

## Analysis, needs and preferences of the consumer for the creation of a cleaning services company

## Análisis, necesidades y preferencias del consumidor para la creación de una empresa servicios de limpieza

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### Abstract

The present article shows the results obtained from the market study carried out to the residents of Santa Rosalía Baja California Sur, to determine the needs and preferences of the consumer for the creation of a company dedicated to provide cleaning services in homes and offices, obtaining information Of the opinions of the people in order to identify the needs and preferences of the client in the determination of cleaning services, the research method used was the deductive and exploratory method, was based on an analysis of the locality through the Population sample, where the tools to be used are the survey and the interview in which the substitution was made with data obtained from INEGI in 2014, determining that 374 surveys should be applied, taking as a reference 12 colonies of the population, 28 surveys in each of these, the same formula was used for interview, which det Ermino that 85 of the 102 most representative businesses of the locality should be applied, with this study can verify the acceptance that the client has towards a new company dedicated to provide cleaning services to homes and offices.

**Clients, Research, Cleaning, Acceptance**

### Resumen

El presente artículo muestra los resultados obtenidos del estudio de mercado realizado a los habitantes de Santa Rosalía Baja California Sur, para determinar la necesidades y preferencias del consumidor para la creación de una empresa dedica a brindar servicios de limpieza en hogares y oficinas, logrando obtener información de las opiniones de las personas con el fin de identificar las necesidades y preferencias del cliente en la determinación de los servicios de limpieza, el método de investigación utilizado fue el método deductivo y exploratorio, se partió de un análisis de la localidad a través de la muestra poblacional, donde las herramientas a utilizar es la encuesta y la entrevista en el que se realizó la sustitución con datos obtenidos de INEGI en el 2014, determinando que se deberían de aplicar 374 encuestas, tomando como referencia a 12 colonias de la población, realizándose 28 encuestas en cada una de estas, misma fórmula se utilizó para entrevista, que determino que se deberían de aplicar 85 de los 102 negocios más representativos de la localidad, con este estudio se puede comprobar la aceptación que tiene el cliente hacia una nueva empresa dedicada a brindar los servicios de limpieza a hogares y oficinas.

**Cientes, Investigación, Limpieza, Aceptación**

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## Introduction

This article is entitled: "Study on the needs and preferences of the consumer for the creation of a company dedicated to provide cleaning services to homes and offices in Santa Rosalia Baja California Sur", in order to analyze the current problems count the homes and offices regarding the conditions of work and hygiene, given that in the locality there is no company dedicated to providing these services, that is why this research was carried out, to know the needs and preferences of the consumer, obtaining data as the level of acceptance, the frequency of the places where cleaning is most demanded, acceptance before prices, means to inquire about the service, importance of geographical location when positioning the business, as well as the characteristics and availability before the acceptance of the service in homes and offices.

Where it was determined within the obtained results that the people, especially, the mothers of family with professional schooling are the most interested in this type of services, since they are women who dedicate themselves to some labor activity, besides the owners of the business of the locality if they agree to hire the service.

However, currently there is no company that provides this service, however if there are people who are dedicated to cleaning homes and businesses without a base salary, or benefits, in addition, this will be an economic benefit for many families since it will provide jobs to the community, it is important to emphasize that the research hypotheses raise the impact that will have to establish a company dedicated to provide cleaning services, where it is determined that there is a good acceptance by the people regarding the service. This document aims to know the needs and preferences of the consumer for the creation of a company dedicated to providing cleaning services in homes and offices, which will allow to take actions to make possible improvements in the service.

## Acceptance level

At present, the short life of SMEs has been shown in the last 10 years, which harms the economic development of the population and the people, as well as the motivation and desire to start up a business idea, however.

Studies have been carried out on the levels of acceptance of businesses in the locality, which have determined that some of these reasons for which they die a short life, is the acceptance of it and resistance to change. It is worth mentioning that Santa Rosalia is a developing city, which feeds this act with motivation, creativity, innovation and entrepreneurship.

Furthermore, this has caused the difficulty after the acceptance of new and different ideas, without thinking about the possible impact that some of them could cause and the benefits that these can bring, according to the authors (Boland, Carro, Stancatti, Gismano, & Banchieri, 2007) mention that the degree of development of a society can be measured by observing the level of satisfaction of the common good that it has achieved and in this sense, companies that develop in a community are a key factor, as they provide multiple basic elements for the development of people offering products, services, jobs and investment possibilities.

It is important to highlight the importance of opening new companies for the sustenance and development of the community, a study was made to know the needs and preferences of the consumer about the idea of a new company dedicated to providing cleaning services, where people from between 28 and 48 years old, female with a university education, is the potential market, due to the needs of professional and working women, requesting such service for their comfort and satisfaction.

Likewise, people between 18 and 28 years of age, have reflected that the idea of such a service in the community is pleasant, but it should be mentioned that, due to the economic income and personal situations, it does not allow them to contract such work; people between 48 and more than 58 years of age argue in a negative way about the implementation of this, since they are mostly housewives and men with work activities.

However, the implementation of new business ideas and those outside the population will contribute not only in the field of economics, job opportunities and motivation, but in the notorious needs of the people who live in it, it is worth saying that relevant exercise will bring great benefits for the development of the community.

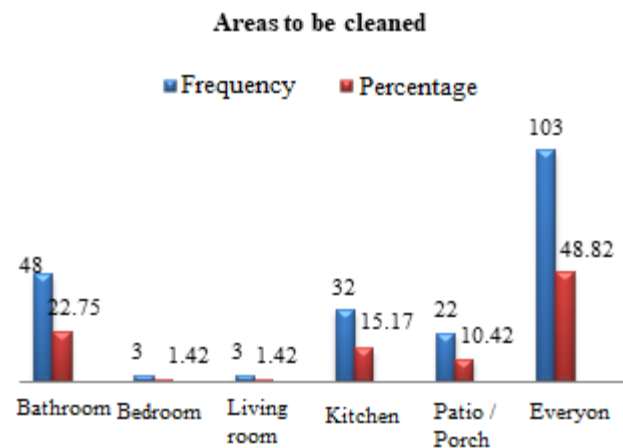
### Frequency where cleaning is done

Hygiene is of the utmost importance and necessary in any place, but in the home initially since it is where families live maintaining direct contact, that is why it must be the first clean place to take care of health, promote values in terms of maintaining an order, in the same way it is sometimes tiring for those who carry out the activities of the home since it is not an easy task, to maintain a clean and orderly space by following it every day or every third day it is difficult. At the same time there are places where professional cleaning is needed and if there is no one who performs this required service, disorder will follow.

Also the cleaning service consists in eliminating the accumulated dirt in the furniture, bathrooms, and work areas, the utensils or tools to carry out this activity can vary according to the area, some of these are vacuum cleaners, brooms, mops, buckets, dusters, and cleaning products of different brands, as well as for their different use. In other words, the practice of these tasks is very important, since they influence the performance and development of families, as well as workers and other people; As mentioned by the author (Rodellar Lisa, 1988) comments that cleaning and order are part of the most effective programs in safety and hygiene of companies with fewer accidents and losses.

As mentioned on the hygiene in homes, its importance, and the most frequent places to clean is therefore the need for the implementation of a company dedicated to the cleaning service as improvement and development for the locality. It can be seen in graph 1, that 48.82% of people require that all areas of their home be cleaned, such as the bathroom, bedrooms, living room, kitchen and patio since all areas are of greater importance, being this the highest percentage, while other people want to clean some places in their house where it is more complicated to clean as the bathroom or kitchen.

That is why people want to maintain a neat place with a pleasant environment for their families avoiding illnesses and maintaining family harmony, which will support people who work all day and who do not have enough time to clean up by lending them the good and reliable cleaning service.



**Graphic 1** Areas to be cleaned

*Source, own elaboration with information generated from the survey of the market research on the creation of a company dedicated to the cleaning of companies and house*

### Price and acceptance of costs

On the acceptance of costs and prices is a critical issue for the life of a company, it is worth mentioning that it is a notable issue, since people sometimes are not economically stable and that affects the purchase decision, as well as the economy, according to the author (Martinez, 2017) comments that during mid-2016 the increase in costs of products and services in the country was predicted for the year 2017.

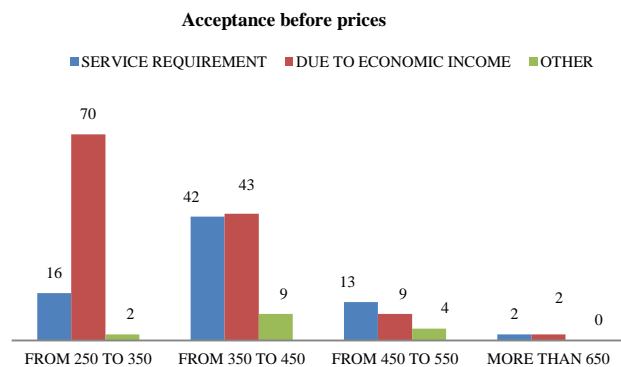
It is necessary to emphasize that at the beginning of this year in the first days of January great changes were seen in the economy according to studies carried out by the Analysis Laboratory of Commerce, Economy and Business of the Autonomous University of Mexico, where the costs of gasoline were studied. , LP Gas, Food, among other very necessary sub-urges today; considering that the purchasing power of the country decreased by 11% in this sexennium.

On the other hand it is worth mentioning that Santa Rosalia is located in an area where freight and some services come from very remote places, in turn the products are handled at very high prices being this consequence that in general the goods and services are really expensive.

It should also be said that companies need to cover fixed costs to stay in the market and thus provide the appropriate services, according to the author (Gitman, 2003) the cost of capital is the rate of return that a company must earn in projects in which it invests to maintain its market value and attract funds; if the risk remains constant, projects with a rate of return above the cost of capital will increase the value of the company, and projects with a rate of return below the cost of capital will decrease the value of the company.

With regard to market research can be seen in Graphic 2 people who considered the first two options of the survey, being these in a range of 250-350 and 350-450 pesos, a total of 94 people who said they were nice, the second option taking the first place, even taking into account the economic situation of the community was the reason why 43 people said they were the biggest problem in their situation and with a total of 42 people decided opt for this option for the fact of requiring the service, considering the needs for which people are being affected, likewise in second place with a total by rank of 88 people, of these 70 manifested the same reason why they considered the amount indicated due to economic income.

It should be noted again that customers have commented that despite the economic income if they would hire the service and considering costing such amounts in addition, taking into account the needs for which they are seeing requested.



**Graphic 2** Acceptance before prices  
*Source, Own elaboration with information generated from the survey of market research, about the creation of a company dedicated to the cleaning of companies and home.*

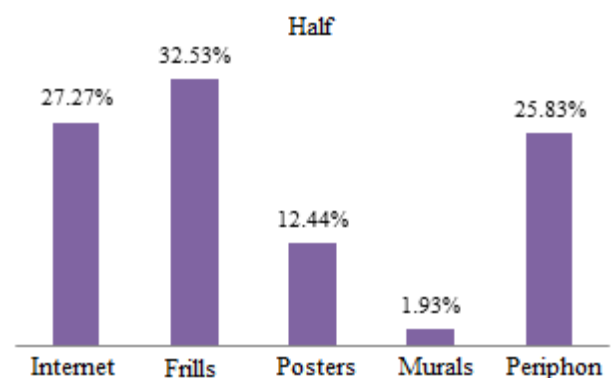
**Media**

Currently the use of media has had a great impact on society, technology has played a very important role by providing facilities to companies and people to advertise what they sell or offer, these in turn bring benefits such as transform their ideas, to exchange information and make them reach the inhabitants of the town.

According to the authors (Parreño, Ruiz, & Casado, 2003), they comment that the organization provides information and provides data to the media; On the other hand, the media publish news of the company that contributes, as it would be desirable, to the image of reputation and credibility of the same.

It can be seen in Figure 3, that the medium most preferred by customers are the flyers, since these are more practical since there are currently people who do not use social networks, likewise the Internet follows this tool.

Advertising is available to all ages, but as mentioned above not everyone uses it; before the diverse opinions of the inhabitants, it was determined of the great importance of the means of communication to be used in a positive way for the opening of a company since this one gives him the reliability and becomes known more quickly in the society.



**Graphic 3** Media  
*Source, own elaboration with information generated from the survey of the market research on the creation of a company dedicated to the cleaning of companies and house*

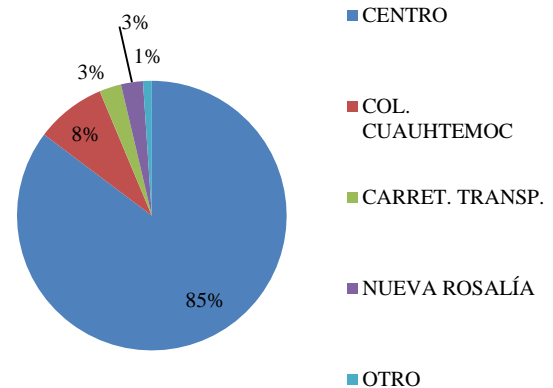
## Geographic location

It is important to know the geographical location where the company will be implemented since the location in a given municipality, area or region is a substantial decision for the development and positioning of an organization. According to the authors (Caldas, Carrion, & Fernández, 2017) they comment that when choosing the location of a business it is necessary to assess all the factors together and make a complete study of the environment due to the importance it has for the proper development of the activity business, the location of the business is for the entrepreneur a strategic decision with long-term effects because it will be difficult to modify due to its high cost and can define the success or failure of the company.

Currently Santa Rosalia, is a small Mexican city located in the central part of the peninsula of Baja California Sur, facing the sea of court, is the head of the municipality of Mulegé and is located north of the state being connected to major cities through of the transpeninsular highway, by sea has a port with ferry service that connects Santa Rosalia with Guaymas, Sonora, by air the nearest international airport is located in the community of Loreto. In addition, being a port of transit, service of fishing vessels and non-ferrous mineral also has 14,160 inhabitants, speaking of education are 2 high schools, 3 secondary, 6 primary, 5 children's gardens and 1 university. Said the above, specifying geographically it should be noted that it is in the GPS coordinates longitude (dec): -112.266944, latitude (dec): 27.338889 at a median height of 10 meters above sea level.

According to the research carried out to know the place where the inhabitants prefer this company located, where it can be seen in figure 4 that 85% of the inhabitants preferred the center for convenience and being a place where most of the business, 1% elsewhere, 3% new Rosalia because in this area is also populating rapidly, 3% on transpeninsular highway, and 8% in Col. Cuauhtémoc, showing such results it is defined that the inhabitants of Santa Rosalia, choose the center colony the part where the business dedicated to the cleaning service should be located.

Location



**Graphic 4** Location

Source, own elaboration with information generated from the survey of the market research on the creation of a company dedicated to the cleaning of companies and house

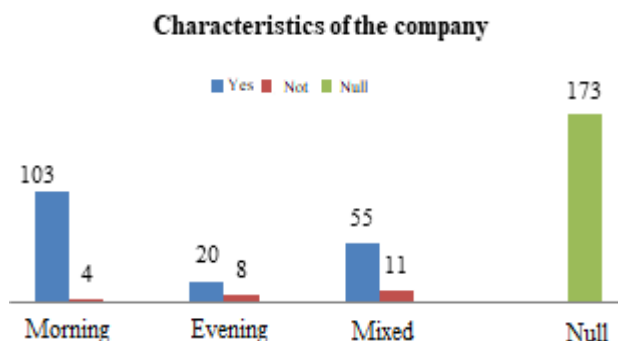
Thus, when choosing the specific location of the premises, you must take into account the surface area, the proximity of the potential market, the possibilities of access to raw materials, the unemployment rates, regulations that may affect you, as well as having always consider the possibility of a future expansion, all this is of utmost importance for any employer as it will determine and help the decision making and give a perfect turn to your company.

## Characteristics and availability of the service

Previously, the importance of cleaning and hygiene has been mentioned, that is why it is also important to mention the importance of quality and benefits that a company must consider, in order to meet the needs and preferences of customers.

According to the magazine (Publicaciones Vértice S.L., 2008) Clients have a series of needs, requirements and expectations. A company provides quality when its product or service equals or exceeds the expectations of consumers; if at all times he tries to satisfy the immense majority of his needs he will be providing quality. If you look at the graph 5, it was determined that customers responded that 107 people are interested in hiring services in the morning shift, and also within these 103 commented that if they are interested in the company has variety of materials and cleaning utensils, mentioning such section for being the first place.

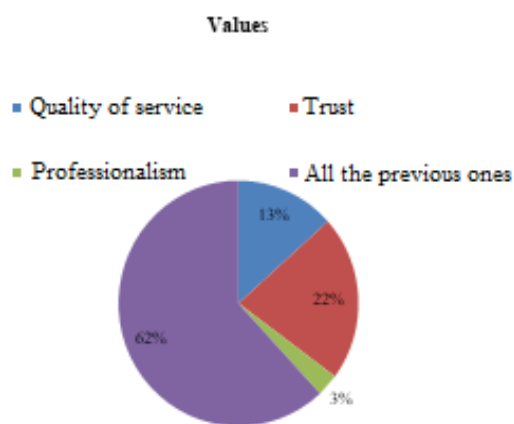
Likewise, it is significant to mention that 173 people suggested that they would be interested in contracting the services, although the benefits would not seem to be the most relevant.



**Graphic 5** Characteristics of the company

Source, own elaboration with information generated from the survey of the market research on the creation of a company dedicated to the cleaning of companies and house

Another feature of the characteristics studied were the integrity of the company, as they were presented to the clients surveyed, leaving them to their consideration, which in their opinion were the most suitable for the provider of the aforementioned services, where 62% of a total of 202 people argue that all values are optimal and important for the performance of their activities, to mention the exposed values: trust, mentioned secondly by customers by 22%, also by additional comments from people that this is the reason why many people do not accept these types of services, since it is very difficult to find reliable people; then you can see the results in figure 6.



**Graphic 6** Values

Source, own elaboration with information generated from the survey of the market research on the creation of a company dedicated to the cleaning of companies and house

In effect, it is important to inform the clients about the benefits of the company, provide the necessary information and make sure that the goods they will obtain from their hiring, also emphasizing the advantage for the positioning within the market, because if people hire the service and is requested, is a reflection of the good work and quality that the company offers, in the same way, to work day by day on a par with the values that the company proposes, since it is an important factor for the comfort of the client and at the same time transparency for the organization.

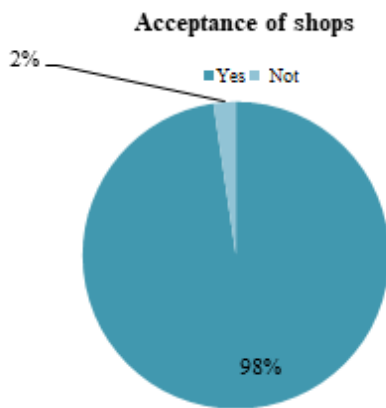
### Acceptance of local businesses

At the beginning of the 21st century, specifically in 2004, the company started with the management of a new company dedicated to mining; as a result of such investigation in 2011, the construction of the plant that would take by name Minera Metalúrgica del Boleo was started; As of the arrival of this company, other companies subcontracted by it also arrived.

This is how Santa Rosalia was a positive economic change for the population and businesses, because it was a very considerable economic flow for growth and development. As stated by the (International Labor Office (ILO), 2007) Companies (from microenterprises to large companies, including small and medium enterprises) are the main source of economic growth and job creation and are the protagonists of economic activity and the development process in almost all countries, what stimulates growth is first and foremost the creativity and hard work of employers, workers.

As a result of the interviews, the owners expressed that the majority does not have a department especially for the cleaning area, since the same employees perform these activities, it should be emphasized that the workers do not receive a commission or bonus for the performance of these tasks, which in the long term this attracts problems before in personnel in matters of motivation and performance in their work. However, the owners and managers of the establishments mostly stated that they would contradict the company's services by 98%, showing a satisfactory acceptance of this new business idea, and 2% that they would not contract the services, where you can see in graph 7 the results of the interview tool.

HERNÁNDEZ-VALENZUELA, Juan Carlos, ROSAS-ARMENTA, Karla Alejandra, COVARRUBIAS-HERNÁNDEZ, Brenda and MEZA-ARELLANO, Antonio. Analysis, needs and preferences of the consumer for the creation of a cleaning services company. RINOE Journal-Microeconomics. 2018.



**Graphic 7** Acceptance of shops

Source, own elaboration with information generated from the survey of the market research on the creation of a company dedicated to the cleaning of companies and house

## Methodology

The research method used was the deductive and exploratory method, it was based on an analysis of the locality through the population sample, where two instruments were taken, surveys and interviews for the collection of data, which allowed the analysis related to the subject of the study. In the same way, the DX miso model was applied, which served for the analysis and elaboration of the instruments.

Therefore, the survey consists of having information about the objects of study provided by them, about opinions, attitudes or suggestions.

On the other hand, the total of applied surveys were according to the formula for the calculation of sample of population shown, 372 surveys were calculated, which are applied to 12 colonies of the population, 31 in each of these (Suarez, 2004).

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

Likewise, in relation to the interview, which is the communication established between the researcher and the subject studied, in order to obtain verbal answers to the proposed problem; making use of the same formula mentioned above, for which a count of the local establishments was made, a total of 102, after the development of the formula, it was determined that 85 of these would be the ones visited.

Similarly, bibliographic information and web pages were obtained, to obtain data and background information on each of the sections on the subject to be studied.

## Results

As a result of the research "Study on consumer needs and preferences for the creation of a company dedicated to providing cleaning services to homes and offices" the following is obtained: it is important to implement new companies with innovative ideas in the community.

Also cover existing needs such as cleaning in homes and offices, is why the opening of this company being accepted by the inhabitants considering itself necessary at present, providing their services to home and offices in particular, locating their infrastructure at reach of everyone as is the city center, likewise using the media correctly and for the benefit of it, providing these goods at affordable costs to the economy of the inhabitants and future customers; carrying with the established values as a company and as collaborators of this, for the reliability and transparency, even more fostering the credibility of the company. Another benefit will be the visible economic flow to society, the innovative idea and the provision of a different service to those already established.

## Acknowledgment

We thank the people of Santa Rosalia Baja California Sur, local business owners and the Higher Technological Institute of Mulege, teachers from the institution for their support, kindness, time and dedication that showed, because without them it would not have been possible the realization of this market study.

We also thank our families and God for accompanying us and guiding us throughout this study, for being our strength in moments of weakness and for giving us a life full of learning, experiences and above all happiness.

## Recommendations

Carry out the business plan to know the viability of the market, technical and financial and know if the business would be profitable, with the finality of making the best decisions.

Appear before the institution of Mexican Property Institute (IMPI), to patent brands, products and processes.

In addition, it is recommended to enlarge the cleaning service folder to businesses, homes, businesses, among others. Search sources of financing to obtain a loan and start up this type of services, which benefit the community and generate employment.

## Conclusions

In conclusion, it can be said that there are few people who create companies focused on different needs and that are born over time, generations change and therefore the needs are also changing, that is, new and outstanding ideas in a developing city, companies already established are dedicated to the same sector in the market, whether it is clothing, footwear, accessories, purifiers, laundries, groceries, among others. In the same way, offer jobs, grow economically, make positive changes in the community, being responsible for the materials that are used. Therefore, through the study the acceptance towards the new business idea that was exposed to the customers of the locality was determined, showing positive attitudes towards the creation of a company dedicated to the cleaning service.

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