

Marketing strategies for artisan companies in Hidalgo

Estrategias de comercialización para empresas de artesanos en Hidalgo

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Abstract

In this research work, the problem of marketing strategies yack in new products for companies engaged in handicrafts in Hidalgo and particularly the case of small artisans of Tezontepec de Aldana is addressed, it is intended to identify the problematic and to know essential elements in commercialization of handicraft products, that serve as base for the development and consolidation of the craft activity. The methodology used is descriptive and field, local artisans were interviewed, a survey was applied to tourists in municipalities with greater affluence and probabilistic sampling was carried out. The results reveal that artisans participate actively in the most representative exhibitions in the State and yet their products are not always accepted by tourists, 80% of tourists surveyed when buying a craft prioritize the aesthetics of design. It is concluded that according to the data obtained, the need to have a marketing model in the artisan sector is identified, which contributes in the supply of information for the establishment of marketing strategies and competitive advantage.

Marketing strategies, Craftsmen, Product, Tourism

Resumen

En este trabajo de investigación, se aborda el problema de falta de estrategias de comercialización en productos de nueva creación en las empresas dedicadas a la artesanía en Hidalgo y particularmente el caso de los pequeños artesanos de Tezontepec de Aldama, se tiene el propósito de identificar la problemática y conocer elementos esenciales en comercialización de productos artesanales, que sirvan de base para el desarrollo y consolidación de la actividad artesanal. La metodología empleada es descriptiva y de campo, se entrevistó a los artesanos de la localidad, se aplicó una encuesta a los turistas en municipios con mayor afluencia y se realizó un muestreo probabilístico. Los resultados revelan que los artesanos participan de forma activa en las exposiciones más representativas en el Estado y sin embargo, sus productos no son siempre aceptados por turistas, 80% de turistas encuestados al comprar una artesanía priorizan la estética del diseño. Se concluye que de acuerdo a los datos obtenidos, se identifica la necesidad de contar con un modelo de marketing en el sector artesanal, que contribuya en el suministro de información para el establecimiento de estrategias de comercialización y ventaja competitiva.

Estrategias de comercialización, Artesanos, Producto, Turismo

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Introduction

Strategies and marketing actions have become the key to the competitive business environment, because they generate future business opportunities and favor the permanence and success of the company (García, 2015). The manufacturing, marketing and distribution activity in companies in Mexico face complex variables, for which the government proposes public policies aimed at micro, small and medium enterprises, however 85.7% of companies do not know the promotion programs and support from the federal government (INEGI, 2015).

The craft activity is located within the classification of micro, small and medium enterprises, these companies constitute 97.6% of companies in Mexico (INEGI, 2015), with limitations due to lack of knowledge to boost their business and lack of strategies for marketing, despite the challenges the artisans have learned to perfect their technique of creation and innovation of products, this according to what was researched in the present work. Ramírez (2012) mentions that the artisan is the person who creates handmade products, in the formal sense, the artist is the one who makes or produces works of art, with the previous approach the artisan is identified as an artist, however, in society he does not always recognize the value of his products because he does not consider his work an art, being one of the main problems they face when marketing their products. The crafts over the years have represented the culture and identity of their people. The companies that make up the artisanal activity in Hidalgo in each of its 84 municipalities (Government of the State of Hidalgo, 2018), are integrated as follows:

El Chililico in Huejutla: Where wooden furniture is produced, as well as pottery pieces; in Huejutla: baskets, tortilleros and hats in reed are elaborated; in Ixmiquilpan: There is an artisan cooperative that brings together artisans from the Mezquital Valley and is distinguished by the making and making of crafts made of ixtle: backpacks, bags and folders; in Jacala: They are dedicated to the production of ceramics and cedar and juniper production; in Jaltocán: The population stands out for the elaboration of pyrotechnic games; Mapethé in Cardonal:

Handmade wool mats are made, knives, machetes, maguey scrapers, hoes and handles decorated with metal threads are made; in Metztitlán: Wooden furniture and cross-stitch fabrics; in Pachuca: Casa de Artesanías Hidarte, handicraft shop offers the most important creations of the State; miniatures of musical instruments worked in juniper wood with Ixmiquilpan abalone shell incrustation; dehydrated cactus fiber or basket weaving; objects for desk; typical pieces such as the famous tenangos, textiles embroidered with figures of flora and fauna of the region; beautiful pieces carved in silver or in saddlery and other products that are born from the magic hands of Hidalgo; Tizapán in Zacualtipán: Produces hammered copper objects such as pots, pans, coffee sets and in Tlahuelompa, Zacualtipán:

Elaboration in bronze and copper, like bells. For the research work, the population of Tezontepec de Aldama, a municipality that consists of 47 localities and 10,725 inhabitants, of which 70 citizens of the 47 communities are artisans (INEGI, 2015), the main ones, are considered activities that are carried out are reed crafts, wind instrument making, baskets with rockrose, rabbit skin, lapidary, wood and loom-based garments. From an economic point of view, it can be observed that artisanal production and commercialization is not only a cultural expression, it is also a business (Hernández, 2015), which faces a market in constant movement and frequently lacks feedback from the client for the elaboration of your articles, establishment of the price and points of sale (Mahoney 2012).

Therefore, the problem of lack of marketing strategies in newly created products in companies dedicated to crafts in Hidalgo and particularly the case of small artisans of Tezontepec de Aldama is addressed, in this research a newly created product is chosen : Handmade notepad, made with medium density fibers, recycled paper, ixtle, leather and pyrography techniques, this product allowed to represent the importance of communication with the client, identify the problem and know essential elements in marketing of craft products. All this to contribute to the adaptation of their creations to the tastes of the clients and serve as the basis for designing a mix of marketing for the craft products of the municipality case of study.

The article is structured as follows: In the first part the theoretical foundation that sustains the research is presented, for which the references of different authors were consulted; the second part is composed of the methodology used to develop this research work, this was carried out with a descriptive and field research approach, an information collection instrument was applied to artisans belonging to the municipality of Tezontepec de Aldama in Hidalgo and for the tourists that go to the places of greater tourist affluence in the State. In the third part the results of the research are presented, the marketing mix is proposed based on the variables that the company can control and answer the questions it has regarding the commercialization of its products and finally the conclusions.

Preliminaries

The strategy is a model to make coherent decisions for the achievement of the objectives and that these are sustainable in the long term (Armijo, 2011). The strategic options that an organization can follow from a marketing perspective to achieve its growth and profitability objectives, for Fischer (2016) is the process of creating and maintaining a congruence between the goals and capacity of the company and its changing marketing opportunities. For its elaboration, it is necessary to analyze the areas in which it considers to have a competitive advantage and then design a marketing mix integrated by factor, place, price and promotion (Kotler, 2016).

On the other hand, for Enache and Brodsky (2015), marketing strategies become an important tool for sustainable development and represent a conceptual framework that can guide future steps towards more relevant and efficient marketing models, creating a model that offers better ways to approach marketing strategies, propose as a first step to know the current market situation and the development of a qualitative analysis, then you must create a model and highlight the advantage of using the sampling method to ensure that the data are reliable and precise in its implementation.

For Giron (2007) the relationship between distribution channels and competitiveness is influenced by contextual variables such as the type of business, its location, its age and the type of product, an example is business environment that lives the crafts of Oaxaca, Jalisco and Guanajuato and prioritizes the distribution channels within the marketing mix due to the growing global competition that makes it difficult for artisans to enter, control and maintain in any market.

One of the factors to consider in the commercialization of handicrafts is presented by Souza (2014) where street vendors, currently recognized as micro entrepreneurs, develop informal marketing strategies in informal markets, that is, with characteristics of intuition, improvisation and illegality. Marketing strategies have shown good sales results, the artisans of Tezontepec have tried to venture, but not with good results.

In the work of Chan (2015) a curriculum is proposed for young artisans in Hong Kong who lack knowledge and skills in the design of handicrafts, the curriculum includes 14 weeks and aims to promote the quality of designs, create new job opportunities and venture into new markets. Despite the growing interest in fair trade tourism Joo (2013) and Mahoney (2012) consider that there is little academic work and government actions to strengthen productive activities in the artisan sector.

In short, the strategy is an integrated model of options, where from the vision of marketing, it will have to influence four main aspects: Choice of the reference market and target segments, definition of the scale and extent of the business, selection of channels that allow access to the final customer and finally the competitive advantage that provides superior value.

Methodology to be developed

The research is descriptive and field, in the first part was interviewed 70 artisans who belong to the municipality of Tezontepec de Aldama in Hidalgo, to know the market strategies used in the marketing of their products and identify according to the experience of artisans, what are the most recurrent problems they face when making the sale.

In the second part a survey was elaborated and a survey was applied that allowed to know the requirements of the tourists or potential clients at the moment of buying a crafts, as well as a new handmade product was chosen, that allowed to identify the factors that influence in the perception of the customers about the innovated products of the artisans. Because of the above, it was considered as a population to tourists who come to the municipalities of Tula de Allende, Mineral del Monte and Agua Blanca in the State, because they have the largest influx of visitors and economic spill by tourists (SECTUR, 2016), the day of the dead was considered from October 27 to November 2, 2017 with a total of 130,477 tourists, for the application of the survey, a probabilistic sample of 872 tourists was obtained to survey and 95% confidence level, considering the tourist affluence is distributed in 567 surveys in Tula de Allende, 244 in Mineral del Monte and 61 in Agua Blanca.

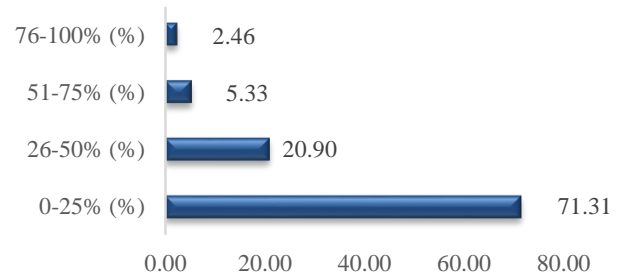
Results

The results obtained through the interview made to the artisans of the municipality of Tezontepec de Aldama, it was identified that until 2017, in the municipality there was no record of people engaged in artisanal activity and for which it was not possible receive no support. Of the 70 artisans existing in the municipality, 44% depend solely on handicraft activity and 56% dedicate themselves to handicrafts and other temporary activities to generate their income, 47% use the reed for making wind instruments as raw material, 40% the rod to make baskets, 6% loom, 3% lapidary, 3% wood and 1% use the rabbit skin to make their products.

The most recurrent problems in the commercialization of their products are the low sales and for which they have to move to other States and sometimes have to walk with their products offering retail in the street and are exposed to crime; the need to sell their products makes them venture into informal markets where there is no regularization and customers identify the product as low quality and are often exposed to haggling that the client does not want to pay the price established (Souza, 2014).

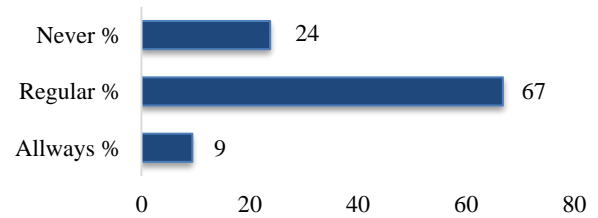
The requirements of customers when buying handicrafts

Figure 1 shows that 71% of tourists spend 25% or less of their budget for the purchase of handicrafts.



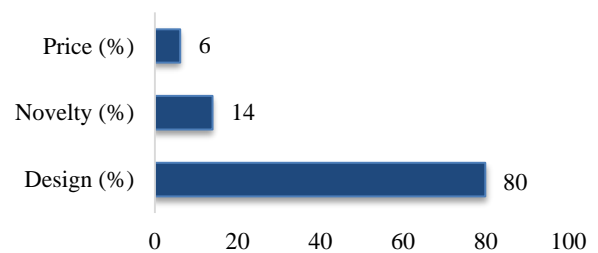
Graphic 1 Percentage of its resources allocated to the purchase of handicrafts
Source: Self Made

In figure 2, it is observed that 66.8% of tourists regularly buy a craft when they visit Hidalgo.



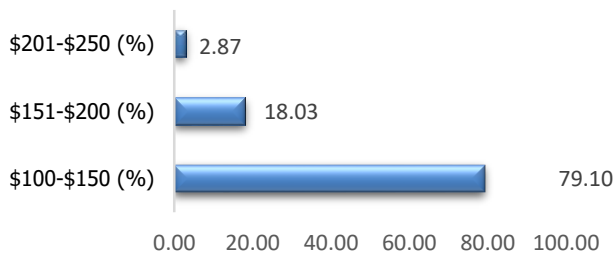
Graphic 2 Frequency with which you acquire handmade products when you visit Hidalgo.
Source: Self Made

Figure 3 identifies that 80% of potential customers in a craft product prioritize the design of the product at the time of purchase.



Graphic 3 What do you find more attractive when buying a handmade product?
Source: Self Made

To know the factors that influence the perception of the quality of a craft product, a new product is shown to tourists, where 94% mention that they find the product attractive and 79% say they are willing to pay for it from 100.00 to 150.00 pesos, as can be seen in figure 4.



Graphic 4 How much are you willing to pay for the product?

Source: *Self Made*

The product was shown (handmade notepad) and the tourists were asked if they considered making any modification to the product and 38% mentioned that it would not make any improvement, 21% that the improvement should be in the colors and the other 21% says that in the ring.

In the State of Hidalgo support is provided to the artisanal sector, with the purpose that the artisans have legal certainty, financing, training, recognition contests of their activity and spaces for the commercialization of their products, in the year 2017 with the program of Artisanal Development granted subsidy to artisan production to 15 artisans in Hidalgo (Secretariat of Social Development Hidalgo, 2018), this indicates the low level of support for artisans in the State.

With the obtained data the following analyzes are carried out:

Customer analysis

It is important to identify the expectations of the client regarding artisanal products, factors that influence the process and choice of purchase, for the above described elements that characterize the requirements of tourists on the artisanal items of Tezontepec de Aldama in the State of Hidalgo.

The population of tourists who visited Hidalgo in 2017 (95% confidence level) was made up of 61% women and 39% men, of which 32% were between 21 and 30 years old, 25% between 10 and 20 years old, 16% between 31 and 40 years, 12% between 41 and 50 years and 15% over 50 years, on the other hand 67% state that when they visit these places they acquire handicrafts and 71% allocate 25% of your budget in the purchase of a craft and that 21% goes to 50% and only 7% of tourists spend more than 50%.

Analysis of the competition

When analyzing the artisans in the State of Hidalgo, it can be observed that there is a great variety and they elaborate products like garments, utensils, utensils and diverse objects, that they offer to the tourist. In relation to the characteristics and variety of artisanal products in the State, it is important to design a marketing strategy for the artisans of Tezontepec de Aldama that contributes in identifying a competitive advantage.

Legal considerations

On June 27, 1991, the Law on the Promotion and Protection of Industrial Property (IMPI) was published in the Official Gazette of the Federation, whose purpose is to provide the user with the most common administrative procedures that must be followed to obtain a patent, a trademark registration or for the presentation of the claim against a third party due to the invasion of rights.

The registration gives the right to exclusive use in the national territory for 10 years, since it distinguishes products or services from others existing in the market, also helps to initiate legal actions for possible misuse and can grant licenses for use or franchises. In May 2018 the Law underwent a reform and within the most important changes are the signs that should distinguish the products, the approved ones are: brands, holographic signs, sound, smells, commercial image, collective marks, certification marks, notices and trade names, geographical indications and appellations of origin. These adjustments favor the artisanal sector for its variety of artisanal products.

Proposed marketing mix

A marketing strategy is proposed based on the variables that the company can control and answer the questions it has regarding the marketing of its products. Therefore, we propose a marketing mix for several products (Fischer, 2016), which allows artisans to use it for all their products.

Product

The creations of the artisans are the result of a manual, individual, family or community activity that are related by cultural characteristics originating in a region that are printed on them, through techniques, tools or procedures transmitted generationally. The factor to be considered in artisanal products is the design, in the case of the product used as a sample (artisan notebook), 38% agreed with the design, for which the development and elaboration of products must be based on an instrument of feedback, in which the perception in terms of their preferences and needs is known, which allows creating value for consumers.

Another important aspect is that the brand certificate must be registered according to the attributes of the product, so that the client can recognize the authenticity of the design and differentiate at the time of purchase, as well as contribute to the standardization demanded by the market (Girón, 2007).

Distribution

The distribution strategy of the craft book and in general for all its products should be implemented direct marketing, to publicize the product within the events organized by government agencies and opening an establishment for sale in Tezontepec de Aldama, where Crafts made by artisans of the municipality are offered.

However, they must make use of an integrated vertical system (Villacorta, 2010) to reach the final customer, considering as intermediaries the marketers of handicrafts from the different localities, as well as the possibility of making direct shipments to different national and international points.

Promotion

In relation to the promotion, a low-cost strategy is proposed, which allows maintaining communication with the client. It must be managed before the municipal government the inclusion in the official page to the artisans existing in the municipality and images of the most representative products; On the other hand it is considered important to have participation in a social network such as Facebook as an advertising tool; People dedicated to personal sales at exhibitions should be provided with training on the characteristics and usefulness of the products, as well as negotiation skills that allow them to know how far they can make a discount, making use of the courses provided by the Institute of Training for State Workers.

Price

The strategy of the price of the craft book is recommended by geographical area, considering that each craftsman offers the same products and quantities to different locations and the buyer is expected to absorb the cost of transfer (Fischer, 2016), on the other hand considering variable price condition in which the majority of artisans are by the bargaining factor generated by the client, it is proposed to strengthen the quality and presentation of the product, which allows the acceptance of the established price.

Conclusions and recommendations

According to the data obtained, at present the artisans of Tezontepac de Aldama, face a changing market, where their artisan production struggles to survive due to the lack of knowledge, skills and marketing strategies that contribute to the commercialization of their crafts in a fair way. On the other hand it is observed that the actions and programs implemented by the state and federal government institutions seem to be disconnected from the current requirements of the sector.

Therefore, the need to have a tool that can contribute to future decisions is identified, in the context in which artisanal activity that favors fair trade is immersed, poverty reduction through the growth of tourism and empowerment of communities. A mix of marketing in the artisan sector, which provides information for the establishment of marketing strategies and competitive advantage.

Therefore, it is recommended to the artisan entrepreneurs of Tezontepec, to negotiate agreements with higher education institutions in the locality, which allows them to receive advice and guidance in the implementation of the entrepreneurial strategies.

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