

Market diagnosis to learn about the commercial snack scene for pets

Diagnóstico de mercado para conocer escenario comercial de snack para mascotas

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Abstract

Dog snacks consist of their flour-based production, which is extracted from crickets, these snacks contain the same protein as producing a pound of beef which consumes two thousand times more water than producing a pound of crickets , plus more land and energy, and emits 100 times more greenhouse gases. On the other hand, insects have as much protein as beef or chicken, and even have more vitamins. PRODUCT Dog biscuits based on cricket flour. PRICE The price to the public is \$100 MXN. 450 Gr. (12 pcs). PLAZA Supermarket, Convenience Stores, Pet Stores, Veterinary, Pet Accessories Stores and Website. Promotion - Online Coupons
- Discounts on special dates
- Quantity discounts
- Free shipping from a certain amount of purchase on the website
- Giveaways by Social Media

General Objective. Get information to see the commercial viability of selling snacks for canines on the ZMG. Methodology. A quantitative study was conducted on pet owners, specifically dogs; having as an instrument of data collection a survey applied in the Metropolitan Zone of Guadalajara to a representative sample of 380 surveys of men and women over the age of 18 with previous filter question with a confidence level of 95% and a margin of 5% error. The survey was conducted by simple random subsampling by clusters and random home routes. Contribution. This study has three important purposes:

1. Incorporation and participation of students from the career of Engineering in Development and Business Innovation in project initiated pro students of TSU Environmental Technology to identify areas of commercial opportunity of the product.
2. Awareness and active participation of the university community, consumers and the general public in relation to the sustainability and care of the environment.
3. The results of the study will serve as the basis for the design and realization of a business plan

Market research, Pet shack, Commercial viability

Resumen

Los snacks para perros consisten en su elaboración a base de harina, la cual es extraída de grillos, estos snacks contienen la misma proteína que producir una libra de carne de res la cual consume dos mil veces más aguas que producir una libra de grillos, y además más tierra y energía, y emite 100 veces más gases del efecto invernadero. Por otro lado, los insectos tienen tantas proteínas como la carne de res o de pollo, e incluso tienen más vitaminas. PRODUCTO Galletas para perro a base de harina de grillo. PRECIO El precio al público es de \$100 MXN. 450 Gr. (12 pz). PLAZA Supermercado, tiendas de conveniencia, tiendas de mascotas, veterinaria, tiendas de accesorios para mascotas y sitio web.

PROMOCIÓN

- Cupones Online
- Descuentos en fechas especiales
- Descuentos por cantidad
- Envíos Gratis a partir de una cierta cantidad de compra en el sitio web

Giveaways por Redes sociales

Objetivo General. Obtener información para ver la viabilidad comercial de la venta de snacks para caninos en la ZMG. Metodología. Se realizó un estudio cuantitativo a dueños de mascotas, específicamente perros; teniendo como instrumento de recolección de datos una encuesta aplicada en la Zona Metropolitana de Guadalajara a una muestra representativa de 380 encuestas a hombres y mujeres mayores de 18 años con previa pregunta filtro con un nivel de confianza del 95% y un margen de error del 5%. La encuesta fue realizada por submuestreo aleatorio simple por conglomerados y rutas aleatorias domiciliarias. Contribución. El presente estudio tiene tres propósitos importantes:

1. Incorporación y participación de los estudiantes de la carrera de Ingeniería en Desarrollo e Innovación Empresarial en proyecto iniciado pro estudiantes de TSU de Tecnología Ambiental para identificar áreas de oportunidad comercial del producto.
2. Concientización y participación activa de la comunidad universitaria, consumidores y público en general en relación a la sustentabilidad y cuidado del medio ambiente.
3. Los resultados del estudio servirán de base para el diseño y realización de plan de negocios.

Investigación de mercados, snack para mascotas, Viabilidad comercial

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Introduction

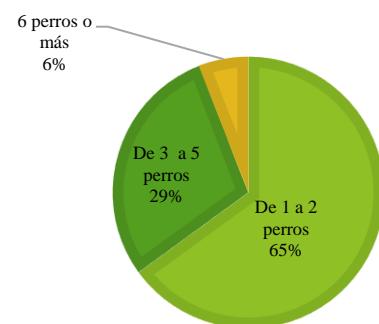
This project contains the results of a market research carried out by students of the Engineering in Business Innovation Degree at the University of Technology of Jalisco and to complement practical theoretical elements in the product launch to determine their commercial viability. The main idea of the product has preliminary commercial scope of a potential market detected by brainstorming and prior exploratory study. A preliminary study was carried out at points of distribution and sale of pet products, using the INEGI DENUE system as an initial tool. After the feasibility study where it was considered that the product meets the conditions to be manufactured, the second phase consists in the determination of market conditions.

A pilot test was designed which was applied and with it the results allowed the determination of the representative sample and error margins. The application of the survey was domiciliary and at points where buyers of food for their pets frequent; The four pillars of marketing were taken into account, taking as a reference the theoretical framework of Kotler and Stanton to carry out the commercial viability analysis according to the product, price, place and promotion according to the perception of the recurring consumers to pet food, specifically canines.

Problem Statement

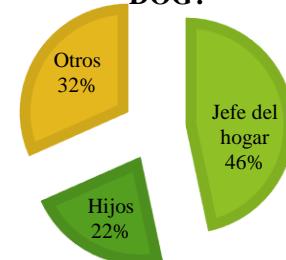
Nowadays people do not want to have children, so they usually adopt puppies and incorporate them into their home. Thanks to dogs becoming part of the family of these people they seek the greatest benefits in a food product that is for a canine. In the market there are different types of food, but they are based on ingredients that, in order to provide good benefits, have to invest more in this type of products. So it is intended to integrate a snack for dogs based on cricket flour, which contributes to the well-being of the environment and obtaining a product with great benefits at a cost less or within the range that people would pay. The hypothesis for this project is that people who have puppies in the ZMG always consume snack for dogs if they would pay the price of the product, set at \$ 100 pesos. That most people in the ZMG have a dog or more.

How many dogs do you have?



Graphic 1 "Number of dogs in your home." *Source: own elaboration based on survey results July 2019 (Previous filter question "do you have dogs in your home")*

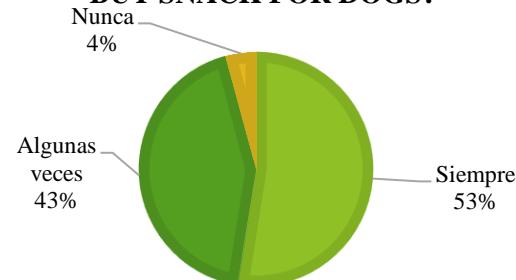
IN YOUR HOME, WHO PURCHASES FOOD FOR THE DOG?



Graphic 2 "Purchase decision"

Source: own elaboration based on survey results July 2019

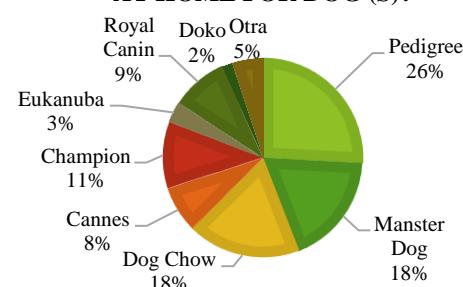
WHAT FREQUENCY DO YOU BUY SNACK FOR DOGS?



Graphic 3 "Frequency of purchase."

Source: own elaboration based on survey results July 2019

WHAT MARK OF FOOD (DRY) SHOP AT HOME FOR DOG (S)?

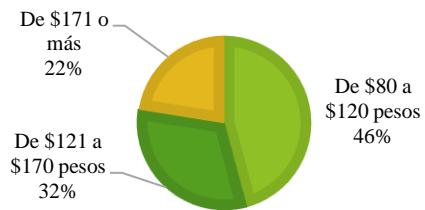


Graphic 3 "Preferred brands of purchase."

Source: own elaboration based on survey results July 2019

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HOW MUCH EXPENSES PER MONTH IN SPECIALIZED FOOD FOR YOUR PET



Graphic 4 "Monthly pet food expense."

Source: own elaboration based on survey results July 2019

WHAT IS THE MOST IMPORTANT WHEN BUYING FOOD FOR YOUR DOG



Graphic 5 "Factors purchase decision."

Source: own elaboration based on survey results July 2019

Results

As the results show in all this research, people who are accustomed to having pets care about their welfare, in many cases they are even considered as family members, which provides a commercial opportunity in a very specific and exclusive segment. According to respondents, 46% are the heads of family who are responsible for acquiring dog food. The frequency of purchase of Snack in the homes of the ZMG corresponds to 53% in "always" and 43% to "sometimes". So there is a great opportunity in the market to position the product.

The most positioned brand in the market is Pedigree with 25%, so you should take a strategy to monopolize part of your market. It is clear that in the homes of the metropolitan area a quality product is more important but that it is balanced with its price. Mostly respondents prefer to purchase a product with a value of \$ 80 pesos to \$ 120 pesos. So it gives us extra points in the product that we want to incorporate into the market.

As we know, supermarkets are one of the most frequented businesses by buyers, so it is easier for them to acquire most of the products in this place. 50% of people thought this. Nowadays people prefer to pay less or just, but a very accepted promotion is to take more extra or gift product.

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Conclusions

The investigation was carried out during the July 2019 period, and the expected results were obtained satisfactorily, since the objectives obtained were met, the information obtained is important for the development of the project. Analyzing that the project as such is a good business option, because 53% of the market is accustomed to acquiring snack for dogs. In addition, it is known the number of dogs that the population usually has in their home, in order to obtain a sales forecast and the types of promotions that customers require most to have the ability to provide the promotion they prefer. In this way it was also possible to determine the place in which we will focus so that customers can buy the snack. The market is large and a percentage considered can be covered since the price that was established is within the greater range than the customers if they would pay.

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