

King pate as an entrepreneurial idea in Santa Rosalia Baja California Sur**Rey paté como idea emprendedora en Santa Rosalía Baja California Sur**

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Abstract

This article shows the results of a market study that was conducted in the city of Santa Rosalía, to determine the tastes and preferences of consumers about the creation of a new product called "King Paté", which consists of a line of snacks pâté style in three different presentations through horse mackerel fish as the main ingredient. In this study an exploratory and descriptive research was developed, using as a tool the survey, the interview and the direct observation, which was carried out to a sample population of the city, to gather the information, which later led to conclusions and improvement proposals for the product. Also, the purpose of this research is the creation of this product, to implement the daily consumption of healthy snacks through the horse mackerel in the current population of the town, in the same way to know the specific tastes of the population to create the product suitable for your needs, creating strategies that meet your expectations and thus achieve an optimal positioning in the market.

Pate, Horse Mackerel, Process, Consumption, Needs

Resumen

El presente artículo muestra los resultados de un estudio de mercado que se realizó en la ciudad de Santa Rosalía, para determinar los gustos y preferencias de los consumidores sobre la creación de un nuevo producto llamado "Rey Paté", que consiste en una línea de botanas estilo paté en tres diferentes presentaciones a través del pescado de jurel como ingrediente principal. En dicho estudio se desarrolló una investigación exploratoria y descriptiva, utilizando como herramienta la encuesta, la entrevista y la observación directa, que se llevó a cabo a una población muestra de la ciudad, para recabar la información, que después llevo a tomar conclusiones y hacer propuestas de mejora para el producto. Asimismo, la finalidad de esta investigación es la creación de este producto, para así implementar el consumo cotidiano de botanas saludables por medio del pescadero jurel en la población actual de la localidad, de igual manera conocer los gustos específicos de la población para así crear el producto adecuado para sus necesidades, creando estrategias que cumplan sus expectativas y así lograr un óptimo posicionamiento en el mercado.

Paté, Jurel, Proceso, Consumo, Necesidades

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Introduction

The purchases and consumption of families are currently excessive, since they live in a consumer society; people are used to buying, but at the same time to save their time doing it, more at the time of cooking; this is why the idea of creating a product that satisfies the basic needs of the buyers was born, in this case it was sought to create a snack, with an excellent flavor and at the same time providing a great amount of nutrients and benefits to the health of the people. The development of these products has a great impact on society, as it seeks to create new habits in the population, help with the regional economy and of course satisfy customers.

"Rey Paté" is a product with which people will save their time, money and effort, since, when buying it for a fairly adequate price, they will buy a product already prepared and with the minimum effort when making the purchase; As previously mentioned, this is excellent for the society in which we live today, thanks to the fact that every day people seek to optimize their time, without losing it in the preparation of food, hence the great demand that prepared products have, semi prepared and frozen.

This is why "Rey Paté" wants to enter the market with a line of healthy, homemade and 100% natural products; making known the benefits that the ingredients bring, looking for consumers to be attracted to this type of advertising.

Innovation as an entrepreneurial idea

Entrepreneurship, as (Gamiel, 2013) defines it, is "seeking opportunities and activating ourselves to take advantage of them", it is the most concrete and general definition that I have decided to assign to "entrepreneurship, that is why three young entrepreneurs take into account the needs of the population currently, they arise with the idea of satisfying one of them, taking advantage of one of the resources offered by the cooperative company Leyes de Reforma of Bahía Asunción to create an innovative product and launch it to the market, expecting an excellent commercial acceptance; There is talk of the need to please and satisfy the palate of the consumer, with a different product made with quality elements.

Likewise, the product you want to incorporate into the project is the jack fish, that being said, the product to be developed is a line of patés, whose main benefit is to meet the latent producer need, that is, the needs that are not capable of communicating or processes that are not able to carry out or simply of the needs that are not even aware of having them. As primary producers of marine products, the byproducts derived from these are left in the background, and this is where this project comes in, since, when buying this raw material, the community of Bahía Asunción would benefit equally from the same producer, since it, the vast majority depends on the aforementioned cooperative.

On the other hand are the benefits it brings to the consumer; the product consists of a variety of foods that have different nutritional contributions and health benefits, since they are of natural origin; As the main innovation of this project, chard, which as mentioned (Mendoza, 2015), are native to the Mediterranean and its cultivation today has spread throughout the world, are vegetables with large leaves, oval and green and Penca can present several colors, from white to pink. Although chard is grown throughout the year, its best season could be from autumn to spring, they are the largest food with nutritional benefits as mentioned (Arredondo, 2013).

Similarly, there are nutritional contributions from the horse mackerel, as a shallow fish has a large and extensive menu, such as smaller fish such as sardines and crustaceans such as shrimp and some species of snails, therefore, get many nutrients.

Thanks to this, society is invited, to consume every time in their diet, foods of natural origin and with greater amount of nutrients, substituting artificial snacks, for a light and healthy snack as it is this.

Due to the small variety of "regional" products that are for sale for consumption, there is a need to make available to the customer, all natural products, made in the community of Santa Rosalia; There is talk of a rich paté de jurel made mainly with fresh raw material and quality, but especially with products from communities that are within the municipality of Mulegé, which can be found in any market, groceries or establishments that are dedicated to the purchase sale of handicrafts.

This is how the product arises with the need to satisfy the same customer, since it gives the opportunity to taste a varied and different flavor of other patés, it is intended to innovate in the market with the placement of a novel and unusual ingredient in the typical recipe; at the same time, different flavors can be released adding ingredients that characterize the flavors of the original paté. The most important and most important thing that concerns and interests the customer is the ease of acquisition, since horse mackerel is a 100% natural product and easy to extract, as mentioned above, is a cooperative of fish production which It is responsible for its capture, delivering it fresh and with quality within the same community, which allows its price to be low cost.

In this way the product will be directed to a market of young or healthy people, since, although it is a low-fat product, it has more proteins and calories, it is recommended for people who practice sports or have a healthy diet, since that their levels of vitamins and nutrients are very useful for people with this lifestyle, such as the proteins contained in horse mackerel, which are essential in the diet of people who come to the gym regularly.

On the other hand, the great opportunity offered by this product is that a byproduct of its raw material can be developed as previously mentioned; this is why the idea of creating this product arises that in turn attends to the need to please oneself, the desire and the desire to try something new, perhaps to calm some anxiety or simply by whim, many will say that it is not a primordial need, but without it you are not satisfied as a person; besides being a natural snack and low in fat; its form of packaging, will have an ecological approach, since the glass container is reusable.

It can be used again with any function, from sterilizing it again and putting another product in it, maybe placing, dried herbs, small items like jewelry, or simply using it as decoration. It also helps to optimize your time, for example, if you are invited to a meeting, where you have to take a snack or just want to impress your visitors, this is a very good option.

Process of preparation of horse mackerel paté

The idea of creating this paté comes with the innovation of adding a fresh and very nutritious vegetable, that very few people consume or know, but that has infinite health benefits for people of all ages. Next, we present the elaboration process that is given to the product "King Paté" in its three different presentations and their respective process diagrams, this for a production of 16 bottles of the product.

- Introducing natural horse mackerel paté, smoked and chipotle.
- Selection of frozen fresh fish: 5 minutes.
- Defrosting: 15 minutes.
- Cooking: 1 hour.
- Let cool: 10 minutes;
- At this time, the three different types of chilies begin to be deveined, then washed and liquefied with water and garlic.
- Once the mixture is ready, it is passed to a stainless steel pan and bay leaves are added, and left to simmer.
- Mix: 10 minutes;
- Once the mixture reaches its boiling point the process that brings the chard begins; it is washed with enough water, as it may contain soil or animals from the field.
- Packaging: 30 minutes
- Then cut into small pieces, removing the stems.
- Once the chard is cut, add it to the mixture of chilies, and equal to simmer, mix: 10 minutes.
- Once the fish is cold, it begins to crumble into very fine pieces; in case of presentation with smoker, this is where we add the liquid that makes the fish have that flavor.
- Boil water: 30 minutes.

- Grenetin and previously boiled water are added to a bowl.
- Mix until lumps disappear.
- Then the dairy ingredients are liquefied; cream cheese, half cream and mayonnaise, together with the shredded fish; in the presentation with chipotle, in this step the indicated ones are added to mix together with the aforementioned.
- The mixture of chiles with chard is added to the blender together with the mixture of fish and dairy.
- Then the mixture of diluted gelatin is added to the previous mixture.
- Subsequently, all ingredients are liquefied, until all are well incorporated.
- The jars are boiled: 1 hour.
- Once the water reaches its boiling point, the jars are removed and left to cool in a hygienic place: 20 minutes.
- Tagged: 20 minutes.

Observation method for "Rey Paté"

According to (Arroyo, 2017) comments that direct observation is a method of data collection that consists in observing the object of study within a particular situation. In this way, this type of observation was made, which consisted of capturing the answers that the interviewed people gave to closed questions, which was made to a sample of 90 people, this being quantitatively, with a scale of measurement that it was based on a unit of numbers from 1 to 10, where 1 was equivalent to totally disagree and 10 to totally agree, in a database, made in the Benito Juárez square in the city of Santa Rosalía, located in the center of Colonia , constitution Avenue between 3 and 4 streets, on March 23, where results were obtained that showed that 97% of the interviewees would be willing to buy a pâté-based product of horse mackerel with chard, however 3% would not buy it, this is why they do not agree to consume chard or do not like it.

Similarly, it was determined based on three different presentations of the product, which are natural, chipotle and smoked, 98% of them agree with both the taste of the product and the ingredients it handles, since they are combined in excellent way and you can choose between three different versions having three presentations for all tastes, likewise 98% agree with the material of the container that the product handles, that is, with the glass and with the proportion that this, although One of the recommendations they gave was that if there were more presentations of size they would not be.

Likewise, it is appreciated that 95% of the interviewees agree with the design of the label, on the other hand 5% said that it was not very showy or that the names of the different presentations were very small and not very visible, they also added that it would be good idea that the secondary ingredients of the recipes were represented in the design with a small photograph; thanks to this, the titles of the presentations will be modified making them bigger and more noticeable, and in the same way that the colors are sharper so that in this way it is easy to appreciate them at a glance.

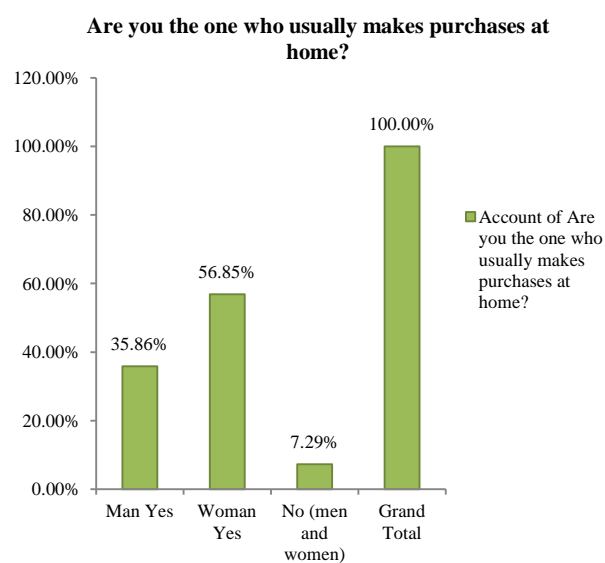
On the other hand it can be noted that 96% agree with the colors that are handled for the different presentations and with the rest of the percentage that is 4% it is observed that they do not agree, therefore the colors will be changed or to maximize them, making them better quality or covering more space on the label in order to attract the attention of the consumer; this will result in an improvement in the product in general, since based on the data collected in this observation it can be noted that there was a higher percentage of rejection in question of the design of the label.

Purchases made in Santa Rosalia homes

Currently, they live in a society that depends entirely on the purchases made in their home, depending on the income that the family has, is spent and saved according to the criteria of this; when a family does not know how to manage, so to speak, their standard of living is diverted to a lower quality one, because if they do not know how to buy what is necessary and they "afford" to acquire unnecessary things, these types of changes.

Although they tend to be light and recover quickly, for this reason they have to adapt and learn the necessary habits so that the income of the family reaches; On the other hand, if the level or quality of life of the families is above one that is considerably good, if there are possibilities that they buy at their whim all the products or services that they want and many times some that I am not necessary, or maybe for the simple act of fulfilling a whim.

As (Garcia, 2014) mentions the purchase refers to the action of obtaining or acquiring a product or service, in exchange for a certain price; therefore, the surveys of the market study were directed to a specific audience, to people who make purchases in their homes, thanks to the results obtained the answers were more precise, since when addressing them, it is very likely that they buy the product in the future.



Graphic 1 People who make regular purchases *Source of own elaboration; taken from the analysis of the market study*

The previous graph shows that the results of the market study are clearly efficient, since the levels of people who make purchases at home are high, so there is a high probability of the product being on a shelf, call the attention of these buyers.

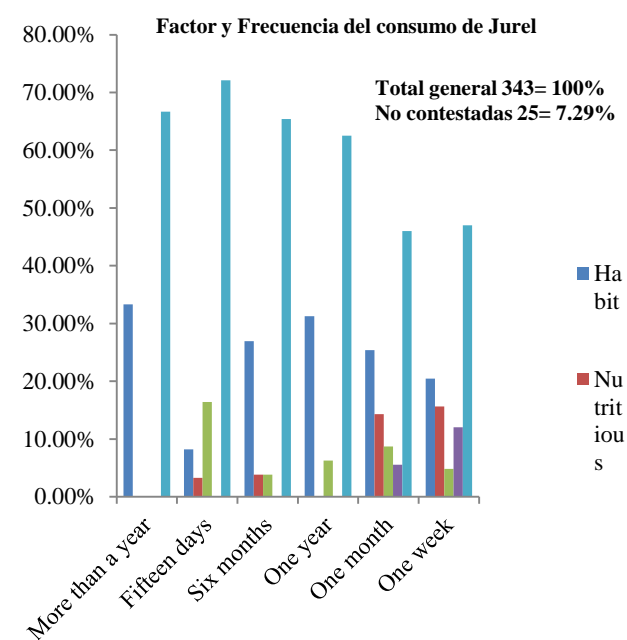
Mackerel consumption factor

Over the years, in the coastal regions of the northern state of Baja California Sur, the consumption of marine products has always been common as a daily preparation food, both on the Pacific coast and on the middle coast of the Pacific Ocean.

Gulf of California or also called the Sea of Cortez; this is why, in the Santa Rosalía region and its surrounding communities, it is customary to consume them, particularly the fish species, which are cheaper and easier to acquire.

As mentioned (Molla, 2016) consumption consists of the satisfaction of present or future needs and is considered the last economic process, which is why it seemed necessary to include in the surveys of the market study the consumption factors of horse mackerel and When was the last time that fish was consumed, this proved very useful, since it is known if people would be willing to consume it in a new product and it can be deduced how often they would buy it.

The consumption factors of jack mackerel in Santa Rosalia can be seen in graph number 2 that is shown below.



Graphic 2 Factor and last time of jack mackerel consumption *Source of own elaboration; taken from the analysis of the market study*

In the previous graph the contents are shown cross-wise, for example, it can be observed that the frequency of consumption of horse mackerel per fortnight is 66.67% for flavor, 16.39% for another factor, and 8.20% consumed by nutritional value, in the same way, you have the data that 6 months ago was the last time you consumed it, here the data appear with 72.13% for flavor, 26.92% for custom and only 3.85% for nutritional value and for another factor.

In this way you can see the information as shown in the graph, which was crossed in a database for better understanding, so you can know in a single step the frequency of consumption and the factor by which the respondent.

However, consumption is frequent, although the amounts and percentages of this information vary greatly, it can be concluded that it is consumed in the Santa Rosalia region and that people do it mostly out of habit followed by the taste.

What is sought to be done, based on the above, is that the ingredients that carry the "King Paté" products are more consumed, since the benefits they provide are excellent for health, with this it is sought that people, inculcate the habit of consuming healthy foods, even if they are snacks.

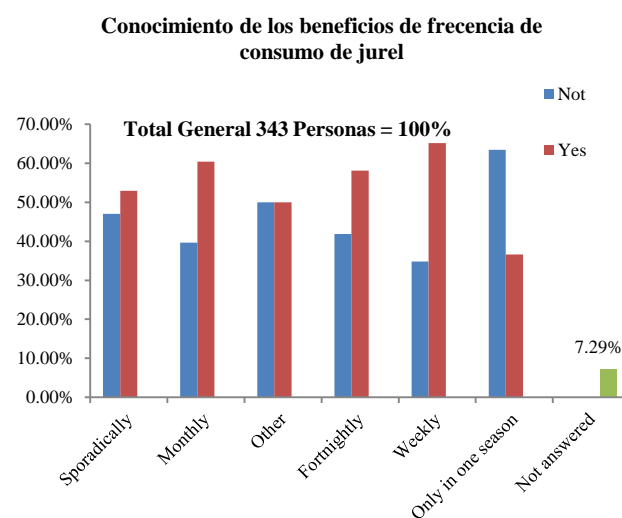
Knowledge of the benefits and frequency of consumption of horse mackerel

The benefits on horse mackerel are very varied, and thanks to figure 3 you can notice that they are not very well known, besides being consumed little in this area, so it is a novelty or something that you want to try, according to demonstrated, with the market study, the consumer mentioned that it is a fish that is not very frequent to be fished in this area, besides being different from the horse mackerel of the coast, which is where it comes from with which "Rey Paté" works ; it looks to be different, in addition to another way of impacting the market and what better than with a fish that is not removed in the area where they live.

Also, according to (Arredondo, 2013) "the horse mackerel contains fats, but most of this fat corresponds to omega-3 fatty acids. It is a fish rich in proteins of good quality, and vitamins of group B, vitamin A and D, mainly iron, magnesium and iodine".

On the other hand, the population of Santa Rosalia has the habit of habitually consuming as fish food that is taken in the area and bought in some local fish market or in the super market, but there are few species that are caught, there is not much variety and that there are more of some fish and those are easier to get; among them is the jack fish, which is consumed in a normal way, that is to say, that its consumption is not excessive but at the same time it is not null.

Although people do not know their benefits, this is reflected in the graph 3 shown below.



Graphic 3 Knowledge of the benefits and how often jack mackerel consumes

Source of own elaboration; taken from the analysis of the market study

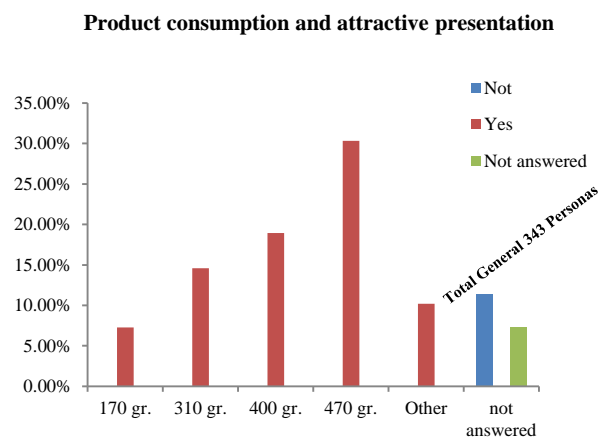
According to the results obtained in the market study, it can be seen in graph 3 that horse mackerel consumption is mostly consumed sporadically with 40% as a result, which means that more people are taking more time to eat horse mackerel, followed by 24% of monthly consumption and 14% of consumption biweekly and only 10% of consumption per season, according to (Gonzales, 2016) the horse mackerel reproduces in the times of August to December in seasons where the Sea is frozen, meaning that fish is consumed at these times of the year, although Santa Rosalia reproduces less because as mentioned (Armenta, 2014) the sea water is hot, thanks to the marine currents that enter through the gulf of California throughout the year.

Similarly, it is known that 62% of respondents do not know the benefits of jack mackerel, leaving 38% who do know, this tells us that people are not very well informed about this product, that having it in their area of fishing and even then, consuming it, do not know its benefits or do not consume it, what "King Paté" seeks to do is to inform people about the benefits of this, so that it draws attention and want to buy in a product that does not only brings those benefits, but also those of chard.

Will be informed by means of posters and leaflets that will contain information on this, in addition to the preparation of the product and the ingredients that this entails, so that the information reaches people in a direct, also seek to inform through social networks, so that more people know about the product and the promotions that will have in the future.

Acceptance to the product

In the following graph, the results of the market study were interpreted as follows:



Graphic 4 Product consumption and presentation by grams more attractive

Source of own elaboration; taken from the analysis of the market study

In the previous graph the word consumption, refers to whether the respondents would be willing to consume the product as proposed, to which they responded, as can be seen, positively, in addition to asking the presentation by grams that seems more adequate, the results showed that 32% responded that they would be willing to consume the product in a presentation of 470 grams, likewise 19% prefer a sample of 400 grams, only 14% consider that a size of 310 grams is adequate, and a small part equivalent to 6% agree that a sample of 170 grams is the most accurate.

The consumption of products that are used as snacks, are currently in high demand, thanks to people seeking to satisfy their needs at the time of having a craving, a pleasure or a luxury at the time of eating, while enjoying the company of their loved ones beloved, or to be invited to a social event, always seek to impress with a healthy snack, this is why they offered different sizes of samples for people to choose which was the most appropriate according to the use they intend to give the product.

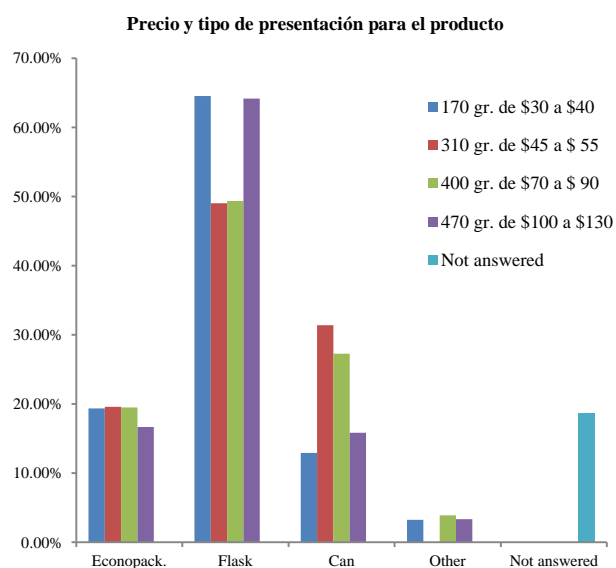
People prefer a greater amount of product because, as they commented, the ingredients and the different flavors and textures that "Rey Paté" offers, makes the product tentative and craves to consume it, and what better than in a larger portion, such as he mentions it (Siebel, 2015). Food attracts more attention from the consumer when it comes to large containers, which is why the different presentations of the product will be in the largest version proposed, which is 470 grams, and as mentioned the respondents, more is better, not to mention that they will have the prices that people are willing to pay for it.

Price and type of presentation for the product

In the same way in the society in which one lives, the prices of the products that are consumed, are very important at the moment of the purchase decisions, since many times, the families do not have the necessary income to deviate from the products of the basic basket that they normally buy, becoming dependent on the substitute goods, that is, they are similar to others but that are cheaper in the market and that satisfy the same need, for example meat and chicken, in this case the substitute good would be the chicken, and the luxury goods are in the second or third plane, for example luxury accessories, new cars, among others, prioritizing the basic products; but currently, this is taking a turn, because the heads of families are adapting to spend as necessary and save money to give one of these luxuries from time to time, satisfy a need of background or indulge a whim.

Likewise, today's population is always looking for quality and good prices for the products it consumes, so it is willing to pay a considerable price for a quality product, and according to the phrase "cheap is expensive" ", The products that are very cheap cause distrust causing their demand to be affected, and consequently, the production of them; on the other hand "Rey Paté" offers a product of excellent quality at a price that is accepted to pay, for the ingredients and the benefits it offers to consumers. According to (Velez, 2013) "the products demanded by society must be of excellent quality, on the contrary, they will be unattractive and thanks to the use of negative viral marketing, this could affect the product".

From the results obtained in the market study, it is shown in graph 5 where information was actually obtained valuable for this investigation, since it was possible to know if the price that was intended to put the product is accepted by the buyers of the locality and the presentation in grams that refers to each price range, are mentioned the margins of the prices extracted from the market study, the grams desired for each price and the type of embace that seems more appropriate to be used for the product.



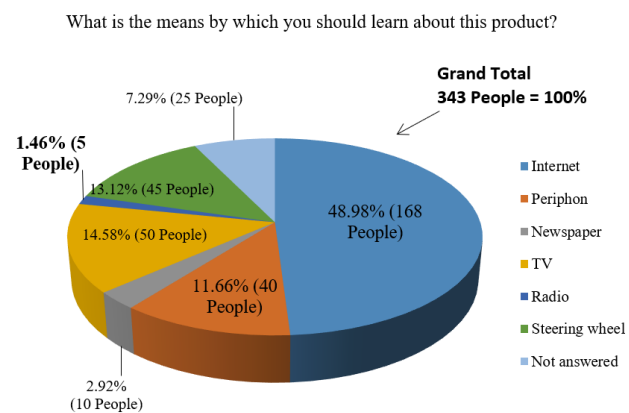
Graphic 5 Price and type of presentation for the product
Source of own elaboration; taken from the analysis of the market study

The results show that 54% of respondents are willing to pay for the product from 100 to 130 pesos for a presentation of 470 grams in a bottle-type container, glass-based and with a screw cap that is hermetically sealed to the top empty, then 30% said that they would be willing to pay 70 to 90 pesos for a presentation of 400 grams in a glass jar, in the same way 13% answered that they would pay 45 to 55 pesos for a smaller presentation that is 310 grams and only 3% said they would pay 30 to 40 pesos for 170 grams, which would be smaller, but as mentioned in the market study, they would be willing to buy just to try and then, if the product. It is of your total pleasure to buy a larger sample, this is because they are not completely convinced to buy an unknown product, and both presentations preferred them in glass, due to the environmental trends that are known today in the as social networks and in the pages or blogs that are a trend in both the younger and older generations.

Which consist of each day that they spend worrying about taking more care of the world in which they live and consuming products that do not harm them it becomes an important task. Thanks to the information obtained in graph 5, it is said that the price will oscillate between the prices that were most repeated in the results, as already mentioned, as well as creating different sizes presentations, since that was requested, although it is not expressed As a question, the interviewees said it, without mentioning the use of biodegradable labels. As can be seen, the preference on the packaging material for the product is very noticeable, because of the aforementioned and because glass is the material that infers the least in the product, in the same way the preference of the price and the amount of product, thanks to this the price of the product varies between these quantities.

Product promotion means

Figure 6 shows the quantities that were obtained from the market study, which indicate the percentages of people who want to learn about the sale of the product through various means.



Graphic 6 Promotion means to learn about the sale of the product
Source of own elaboration; taken from the analysis of the market study

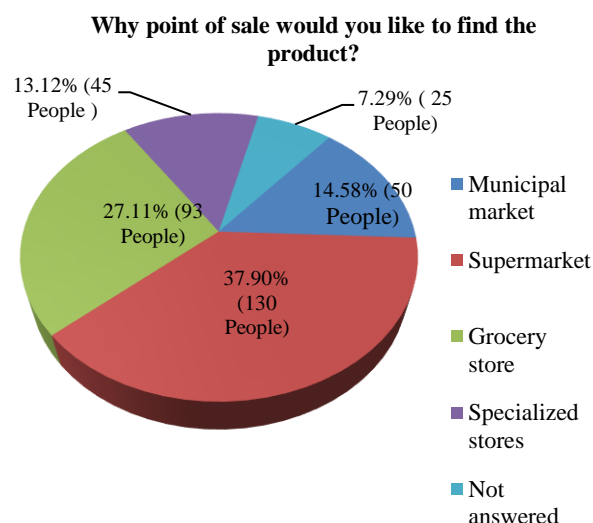
Thus, 168 people said they would like to learn through the Internet, which is equivalent to 46.98% of all respondents, also a 14.48% said it seems appropriate to find out through a commercial on television, followed by a 13.12% that is equal to 45 people, who say it would be better by means of a flyer, in the same way, an 11.66% mentioned that it would be appropriate that the distribution of this information was through a message throughout the town of Santa Rosalía, and only 1.46% of the total equivalent to 5 people, said they would like to know through a message on a radio program.

This indicates that the means of distribution or the means by which people find out about the news is changing, since in years ago, some of the media that were included in the responses of the market study, such as the radio and the newspaper, nowadays are overshadowed by more modern and more practical means, which facilitate the use and handling of information such as television and the internet. According to (Monge, 2014) today's technologies have a lot to do with the way people perceive messages, since they can be manipulated and interpreted in different ways; but many times this can be taken in favor and create good publicity in these media.

According to the results of the graphs, it is sought to distribute the information by means of resources that are viable, since for example, in the community of Santa Rosalía there are no television stations, where a commercial can be created and broadcast on television, use will be made of those that are available and that gave positive results in the surveys, such as the Internet; they will be communicated through social networks such as Facebook and through an official product page, where they will talk about the creation of the brand, the benefits of the ingredients, the way of preparation and of course the offers and / or promotions that will be taken at its launch; Likewise, flyers or flyers with the same information content will be delivered to people in different points of agglomeration in the town.

Desired point of sale to find the product

In graph number 7, it can be seen that the market study produced results on the point of sale to find the product in the town of Santa Rosalía:



Graphic 7 Point of sale to find the product
Source of own elaboration; taken from analysis of the market study

You can notice in the graph that 37.90%, which is equivalent to a total equal to 130 of the respondents, who said they would like to find the product sold in a super market, since it is easier to see it and to crave buy it at another point of sale. Similarly 27.11% equivalent to 93 people, said they would like to find the product in a grocery store, also 14.58% equal to 50 people said what in a municipal market, and only 13.12% said it would be ideal to find the samples in a specialized store, that is, a store of artisanal or regional products of natural origin.

These types of stores, mentioned above, are not very common in the town of Santa Rosalía, because it is a very small community, stores specializing in certain types of products do not have a high impact, although it would be an excellent way to promote the products similar to this one and that likewise support the neighboring communities; the handmade products that are produced in the area are enough, although not specifically products like this, but, more focused products to the fermentation of sweets, but in the same way it would be excellent that there were, so that people were focused to buy the product and not be distracted or divert your purchase thinking as it would be in a super market, and being retail producers provide sources of employment, according to (Roche, 2014) retail companies are one of the main sources of income for families in smaller communities.

It is worth mentioning that the super markets are a good option to place the product for sale, in them, people make their daily, weekly, biweekly or monthly purchases, but also regularly go for purchases they have forgotten, for example, this gives an excellent advantage to "King Paté" since seeing the product in shelves or refrigerators will attract a lot of attention, since it will have a great promotion when entering the market, in its first weeks of sale. For this reason the product will be for sale in these places, although the idea of creating a specialized store is not ruled out, and it is a possible idea of improvement for the sale and commercialization of this product.

Methodology

The method used was an exploratory and descriptive investigation, surveys were carried out that were applied in the different colonies of Santa Rosalia and that were used to know the different points of view of the potential buyers in the market, about the product in question, for this the population sample of the community was investigated, that, according to data of (INEGI, 2015), is equal to 14 160, later the result of the previous one was extracted a sample based on the formula regarding the population sample that is the following (Suarez, 2011):

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

In the formula n is equal to the size of the sample, N is the number of the population, σ is the standard deviation of the population that generally when there is no value, a constant of 0.5 is used, Z the value obtained by means of confidence levels, which is taken in relation to the 95% confidence that equals 1.99, e is equal to the acceptable limit of sampling error equal to 0.5% (0.5), this resulted in a total of 343, this being the random determination to which was directed a closed response survey.

$$n = \frac{(14,160)(0.5)^2(1.95)^2}{(14,160-1)(0.05)^2 + (1.95)^2}$$

$$n = 343$$

In this method, 38 people were surveyed among 9 different colonies in the town of Santa Rosalía, which are named: the new Santa Rosalia, Mesa Mexico, Colonia Hidalgo, Colonia Cuauhtémoc, sports unit, Bella Vista, Ranchería, Mesa Francia.

Another tool for market research that was used was direct observation which provided quantitative and qualitative information about a product or service; is one of the most useful research tools since the client is observed in a very thorough way.

To develop this observation, "Rey Paté" was placed in the Benito Juárez square located in the center of Colonia, Avenida Constitución between 3 and 4 streets from March 20 to April 9 where the product was unveiled, in this logar, a table with an appropriate tablecloth was placed, where small samples of the three different presentations were placed, the name and slogan was announced, in which it consists, what are the ingredients that it carries, as it is done, the label was talked about and the packaging presentation and the many benefits that this product contains.

Another of the members was always aware of taking note in a notebook, about the reactions that the client made, what he said, the forms of expression with his face, besides that discreet photographs were taken or the client was asked to conclude the tasting if it could be done, and in this way it was noticed if the product liked or not, all this to capture in the best way the thinking and opinion of the client.

However, in this method the reference of the population sample was taken in the same way to know how many people this method should be directed and a survey of closed answers was also carried out, the formula of the sample is the same as in the method previous, therefore, n is unknown, N is equal to 14,160, σ is equal to 0.5, Z equals 1.90 and is equal to 0.1 (Suarez, 2011).

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

$$n = \frac{14160(0.5)^2(1.90)^2}{(14160 - 1)(0.1)^2 + (0.5)^2(1.90)^2}$$

$$n = 89.6$$

In this way, a total of 90 surveys are taken as a sample when rounded to the nearest whole number; In this survey, in order to make the client's opinion more efficient, the attributes of the product were measured, such as the quality, the cost, the purchase intention of the client, the level of agreement regarding the presentations and packaging, the ease of getting the product, the colors and the design of the label and the nutritional properties it has; a rating scale with reagents was used, which consists in the respondent selecting a response among a limited number of ordered categories, which was composed by a series of 8 questions with a scale of 1 to 10, where 1 will be equivalent to disagree and 10 will be equal to totally agree.

Improvement proposal for "Rey Paté"

According to the market study carried out, it was possible to know the preferences of the consumers, in this way the final prototype of the label changes in terms of design, as they mentioned, it is necessary that the flavor or the ingredient contained in each version of the product, it is represented in it, for example in the chipotle sample, an image of said ingredient is added; similarly, the label is a few centimeters smaller, this so that the contents of the bottle are more visible; On the other hand, the names of each presentation, that is, the natural, chipotle and smoked, are more visible, more striking and larger.

Recommendations

It is suggested to future researchers to implement the use of direct observations such as the one carried out in this research, since, in this way, the desired information is obtained better, thanks to the meticulous observation of the respondents.

It is recommended to apply closed response surveys to respondents, as was done in the market study, but look for an improvement in terms of the content of them, that are more accurate and that the information is obtained more directly.

In the same way, it is advisable to make improvements in the quality of the label, that is, in the material of them, this to make them of a material that is "friendly" to the environment, one that is biodegradable; It will also help the advertising of the product, since those that are of this type, are rather accepted by consumers.

It should be added that it would be even more favorable to use products such as cream and cream cheese, which could have a greater reach to the selective market that this characteristic calls for in dairy products, so that a wider range of products would be available and the whole market would be pleased.

Likewise, it is recommended that the project be carried out, since it has high expectations of entering the market and positioning itself in the mind of the consumer in a positive manner.

It is invited to have greater knowledge of the producers of the primary ingredients, to have more options when having to obtain them, since the demographic conditions of Santa Rosalia require a product like this to be prepared for a natural disaster, especially on dates that are prone to this happening.

It is required to perform the chemical tests corresponding to the product that allow to verify the safety of the product and compliance of the applicable standards and legal requirements of the country.

Conclusion

The evidence shown above shows that the consumption of products such as "King Paté" is implemented every day, thanks to the research carried out, the inclination towards these products is becoming more and more noticeable, there is talk of healthy products, low in fat, without conservatives and 100% homemade, that is why, people should take it as a way to take care of their health, without losing the sense of having a balanced and healthy diet; Also, it is recommended that it be consumed frequently as it provides large amounts of vitamins and minerals, as well as proteins, according to (Velazquez, 2013) as it is a product of this type.

With the previous research it is known that the idea of entrepreneurial idea of "King Paté" is considerably good, since the results of the market study are very positive, the inclinations of people for these products, are very frequent, thanks to the fact that The current society is in a stage in which 79.5% of adults over 20 years old suffer from obesity according to data from (INEGI, 2015).

In short, the product would help people suffering from the disease mentioned above, thanks to the great benefits provided by the ingredients it contains, as well as being a product that helps the economy of the communities and a project that would generate jobs.

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