by day is very important, so they always seek to improve their processes using different technological and administrative tools that can provide them with efficiency and effectiveness in their processes. Therefore, the businessmen of the commercial sector of San Luis Río Colorado, affirm that finding original applications for an idea is for them the main thing. See graphic 6

External factors that influence the entrepreneur of the commercial sector of San Luis Río Colorado to be an entrepreneur

According to external factors it was found in this study that; Being oriented towards an entrepreneurial culture of the environment, social uncertainty and not having University studies are external factors that influence entrepreneurship according to entrepreneurs. These can be interesting factors especially the educational factor that entrepreneurs themselves mention that you should not have studies to be an entrepreneur. On the other hand, social uncertainty is another factor by which an entrepreneur may dislike entrepreneurship despite being oriented towards an entrepreneurial culture. See graphic 7

On the other hand, business training, which is part of block III where external factors are located, we have to; The businessmen of the commercial sector of San Luis Río Colorado identify themselves with an empirical level of training totally based on practice and not on expert training. See graphic 1

However, entrepreneurs do stress that you must have some essential knowledge to become an entrepreneur among this knowledge; business or dynamic capabilities, planning and management. Which results or is combined with the empirical experience or knowledge that is acquired over time. See graphic 8

Entrepreneurs also indicate that in order to undertake they require infrastructure and new knowledge and that the only ones capable of providing such assistance will be the Universities immersed in the locations where these companies are operating. Therefore, the businessmen of the commercial sector of San Luis Río Colorado are open to receiving said aid to the Universities by linking them with the productive sector. See graphic 9

Type of management, sources of financing and management and operational control systems managed by businessmen in the commercial sector of San Luis Río Colorado

It has to; Regarding the type of company or the type of address that is handled in a general way, the type B company is the type of company that is mostly presented representing 40% of the sample, since this type of companies seek to maintain a relatively stable base of products and markets, while at the same time selectively developing new products and markets, trying to imitate the companies that already developed and succeeded. Also 35% of these companies are of type A, where these types of companies usually make changes and improvements in products and markets with relative frequency, trying to be the first to develop new products, even with the risk that these innovations Do not succeed. See graphic 10

Regarding the management and operational control techniques used by the commercial companies of San Luis Río Colorado, it can be said that the economic and financial techniques used by these companies were found to be related to the satisfaction of objectives such as planning and performance measures. See graphic 11

Finally, through the study it was determined that the commercial sector of San Luis Río Colorado when making investments in fixed assets such as; machinery, vehicles etc., its most common source of bank financing is bank financing of more than one year, allowing you to make short and medium term investments to support your business. See graphic 12

Methodology to be developed

This study is of a quantitative type of descriptive nature that seeks the characterization of the endogenous and exogenous factors of the entrepreneurs that belong to the small and medium enterprises (PyMe) of the commerce sector in the city of San Luis Río Colorado. The structure of the sample is based on sampling for finite populations. The information gathering technique was through a personal questionnaire addressed to the manager of the commercial PyMe. The field work for the data collection was carried out during the months of September to December of the year 2018. 200 interviews were applied to each manager, only 100 responses were received.

The validation of the questionnaire was through the literature and experts in the area of entrepreneurship in order to know what other authors did in the past and glimpse what is the need to document new studies that expand knowledge in the field studied, using variables which have been measured in other investigations and different circumstances in developed countries to a greater extent and especially characterize the factors studied for a city in the state of Sonora in particular.

For the elaboration of the questionnaire, an exhaustive review of previous empirical works had to be carried out, trying to collect more relevant variables that have been studied worldwide. The questionnaire consists of 22 questions, structured with the endogenous and exogenous variables of the empirical research approaches and the models and theories of entrepreneurial development and the creation of new companies. See table 1

For the validity of the scale it was necessary two evidences related to the process used in the creation of the scale or validity of the content and of the results that the theory proposes on the behavior of the builder and the adequacy of the relations between theoretical concepts and their measurement or concept construction validity. It has been decided to evaluate the discriminant validity of each of the scales. With a factorial analysis and to confirm the validity of the scales used, the result of the factorial analyzes performed of each of them must reach whose own value is greater than one, and that, is representative of each of the dimensions of the factors indicated, which indicates that the items of each of the dimensions of the indicated factors, adequately measure the concept under analysis.

This study was done trying to obtain information about the sector under study, information that will be delivered to the National Chamber of Commerce (CANACO) in the city of San Luis Río Colorado in order to keep updated data of the entrepreneurs that belong to the sector and of its characteristics. Promoting with this research to carry out new studies of greater depth between the guild and that in addition new variables related to entrepreneurial development can be studied at more correlational or explanatory levels of research.

Results

Finally, the results obtained are reduced to the fact that the businessmen of the commerce sector are mostly men from 20 to 29 years old, about 42% of the sample of these entrepreneurs have studied an academic degree. Regarding the variables of greater weight for this study in this case endogenous and exogenous factors of this sample of entrepreneurs, it can be concluded that with regard to internal values; Leadership, venturing into new things (innovation) and becoming increasingly efficient and effective are characteristics that have helped these entrepreneurs to be much more entrepreneurial.

On the other hand, the sample reflects that the greatest motivation for an entrepreneur who seeks to undertake is because he wants to contribute to the society in which he lives and provide jobs and help the local economy. Always seeking to apply all the knowledge that exists within the company in a practical way, an interesting feature is that all the business work of this group of businessmen who belong to the commerce sector develops their work in an empirical way and learned on the go and not on an expert basis in their work. On the other hand, the external factors that mainly influence this group of businessmen correspond to being always oriented towards an entrepreneurial culture, being constantly exposed to social uncertainty (risk aversion) and not having some of them with higher studies that support them in Improve your business function. Despite this, this group of businessmen have been concerned with developing organizational learning in administrative areas such as planning, management and general administration.

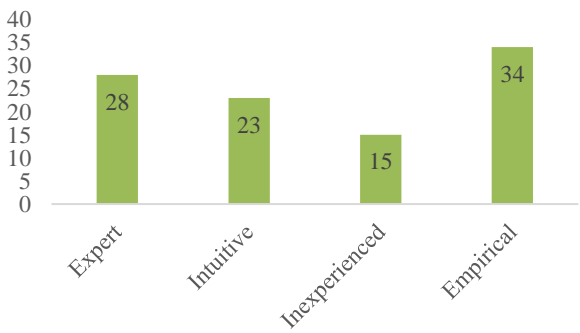
The businessmen of the commerce sector that were submitted to study, are open to the local universities to provide support of any kind through the business-university linkage in order to make use of their facilities at low costs and in addition to Receive a wealth of knowledge through their students who are advised by different researchers with specific knowledge. The survey shows that according to the type of administrative and managerial practices that these firms carry out, they are of type “B” which are companies that maintain a relatively stable base of products and markets, while at the same time selectively developing new products and markets. trying to imitate the companies that already developed and were successful.

On the other hand, with regard to economic-financial control, entrepreneurs tend to plan their economic activities and always seek better performance measures and are able to invest in medium and long-term loans. These characteristics encourage entrepreneurs to be more prone to undertake internally, innovation and risk aversion are usually two of the characteristics that make up the internal entrepreneurship or organizational intrapreneurship construct or the so-called entrepreneurial orientation (SO); Covín and Slevin, 2008; Covín and Lumpkin, 2011. The present study highlights this characteristic and shows how each of them can be combined to achieve entrepreneurship.

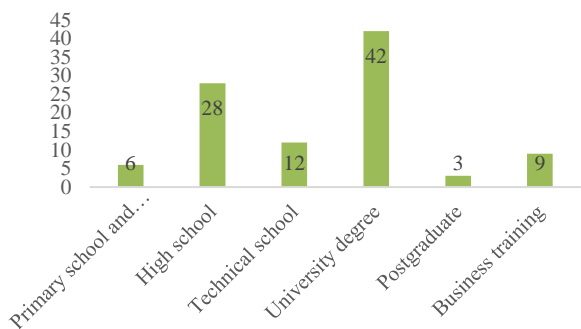
Annexes

Block	Themes	No. Question and variable
1	General Demographic Data	Questions 1 to 7 (6 variables)
2	Internal factors of the entrepreneur	Questions 7 to 10 (4 variables)
3	External factors of the entrepreneur	Questions 11 to 12 (2 variables)
4	Business training	Questions 13 through 14 (2 variables)
5	Management strategies	Questions 15 to 17 (3 variables)
6	Management, operational and accounting	Questions 18 to 20 (3 variables)
7	Funding sources	Questions 21 through 22 (2 variables)

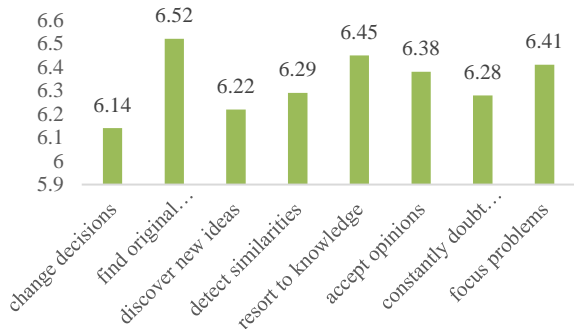
Table 1 Construction of the questionnaire
Source: Own elaboration based on questionnaire



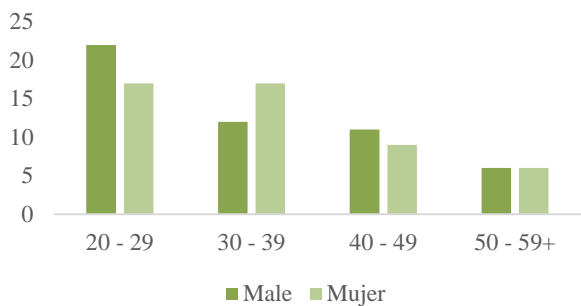
Graphic 1 Impact of entrepreneurial business training
Source: Own elaboration based on descriptive statistical analysis



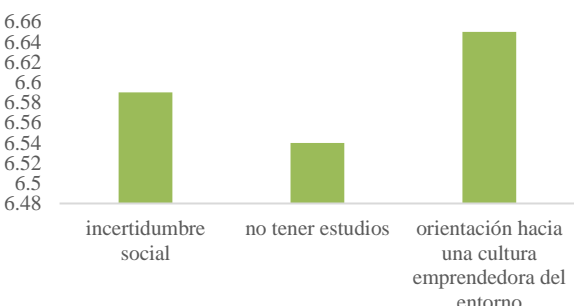
Graphic 2 The levels of study of entrepreneurs
 Source: Own elaboration based on descriptive statistical analysis



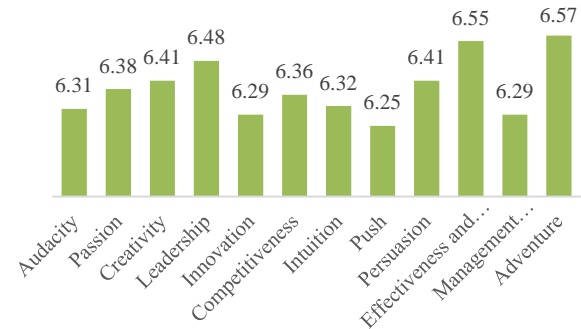
Graphic 6 Affirmations of entrepreneurs
 Source: Own elaboration based on descriptive statistical analysis



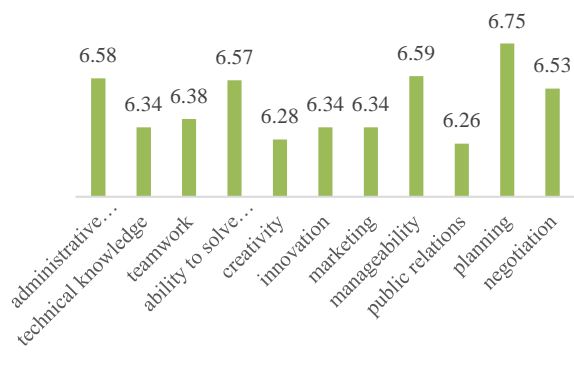
Graphic 3 Age and sex of entrepreneurs in the commercial sector of San Luis Río Colorado, Sonora
 Source: Own elaboration based on descriptive statistical analysis



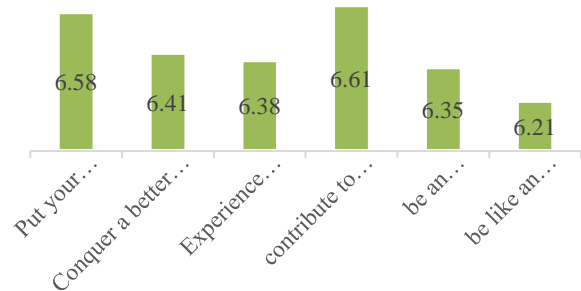
Graphic 7 External factors that influence the entrepreneur
 Source: Own elaboration based on descriptive statistical analysis.



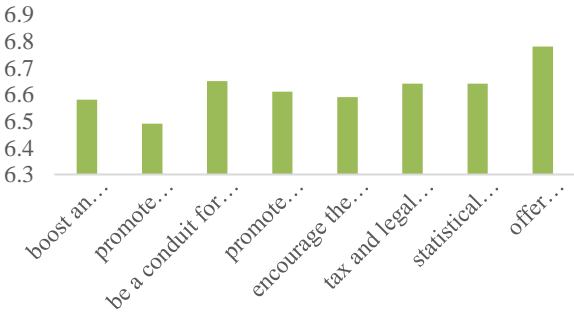
Graphic 4 Factores internos de mayor influencia en los empresarios
 Source: Own elaboration based on descriptive statistical analysis



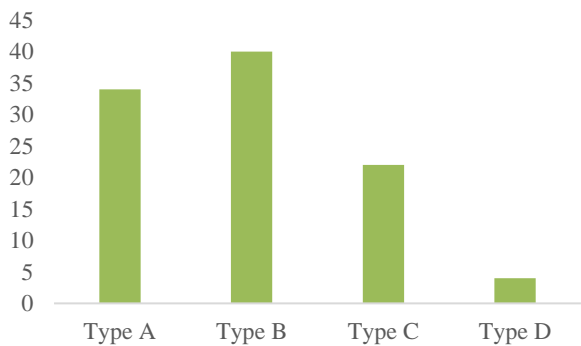
Graphic 8 Main knowledge of the entrepreneur of the Commercial Sector of San Luis Río Colorado, Sonora
 Source: Own elaboration based on descriptive statistical analysis



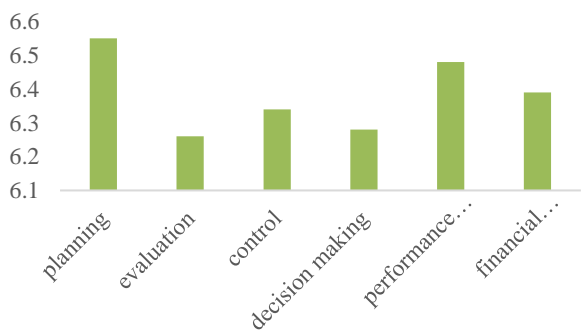
Graphic 5 Opportunities that lead the consumer to create a new company
 Source: Own elaboration based on descriptive statistical analysis



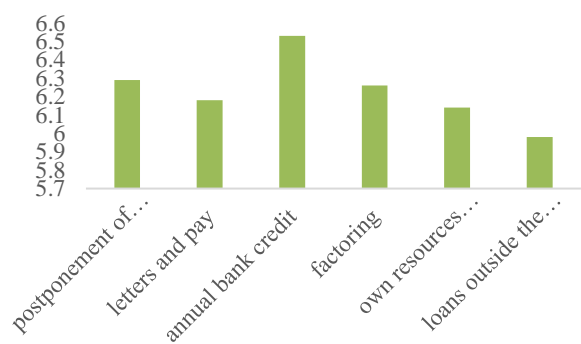
Graphic 9 Interest of the businessman of the Commercial Sector of San Luis Río Colorado, Sonora for receiving help from local universities
 Source: Own elaboration based on descriptive statistical analysis



Graphic 10 Type of companies that exist in the commercial sector of San Luis Río Colorado, Sonora
 Source: Own elaboration based on descriptive statistical analysis



Graphic 11 Economic-Financial techniques applied by entrepreneurs in the commercial sector of San Luis Río Colorado, Sonora
 Source: Own elaboration based on descriptive statistical analysis



Graphic 12 Type of financing that entrepreneurs in the commercial sector of San Luis Río Colorado, Sonora apply
 Source: Own elaboration based on descriptive statistical analysis

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Conclusions

The constant changes worldwide cause companies to examine their resources and capabilities, in order to determine what characteristics they can have to get to undertake internally, according to one of the theories of organizational entrepreneurial orientation, innovation, aversion to risk and proactivity are necessary characteristics to undertake, therefore, innovation becomes necessary for entrepreneurship. The businessmen of the commercial sector of San Luis Río Colorado, Sonora have the characteristic of always looking for new things that generate greater returns in order to improve their business work, while feeling the uncertainty caused by business, accepting it and flowing with her. But, even so, the entrepreneur is usually proactive, as he always seeks to impact and contribute to his locality through the generation of new jobs to offer as part of his contribution to society.

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Basic profile of the family business on the North Coast of Nayarit

Perfil básico de la empresa familiar en la Costa Norte de Nayarit

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Abstract

Family businesses analysis allows us to see the context in which the economy of a community develops, this research identifies the elements that characterize them with elements that include entrepreneurs and as applied. For this research it was used a quantitative, exploratory and transversal approach to the main features of the micro and small firms (MIPE`s) in the municipalities of San Blas, Tecuala and Santiago Ixcuintla in Nayarit to micro and small bussinesses with a range employees of 1-10 workers, using a total of 840 surveys, contributing to the analysis of the impact of the economy of the area, displaying their potential use for the benefit of the business sector locally. The focus of this study is an approach to the current state of MIPE's on the north coast of Nayarit (CNN) however, noted that the family business does not have an appropriate structure and that many of the activities are carried out in isolation and a marked lack of knowledge of what is involved in running it, which often prevents their permanence in the market because there are already some department stores that put pressure on the micro and small bussinesses.

Business, Family, Micro, Small

Resumen

El análisis de la empresa familiar nos permite visualizar el contexto en que se desenvuelve la economía de una comunidad, esta investigación identifica los elementos que las caracterizan, con que elementos cuentan los empresarios y como los aplican. Para la presente investigación se utilizó una metodología de investigación de tipo exploratoria con enfoque cuantitativo y transversal, para conocer las principales características de las Micro y Pequeñas empresas (MYPE`s) en los municipios de San Blas, Tecuala y Santiago Ixcuintla en Nayarit categorizando a las micro y pequeñas empresas como aquellas con un rango de empleados de 1 a 10 trabajadores, se aplicaron un total de 840 encuestas cuyos resultados y análisis pretenden contribuir a determinar el impacto de la economía de la zona, visualizando su potencial aprovechamiento en beneficio del sector empresarial a nivel local. El tema central de este estudio es una aproximación al estado actual de las MYPE's en la Costa Norte de Nayarit (CNN) sin embargo, se observó que la empresa familiar no cuenta con una estructura apropiada y que muchas de las actividades se realizan de manera aislada y con un marcado desconocimiento de lo que implica el funcionamiento de la misma, lo que con frecuencia impide su permanencia en el mercado dado que ya existen algunas tiendas departamentales que ejercen presión sobre las micro y pequeñas empresas.

Empresa, Familiar, Micro, Pequeñas

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Introduction

The small business is dedicated to retail sales with a small profit margin and is a very competitive sector, since its creation is considered relatively easy and the risks in the operation are lower, it becomes a great attraction for entrepreneurs. The activities in the rural environment imply a great challenge for communities with poor economic development that have natural and heritage resources but have not been given the necessary promotion. According to the state development plan 2011-2017 the North Coast of Nayarit (which comprises three municipalities: San Blas, Tecuala and Santiago Ixcuintla) has these attributes, however, according to CONEVAL Nayarit is a stagnant state in terms of economic growth.

This region is primarily dedicated to primary activity, over the years these municipalities have been losing importance, were recognized for their great participation as producers of tobacco, indigenous culture, beaches, palapares, areas that have been neglected.

And even when farmers own farmland, (Barkin, 1998: X) they are usually stuck in the marsh of bureaucratic restrictions, with no possibility of growing valuable commercial products or modern varieties of their traditional crops, they are often forced to sell, transfer or simply abandon their land. Therefore, it is important to review the basic profile of the companies that are based in this region.

Objective

Know the profile of the family business that strengthens the local growth of the area on the North Coast of Nayarit.

Developing

Commercial activity is of fundamental importance in business life, in Mexico 80% of companies have trade or service activities, the remaining 20% are dedicated to transformation. The Ministry of Economy (SE) and the Ministry of Finance and Public Credit (SHCP) modified the classification for Micro, Small and Medium Enterprises (MSMEs), in order to expand access to programs designed for these units.

The modification, which was published on June 30, 2009 in the Official Gazette of the Federation (DOF), takes into account the number of jobs it generates and establishes as a determinant the level of annual sales. MSMEs are essential for the economic development of the country, since they constitute 99% of the total economic units and represent about 52% of the Gross Domestic Product (GDP), generating more than 70% of formal jobs.

Stratification				
Size	Sector	Range number of workers	Annual sales amount (mdp)	Maximum combined stop
Micro	All	Up to 10	Up to \$ 4	4.6
Little	Commerce	From 11 to 30	From \$ 4.01 to \$ 100	93
	Industry and Services	From 11 to fifty	From \$ 4.01 to \$ 100	95
Median	Commerce	From 31 to 100	From \$ 100.01 to \$ 250	235
	Services	From 51 to 100		
	Industry	From 51 to 250	From \$ 100.01 to \$ 250	250

Table 1 Business Classification

Source: Ministry of Economy

Some of the characteristics of the MYPES according to Carrasco (2005) are that they respond to the specific demands of consumers, create products and services, generate jobs and contribute to economic growth. In addition Sánchez (2007) bases that other characteristics are that they are constituted with little investment; they use simple production, distribution and marketing processes; research on market development is scarce; they are vulnerable to economic policy changes; the regulations for its promotion and consolidation have been wrong, incomplete and inappropriate;

In this same sense, the SME Observatory, which started as a dependency of the Ministry of Economy is now part of the Mexican Council for Economic and Social Development (COMDES), in 2003 identified that a large percentage of SMEs in Mexico have a structure of family business, so their needs in matters of management and administration of the company are different from those of a "traditional" business; The company's sales structure is highly concentrated. First, about 50 percent of sales are concentrated in the four most important clients, and second, almost 65 percent of the demand is commercialized in a radius of less than 100 kilometers from the company, putting them in a weak position.

At consider that a large percentage of its sales depend on a small number of companies (and regional level) the same happens for the structure of the supply; The credit approval rate by commercial banks is relatively high, close to 75 percent on average. Those entrepreneurs who did not receive the credit, argue that one of the main reasons is the lack of guarantees.

On the other hand, Castillo (sf) mentions that these types of companies suffer from a lack of technological innovation because they do not have timely information and access to financing, their processes are outdated, as well as their scarce work organization, with family-based structures and absence of quality, safety and hygiene strategies, resulting in many MYPE's being unable to survive in a globalized world and only subsisting because they remained isolated in small market niches where competition has not affected them so far.

The organization of work in rural communities is regulated by several formal and informal institutions, such as ejido and community organizations, as well as domestic units and networks that are established in each community, many of which have to do with the production and self-consumption work of their plots and the raising of poultry that allows them to support their economy, in addition to incorporating a family member into commercial work, either inside or outside the community to obtain income that Help family expenses.

For Garduño, Guzmán and Zizumbo (2009:12) The pragmatic aspect of rural tourism leads to thinking about microenterprises and a multidisciplinary fusion of knowledge areas to support sustainable management in relation to landscapes and the recognition of management capacities, the richness of their forms of organization and socio-cultural values of local communities for the use of heritage.

The small business lacks a formal structure in all its areas, the owner of the company articulates several positions at the same time, characterizing him as an independent administrator where he operates and directs the actions, taking control of his income and expenses, however the area Fiscal and financial is usually handled by an external advisor.

In Mexico there are a total of 3.7 million economic units of the private and parastatal sector that started operations before 2009 of them 95.05% are microenterprises and generate 41.56% of employment, so it is vital to support their development, consolidation and modernization.

Therefore Rodríguez and Orozco (2009) determine that there is evidence that the patterns of the new world economy offer important opportunities to local governments, granting them the ability to weave local business networks, attract investments and integrate these elements into a development project. balanced and sustainable. This is stated by Weidenfeld, Butler, & Williams, (2011: 598) "Strategic alliances are institutionalized agreements that companies develop with each other to access complementary resources and skills that reside in other companies" contributing to the development in an interactive way.

Just as Fernández (2009) determines that local entrepreneurship, in order to consolidate its achievements and have synergies with public agents, needs stable actors to represent it in intermediation in the sphere of public policy, so it is important to resume the community so that they are themselves who make the decisions of the projects that are carried out and above all that are participants in the benefits that local development could bring.

The participation of the local government should also be considered, which should be more effective, as Gauna (2014) affirms, being closer to citizens and their problems, having greater management capacity and, above all, having financial resources to generate actions. that benefit the community.

Methodology

The tool used to gather the information was a structured questionnaire, applied individually, with 131 closed questions according to Aguilar, Peña and Posada, (2015) formed as follows: a) Company characteristics b) General data of the director c) Infrastructure and ICT of the organization d) Marketing, sales and innovation e) Finance, management and human resources f) Responsibility and sustainability, which was resumed from the research Systemic analysis of the micro and small business in Mexico.

The questionnaire was applied to the owners and managers of the companies or businesses through personal interviews, 200 students from the Technological University of the Coast participated as information collectors who served as interviewers. The results were captured, to process the information and edit the results tables, the information was given a statistical treatment, absolute, relative frequencies and descriptive statistics were obtained, through the calculation of the average to obtain the average , with which the information could be given greater reliability, subsequently the information was graphed and interpreted descriptively.

This study is of a descriptive nature of a quantitative nature, oriented to the perception that businessmen have according to Hernández, Fernández and Baptista (2014) explained by means of a sample composed of merchants from the North Coast of Nayarit.

The sample calculation was taken randomly using a finite formula with a 95% confidence level, 5% error and 50% for probability in favor and equal against and thus obtain the number of surveys to be applied in the municipalities from San Blas, Santiago and Tecuala.

Results

The total surveys were 840 in the three municipalities, where 57% were female and 43% male (Figure 1).

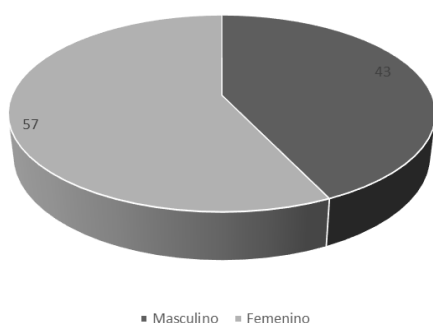


Figure 1 Gender

Source: Own elaboration based on field work

Oscillating the ages between 15 to 24 years with 60%, from 25 to 44 of 17%, from 45 to 64 60% and above 65 years with 12% (Figure 2)

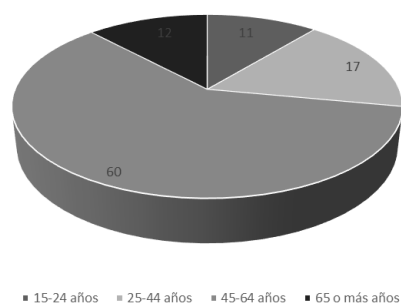


Figure 2 Age

Source: Own elaboration based on field work

The marital status of the respondents with 73% were married, singles and free union made up 11% each, divorced 1% and widowers 4% (Figure 3)

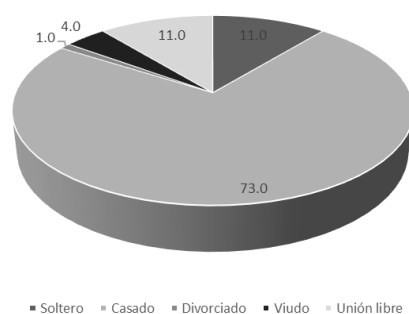


Figure 3 Marital status

Source: Own elaboration based on field work.

We can see that 11% have truncated elementary school, 10% finished it, then high school finished 47%, high school 12%, attended 15% professional and there is a 5% postgraduate degree (Figure 4)

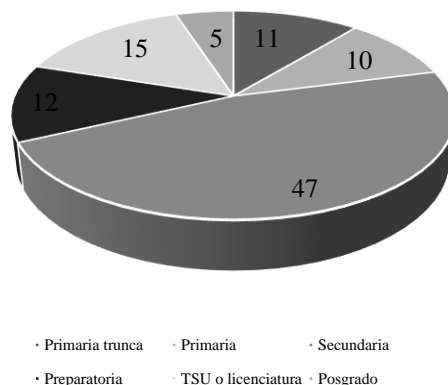


Figure 4 Level of studies

Source: Own elaboration based on field work

Regarding the year of foundation (Figure 5) 7% was between 1900-1950, 19% between 1951-1970, as well as 27% between 1970-2000, 26% from 2001-2010 and 21% between 2011 - 2015

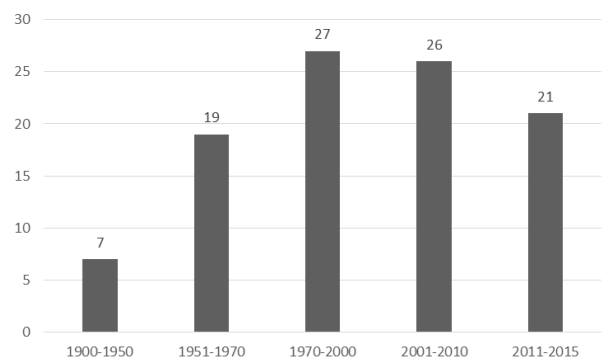


Figure 5 Foundation year
Source: Own elaboration based on field work

In the companies surveyed, they asked about the functions that are carried out and who performs them, within the most structured departments were Sales, Payments, purchases, product promotion and the least structured were strategic planning and market analysis. The departments were, (Figure 6):

1. Strategic planning
2. Market analysis
3. Accounting and Finance
4. Shopping
5. Payments
6. Sales
7. Production
8. Services
9. Logistics
10. Information technologies
11. Human resources
12. Communication
13. Product promotion
14. Plans to increase sales
15. Customer service
16. Post-sale service

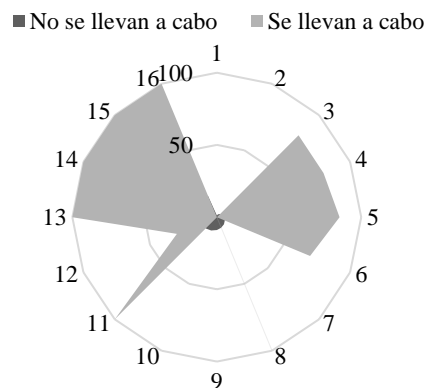


Figure 6 Functions of the company
Source: Own elaboration based on field work.

Within the items and in the area of Marketing they were asked if they did advertising and promotion activities 50% answered 38% strongly and 12% disagree.

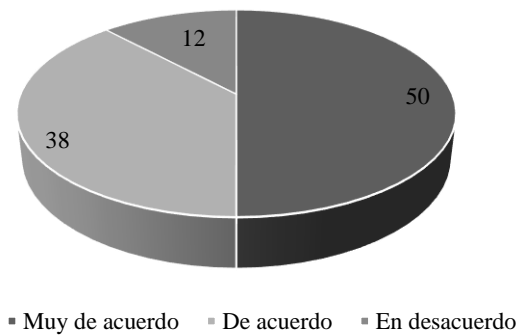


Figure 7 Advertising and promotion activities
Source: own elaboration based on field work

They were asked if they invested time and / or money to improve customer relationships and 40% strongly agree, 35% agree and 25% disagree.

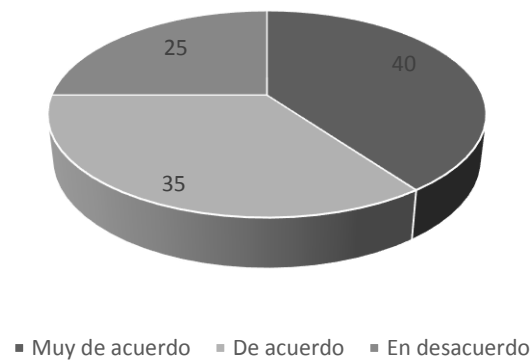


Figure 8 Relationship with customers
Source: own elaboration based on field work.

They were also asked if sales to customers in their colony were important to the company and 80% strongly agreed and 20% agreed.

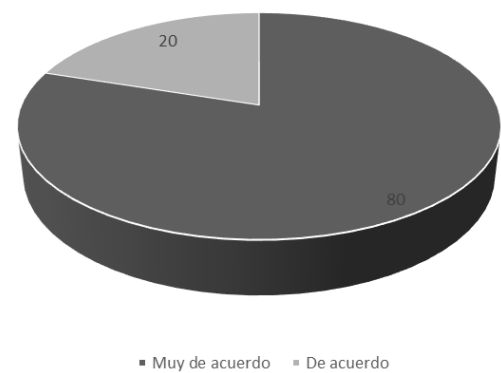


Figure 9 Relationship with customers in your neighborhood
Source: Own elaboration based on field work

Another question was that if he knew how much his clients owed him and 80% said they totally agree and 20% agree.

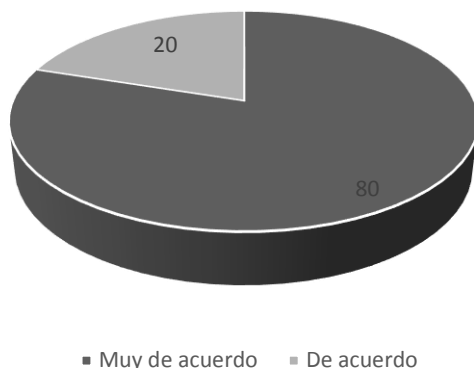


Figure 10 Customer debts
Source: own elaboration based on field work.

In the same way, they were asked if they knew the value of their inventory and 60% agreed totally, 35% agreed and 5% disagreed.

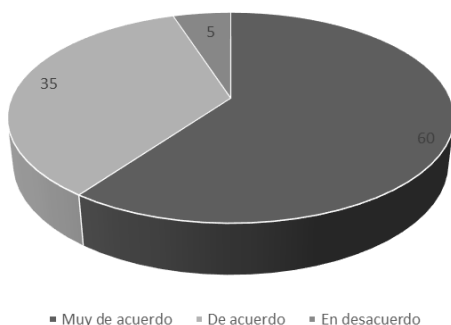


Figure 11 Inventory knowledge
Source: own elaboration based on field work

Finally he wondered if they knew how much he owed his suppliers and 90% agreed totally, 10% agreed.

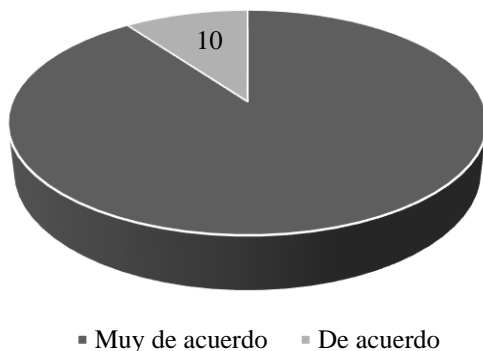


Figure 12 Debt to suppliers
Source: own elaboration based on field work.

Discussion

Esteban, Coll and Blasco (2005) in their study Competitiveness and innovation in micro and small businesses? Challenges prior to overcoming, which they carried out in the regions of L'Horta in the province of Valencia, Spain, analyzed the innovative and competitive capacity of the micro and small business where they identified some formative or capacity aspects in the entrepreneurs, finding that they are not lacking of knowledge in terms of technical production (related to product engineering) but if they have deficiencies in terms of preparation / training in the business or management field.

In fact, several interviewees described the employer as a worker, but not a manager, as this study shows, where the entrepreneur carries out almost all the activities of the business even if he had staff in his charge. This information supports the theory previously presented by Castillo (nd) who mentions that this type of companies uses outdated processes lacking strategies and poor work organization, as well as the lack of management and strategic planning that provide technological innovation and access to financing; these activities being characteristic of the managerial function of the entrepreneur.

On the other hand, the majority of the interviewees highlighted their flexibility as a first-order strength in the MYPE, understood as the ability to adapt to changes, the entrepreneur is focused on day to day, although it may not be an advantage by not allowing plan in advance some activities that could generate greater profitability, as well as allow a renewal in it.

Conclusions

Local development programs in communities based on adequate studies, well planned and well managed, have a good chance of improving the economy and the quality of life of residents.

The most relevant results obtained with the information from the surveys were, for example, that the area with the greatest development in them is finance, sales and payments, considering that businesses have not received support from financial institutions of the municipality , which provide credits difficult to obtain by entrepreneurs.

Most small businesses tend not to change their area of operations, that is, they remain in the same place where they started. They try to preserve their market and want to have a close relationship with their clientele, since the owner believes that it will be faithful for a long time, reinvest their profits since they are not subject to credit very easily.

The activities are concentrated in the owner of the company, the operation and direction of the company and most of the time they are unaware of the operation of institutions with public or private financial support.

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The impact of electronic commerce on young people

El impacto del comercio electrónico en los jóvenes

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Abstract

The article explores the impact of electronic commerce (e-commerce) in the young generation of Mexico, being this a developing country, electronic commerce is still a field with a lot of potential. Based on the latest published figures, electronic commerce in Mexico grew 20.1% in 2017, which values this market at 20.95 billion dollars due to the fact that 51.2 million Internet users have been able to travel in 2013 to About 79.1 million in 2018, of which 53% are users between the ages of 15 and 29, (Internet Association in Mexico, 2018) that is, almost half of the population with internet access in the country are young boys. The trend in recent studies indicates that young people with a medium-high level of education and access to the Internet are increasingly leaving behind the traditional pattern of consumption when they go to the physical store; rather, they are taking the closest digital device to do it. In addition to the above, it is pertinent to make known what trends exist, the level of impact that e-commerce has on young people, how it empowers digital entrepreneurs - especially in the area of engineering and technology - to generate jobs, analyze the habits of millennial consumers and be able to generate useful information to disseminate to SMEs that do not yet have participation in the potential market of electronic commerce.

E-commerce, e-commerce, Youth

Resumen

El artículo explora el impacto del comercio electrónico (e-commerce) en la generación joven de México, siendo este un país en vías de desarrollo, el comercio electrónico es todavía un terreno con bastante potencial. Con base en las últimas cifras publicadas, el comercio electrónico en México creció 20.1% en el 2017, lo que valoriza a este mercado en 20.95 billones de dólares debido a que se ha logrado transitar de 51.2 millones de usuarios de internet en el año 2013 a cerca de 79.1 millones en el 2018, de los cuáles el 53% son usuarios de edades entre 15 y 29 años, (Asociación de Internet en México, 2018) es decir, casi la mitad de la población con acceso a internet en el país son jóvenes. La tendencia en estudios recientes señalan que los jóvenes con un nivel educativo medio alto y con acceso a internet, cada vez más están dejado atrás el patrón tradicional de consumir cuando se acude a la tienda física; más bien, están tomando el dispositivo digital más cercano para realizarlo. Aunado a lo anterior, es pertinente dar a conocer que tendencias existen, el nivel de impacto que tiene el comercio electrónico en los jóvenes, el como potencializa a emprendedores digitales -especialmente en el área de la ingeniería y la tecnología- a generar empleos, el analizar los hábitos de consumidores millenials y poder generar información útil para difundir a las pymes que aún no cuentan con participación en el mercado potencial del comercio electrónico.

Comercio electrónico, e-commerce, Jóvenes

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Introduction

Electronic commerce or e-commerce, which has been present throughout the world since the mid-1990s, by the end of that decade, businesses began to migrate to ".com" companies. Recently, electronic commerce is increasingly articulated, there is a close link between entrepreneurs (entrepreneurs) and consumers, both locally and internationally. One of the main reasons is due to the highly successful operations of some known e-commerce sites on the Internet, such as; Alibaba, eBay, Amazon and Mercado Libre. The sales revenue of these companies shown in their annual reports is undoubtedly one of the biggest factors of why electronic commerce is important in the commercial market today.

From the commercial point of view, an e-commerce site provides better connectivity for potential consumers, due to the ease of accessing a web page, this can be done virtually from anywhere through the Internet on different devices. In the near future of electronic commerce it will continue to grow and mature in the world market and, finally, it will become the essential element of any business plan of any newly created company in order to survive and as well as existing companies to achieve its competitiveness in a market of constant changes.

Electronic commerce has demonstrated its importance under the premise of "time is money". Commercially, time plays an important role for both business and consumers. From a commercial point of view, with less time spent during each transaction, more transactions can be achieved on the same day. As for consumers, they see significant savings in the time invested in carrying out their purchase operations. Because of this, electronic commerce has been replacing the traditional trading method, where a single transaction can cost both parties (seller and buyer) a great deal of valuable time. In e-commerce with just a few clicks in a matter of minutes, a transaction or an order can be placed and completed through the Internet with ease.

The Internet Association in Mexico (AIMX) has presented very promising growth statistics annually, in 2009 alone there was an incipient participation of 24.5 billion pesos, to position itself in 2017 with 396.04 billion pesos.

This represents a global growth of more than 1,516% in 9 years, electronic commerce represents an expanding sector, only last year it grew by 20.1% (Internet Association in Mexico, 2018). These positive figures are largely due to the greater access to the internet that has permeated in the different strata of Mexican society, this access contributes more and more to the contact with some online commerce, the AIMX estimated in its 14th User Habits Study Internet in Mexico that 46% of people who surf the Internet do so exclusively to make purchases online, this activity is within the first ten activities of an internet user where it highlights the use of social networks with 82 % penetration.

One of the first e-commerce sites in Mexico DeRemate.com (now known as MercadoLibre Mexico) was acquired by the Argentine Marcos Galperín in 2005 who was the founder of MercadoLibre in 1999, among its main strategies was the positioning through eBay to obtain a world scale (Dergarabedian, 2012). From this first electronic commerce, the transit has turned towards a single constant; growth.

Electronic commerce has been favored in the last five years by the great exposure of users to the use of social media, in Mexico this effect has generated great synergies to the e-commerce sector, sites such as Facebook, Twitter, Google, Pinterest, etc., are now part of the daily routine of the average Mexican Internet user. The linking of social networks promotes the advertising and exhibition of products and services, making market and customer segmentation easier.

One of the mechanisms that have benefited the most from electronic commerce in Mexico has been "banking"; That is nothing other than the financial inclusion of people. Based on a study by the National Banking and Securities Commission (CNBV), it is estimated that 7 out of 10 Mexicans have contracted at least one financial product and that currently the inhabitants integrated into the Mexican financial system represent 68% of the total population in 2018 (CNBV, 2018). Thanks to this financial inclusion, users can make the payments of their purchases on the website by credit or debit card, it is possible to make transfers through online banking.

The use of payment facilitators in electronic commerce such as MercadoPago or PayPal, payment at convenience stores such as OXXO, 7Eleven, Kiosk, etc. which serve as bank correspondents and the mobile banking itself are contributing emotionally to the growth of electronic commerce.

Literature Review

Electronic commerce is an activity that consists of marketing and other business processes carried out by networks through a computer that is changing the functioning of the sectors of many organizations. It leads to the mechanization of some job functions and replaces others with self-service operations, raises the production per worker and the inhibition of employment requirements in some occupations. (Hecker, 2003) The introduction and application of new technologies has posed significant challenges for trade workers worldwide.

Among the issues that workers have to address are, both business to business (B2B acronym in English) and business to consumer (B2C acronym in English), self-exploration, logistics, multimedia and other support applications in Store sales. In many ways, they are already deeply affecting the labor market (Gottardi, 2016).

On the contrary, electronic commerce has stimulated employment in the software and systems producing industries used by electronic commerce and other professions associated with websites and networks. Young people, especially in the area of engineering and technology are benefiting from this. More and more software specialists are required in the market.

The e-commerce industry is growing significantly in Mexico and is expected to add a considerable number of jobs in the coming years. The labor market in this relatively new industry seems to be flourishing like no other industry. There are ample opportunities available because the industry is young and constantly evolving. Profiles and job descriptions that never existed have been created specifically for this industry and people are receiving an opportunity to innovate and explore new opportunities since there are no fixed rules and there is not much to learn along the way.

Recruitment activities are expected to grow by more than 30% in this sector and can help create up to 50,000 job opportunities in the next two to three years. (Armenta, 2019). According to information from the 2015 Intercensal Survey, Mexico has 30.6 million young people between 15 and 29 years old and represents 25.7% of the country's population (INEGI, 2015), the majority of the youth population is adopting the technology quickly and have an increasingly recurring appetite for shopping, young people in the main cities of Mexico (Guadalajara, Monterrey and Mexico City) have greater comfort in the use of technology and prefer to shop online in the face of the growing number of service providers such as; mobility, food and entertainment.

Based on eMarketer figures, they indicate that Mexico is the second country in Latin America - after Brazil - with the highest retail sales by electronic commerce in Latin America, with young people having the greatest participation. From books and clothing to mass consumer goods, it is the trend for sale today. The apprehensions of online shopping are subtly disappearing for Mexican consumers due to trust seals implemented by institutions such as AIMX, Secure Connection Layer Certificates (SSL) and the use of good practices for e-commerce implemented by sellers that shows positive signs for the future (Santiago Chamber of Commerce, 2016).

The composition of buyers in Mexico is essential to know their characteristics and behavior, according to AIMX, young people between 15 and 29 years make up the bulk of online buyers, this type of buyers tend to make their consumption in very specific sectors of the retail industry Due to this, the retail industry in Mexico is the one that reports the highest growth in Latin America, the retail industry in Mexico is expected to grow over the 55% barrier by 2020, currently it registers a growth of 41.6% being trade electronic the one that has grown the most compared to traditional retail (not online) that showed an increase of only 2.2% (García, 2019). Young people are fostering large flows of visits on websites every day, some of the largest retailers in terms of unique visitors in Mexico are.

MercadoLibre, Amazon, Liverpool, Walmart and Lineo where the leader in visiting –MercadoLibre- reported an increase of his visits of 96% with respect to the year 2017 positioning him with 9.2 million annual visits. (Martínez, 2017).

The electronic commerce market in Mexico is distributed in several sectors; transport (application by mobile application) accounts for 60% of daily purchases online, digital streaming service (music, movies, etc.) 49%, event tickets (cinema, theater, etc.) 41%, Digital downloads (books, apps, etc.) with 39%, finally the purchase of travel, clothing and fast food include 37%, 35% and 33% respectively. The rapid increase in the use of smartphones and Internet services has positioned Mexico among 20 developing countries as declared by the Global Retail Development Index (GRDI).

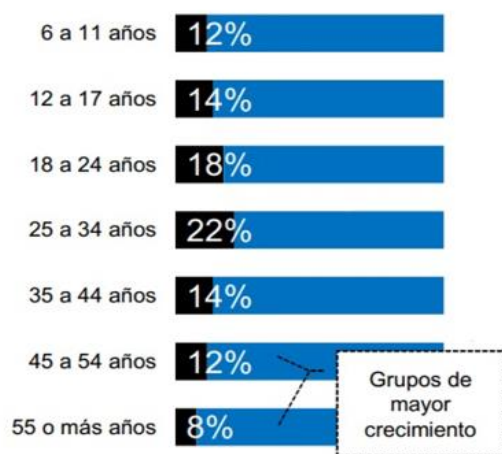


Figura 1. Perfil Internauta Mexicano en 2018

Fuente: AIMX

Figure 1

Of every three people in a city in Mexico today is a young man. It is projected that by 2020, the average age of the population of Mexico will be 29 years, Mexico is part of the countries with the youngest in the world (González, 2018). The youth in Mexico are very dynamic, hardworking and ambitious. They have been characterized by being willing to adopt new technologies and are knowledgeable about the Internet because they grew up with it.

Based on the AIMX study in 2018, it reveals that 54% of young people who have made online purchases are in the range of 12 to 34 years of age, this sector being the preponderant in the consumer profile of purchases in line.

As well as that the higher generational groups and therefore those of greater purchasing power, are having greater growth in participation than in previous periods. (Internet Association in Mexico, 2019) The current trend of young people in Mexico is to raise their standard of living. This rising educated class tends to earn income upon graduation from the education system, 46% of young graduates receive 3,000 - 8,000 pesos per month and 31% of graduates receive in the range of 8,000 - 15,000 (Levet, 2019) . This is a very important indicator when pointing out that there are young people with sufficient income to make purchases online in order to satisfy their tastes and needs through online purchases. The desire to obtain the latest mobile devices, as well as some advanced gadgets, has given a boost to the electronics industry.

Young people in Mexico play an important role in increasing e-commerce businesses and thus contribute to widespread consumption in the country. Electronic commerce is becoming a new way to generate economic growth and increase new business opportunities. Electronic commerce offers new opportunities, so entrepreneurs must try to get the most out of electronic market.

Methodology

This work was carried out through a field investigation to give a better understanding of the impact that e-commerce has on young people as well as the perceptions they have regarding the factors that affect the development and integration of business activity in the area of electronic commerce

The main objective of this article is to know the uses and attitudes that impact electronic commerce in young people taking as a study area the young population of the municipality of Manzanillo, Colima. To study the impact of electronic commerce in the local and business market. In addition, research designed through online surveys was carried out to support the review of the literature, interviews were conducted in young people to explore the conceptual relationship between the entrepreneurial spirit of electronic commerce, and the factors that affect the development and integration of entrepreneurship.

These interviews focused on how young people in the municipality of Manzanillo use electronic commerce, how they benefit and if they are going to become an entrepreneur in the field of electronic commerce in the near future.

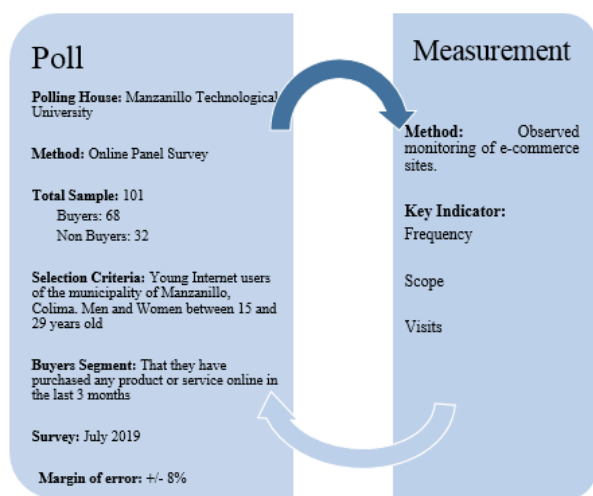


Figure 2 Methodology of Applied Surveys
Source: Self Made

Results

Based on the results obtained from the applied surveys, it was possible to identify sample demographic reasons of the community of consumers who shared information. It was excluded to carry out the age ranges due to the fact that the sample was not probabilistic, young people between 15 and 29 years of age were chosen as the age range to investigate.

Among the most representative data obtained in the surveys, they are represented in Figure 3. Sample Demography; gender was in apparent percentage equity 52-48, however there were important variations in the socioeconomic level being the upper middle class the one with the highest preponderance when making up 30% of the sample which is a positive indicator that propitiates the economic capacity to make purchases.

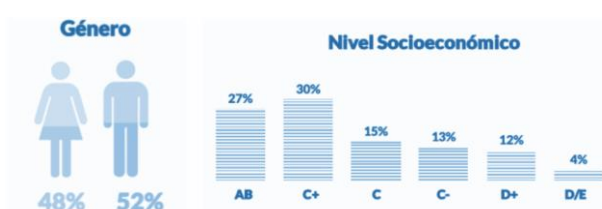


Figure 3 Sample Demography
Source: Self Made

It is essential to know in detail the data of an economic nature, thanks to this, several theories that allude to the relationship between economic capacity and electronic commerce can be verified, despite the characteristics that favor an online commercial activity are financial inclusion (banking) and if you have the availability of an internet connection access device to make purchases as shown in Figure 4 Level of Financial Inclusion and Use of Devices. In addition to the above, it was determined with the emptying of information that about 75% of the respondents were banked (they had at least one debit or credit card) which puts them in better conditions to link with some e-commerce. Regarding the use of devices for the realization of online commercial activity, the mobile device was detected as the main instrument of internet access for purchases, only 4% said they did not have a “smartphone” device.

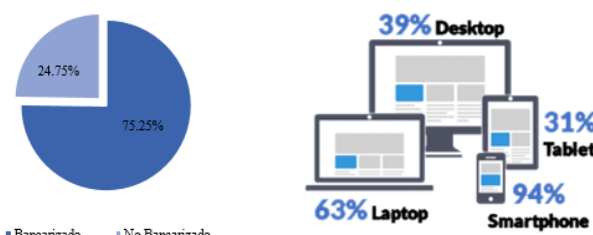


Figure 4 Level of Financial Inclusion (left) and Use of Devices (right)
Source: Self Made

The total number of respondents were 101 young people, of which it was identified that 68 individuals claimed to have made an online purchase in the last three months and that, on the contrary, 32 people have not yet made an online purchase. Taking into account these two positions, specific questions were asked to know on the one hand the active part (buyers) of the sources of information that these buyers resort to when making an online purchase as well as knowing the passive part (non-buyers) Its main reasons why they have not made a purchase online.

Buyers Based on the question asked “What sources of information do you usually consult to decide to buy a service or product on the internet?”

The result that was thrown was that the website or app of online stores as well as search engines and multi sites -category are the main sources of consultation when the buyer is interested in acquiring a product or service online by presenting 62, 54 and 48 percent respectively. The newsletters-newsletters as well as the outdoor advertising were placed in the last option of consultation by the young people by throwing 8% and 12% respectively. No buyers On the passive side, young people who have not yet made an online purchase were found who had to answer the question “How much do you agree with the following attitudes when receiving an offer for an online purchase ? It is in this section where it was possible to identify the main reasons why they have not yet incurred an online purchase, the most relevant data are presented in Figure 5. Main Reasons for Not Buying Online.

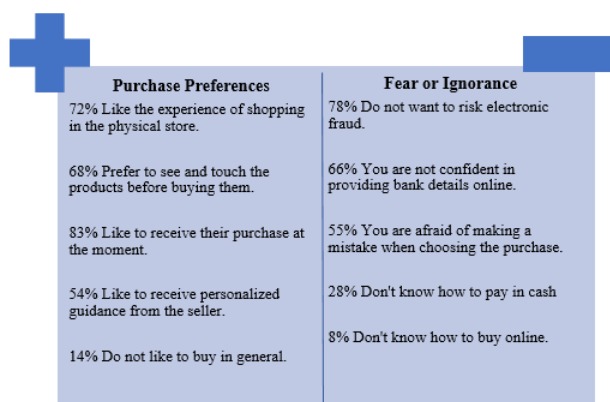


Figure 5 Main reasons for not buying online
Source: Self Made

The reasons that young people have to buy online are very diverse, the purchase of products and services online to receive them at home and save time are key aspects that have shown how shoppers assimilate online sales to their daily lives. The consumer society and especially young people have the tendency not to wait, they want to receive the products as quickly as possible, without intermediaries and in the comfort of their home

For this reason, young people who have made an online purchase were asked the following question “What are the reasons why you buy products and services online? (selecting all the options that apply) ”where important information was obtained, highlighting 5 main reasons;

- **58%** Want to receive purchases at home.
- **47%** For time savings
- **62%** On the internet find more promotions and discounts than in a physical store
- **34%** You can compare prices before buying
- **28%** Find products that are not available in a physical store

The reasons that young people have to buy online have a certain sense of logic at the moment in which they operate, where the personal contact of seller and buyer is unimportant, however the website (where the purchase is made) must contenter certain elements that vitalize the confidence of the young consumer and make him feel safe.

Therefore, buyers who have had experience in online shopping were asked the question “How much does the appearance of a store page influence to complement the purchase on that site?” Where it was obtained that 9 out of 10 buyers considers that the appearance of the page influences the completion of the purchase, then being the personal contact from seller to buyer replaced by the appearance that the website shows so that the buyer determines whether or not to make the purchase. It is known that the online buyer is increasing his purchase frequency, which is adopting his routine towards the acquisition of more and more products and services online. Given this, the question “How often do you purchase products and services online?” Was raised, the results can be seen in Figure 7. Frequency of Purchase where five time intervals are addressed, with the weekly frequency being the one with the highest participation with 48% of the total.

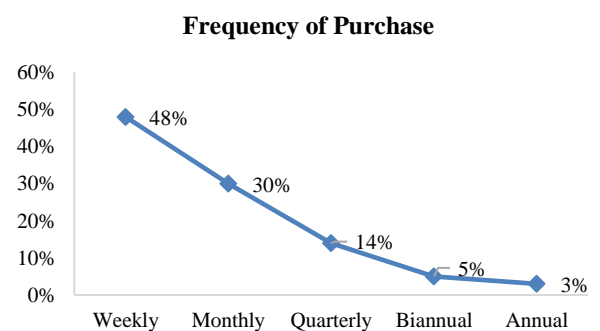


Figure 7 Frequency of Purchase
Source: Self Made

The online purchase of products every day is further diversified, opening the way to a wide range of products and categories traditionally sold offline. For this reason, the question “How often do you buy the following products on the Internet?” Was raised, the young buyers surveyed presented very timely information towards high volumes of purchases, with the category “Fashion” (Clothing, Footwear and Accessories) being the highest Purchase frequency with an 82% preference, it is known that in this area there is a large number of bidders, the breadth of products, the high turnover of models per season as well as the large number of offers by the websites where encourages volume purchases to have access to discounts that are attractive to young people.

Consequently, the purchase of electronics - computers, cameras and cell phones - was in second place in preference for young people to be located with a 53% preference, the purchase of video games with 44%, food at home with 26 % and the purchase of beauty and personal care with a 23% preference.

On the other hand, it has been detected that there is also a purchase of digital services that are more recurrent than online product purchases. There is a high penetration of services ranging from streaming subscription, mobility and internet banking. The possibilities of knowing the preferences of the young people surveyed were analyzed through the question “How often do you buy the following internet services?”, Of all the analyzed services shows that the experience positively impacts on the recurrence of acquisition.

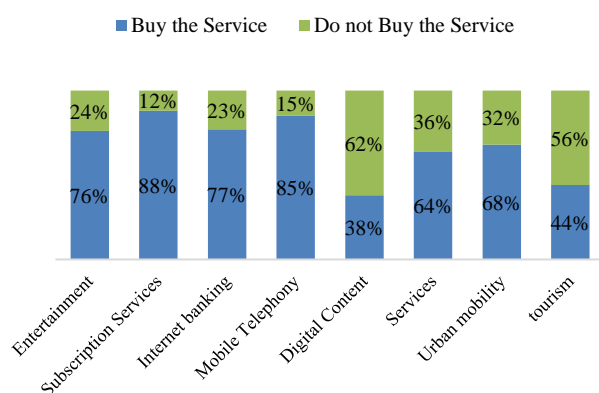


Figure 8 Purchase Online Services
Source: Self Made

Finally, the subject of the shipping methods that young people are resorting to when buying online was discussed. Shipping is an important part of the purchase process because they infer costs, times and places to be made. Currently the providers of logistics services that allow the customer to offer alternatives in prices that differentiate the priority in the delivery time or if it is delivered to a distribution center. Given the great diversity of options, the respondents were asked “What delivery methods are best suited to your lifestyles?” Being home delivery the most preferred with 76% preference, collection in a center of 21% distribution and 3% in-store collection.

Conclusions

Online shopping is increasing rapidly and steadily worldwide. A lot of people are buying products online from the comfort of their home every day. Today, more than 60% of young women shop online, as they have found this activity a comfortable, simple and instant process. Electronic commerce brings changes in people's way of life, from an economic perspective it has a strong impact on sources of employment that is channeled into better and higher income.

In Mexico, e-commerce is providing new opportunities for entrepreneurship and commercialization. Young people are taking advantage of the trend of the digital age to self-employment, being able to sell products through different internet platforms as well as in different electronic devices.

Electronic commerce in Mexico is a sector in full expansion that benefits from the growing Internet access of Mexicans, the time that is being surfed on the Internet, financial inclusion and logistics infrastructure that is increasingly allowing to bridge the gap in the delivery times. Young people are feeding this sector because of its high proliferation in the network, its high tendency to consumerism and detachment from the traditional method of purchase.

The trend is still latent, every day more options are offered that facilitate the transactionality of banking operations, the offer of services via the internet, the simplification of government procedures with access to online payment.

The mobile device is a preponderant role in electronic commerce due to its high availability in the market and its versatility for commercial operations, where it even serves as payment and collection terminal.

The key to success in e-commerce has been the proactive relationship between consumer and business transactions, which not only have to exchange money and products, but also information and mutual trust. Electronic commerce has been defined simply as a use of the electronic range of networks to simplify, solve, improve the pace of the various stages and business processes such as the sale and purchase of goods and services.

The main driver of e-commerce is the Internet, which has a hierarchical structure. The uses of websites for industries have created a great impact and global presence compared to other media. Electronic commerce has opened up disruptive employment opportunities for entrepreneurs.

Finally, it is necessary to mention that young people in the face of electronic commerce represent the strength and dynamism that is required to permeate other generational groups that are still reluctant to change, who have preferred to maintain their traditional way of operating in commercial, banking and services. But they have not realized that the digital age is here to stay and it is a matter of assimilating that the Internet facilitates operations, reduces costs and simplifies tasks, coupled with that the quality of life improves. Young people have challenged the challenges and broken the paradigms in this era of digital information and electronic commerce has had a positive impact on the commercial activity of a country like Mexico.

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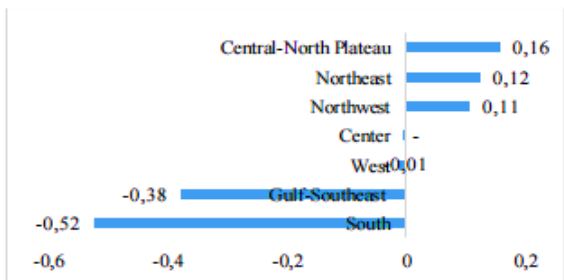
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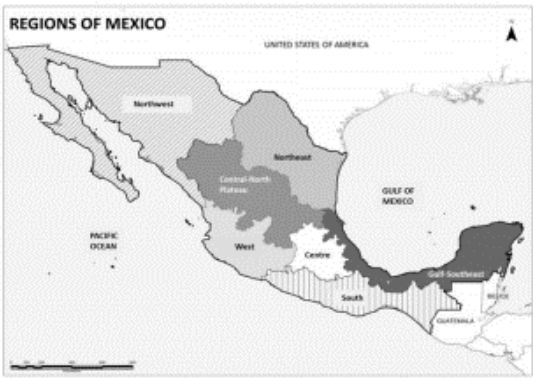


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