Current situation of the development perspective for the microenterprise of the commercial sale of chicken, tortilla shop and grocery shop in the Municipality of Mixquiahuala de Juárez, Hidalgo

Situación actual de la perspectiva de desarrollo para la microempresa del giro comercial de venta de pollo, tortillería y abarrotes del Municipio de Mixquiahuala de Juárez, Hidalgo

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Abstract

The economic structure of Mexico is based on the development and economic growth of companies, prevailing 94.3% of economic units considered as micro enterprises according to INEGI (2015), which only contribute a tenth of the country's gross domestic production, being an analysis and discussion table to evaluate the obstacles that the micro company faces. The State of Hidalgo in recent years has become more competitive, the result of its favorable location and industrial infrastructure that has allowed to establish national projects, in such a way that a new perspective of development for the micro-enterprise of the region is opened and in particular for the Municipality of Mixquiahuala de Juárez, the study presents the current situation of the level of adoption of strategies that the commercial companies in the sale of chicken, tortillas and groceries apply to improve their positioning in the local and regional market, through an analysis descriptive and correlational factors are identified that in a certain situation affects them in the fulfillment of their goals. The main contribution of this article lies in the identification of the variable that directly affects the perspective of development being the competition, hence the need to propose marketing strategies that allow to encourage the economy of companies.

Strategies, Market, Development

Resumen

La estructura económica de México se encuentra basada en el desarrollo y crecimiento económico de las empresas, prevaleciendo el 94.3% de unidades económicas consideradas como micro empresas según INEGI (2015), las cuales sólo aportan la décima parte de la producción interna bruta del País, siendo mesa de análisis y discusión evaluar lo obstáculos que enfrenta la micro empresa. El Estado de Hidalgo en los últimos años se ha convertido más competitivo, resultado de su favorable ubicación e infraestructura industrial que ha permitido establecer proyectos nacionales, de tal manera que se abre una nueva perspectiva de desarrollo para la micro empresa de la región y en particular para el Municipio de Mixquiahuala de Juárez, el estudio presenta la situación actual del nivel de adopción de estrategias que las empresas comerciales en la venta de pollo, tortillas y abarrotes aplican para mejorar su posicionamiento en el mercado local y regional, a través de un análisis descriptivo y correlacional se identifican los factores que en determinada situación les afecta en el cumplimiento de sus metas. La principal contribución del presente artículo radica en la identificación de la variable que afecta directamente en la perspectiva de desarrollo siendo la competencia, de ahí se deriva la necesidad de proponer estrategias de mercadotecnia que permitan incentivar la economía de las empresas.

Estrategias, Mercado, Desarrollo

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Introduction

The contribution of MSMEs in the country's economy lies in the generation of 72% of employment and 52% of the country's Gross Domestic Product (GDP) (CONDUSEF, 2018). Microenterprises in Mexico generate annual sales of up to 4 million pesos and represent 95 percent of total companies and 40 percent of employment in the country; In addition, they produce 15 percent of the Gross Domestic Product (SECRETARÍA DE ECONOMÍA, 2010).

According to data from INEGI in 2015, in Mexico 28.4% of them do not want their businesses to grow due to their own insecurity and 25.1% because they feel satisfied with their company, together with this, the main causes for which it is considered that microenterprises do not grow is due to lack of credit and competition from informal companies. (INEGI, ENAPROCE, 2015)

The most common expenses in e-commerce in Mexico are in clothing and accessories, 59% of Internet users said they bought items in this category as part of their quarterly consumption. It is followed by digital downloads (48%), tickets for events (36%) and trips (35%). Mexicans preferred to make more purchases with credit than with debit cards in 2016, now the trend changed. 55% of the transactions in 2017 were made with debit cards (65.5 million), the remaining 45% with credit. (HUFFPOST, 2018)

In Hidalgo there are 21, 245 companies, of these 99.94% are SMEs, and the remaining 0.06% are large. Of the total of MSMEs, 81.51%, 14.62% and 3.86% correspond to the commerce, services and industry sectors, respectively. (Terrones, 2011). Mixquiahuala de Juárez is one of the municipalities that make up the State of Hidalgo, with an area of 114.79 km^2, which represents 0.55% of the State made up of 29 localities, located in the Mezquital Valley region.

Currently the total population of the municipality of Mixquiahuala de Juárez, corresponds to 46,224 inhabitants (INEGI, 2018), and economically active population 17,155 people, of which 11,416 are men and 5,739 are women, representing a human development index of 0.7809 (SNIM , 2010).

The main economic activities are agriculture and livestock, corresponds to the largest ejido of the republic, endowed with 7,853 Has., And with the production of cattle, pigs, sheep, goats and birds.

In this sense, the object of study of the present investigation is of an exploratory nature of a descriptive and correlational type to identify which aspects affect the development perspective of the micro companies selling chicken, tortilla and groceries of the municipality of Mixquiahuala de Juárez, Hidalgo, identifying the needs that currently have in the use of internet technology or confidence in the use of electronic commerce as a strategic measure of growth to gain market positioning.

When recognizing the total of micro businesses of the commercial line of sale of chicken, tortilla and groceries that are located in the region, a representative sample of 132 micro companies (80% confidence level) was selected, applying a survey to identify the state that keeps the main study variable, defined as "*Development Perspective*" and the secondary variables "*Permanence in the Market, Competition, Confidence in the use of Electronic Commerce and Infrastructure*", resulting in a significant increase in competition, a factor that affects the lack of interest in the development and promotion of business.

This current situation gives guidelines to define strategies that can contribute to the growth of the group of micro companies to which the present study is directed.

Problem Statement

In the Municipality of Mixquiahuala de Juárez, Hidalgo, in the commerce sector, retail trade predominates, with 1244 economic units (ue), 401 ue correspond to micro businesses selling groceries, chicken and tortillerías, distributed in the different localities of the municipality as shown in *Table No. 1 Retail sale of tortillas, chicken and groceries.*

SOTO-RODRÍGUEZ, Claudia Aurora, CRUZ-JUÁREZ, Ana María and ÁLVAREZ-CRUZ, Arminda. Current situation of the development perspective for the microenterprise of the commercial sale of chicken, tortilla shop and grocery shop in the Municipality of Mixquiahuala de Juárez, Hidalgo. Journal-Law and Economy. 2018.

Location	No. of establishments
Bondho	45
The Calvary	48
Center	83
Danfhi	11
Two hills	1
The dye	35
Station	25
The cross	1
The wheel	3
The sorrow	26
Reform	29
The Vega	1
The Tigers	12
Narciso Mendoza	10
Taxhuada	71
Total	401

Table 1 Retail trade by location of the municipality of Mixquiahuala de Juárez, Hgo
*Source: DENUE INEGI (2018). Obtained in http://www.beta.inegi.org.mx/app/mapa/denue/default.aspx*

The localities with the highest number of establishments represent it, the Colonia Centro, Taxhuada, El Calvario and El Bondho, it was identified that in these there is a greater movement of commerce, during the tour of each of the localities the dispersion or distance was detected of the establishments that exists to access the population, concentrating mostly on the provision of basic input materials for the population in the Colonia Centro in the center of the municipality.

When conducting an interview in a random way to the population, the need to have new services that facilitate the provision of basic foods is detected.

In the study area as shown in Graph 1 Type of Company, the presence of the businesses is identified, with 58.3% of grocery sales, 18.2% of poultry stores and tortillerías respectively and 5.3% of bakeries, in this sense the owners of the micro business, are aware that various causes intervene that prevent them from having the immediate provision of the inputs required by the population, among them, if they do not have an adequate supply of the products because they do not favor fresh food, disposition or immediate delivery, and the distance of the establishments that allow the supply of the products in accessible hours for the population.

In this sense, the following question is asked: What is the current situation of the micro enterprise perspective to implement actions that contribute to its growth? What factors can intervene in the lack of development perspective in the market?

In addition to the lack of knowledge in the new ways of encouraging business promotion, whether through the use of information and communication technologies or other means, the business economy is limited, which prevents growth favoring.
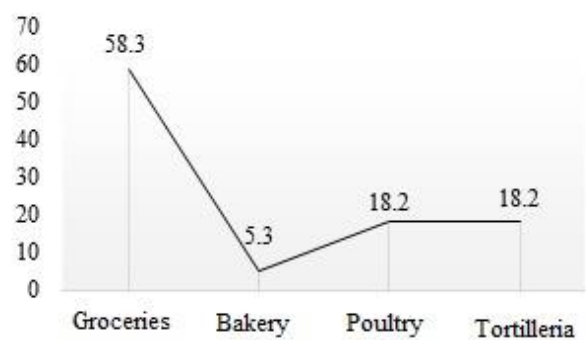
Graphic 1 Type of company
Source: Own Elaboration (2018)

Finding 1. It is observed that the majority of MSMEs in the Mixquiahuala de Juárez region, Hgo. They are grocery businesses and 18.2% are followed by poultry and tortilla shops, finally with 5.3% bakeries.

Justification

The importance in the realization of the present study lies in knowing, in what way the micro companies recognize the current situation of their Development Perspective, what influence does the market permanence, competition, confidence in the use of electronic commerce and the level of infrastructure to achieve market positioning. It seeks to examine the current structure of the microenterprise and identify the factor that significantly influences its development, based on the quantitative method, applying statistical techniques. As well as, its relation or degree of association between the study variables.

When knowing the Development Perspective of the micro-enterprise of the region, it will be possible to be involved in the design of strategies that contribute to the growth of the same.

Hypothesis

The level of "Permanence in the Market, the level of Competition, the lack of Trust in the use of Electronic Commerce and lack of Infrastructure" are factors that influence the development perspective in the market, the micro business of the commercial line of sale of Chicken, Tortillería and Groceries of the Municipality of Mixquiahuala.

Methodology

In order to achieve an objective study, the focus of this research is centered on a quantitative level, according to Hernández et al. (2010), the characteristics of the method mainly follow a predictable and structured pattern, determining a segment or sample of the study population, which try to explain and predict the phenomena investigated by looking for causal relationships between their elements, the analysis of the results is supported by statistical models to obtain measurable or observable data.

The phases of the study are focused on carrying out first the determination of the sample, operational design of the study, design and application of the instrument; and application of probabilistic tests at a descriptive and correlational level. The scope that defines the investigation is descriptive and correlational, that seeks to know characteristics or dimension of the current situation of the problem in question. When integrating the correlation between the study variables, it is intended to answer how the secondary variables influence the current situation of the main study variable, with the purpose of knowing the degree of relationship that they have subjected to probabilistic tests.

Determination of the sample

It was defined as the main study variable "*development perspective*" and secondary variables "*permanence in the market, competition, confidence in the use of electronic commerce and infrastructure*", through a survey applied to the micro businesses of the region with a level confidence of 80% (1.28), with margin of error of 5%, standard deviation of the population .5, a total sample of 132 surveys was determined, of the 401 micro businesses that are in total according to the query system DENUE (INEGI, 2018).

Applying the simple random sampling method, according to Vivanco (2005), the formula corresponds to:

$$n = s^2/(e^2/(z^2\alpha/2) + s^2/(N-1)) \quad (1)$$

$$n = .5^2/(\frac{.05^2}{1.28^2\alpha\frac{}{2}} + .5^2/(401-1)) \quad (2)$$

n = 132 encuestas

Where:

$S^2=$ Population variance
$z^2\alpha/2=$ Tabulated value of the confidence coefficient
N= Size of the population
e= Maximum admissible error
Source: (Vivanco, 2005)

Operational design of the research

In the design of the research, the dimensions of the study, data collection and study scope indicator were analyzed, as shown in Table 2. Operationalization, 10 closed questions were designed with multiple options aimed at the market to measure the variables "*Permanence in the market, competition, confidence in the use of electronic commerce and infrastructure*" at the descriptive level, it has also been defined at the correlation level to identify the significant relationship that can be maintained with the main variable of the study" Development Perspective".

Information you want to know	Dimensions	Get information	Indicators
How many years have you been offering your products or services?	Permanence in the Market	Poll	Descriptive Correlational
Do you usually have your main competence identified?	Competition	Poll	Descriptive
Do you think you have been affected in your sales by the presence of large supermarkets or shopping centers that are in your area?	Competition	Poll	Descriptive Correlational

|			
Have you seen the disappearance of micro businesses by the arrival of large companies in your area?	Competition	Poll	Descriptive
Do you know the new online sales method?	Confidence in the use of electronic commerce	Poll	Descriptive
Have you purchased or contracted any product or service online?	Confidence in the use of electronic commerce	Poll	Descriptive Correlational
What type of products or service have you purchased?	Confidence in the use of electronic commerce	Poll	Descriptive
What benefits do you think are generated in the use of online mode?	Confidence in the use of electronic commerce	Poll	Descriptive
Would you like to know more about the online sales method?	Confidence in the use of electronic commerce	Poll	Descriptive Correlation
Do you currently have internet service?	Infrastructure	Poll	Descriptive

Table 2 Operationalization
Source: Own Elaboration (2018)

Descriptive Analysis

The application of the instrument was carried out in 8 locations with the highest concentration of micro-enterprise population: Taxhuada, Centro, Bondho, Calvario, Teñhé, Estación, Peña and Reforma, due to the distance of the localities and the joint effort of collaborating students and teachers the time of application was in two weeks, the treatment and analysis of the descriptive and correlational level data was carried out in the software SPSS (Statistical Package for the Social Sciences), which allowed to integrate the database of the indicators and generate the graphs of the results, the findings identified by each study variable are described below:

a)   Permanence in the Market

In Graphic 2, how many years have you been offering your products or services ?, shows the identified findings, most of the companies have more than 5 years in the market with 39%, followed by 36% that are companies that have between 1 and 5 years in the study region.
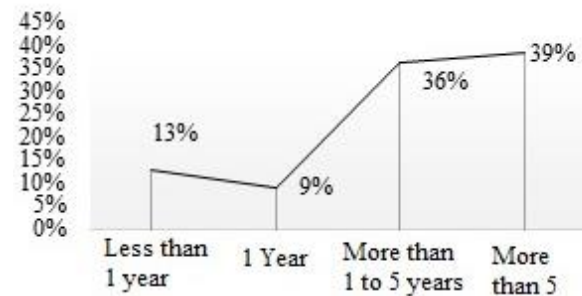
Graphic 2 How many years have you been offering your products or services?
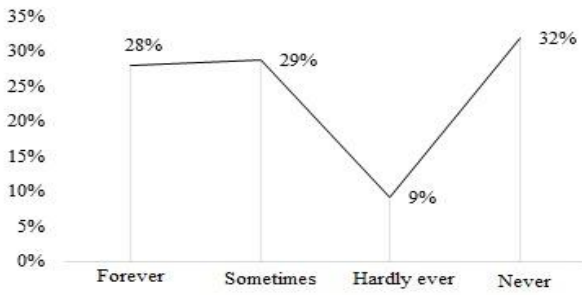*Source: Own Elaboration (2018)*

b)   Competition

In the Graphic 3 ¿Do you currently have your main competence identified?, shows the identified findings, 67.4% of the MSMEs of the study region consider that if you have identified their main competence within the market, 30% consider that they do not.
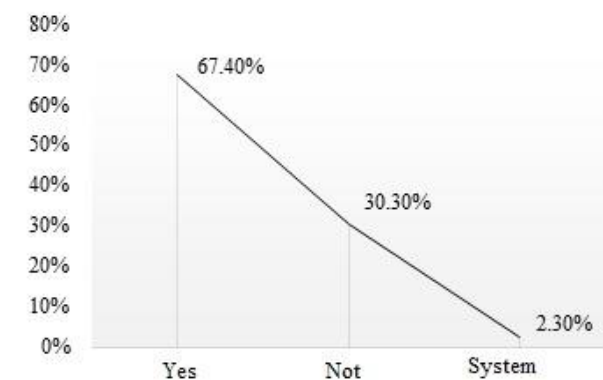
Graphic 3 Do you currently have your main competence identified?
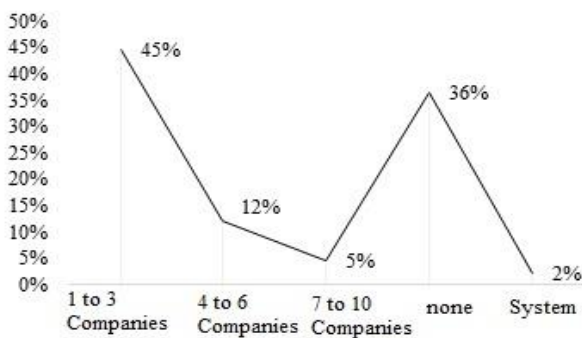*Source: Own Elaboration (2018)*

In Graphic 4. Do you think you have been affected in your sales by the presence of large supermarkets or shopping centers that are in your area? The findings are that 32% of companies consider that they have never been affected by the presence of large supermarkets and shopping centers, while 28% believe that they are always affected, 29% sometimes consider it that way and 9% consider almost never having been affected.

Graphic 4 Do you think you have been affected in your sales by the presence of large supermarkets or shopping centers that are in your area?
Source: Own Elaboration (2018)

In Graphic 5. Have you seen the disappearance of micro-enterprises due to the arrival of large companies in your area?, it was found that 45% of the sample surveyed indicated that 1 to 3 micro-enterprises have disappeared due to the arrival of large companies companies to the region, while 36% consider that no microenterprise has disappeared for this reason.
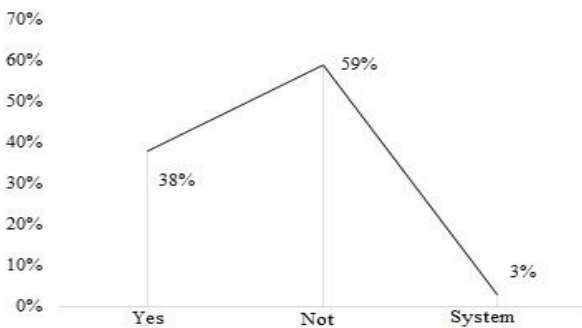

Graphic 5 Have you seen the disappearance of micro businesses by the arrival of large companies in your area?
Source: Own Elaboration (2018)

c) Confidence in the use of electronic commerce

In Graphic 6. Are you familiar with the new online sales method? 59% of the surveyed sample does not know the online sales method, while 38% know this type of sales method.


Graphic 6 Do you know the new online sales method?
Source: Own Elaboration (2018)

In this sense, confidence in the use of electronic commerce is also assessed with the type of products or services that are currently carried out online or their opinion regarding the benefits that are considered necessary by this modality.

In Graphic 7. Have you purchased or contracted any product or service online? It is identified that at least 25% of the study region has made online purchases or contracts, while more than 70% claim never to have done so.
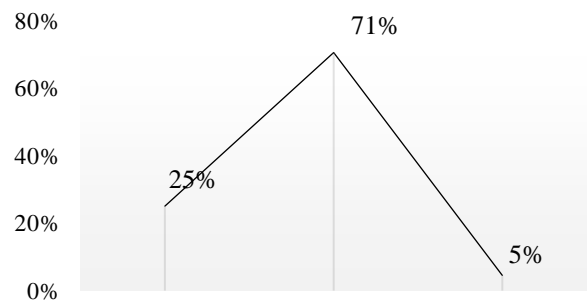
Graphic 7 Have you purchased or contracted any product or service online?
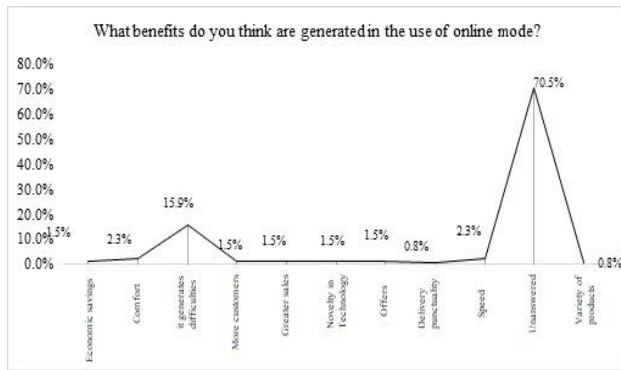*Source: Own Elaboration (2018)*

In Graphic 8, what type of products or service have you purchased? 73.50% of respondents omitted any answers about the products purchased online, the majority declares that they have not made purchases online. On the other hand, the purchase of household appliances and electronic devices stands out, 6.10%.
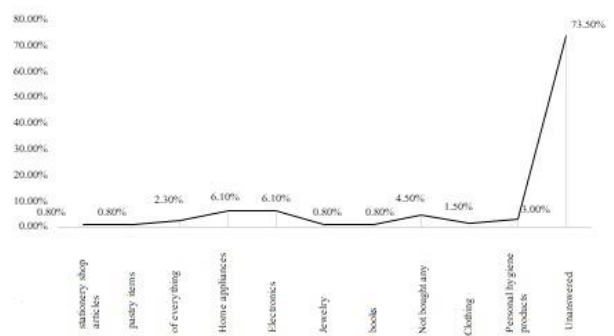
Graphic 8 What type of products or service have you purchased?
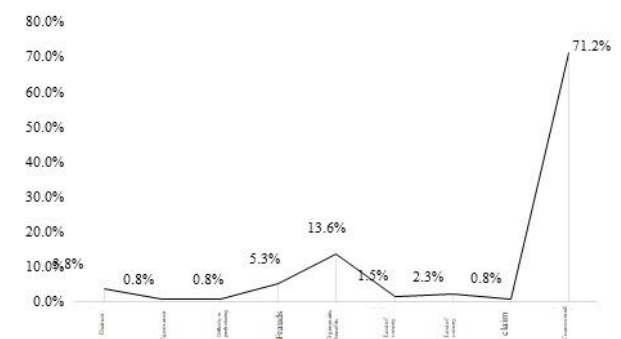*Source: Own Elaboration (2018)*

En el Graphic 9 ¿Qué beneficios considera que se generan en el uso de la modalidad en línea?, el 70.5% de la población seleccionaron sin respuesta, puede representar la falta de interés en el tema o no hay conocimiento al respecto.

Graphic 9 What benefits do you think are generated in the use of online mode?
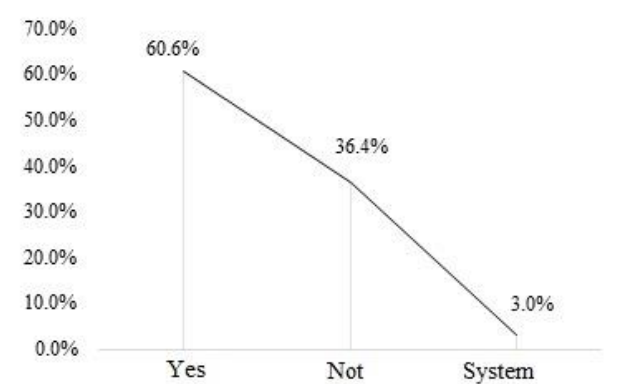*Source: Own Elaboration (2018)*

In Graphic 10, what difficulties do you think are generated in the use of the online modality? 71.2% of the population consider the claim generated by using the online modality a difficulty.

Graphic 10 What difficulties do you think are generated in the use of online mode?
Source: Own Elaboration (2018)

In Graphic 11 Would you like to know more about the modality of online sales ?, 60.6% of MSMEs surveyed, indicate that if they would like to know more about the modality of online sales, 36.4% are not interested.
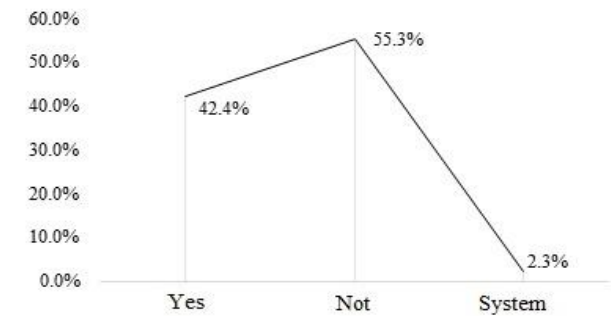

Graphic 11 Would you like to know more about the online sales method?
Source: Own Elaboration (2018)

d) Infrastructure

In Graphic 12. Do you currently have Internet service? Infrastructure is defined as the current internet position, 55.3%, which means more than half of the population of MSMEs, indicated that they do not have Internet service. Internet.

Graphic 12 Do you currently have internet service?
Source: Own Elaboration (2018)

Correlation analysis

According to Hernández et al. (2010), Pearson's simple correlation method, establishes that it is a statistical test to analyze the relationship between two variables measured at a level by intervals or by ratio. It is calculated from the scores obtained in a sample of two variables. The collected scores of one variable are related to the scores obtained from the other, with the same participants or cases. A Pearson correlation may be significant, but if it is less than 0.30, it is weak, but in any case it helps to explain the link between the variables. (Sampieri, Collado, & Lucio, 2010)

The questions were coded to define categories and integration of the study variables, the statistical correlation test was applied based on the Pearson r coefficient, it can vary from -1.00 to 1.00, the sign indicates the direction of the positive correlation. In this sense, the bivariate test was performed with the main variable and each one of the secondary variables obtaining its correlation value.

Results

The instrument applied in the towns of Mixquiahuala de Juárez, Hidalgo, showed that 39% of the majority of microenterprises have more than 5 years in the market, and 36% have between 1 to 5 years, at the same time they reflect a similar behavior, being important that the permanence in the market is greater.

SOTO-RODRÍGUEZ, Claudia Aurora, CRUZ-JUÁREZ, Ana María and ÁLVAREZ-CRUZ, Arminda. Current situation of the development perspective for the microenterprise of the commercial sale of chicken, tortilla shop and grocery shop in the Municipality of Mixquiahuala de Juárez, Hidalgo. Journal-Law and Economy. 2018.

However, there are also relatively new micro-enterprises, not unrelated to what happens in a traditional way, with a stay in the market of 12 to 24 months, according to Manuel Molano Ruiz, deputy general director of the Mexican Institute for Competitiveness (Imco). (Becerril, 2012).

67.40% of the micro companies consider identifying their competitors, 57% on average respond to always or sometimes if it affects them in sales the presence of large supermarkets or shopping centers, 45% are witnessing the disappearance of a three microenterprises, 12% from 4 to 6 companies and 5% from 7 to 10 companies, mainly from large companies that have established themselves in the region, which means that the population of the municipality stops acquiring the products or services offered in small companies, therefore, they are forced to disappear, because according to the survey more than a quarter consider that if they are affected by the arrival of these establishments, while another similar amount considers that only occasionally.

On the other hand, even though data from Big Data Corp. reveal that 92.90% of total sales pages in Mexico are small (Marketing, 2015), the knowledge and use of online buying and selling by of the MSMEs in the region is very low, because more than half of them do not know it, but even so 60.6% would like to know more about the way to sell and purchase products and services in this form of sale.

In relation to the trust in the use of electronic commerce, only 38% of the companies know the modality of online sales, 25% have made at least one online purchase, mainly in hygiene products, the rest have not made no purchase or contracted any online service mainly due to distrust.

70.5% of the population showed a lack of interest in selling online modality, due to lack of knowledge on the subject, 15.9% considered that it generates difficulties in the process, 71.2% considered facing customer complaints, also a 5.3 % by the presence of some fraud. 60.6% would like to know more about the modality of online sales, 36.4% there is no interest in knowing about.

Another aspect identified is the provision of the Internet as infrastructure, only 42.4% have the service, this may represent a lack of knowledge on the subject that has caused lack of interest in knowing about the online sales method.

The main variable defined as "Development Perspective", with the secondary variables permanence has a correlation of .050, competition .224, confidence in the use of electronic commerce .194 and with the variable Infrastructure obtains .086. The significant positive correlation that is closest to one corresponds to the competition variable (.224); as shown in Table No.3 Correlation analysis between variables.

Main variable	Secondary variables	Correlation value
Development perspective	Permanence	.050
	Competition	.224(*)
	Confidence in the use of electronic commerce	.194(*)
	Infrastructure	.086

* The correlation is significant at the 0.05 level (bilateral)

Table 3 Correlation analysis between variables
Source: Own Elaboration (2018)

The variable Competition, therefore, is the one that most affects the main variable, this represents that micro companies consider the competition as an important factor that directly affects the perspectives they have in the development of the management of their business.

It should be noted that all variables have a positive relationship, but there are two variables that are significantly related, being the case of Competition and Trust in the use of electronic commerce.

In relation to the level of confidence in the use of electronic commerce, there is also a significant correlation, to a lesser degree than competition, this means that micro businesses consider that their development perspective affects them due to the presence of large supermarkets or shopping centers located in your locality, as it also represents difficult or no interest in incorporating the sale of products online over the internet.

These results are important, with the opportunity to propose strategies that contribute to the creation of a collaborative network project among micro-enterprises that allows the economic development of businesses and the region to be promoted.

Acknowledgement

We appreciate the support provided by the program for professional teacher development (PRODEP) for the funding granted to the project assigned to the Academic Body "Knowledge Management, Innovation and Business Development" of the Engineering course in Business Management.

Conclusions

The main contribution of the present investigation is the identification of the current situation that keeps the Development Perspectives of the micro business of commercial sales of chicken, tortilla and grocery sales, only 25% of the micro company uses the sale service in line, 59% do not know about this modality, they consider to have been affected by the competition, causing the disappearance of 3 companies, this may represent a lack of confidence to implement online sales strategies, when performing the correlational analysis, it is identified that the competition variable affects significantly, represents for this study the lack of confidence that the micro company has regarding the modality.

There are several proposals to encourage the economy of micro-enterprises, according to the Mexican Journal of Agribusiness, collaboration networks is one of the alternatives of economic development which leads to the creation of better living conditions, in order to find better opportunities in the market of inputs and add value to their products, the producers of any sector and turn are associated to define strategies that lead people and organizations to give an integral response to the problems they face. (Vota, Murga, Balderrama, & Díaz, 2010)

The irruption and massive use of information and communication technologies are enabling relationships between companies to be established, without being an obstacle to geographical distance, new technologies allow communications to be practically real time and the information can be decentralized.

Networks allow companies to face the challenge of globalization, by becoming an organization that acquires greater size and power over the market. (Arroyabe & Peña, 1999)

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Article

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