



# Title: Consumption condition of Chihuahua type cheese: Case study

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Introduction

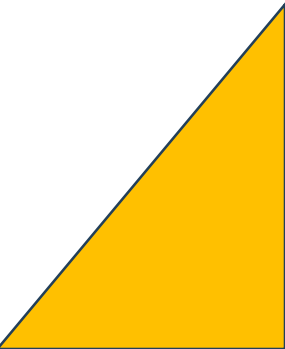
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# Introduction

Through this case study, information was obtained regarding the consumption conditions of chihuahua cheese in Río Grande, Zacatecas, México (unit of analysis).

At present the information is scarce, it is necessary to know what the characteristics are (age, sex, socioeconomic level, among others).

Also, their consumption and purchasing habits; your knowledge of competitors, brands, etc.; in addition to their consumption and purchasing habits.

# Objetives

1. To lay the foundations for the analysis of the consumption condition that exists among consumers of chihuahua cheese in the municipality of Río Grande, Zacatecas, México.
2. Determine the consumer profile of chihuahua-type cheese, in order to contribute to the improvement of the competitive position of chihuahua-type cheese producers in Río Grande, Zacatecas, México.

# Methodology

In the problematic context of the condition of consumption of chihuahua-type cheese from the municipality of Río Grande, Zacatecas, Mexico is as a neighbor, the Colonia de la Honda belonging to the Municipality of Miguel Auza, Zacatecas, Mexico where the Mennonites are established. Which is used as the comparative for analysis.

# Methodology

<b>Cheese Factory</b>	<b>Production</b>	<b>%</b>
<b>Pomas</b>	50,000	56.18
<b>Tres estrellas</b>	10,000	11.24
<b>El saucito</b>	9,000	10.11
<b>La Honda</b>	10,000	11.24
<b>San lorenzo</b>	10,000	11.24
<b>Producción</b>	89,000	100

Cheese shops in the Honda Menonita neighborhood

**Source: Own elaboration (2021)**

# Results

Segmentación	Pomas	Derivados lácteos menonitas	La Honda	San Lorenzo	Saucito
<b>Geographic</b>	<p>Number of cities: Torreón, Coahuila, Durango, Durango, Ciudad Juárez, Chihuahua, Monterrey, Nuevo León, México, D.F.</p> <p>Regional Level: North of the State of Zacatecas, Sombrerete, Miguel Auza, Juan Aldama, Francisco R. Murguía and Río Grande.</p>	<p>Number of cities: Distribution branches in Mexico City, Monterrey, Nuevo León and Gómez Palacio, Durango.</p> <p>Regional Level: It sells its products in self-service stores as "Alsuper" multiregional chain with presence in the state of Chihuahua, Chihuahua; Torreón, Coahuila and Gómez Palacio, Durango, counting "Alsuper" with 69 stores and 16 seats, example of the brands sold in this self-service are the brands "Los Nogales" and D'Chihuahua.</p>	<p>Presence in the states of Coahuila and Durango.</p> <p>Regional Level: North of the State of Zacatecas, Sombrerete, Miguel Auza, Juan Aldama, Francisco R. Murguía and Río Grande.</p>	<p>Presence in the states of Coahuila and Durango.</p> <p>Nivel Regional: Norte del Estado de Zacatecas, Sombrerete, Miguel Auza, Juan Aldama, Francisco R. Murguía y Río Grande.</p>	<p>Presence in the states of Coahuila and Durango.</p> <p>Regional Level: North of the State of Zacatecas, Sombrerete, Miguel Auza, Juan Aldama, Francisco R. Murguía and Río Grande.</p>

Source: Own elaboration (2021)

# Results

Segmentation	Pomas	Derivados lácteos menonitas	La Honda	San Lorenzo	Saucito
<b>Demographic</b>	Household consumption Tertiary food processing sector	Household consumption Tertiary food processing sector	Household consumption	Household consumption	Consumo familiar
<b>Psicográfico</b>	Social class: High, medium and low. They stratify their products by creating different brands for each stratum.	Social class: High, medium and low. They stratify their products by creating different brands for each stratum.	Social class: High, medium and low	Social class: High, medium and low	Social class: High, medium and low

Source: Own elaboration (2021)



# Results

Segmentación	Pomas	Derivados lácteos menonitas	La Honda	San Lorenzo	Saucito
<b>Behavioral</b>	<p>Purported benefits: satisfaction of quick cravings made with cheese and preparation of dishes.</p> <p>Differentiate yourself in your business or tables.</p>	<p>Purported benefits: satisfaction of quick cravings made with cheese and preparation of dishes.</p> <p>Differentiate yourself in your business or tables.</p>	<p>Beneficios Pretended: satisfaction of quick cravings made with cheese and preparation of dishes.</p>	<p>Purported benefits: satisfaction of quick cravings made with cheese and preparation of dishes.</p>	<p>Purported benefits: satisfaction of quick cravings made with cheese and preparation of dishes.</p>

Source: Own elaboration (2021)

# Results

Segmentación	Pomas	Derivados lácteos menonitas	La Honda	San Lorenzo	Saucito
<b>Socioeconómica</b>	<p>Ocupación: Ocupaciones en general.</p> <p>Ingresos: El consumo es diferenciado mediante marcas para cada estrato y región.</p> <p>Educación: Básica en adelante.</p> <p>Estrato socioeconómico: 1-7 AMAI, variedad de marcas de queso chihuahua para cada estrato</p> <p>Ciclo de vida: niños, jóvenes, adultos, estado civil en general.</p>	<p>Ocupación: Ocupaciones en general.</p> <p>Ingresos: El consumo es diferenciado mediante marcas para cada estrato y región.</p> <p>Educación: Básica en adelante.</p> <p>Estrato socioeconómico: 1-7 AMAI, variedad de marcas de queso chihuahua para cada estrato</p> <p>Ciclo de vida: niños, jóvenes, adultos, estado civil en general.</p>	<p>Ocupación: Ocupaciones en general.</p> <p>Ingresos: En general pues el queso es apto para el consumo de todos.</p> <p>Educación: Básica en adelante.</p> <p>Estrato socioeconómico: 1-7 AMAI, variedad de marcas de queso chihuahua para cada estrato</p> <p>Ciclo de vida: niños, jóvenes, adultos, estado civil en general.</p>	<p>Ocupación: Ocupaciones en general.</p> <p>Ingresos: En general pues el queso es apto para el consumo de todos.</p> <p>Educación: Básica en adelante.</p> <p>Estrato socioeconómico: 1-7 AMAI, variedad de marcas de queso chihuahua para cada estrato</p> <p>Ciclo de vida: niños, jóvenes, adultos, estado civil en general.</p>	<p>Ocupación: Ocupaciones en general.</p> <p>Ingresos: En general pues el queso es apto para el consumo de todos.</p> <p>Educación: Básica en adelante.</p> <p>Estrato socioeconómico: 1-7 AMAI, variedad de marcas de queso chihuahua para cada estrato</p> <p>Ciclo de vida: niños, jóvenes, adultos, estado civil en general.</p>

Source: Own elaboration (2021)

# Conclusions

Tabla 2. Consumer behavior model of chihuahua cheese.

<b>Marketing stimuli</b>	<b>Consumer Box</b>	<b>Consumer Response</b>
<b>Marketing:</b> Diversity of brands of chihuahua cheese, with different quality and prices in the market according to the social stratum, income of consumers.	<b>Characteristics:</b> <ol style="list-style-type: none"><li>1. Men and women.</li><li>2. Consumption is familiar.</li><li>3. Occupations in general. Consumed by: employees, housewives, students, professionals, teachers, activities in the field.</li><li>4. NSE 1-7 AMAI consume it, variety of cheese for each stratum.</li><li>5. Social class: high, medium and low.</li><li>6. Consumed by children, youth and adults.</li></ol>	<b>Product:</b> In the region the most consumed cheese is chihuahua cheese.

Source: Own elaboration (2021)

# Conclusions

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## Product:

1. The most consumed is the type and brand of cheese of the region.
2. Followed by nationally recognized brands.
3. The strata with greater purchasing power include in their diet more refined (mature) cheeses.

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## Price:

1. El precio puede variar respecto al estrato social y lugar de compra.
2. El precio puede variar respecto a la calidad y diversidad de productos.

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## Decision process:

### Purchased:

1. Flavor (flavor is given by the physicochemical profile and sensory profile of the cheese).
2. Price.
3. Recognized brand.
4. Container.
5. Availability.
6. Properties and reliability.
7. Hygiene.
8. Nutritional properties.
9. Expiration in order of importance.

Emphasizing that women are the ones who regularly occur to make purchases for household consumption.

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## Brand:

1. The most consumed brands are those of the region, there are about 15 brands in Rio Grande.

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## Establishment:

1. Department or self-service stores, but cheese belongs to large companies (strata with higher income).
2. Stores specializing in the sale of dairy products. (Strata with higher income)
3. Market.
4. Directly to the producer (Cheese Factories).
5. Grocery stores (the lowest strata).

# Conclusions

## Communication:

### Electronic media.

1. Página de internet.
2. Facebook.

### Word of mouth marketing.

## Distribution:

1. Department or self-service stores, but cheese belongs to large companies (strata with higher income).
2. Stores specializing in the sale of dairy products. (Strata with higher income)
3. Market
4. Directly to the producer (Cheese Factories).
5. Grocery stores (the lowest strata).
6. Internet platforms: free market, Facebook.

## Time of purchase:

It is bought: for satisfaction of quick cravings made with cheese and preparation of dishes; or it is accompanied in saucers. It is consumed with the family.

## Frequency of purchase:

Consumption is daily, twice a week, and once a week.  
The amount you buy is given by the frequency of purchase.

# Conclusions

Segmentation	Characteristics
Geographic	Río Grande City, Zacatecas, Mexico.
Demographic	Men and women. Household consumption Tertiary food processing sector
Psychographic	<b>Social class:</b> High, medium and low. They stratify their products by creating different brands for each stratum.
Socioeconomic	<b>Occupation:</b> Occupations in general. <b>Income:</b> Consumption is differentiated by brands for each stratum and region. In general, cheese is suitable for everyone's consumption. <b>Education:</b> Basic onwards. <b>Estrato socioeconómico:</b> 1-7 AMAI, Variety of Chihuahua cheese brands for each stratum <b>Life cycle:</b> Children, youth, adults, marital status in general.
Behavioral	<b>Purported benefits:</b> Satisfaction of quick cravings made with cheese and preparation of dishes. Differentiate yourself in your business or tables.

Source: Own elaboration (2021)

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