Marketing actions of micro and small businesses in the city of Mérida, Yucatán

Acciones de mercadotecnia de las micro y pequeñas empresas en la ciudad de Mérida, Yucatán

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Abstract

In this document, an analysis is made of the set of marketing actions implemented by micro and small businesses in the city of Mérida, Yucatán, with the objective of analyzing the level of marketing actions carried out by micro and small enterprises for the achievement of customer loyalty and the competitiveness of organizations in the market, this will allow the detection of joint actions carried out, associated with marketing such as pricing, distribution channels, promotion and products and / or services offered to the market, whose purpose is the satisfaction of customers, depending on the activities that generate a competitive advantage. It is a quantitative study, aimed at people who work or direct micro and small businesses and can provide reliable information. On the other hand, the level of preference and loyalty generated by the return of customers is identified from the business perspective. It was possible to identify that less than 50% of companies focus on market positioning activities.

Marketing, Competitiveness

Resumen

En el presente documento se efectúa un análisis del conjunto de acciones de mercadotecnia que implementan las micro y pequeñas empresas en la ciudad de Mérida, Yucatán, con el objeto de analizar el nivel de las acciones de mercadotecnia que realizan las micro y pequeñas empresas para el logro de la fidelización de los clientes y la competitividad de las organizaciones en el mercado, lo anterior permitirá la detección de acciones en conjunto que llevan a cabo, asociadas a la mercadotecnia como fijación de precios, canales de distribución, promoción y productos y/o servicios que ofrecen al mercado, cuyo propósito es la satisfacción de los clientes, en función de las actividades que generen una ventaja competitiva. Es un estudio cuantitativo, dirigido a las personas que laboran o dirigen las micro y pequeñas empresas y que puedan brindar información confiable. Por otra parte se identifica el nivel de preferencia y de fidelización que genera el retorno de los clientes, desde la perspectiva empresarial. Se pudo identificar que menos del 50% de las empresas se concentra en actividades de posicionamiento en el mercado.

Mercadotecnia, Competitividad

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Introduction

The study of micro and small companies (Mypes) in Mexico has always been of interest to researchers, public and private institutions, international organizations, etc., because they represent the largest participation registered in the three economic sectors and contribute significantly to the generation of employment and the Gross Domestic Product of the country, for this reason is important its growth, participation and permanence in the market, considering that most of the time are vulnerable and do not have the resources, tools, knowledge, technology and financing required for it.

However, in a changing economy and a highly competitive market every day must face the big ones to achieve it through different marketing actions that allow them to be in the preference and choice of consumers as mentioned by Corichi, Hernández and García (2015).

Undoubtedly, in a globalized world it is necessary to give impetus to the processes and activities that generate competitive advantages in order to survive in the business sector, the economic situation prevailing in the country requires the active and consistent participation of all sectors of the economy the population, especially that of the professional capable of contributing through the application of his knowledge, to the gradual and orderly rescue of the Mexican economy.

For González, Quiroz & Mayorga (2017), currently small and medium-sized enterprises (SMEs) through marketing management can expand their market, satisfying the needs of customers, making the achievement of objectives easier through the management of a staff apt, implementing techniques that allow to know better the market, the competition and the environment.

The implementation of marketing strengthens the competitiveness and presence of SMEs.

The general objective

Analyze the level of marketing actions carried out by micro and small companies to achieve customer loyalty and the competitiveness of organizations in the market.

The current market is made up of companies of different sizes, there are large companies, multinationals and they have a budget and a larger market share that is a great disadvantage for Mypes, however each of them have a common goal, to reach and remain in the tastes of the consumer to meet their needs, through marketing efforts and actions seek to achieve their positioning and permanence in the market as stated (O'Dwyer et al., 2009, p.383) cited by (Rivas , Huerta & Cázares, 2016). "The main reason for growth and survival of SMEs is the continuous innovation of the market, product and processes, all this in anticipation of the response of customer requirements, the raison d'être of marketing". "This implies the definition of a strategy focused on the market, consumer satisfaction, the enhancement of distinctive capabilities and the search for long-term sustainable competitive advantages" (Rivas, A., Huerta, A., & Cázares, A., 2016). SMEs currently have the need to be updated in different areas to be competitive, as is the technological level and Marketing. Marketing or marketing has become an effective tool to increase sales of a business, strengthen customer loyalty, enter the market forcefully, position brands or products, investigate the situation of markets and strategic alliances (Hernandez, 2012) cited by (Rivas, Huerta & Cázares, 2016). They should develop strategies based on the Marketing Mix (Stanton, 2007) cited by (Urzúa, Durán & Flores, 2016), seeking the attraction of the client in terms of their needs and constantly update them, and thus, obtain the resources and income that the company requires. The marketing mix or marketing mix according to (Kotler and Armstrong, 2016 cited by Aragón & Peña, 2017) define the marketing mix as "the set of controllable tactical marketing tools that the company combines to produce a desired response in the Target market.

The marketing mix includes everything the company can do to influence the demand for your product. The instruments of the Marketing mix according to Kottler and Keller (2006) cited by Urzúa, Adilene & Vizcaino (2017) were classified by McCarthy as the four P; product, price, place and promotion. Each of them is made up of attributes that allow defining actions or strategies to meet the company's objectives, as can be seen in Figure 1. The product is the cornerstone of the marketing strategy, since its situation conditions the performance of the company with the other variables (Munuera & Rodríguez, 2016).

The price refers to the monetary value of the goods and services purchased by consumers, it represents an income for the company, unlike the other three elements that imply an exit for the investment that is required for each one of them. In general, Mypes set their prices based on their customers and market competition. The square refers to the point of sale and all the actions that the company makes to get the product to its final consumer in the case of Mypes by its size and characteristics its distribution channel is always direct to the final consumer.

Finally the promotion, refers to all the actions executed by the company to inform about the characteristics and benefits of the product and / or service, persuade consumers through the promotional mix such as advertising, public relations, personal sales and promotions. in sales as discounts, two for one, etc..
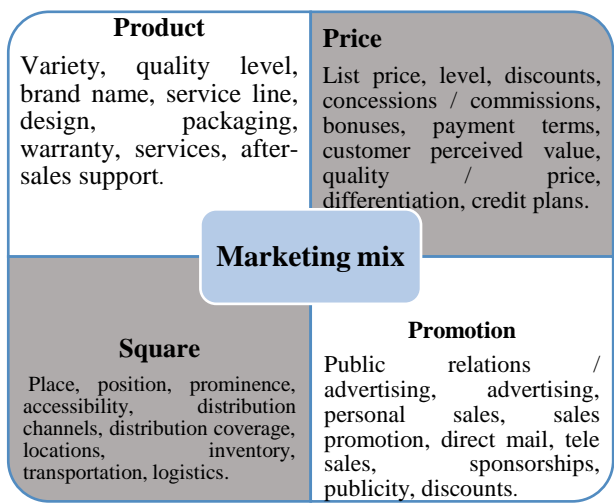
Product	Price
Variety, quality level, brand name, service line, design, packaging, warranty, services, after-sales support.	List price, level, discounts, concessions / commissions, bonuses, payment terms, customer perceived value, quality / price, differentiation, credit plans.

Marketing mix

Square	Promotion
Place, position, prominence, accessibility, distribution channels, distribution coverage, locations, inventory, transportation, logistics.	Public relations / advertising, advertising, personal sales, sales promotion, direct mail, tele sales, sponsorships, publicity, discounts.

Figure 1 Marketing mix
Source: Own elaboration based on information from Dibb and Simkin (1993) cited by Urzúa, Adilene and Vizcaino (2017)

According to (Jiménez, Domínguez & Martínez, 2009) cited by (Urzúa, Durán & Flores, 2016) the marketing strategies most used in organizations that affect competitiveness are those of product quality and price management. These are important factors that the client takes into account when consuming and choosing a product over another.

However, the fact that products or services are chosen by consumers is only the first step to achieve market positioning, the next step is to achieve customer loyalty, that is, to keep current consumers or customers and the new ones to return. to acquire their products and services (Alarcón & Granda, 2017).

Through the satisfaction of its customers, for Hoffman & Bateson (2008) "Satisfying them is not impossible. In fact, meeting or exceeding your expectations can produce several benefits for your company.

The positive publicity, word of mouth, generated by existing customers often translates into more new customers.

SMEs face a complex conjuncture, a change of era in which the ability to guide the business towards the client will be fundamental. Customizing and adapting their services to those customers. Clients that it is necessary to manage in an appropriate way, with the idea that they remain for many years doing business with the company.

The objective of any company must be the capture and maintenance of profitable customers over time in order to maximize the benefit of the SMEs (Alarcón & Granda, 2017).

Consumers, when faced with a series of commercial impacts, hardly retain their loyalty to a special brand. Now buying has become an incessant search for offers, to see which item gives us more for less, which lasts longer and has a lower price.

This situation forces employers to adapt their packaging, their formulas, and costs to make them more colorful to customers, so they adopt the practice of "strategic marketing" which is characterized by being consumer-oriented and innovative (Urzúa, Durán & Flores, 2016).

(Torres, 2014) cited by Urzúa, Durán & Flores (2016) points out in the article published in the University Column that entrepreneurs of SMEs do not value these strategies as part of the investment of their business and explains that marketing will be responsible to clearly communicate the difference by which the potential customers will locate perfectly and understand that makes them different from others including the competition.

As can be seen, the development of market-oriented actions through marketing tools allows companies to get to know their consumers, satisfy their needs and offer the products and services they require, achieving a competitive advantage.

Mypes in Mexico play an important role for the economy of the country, according to the Population Census (2014) of the National Institute of Statistics and Geography (INEGI), micro, small and medium enterprises represent the economy segment worldwide which provides the greatest number of economic units and employed personnel; Hence, the relevance of this type of companies and the need to strengthen their performance, as these impact fundamentally on the global behavior of national economies.

According to (Rodríguez, 2002: 66) in "The Small Business Administration in the States of America" defines small business as "one that is owned and operated independently [that is, the owner is autonomous in its management] and does not it is dominant in its field of operation taking into account the number of employees and sales volume "as cited by (Montes & Galindo, 2016). According to the Official Gazette of the Federation (2009) the stratification in Mexico is according to the number of employees and based on the range of annual sales amount (mdp) is presented in table 1.

Sector / Size	Classification								
	According to the number of employees			Based on the range of annual sales amount (mdp)					
	Industry	Commerce	Services	Industry	*TMC	Commerce	*TMC	Services	*TMC
Microenterpri	From 0 to 10	From 0 to 10	From 0 to 10	Up to $ 4	4.6	Up to $ 4	4.6	Up to $ 4	4.6
Small	Small business 11 to 50	From 11 to 30	Small business 11 to 50	From 4.0 1 to $ 100	95	From 4.0 1 to $ 100	93	From 4.0 1 to $ 100	95

*TMC= Maximum combined stop = (workers) x 10% + annual sales (90)
Mdp = Millions of pesos

Table 1 Stratification of Mexican companies according to the number of employees and the range of annual sales amount (mdp) in 2009
Source: Official Gazette of the Federation (2009)

According to data registered in the INEGI (2014) and quoted by González, Castillo & Canto (2016) in Mexico, there is a strong presence of micro and small enterprises and represent a total of 5,004, 986 economic units of which the micro they represent 93.8%, followed by the small ones, with 4.8% and 0.9%, the medium ones and 0.5%, the large ones.

In the case of Yucatan, a total of 116,364 economic units are registered, of which 93.8% represent the microenterprises and 5% the small ones, 0.7% the medium ones and 0.5% the large companies.

Methodology

The methodological processes used for the present study were with a quantitative research approach according to Hernández, Fernández and Baptista (2010), because once the data were collected, they were analyzed in a descriptive and correlational way for the adequate interpretation of the results generated. The design of the research is non-experimental cross-sectional (Hernández, Fernández and Baptista, 2010).

The instrument from which the information was extracted was designed for the study named "stress and its impact on productivity. Study in executives of micro and small companies in Mexico "carried out by the Latin American Business and Administration Network (Aguilar, Posada, & Peña, 2016), an instrument that worked with the data thrown by the study subjects in the segment of marketing.
To select the non-probabilistic sample to whom the research instrument was addressed, the calculation formula for finite populations of Castañeda, De la Torre, Moran and Lara (2005) was used. We used a confidence level of 1.96, a variability of 0.5, and an estimated error of 5%. The sample consisted of 384 questionnaires. The general questionnaire is composed of 219 items, for the present analysis 14 items were considered (3 items of generalities, considering seniority, legal constitution and size of the company) and (the remaining 11 items are in the section named "marketing research ", Whose assessment mechanism is with a Likert scale of 5 parameters (Strongly agree, Agree, Disagree, Strongly disagree, Do not know / Does not apply).
The present analysis material because it is done with simple correlations, these do not require the hypothesis statement, since the analysis of quantitative-descriptive research is carried out.

Results

Regarding the representativeness of the sample, this was made up of 88% of the study subjects located in the city of Mérida (with respect to the size of the companies where they work, it was identified that 92.6% are micro and 7.4% small).

In this sense, it was determined that 40.4% were created from 2011 to 2015 (95.1% corresponds to the micro), followed by 22.8% from 2006 to 2010 (92.2% are micro companies) and in third position the 12.2% in periods that comprise from 2001 to 2005 (97.1% is micro) see graph 1.
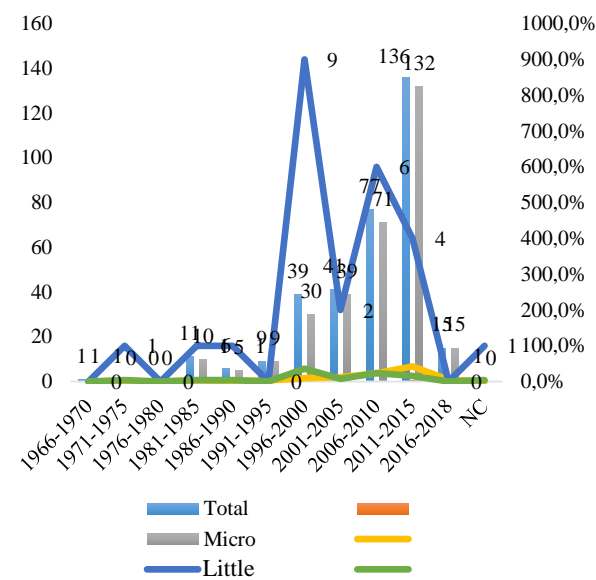
**Graphic 1** Date of creation of the company
Source: Self Made

The type of legal constitution that prevails with greater presence is the company with a single owner without registration in finance for the micro (38.1%), in second position is the regime of fiscal incorporation with 27.6% and 20.8% the natural persons with business activity. 2.4% of medium-sized companies are registered as individuals with business activity and 1.8% as (S.A., S.R., etc., and company with an owner without registration in the treasury, respectively) see graphic 2.
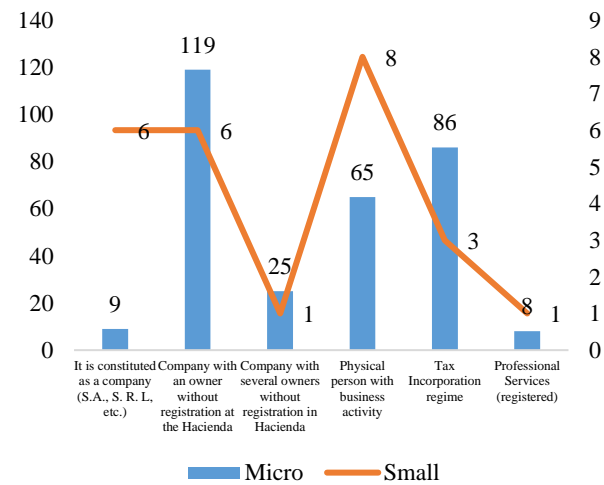
**Graphic 2** Type of company constitution according to size
Source: Self Made

The correlation is positive with 81.6% of annual sales with respect to the profits that are generated annually in the company (an example of this is a greater amount of sales, is reflected in the increase in profits with 81.6%), however, the correlation is positive low with 22.6% and 25.7% when considering the number of employees of the company in relation to annual sales and profits respectively.

Considering the evaluation process of the price of the products or services offered by the micro companies, with an arithmetic average of 3.4 (disagree), the small companies with the 3.8 (according to the evaluation process), beneficial for the knowledge of the competition, but above all of those who demand those products or services. A fashion of 4, which is related to a position of agreement in the evaluation of the price. On the other hand, the evaluation of the quality of products or services offered by the companies subject to study, these with 59.1% agree and strongly agree with the process, because it allows to identify suppliers and brands of customer preference. 25.5% indicated that they disagreed, considering the absence of time for such activity (see graph 3).
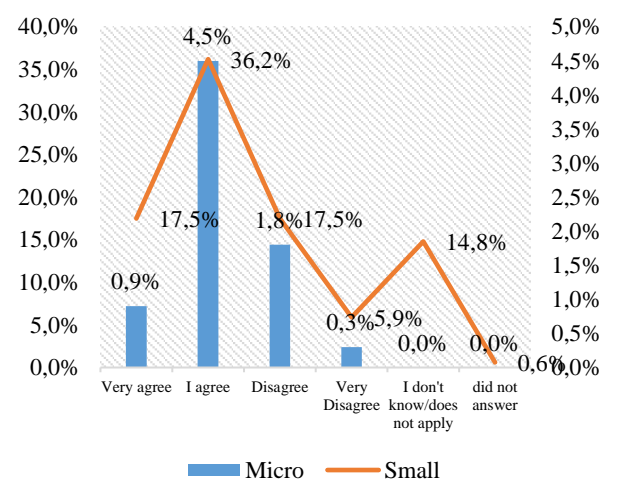
Graphic 3 Methods to evaluate the quality of products or services according to the size of the company
Source: Self Made

50.1% of study subjects have effective methods to know my clients, their needs and preferences, 42.4% mentioned the evaluation of the quality of products or services and 31.5% do not agree. In this sense, there is no culture of evaluation of aspects that allow expanding the offer of products or services (17.8% have no knowledge or does not apply the information for the offer of the companies) and 32.9% disagree in evaluating the quality of the offer (see graph 4).
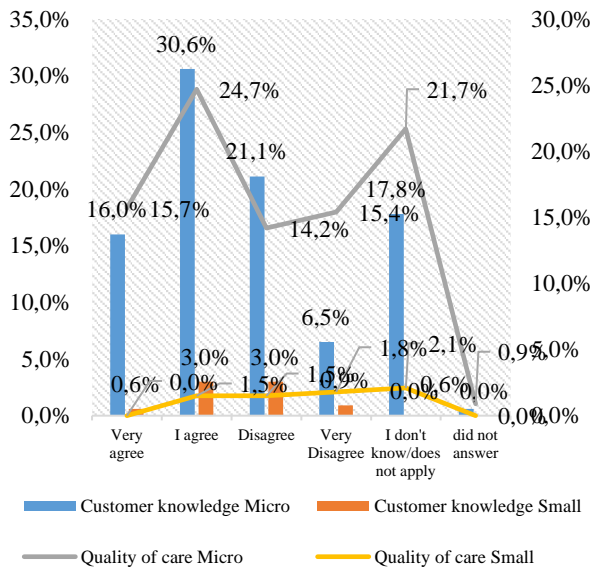
Graphic 4 Evaluation of clients and assessment of the quality of care according to company size
Source: Self Made

In relation to the performance of activities to detect the strengths and weaknesses of my competence, an arithmetic mean of 2.3 was obtained by linking it with the scale used, it is detected that it is at the level of strongly disagreeing, a mode of 1, whose result indicates that it does not know / does not apply. The above generates a lack of diagnosis of the situation of the small company, contrary to this, the micro company has an arithmetic mean of 4.2 (agreed) and a mode of 4 (agreed), which indicates that for its permanence the micro business is related to strategic planning activities (Strengths and weaknesses), something that small companies do not consider. The comparison frequently of the results of my company with other similar ones is done on average with the 3.5 (not in all cases it is agreed to do it) and a fashion of 4 (according to the process) data of the small companies. The micro companies give data of 3 as arithmetic mean (in disagreement, considering an absence of time for it) and a fashion of 4.

At the time of correlating the variables "it is easy for other companies to appear the same as mine" and "it is easy for other products or services to appear that I offer to those that I offer", a positive correlation of 77.7% was identified for micro and small companies. 89.1% for small companies (which represents a greater possibility of opening new companies with the same turn of the current companies with products similar to those offered), which is why the scenario of the quality of the service and to know more what the competition offers to be able to prevail in the market.

Conclusions

Companies will be competitive when they integrate more strongly their virtual presence, the use of technologies, but above all be in a scenario where the profile that demands the products or services is immersed, in the same way it is necessary to consider the analysis of the market and of the eventual competition, as well as knowing what they offer and under what conditions, what will generate healthy competition, seeking to innovate in the services or products that are offered, but above all be willing to continuous improvement, and with the technologies to hand continuous improvement does not always represent a strong economic investment, represents investment of time and be willing and committed to it.

The customer loyalty will be achieved from finding that differentiation of name quality and presence from the word of mouth disclosure of the same generation (same ages that frequent the companies), in the same way the loyalty is guided by the comments that are generated in the social networks of companies, making it fashionable to attend these sites. Finally, among the most common actions carried out by companies is the evaluation of the quality of service.

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