

**Reasoning process information at the cognitive approach in the provision of purchasing goods and services young wine Guanajuatense´s****Razonamiento del proceso de información bajo el enfoque cognitivo en la disposición de compra de productos y servicios vitivinícolas de jóvenes Guanajuatenses**

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**Abstract**

The object of this article is understanding the mind process and structure of the emerging market About a youth group between 18 and 35 years old of Guanajuato state With an Undertaken qualitative research made in August 2016 by a focus group technique, That allow us to infer through About the cognitive theory of mind the Processes and the perception That They have of vineyards and Their availability for wine buying products of Guanajuato state. Previously to this additional exploratory research to cross descriptive conclusive study Between March and April of the same year, Were take place the factor analysis of seven variables That the vineyard offers and on Which two components are ascertained, the experiences component, was the study object at this article. The contribution of esta qualitative investigation Concerns About showing the verbalized perceptions of esta market through schemes That later will allow to the wine companies of Guanajuato state offer experiences of Their products and services the will have a direct impact in the mind structure of the market, and Within Increase Their Knowledge About the products and services are bid and pass That from the buying disposition to the act of buying.

**Consumer Behavior, Cognitive Approach, Process Information****Resumen**

El objetivo del artículo es comprender el proceso y estructura mental del mercado emergente de jóvenes de 18 a 35 años del estado de Guanajuato, bajo una investigación realizada en agosto del 2016 del tipo cualitativa con la técnica de grupo foco, que nos permitió inferir a través de la teoría cognitiva sobre los procesos mentales, la percepción que tienen en cuanto al conocimiento de viñedos y su disposición de compra de productos vitivinícolas del estado de Guanajuato. Cabe señalar que previa a esta investigación exploratoria complementaria, se realizó un estudio concluyente descriptivo transversal entre marzo y abril del mismo año donde se realizó el análisis factorial de siete variables que ofrece un viñedo y con el cual se determinó uno de dos componentes, siendo el Componente de Experiencias el objeto de análisis en este artículo. La contribución de esta investigación versa sobre poder mostrar la interpretación de las percepciones verbalizadas de este mercado estudiado a través de esquemas, que posteriormente permitan a las empresas vitivinícolas del estado de Guanajuato ofrecer experiencias en sus productos y servicios que impacten directamente en su estructura mental, y así pasar de la disposición de compra a la acción de compra

**Comportamiento del consumidor, Enfoque Cognitivo, Información del Proceso**

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**Introduction**

The study of consumer behavior is based on market research to meet both needs and desires, also the depth of the study will depend on the research design has been used. The internal and external factors including the study analyzed consumer usually based approaches, models and techniques of various sciences that allow greater integration and understanding.

Integration is the basic principle of seeking different sciences in studying the consumer, although each specializes in your area, it is the conjunction of all allowing greater understanding. "The study consumer should look for a comprehensive view, allowing from different knowledge and disciplines, understand the subject, environment and consumer practices." (Gil Hernandez, Torres Estrada, & López Torres, 2013).

The focus group or focus group is a technique according to Kinner and Taylor is a "loosely structured interactive discussion, whose value lies in discovering the unexpected result of a discussion group free flow". (Kinnear & Taylor, 2000).

In August 2016 a focus group was conducted 10 young "Guanajuatense" between 20 to 28 years of NSE C, C + and A / B; participants had as demographic characteristics be single, have children, and also have studied or studying in private universities as IBERO, ITESM, ITESO and Franciscan University.

The analysis was conducted primarily under the psychological approach, studying the same internal behaviors of individuals; which according to Alonso and Great "partly explains the answers, not to be reasoned and feasible". (Alonso Esteban Rivas & Large, 2010) The description of consumer behavior in relation to cognitive approach "came between 1950 and 1960 in response to limitations of behaviorism as a psychological theory, points out the need to restore the study of the mind to understand human behavior." (Alonso Esteban Rivas & Large, 2010).

Importantly, prior to qualitative research, documentary research over the vineyards was also conducted in the state of Guanajuato, and especially a cross conclusive descriptive quantitative research, with the results of the second that will be used.

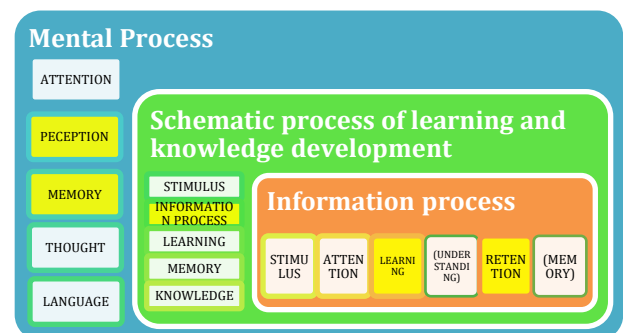
They can consult in detail in the article and published "features a new conglomerate wine market in the State of Guanajuato and alternative trading strategies." The reason for having made this group focus was primarily to understand the perceptions and memories of the schematic process of learning, which is the basis for the development of knowledge, including the issue of the vineyards in Guanajuato and its products or services.

With the technique of focus group information primary source under the qualitative research design where as is well known it was obtained was "studying the internal and deep the individual in order to discover the causes and motivations for their behavior aspects." (Alonso Rivas Big & Esteban, 2010).

The added value of this research is interpreted, under the cognitive approach, an outline of the learning process and development of knowledge of the new market study regarding the mental process of what they know about vineyards and their willingness to purchase; without neglecting the experience component, a result of the quantitative study with factorial analysis, "whose equation is .843 Care and explanation of Vid + .780 learning experiences" (Ramirez Ruiz, Lopez Barberena, & Nava Ávila, 2017).

The topics considered in this study are both lower mental process and the information process, the latter being included in the scheme of learning process and knowledge development.

In these three-mentioned process are two factors which are described in detail in accordance with those reported by the recruited. The relationship of the three processes can be seen in Figure 1.



**Figure 1** Ratio varying according to the process

The first topic of the article is the perception itself that requires a stimulus to capture what is happening and associate it with meaning. Then there is the topic of memory to specifically detect what they remember from past experiences they have had in vineyards and wine consumption.

The research question is to explain under the cognitive approach the processing model information that the emerging market of 18- to 35-year state of Guanajuato on their willingness to purchase products and wine services under Component of experience?

The hypothesis is to interpret the variables of the mental process of perception and memory that distinguish the verbalization of knowledge and possible willingness to buy the market under study.

### Developing

Technical analysis of focus group was organized with a guide topic including topics on the recognition of the vineyards and disposition buying wine products and services.

Recall that the analysis of both sections will be under the model information processing where four ordered phases are included. Begins by recognizing that individuals have been exposed to a stimulus, then he has listened, and then can be understanding, and ultimately retain information.

### Perception

During this process Alonso Rivas and Great Esteban claim that "appears a structure called perception, which is also part of the mental process made by consumers to accept or reject information from abroad that pays the stored knowledge we have" (Alonso Rivas & Big Esteban, 2010). In the lower mental process, it is difficult to clearly observe when is a perception or when learning. This is because they are internal processes that do not know what stage of its evolution go.

On the mental process, Bruner believes that "... record the differences in objects (...) because otherwise we would be overwhelmed by the complexity of our environment" (Bruner, 2001); because of this it is that man has the ability to categorize.

Whose definition does "equivalent things that are perceived as different, group objects, events and people in classes, and answer them in terms of their class membership, rather than in terms of its uniqueness." (Bruner, 2001).

Whereas itself requires learning something new, the basis of what has been learned will allow to recognize new things within the same category, so the importance of identifying what is being learned for the first time, so based on that you can continue building. There will be positive or negative categories.

Some of the questions were included to identify the perception people have about a vineyard and its services were:

- *What would a visit to a vineyard?*
- *What is your concept of innovation in this business?*
- *What is your first impression of websites and facebook fanpage of these vineyards?*

### Memory

The ignorance that has for wine products is high; information besides being little is flawed in several cases.

The topics of the group session were focused on declarative and episodic memory, so that those who had records of a vineyard and recall their experiences could express it through language and even explain it.

Considering the memory as the "printability, retention, storage and retrieval of events and previous learning experiences"; (Alonso Esteban Rivas & Large, 2010), this is what allows us to bring to this lived experience and not just a place where memories are stored. The way this information is organized is useful when making decision. For purposes of this study remember something about the vineyards and its relation to the provision of purchasing products and services derived from it it is essential to interpret a schema.

Of the three different types of memory are distinguished, for purposes of this study specifically takes long-term memory where experiences are stored with consolidated data.

Variables are interpreted under the mental processes: attention, perception, memory, thinking and language, which occur when a person performs a task.

Cognitive psychology assumes that "man is a processor information, so that consumers relations with the products or services after the process have a resultant output". (Alonso and Large, 2010, p. 54). This output is the verbalization of registration.

"Virtually all general models of consumer behavior assigned to cognitive processes a central role" (Alonso and Large, 2010, p. 55).

Some preguntas that were used to search the memory of the participants were:

- Who consumes wine and what kind?*
- What are fixed when they buy wine?*
- Do you know how much wine would say?*

**Methodology to develop**

Design qualitative research, exploratory was performed under the inductive method, whose features speak of a "more open approach and driving in natural environments whose meanings are extracted from the data and not based on the structure. The inductive method analyzes multiple subjective realities and has a linear sequence ".(Bernal, 2010)

Its benefits provide depth of meaning, richness and interpretive contextualization process. (Hernández Sampieri, 2014)

The focus group technique provides information about knowledge and perception towards vineyards, 10 young people between 20 and 28 years, residing in the state of Guanajuato. Participants were single and childless; six men and four women. All belonging to NSE and C + A / B.

The recruitment was done through personal invitation to the candidates who met the profile.

The session was transcribed into a word processor identifying each participant's comments, later Atlas.ti processing in software.

The codes used in the analysis underlying the interpretation is based on the relationship between the mental processes of cognitive approach and model of information processing, where the complementarity that exists between them and their understanding is essential to reason explanation.

Visualization of qualitative approach to the provision of visiting a vineyard in the state of Guanajuato is aimed at improving visitor experiences through what shown in Figure 2.

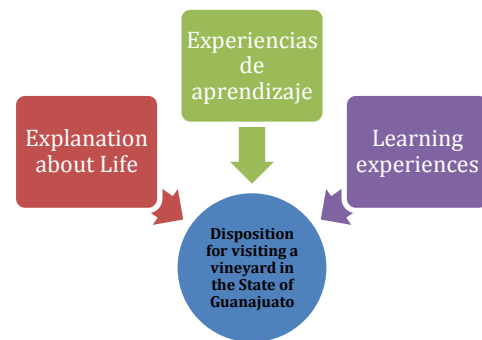


Figure 2 Graphical display of qualitative approach

If we consider that within the component experience that resulted from the quantitative study, it is essential that the process of learning and knowledge development generated precisely through new experiences and knowledge. These two variables are highly significant according to the formula, expressed in Figure 3.



Equation 3 Component Experience

**Results**

The expected result of this type of research study seeks description of the environment analyzed through an inductive process, and recurrent interpretive analysis regarding the perception and remembrance over the vineyards of the state of Guanajuato.

Two groups were distinguished in the session, the first corresponding to that at some point had gone to a vineyard in the Mexican Republic at least once and were between 2 and 8 years ago.

This first group verbalize their experiences according to the memory of lived experience, have knowledge of the location of the vineyard, one in Juriquilla and the other at Casa Madero in Coahuila and recall activities wine tasting, horseback riding and ability to stay on eat at the same place. They were with family or couple for a weekend and now believe that an upcoming visit to another vineyard would rest or food.

The second group has not been to a vineyard, therefore the characteristics of what could be, are considered related to perception. They have heard there by road to Dolores Hidalgo and San Miguel de Allende, by comments made by some friends. They believe that a visit to the vineyard can be cultural and recreational, which is the fundamental basis of the explanation of the vine and the learning experience. They would if it were "highly recommended" or "you're such a fan of wine". You would on weekends and "Had to return more back" or "but they had completed the course."

Regarding the perception and understanding of the services offered in a vineyard, the first group already lived the experience of wine tasting, the tour with horses and treading grapes, so are activities not surprised; What surprised them something is income from own vineyard spaces for private or public events.

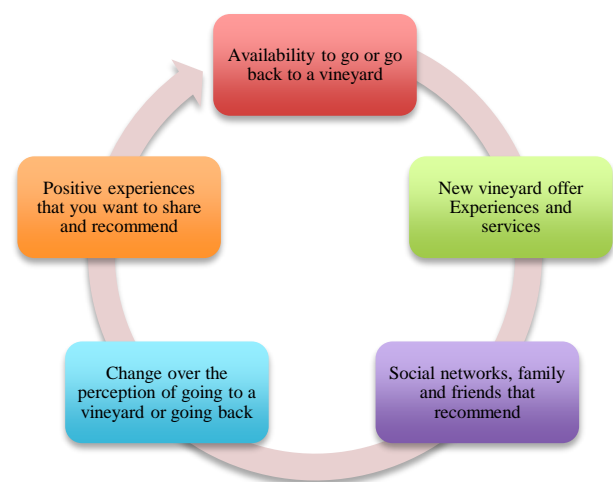
With the support of atlas.ti analysis, the second group has a high density between the codes of their little knowledge of vineyards and experience component. So that, the degree of innovation on products and services is related to how surprised they are with what is offered, not both like it or not. Of secondary services that can be offered in a vineyard: treading grapes, horse rentals, tour of the vineyards, grape harvest and a la carte restaurant are already expected services. The wine tasting is a service that is not surprising for what is expected to be included, "because it is what you go!". While considered somewhat surprised or shocked much the restaurant are organic crop, rental spaces for events and income for private events.

Regardless of whether or not they have gone to a vineyard, four women and only three men nodded in taking wine, the other three men agreed that "do not really like it."

Only one man knows more wine than the other participants, however he believes that "knows the basics," which surprised women because they felt that "if he knows little, I know nothing".

Although there is more remembrance about the wine they make, you can still see the little registration and interest in having better experiences about and consume more consciously. Some of the features observed when purchasing wine is the design of the label, the shape of the bottle, including the availability of purchase wine brand most purchased was "Lambrusco", it found even in the Oxxos. Only those who "knows the basics" Cooper mentioned that looks at the information labeled "year, harvest and provenance" and gave as an example that he likes the brand 3V Casa Madero.

Figure 4 shows the outline of the mental process is observed suggested attention be paid to increase the availability of visiting a vineyard. Perception and memory are important aspects that can lead to increased availability of visit, provided they are attractive and use appropriate means to this market like social networks, and recommendations from family and friends.



**Figure 4** Scheme of mental process proposed new market and influencing means

Guanajuato five vineyards that had both website and Facebook fanpage were observed. Caused them embarrassment that there was congruence between the images used in each even if the same vineyard. Recommend that are real images of the vineyard and the people who visit them, to provide information of events taking place and what they offer, especially after not surprising packages to pay more if you want something extra.

The search of this market when you already have the interest is through Google to search for "vineyards in Guanajuato, tour packages". Another way is for a video on Facebook of 30 seconds with a brief explanation of your interest service after taking them to the website for more information.

The importance of the stimulus is critical to your perception changes and are much more willing to live an experience in a vineyard, learn more about it and become consumers of wine "Guanajuatense".

### Acknowledgement

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### Conclusions

The emerging youth market in Guanajuato uses its long-term memory if you have visited a vineyard, yet his desire to return to go to one disappears if no incentives that encourage him to come back and learn new things.

Hence the importance of stimulating this market according to that proposed in Figure 4 that answers the research question, outline where the offer made vineyards can bring to this market that is tasty to know more about the "Guanajuatense" came to through positive experiences that increase their knowledge and to share with family and close friends. The expectations you have of these visits will increase according to the Court, seeking new and better options if the more distinguishing means "knowing the basics" is because they are experiences that go by knowledge levels. Each vineyard can have packages according to this market, starting with wine tastings and harvest activities including tours,

Engagement Marketing or marketing experience is a concept that vineyards can focus, especially betting on the equation Component experiences, choosing a market segment to which target and maintaining communication with the contents "snagging" the market, through the right means and especially the activities that generate them an unconditional relationship.

Regarding the hypothesis interpret the variables of the mental process of perception and memory that can understand the verbalization of knowledge and possibility willingness to buy the market under study, it was found that the lack of information and knowledge of wine and "Guanajuatense"s vineyards reflect resistance to consumption, But when they see another of his relatives has had a real experience and his way of telling is attractive, it is keen to experience it too.

The information process, which involves retention (learning) and recovery (memory) to generate knowledge requires positive experiences that invite to share experiences or by accepting that relatives or friends recommend them and invite to live the same experience.

Although there is no relationship between having visited a vineyard and availability to go, analyzing perception and memory market, they explain them about the vine and that make your experience a positive one paid directly to the component in quantitative analysis experience and therefore to see if behavior is influenced to visit a vineyard. It is expected that consumer behavior to visit a vineyard and learn more about this subject can then pay to consume more wine for different occasions, not only formal but also informal meetings.

The emotional aspects are the ones who are remembered more, either be related to negative emotions or positive, so the bet on best experiences for this emerging market will be critical to increase long-term consumption of wine in Guanajuato.

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