

## Consumer profile and purchase preference of GI Pharmacies in San Mateo Atenco, State of Mexico

### Perfil del consumidor y preferencia de compra de Farmacias G I en San Mateo Atenco, Estado de México

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#### Abstract

The pharmaceutical industry is currently one of the most viable businesses nationally and internationally. There is a growth in investment for the creation and expansion of pharmacies, as well as in research and development of treatments; The expansion of large patent medicine pharmacies, similar pharmacies, and interchangeable generic pharmacies has led Mexico to occupy second place in Latin America in this sector. This research studies the business model of GI pharmacies, a growing concept, which has made it position itself in the market in any region of the country. The research is descriptive, and the objective is to know the profile of the consumer, which helps to understand the purchasing behavior, to increase the degree of satisfaction and thus achieve a better position in this widely competitive market. The variables considered for this study are: demographic, geographic, psychographic and behavioral. All of them make up the consumer profile, where a description of the selected client is established as an objective that will help us determine the purchase preference.

#### Resumen

La industria farmacéutica en la actualidad es uno de los negocios más viables a nivel nacional e internacional. Existe un crecimiento de la inversión para la creación y expansión de farmacias, así como también en la investigación y desarrollo de tratamientos; la expansión de las grandes farmacéuticas de medicina de patente, farmacias de similares y de farmacias de genéricos intercambiables, lleva a México a ocupar en este sector el segundo lugar de América Latina. En esta investigación se estudió el modelo de negocio de las farmacias GI, un concepto en crecimiento, lo que ha hecho que se posicione en el mercado de cualquier región del país. La investigación fue descriptiva, y el objetivo fue conocer el perfil del consumidor, que ayudó a entender el comportamiento de compra, para incrementar el grado de satisfacción y lograr así un mejor posicionamiento en este mercado ampliamente competitivo. Las variables consideradas para este estudio fueron: demográficas, geográficas, psicográficas y de conducta. Todas ellas conforman el perfil del consumidor, donde se estableció una descripción del cliente seleccionado como objetivo, que ayudó a determinar la preferencia de compra.

#### Profile, Preferences, G.I. Pharmacies

#### Perfil, Preferencias, Farmacias G.I.

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## Introduction

It is considered convenient to propose some definitions regarding the subject that was investigated, Philip Kotler... "defines marketing as the science and art of exploring, creating and delivering value to satisfy the needs of a target market for a benefit. (Kotler & Armstrong, 2013).

William Stanton says, "that marketing is a global system of business activities designed to plan, price, promote and distribute goods and services that satisfy the wishes of current and potential customers (Stanton, 2007)".

Marketing recognizes the unmet requirements and wishes of customers. Define, measure and quantify the size of the market considered and the profit potential. It indicates which segments the company is able to serve better, designs and promotes the appropriate products or services.

Idalberto Chiavenato, defines a company as a... "Social organization that uses a great variety of resources to achieve certain objectives" (Chiavenato, 2005).

Lourdes Münch defines company as "Social group in which, through the administration of capital and work, goods and / or services are produced to satisfy the needs of the community. (Münch Galindo & García Martínez, 2017).

These company definitions imply the conjunction of human and technical material resources to achieve the objectives.

A successful company is a company that, after going through the "crossing of the desert" reaches the stage of optimal operation, because it does things well. For this, it applies continuous improvement, innovation practices and a learning culture. A successful company manages innovation in products / services and processes. This allows you to discover, for example, new markets. Also, it improves every day (with small actions), supported by the continuous and autonomous learning of its collaborators, who learn-by doing. (Polo Moya, 2019).

One of the keys to the success of any type of company is to know the profile of the consumer. This is described as the group of all those characteristics that represent the customer that you want to have in your business. However, many companies maintain an undifferentiated segmentation strategy, ignoring the purchase preference of the segment to which they are directed. Therefore, marketing efforts are not potentiated.

The objective of this study was to know the consumer profile and purchase preference of interchangeable generic pharmacies in the municipality of Metepec, state of Mexico, considering the geographic, demographic, psychographic and behavioral variables. In the frame of reference, the antecedents, theoretical foundations and an approach to the object of study were addressed. Afterwards, the problem statement is described, which consists of not identifying purchase preferences, nor the profile of the local consumer of GI pharmacies.

It was determined to use the questionnaire as a data collection tool, their analysis was carried out using Excel and the SPSS ® software, for cross tables.

In the results, the data that make up the profile are presented, the conclusions and recommendations are presented.

## Framework

### Pharmaceutical Industry today

The pharmaceutical industry in the world has become a mixture of various sciences, encompassing biology, biochemistry, engineering, microbiology, pharmacy and pharmacology, medicine, nursing, physics, mathematics among many other sciences, which together create drugs that fight The diseases. The market has given way to the pharmaceutical industry, which is responsible for the production and marketing of drugs, the economic sector it covers is considered one of the most important in the world.

(Ministry of Economy- Pro-México, 2015) The pharmaceutical industry sector is one of the most viable and feasible businesses at an international level.

This industry has large transnational companies, which invest very generous amounts, not only in the creation and expansion of pharmacies, but also in research and development for new products and treatments. The pharmaceutical industry at the national and international level, has been growing notably, every day we observe more branches of pharmacies, whether specialties, large pharmaceutical chains of patent medicine, pharmacies of similar and interchangeable generic pharmacies that they see a business opportunity in this branch, which has led Mexico to occupy the second largest market in Latin America, according to a study carried out by the Ministry of Economy, 2009 census, not only in the demand in the market, but also in the production of high-tech drugs. Of the 15 main international companies, 14 are located in our country, concentrating the manufacturing of this sector worldwide, which represents 7.2% of Mexico's manufacturing GDP.

A considerable expansion of the interchangeable generic pharmacy groups took place in Mexico, when in 2012 COFEPRIS authorized the sale of 190 interchangeable generic drugs for the treatment of chronic diseases. With this, an attempt was made to counteract the increase in sales of similar drugs and the positioning of generic drugs. According to PROFECO, when developing a new drug is innovated, a permit is processed to carry out research and produce it, which is how much a patent is obtained that has an exclusivity period with the laboratory that obtained it, therefore the cost of a patent drug is high because it seeks to recover the investment (research), when this exclusivity ends, the formula is released so that the rest of the laboratories can manufacture the product, these drugs no longer have the name of the laboratory I develop it therefore they are called generic drugs. These generic drugs are equal to the active substance, time of action, efficacy and safety, which guarantees that the drug. (COFEPRIS, 2012)

### GI pharmacies

He was born with a new era of health. Since its inception in 1999, it has identified a fundamental element for its brand promise: to bring the benefits of medicine to the neediest population, through a more humane service, attentive to the health of both the patient and the economy of Mexican families.

At first, the population distrusted these drugs because they were cheaper and because of some aspects related to their quality.

Over time, the population began to accept the product and understand that generic drugs are exactly the same as innovative ones, but you don't pay for the brand, but for the active substance. Today the picture is totally different, since 8.4 out of every 10 drugs sold in Mexico are generic.

Years after starting its project, Farmacias GI identified that it needed to become professional, and in 2009 it joined the Mexican Franchise Association. The business model consists of a pharmacy located next to an office planned to provide general medical care to outpatients. The target market is a medium, low medium and low socioeconomic level. Always adhering to COFEPRIS guidelines, there is a Regulatory Affairs area that is dedicated to training personnel at the national level. (Farmacias G I, s.f.)

After this report on the antecedents and events that have impacted the Pharmaceutical industry, the object of study is described.

### Consumer profile

They define a market segment as ... "a group of customers with different desires, purchasing preferences or ethics of product uses." (Stanton, 2007). The characteristics resulting from the detailed analysis of a set of market variables make up the consumer profile, where a description of the target customer is established. It is important to mention that this is a tool that allows the company:

- Know and understand your customers.
- Offer suitable products and services to your customers.
- Develop sales strategies, focused on a certain profile.
- Establish specific communication channels with your customers.
- Identify your competitors more effectively.

- Detect opportunities, reduce risks and evaluate the impact caused by the market.

(Santamaria, 2014), in his study "Influence of Cultural and Demographic Factors on the Profile of the Consumer of Private Labels", through multivariate analysis, determined the influence existing between demographic and cultural factors in the purchase of private label products. He identified that the level of education (bachelor or higher), of a medium socioeconomic level and that they have made purchases in the brand's stores is very important. Regarding own brands, the knowledge and use of these products is a little more than 3 out of 4 people. 60% consider Supermaxi a suitable place to buy, and a little less than half, 46%, show affection for the brand. Only one in 5 rejects the brand. The author finds that the private label consumer is married, under 35 years of age, who makes his fortnightly purchases and the person in charge of doing so will be women. It is important to consider cultural and demographic factors in determining purchase preference.

(Martinez & Montaner, 2007), verified, considering psychographic traits such as utilitarian, hedonistic and cost benefits, that consumers modify their behavior in the face of promotions developed within their own points of sale, they present psychographic profiles different from the consumers who respond to some kind of promotion with encouragement outside the establishment itself. They distinguished three types of propensity for promotions: 1. Propensity for internal promotions, characterized by being concerned about prices and giving less importance to product quality; These consumers buy products impulsively, they like to plan their purchases and enjoy making them, they like to change brands with some frequency and new products attract their attention. In addition, they consider that they have enough space to store extra purchases. 2. Consumers who use the brochures are also concerned about product prices; These consumers consider themselves market experts, they plan their shopping sessions and they enjoy doing this task. In addition, they give less importance to the quality of the products purchased. Finally, 3. Consumers who use promotional vouchers or coupons are concerned about the price of the products and often regard themselves as market experts and innovators.

Therefore, it is important to know the psychographic profile because not all consumers respond to sales promotions in the same way.

(Gómez, 2017) Considering the variables sex, age, educational level and net salary, he found that the profile of the Fair Trade consumer is usually a person between 25 and 45 years old, with higher education and a salary that exceeds € 2,400 net per month. On the contrary, people over 65 years of age, with primary or no studies and with a salary that ranges between € 0 and € 600, generally do not consume fair trade products. In addition, another important aspect that Gómez finds is that the consumer who changes his consumption habits, due to ethical, political or environmental issues, considering the consumption of organic products and the verification of the ingredients and origin of the products, increases to As the educational level and income of the individual are higher and the age segment of the people who carry out these behaviors ranges between 25 and 44 years. This leads us to consider these aspects to determine the purchase preference.

Regarding the consumer profile, it can be said ... "consumer behavior is the starting point to understand the stimulus-response model. Environmental and marketing stimuli enter the consumer's awareness and characteristics and the decision-making process lead to certain purchasing choices". (Kotler & Armstrong, 2013).

A market segment is defined as "a group of consumers who respond in a similar way to a given set of marketing efforts." (Kotler & Armstrong, 2013). Another definition says... "market segmentation can be defined as the division of a heterogeneous universe into groups with at least one homogeneous characteristic. (Valiñas, 2009).

It is important to return to the factors that are considered for market segmentation and thus be able to determine the consumer profile of a specific portion.

Factor	Variables
Geographic variables.	The market can be structured based on geographic location. There are several units to limit this division, from states, countries, communities, regions, provinces or counties, cities or neighborhoods. Geographic variables can in turn be classified according to the size of the cities or the climate.
Demographic variables.	It is one of the most common and easy to identify variables. It consists of classifying market segments based on factors such as age, sex, marital status, occupation, income, education, religion, race, generation or nationality.
Psychographic variables.	It consists of the division of the market based on characteristics such as social class, lifestyle or the personality of consumers.
Behavioral variables.	This segmentation is based on the way in which the consumer uses the product and on consumer habits. This type of segmentation can be based on the moment, the benefits, the level of use, the frequency of use or the level of fidelity.

**Table 1** Segmentation variables

Source: Own elaboration based on (Fernández Valiñas, 2009)

## Problem Statement

What is the profile of the GI pharmacy consumer and their buying preference in San Mateo Atenco, Mexico?

It has been observed that currently there are companies that do not give sufficient relevance to the knowledge of the local consumer profile. Since it is influenced by demographic, psychographic and conductive factors specific to the region.

Diagnosis of the situation: Today GI pharmacies seek continuous improvement focusing on meeting the needs of their real and potential customers, but they do not know how to do it, they do not have customer service indicators that provide them with a measurement scale at the moment To seek improvements in a timely manner, the objective is to know the profile of these customers and their purchase preference. These activities are necessary to maintain market share and achieve future growth.

## Method

The type of research that was approached was with a quantitative approach and a descriptive scope, which is used to detail the most characteristic, distinctive and particular aspects of the object of study, defining its properties. "... focuses on the questions who, what, when, where and how" according to (Zikmund & Babin, 2008). For this particular case, the aim is to systematically refer to the characteristics of the consumers of Farmacias G.I. in San Mateo Atenco, State of Mexico.

It was determined to collect primary data. The instrument that was applied was the questionnaire that "consists of a set of questions, usually of various types, prepared systematically and carefully, about the facts and aspects that are of interest in an investigation or evaluation, and that can be applied in various ways, among which its administration to groups or its sending by mail stand out "(Pérez, 2010).

The first stage of the methodology was the design of a set of reagents that ensure the validity of the determination of the consumer profile, taking into account the following definition (UNID, 2012) "It is the series of characteristics that differentiates one consumer from another, either because of their lifestyle, socio-economic level, culture, consumer experience, etc. ". The consumer profile is obtained through research, describing the characteristics of the users of a specific service or product. To do this, the demographic, geographic, cultural, psychographic and behavioral factors listed in table 1 were taken into account; For each of these factors, a certain number of items or questions were developed.

The questionnaire consists of 2 sections: the first with 7 questions that correspond to the collection of geographic and demographic data, the second section contains questions corresponding to determining the psychographic and behavioral factors that affect the consumer preference of Farmacias G.I. See Appendix 1.

The 5-level Likert scale was used, the levels used are: totally disagree; partially disagree; neutral; partially agree and totally agree.

Once the questionnaire had been prepared, it was validated, for which it was applied to 20 people on the outskirts of the G.I. This questionnaire test allowed correcting the syntax of the items for a better understanding of the items, modifying some terms that were not clear to the respondent, and estimating the duration of the survey application. The information collected, added to the cross-review made by the researchers of this project, ensure the validity of the instrument.

### Determination of the sample

Since the population of San Mateo Atenco, State of Mexico, is known, the formula was used to determine the sample size of a finite population. (Munch & Angeles, 1998).

$$n = \frac{k^2 * p * q * N}{(e^2(N-1)) + k^2 * p * q} \quad (1)$$

Where:

N = 72,579 (Atenco, 2016) Total Population

k = 1.96 Z value for a 95% confidence level

p = 0.5 probability of success (define the profile)

q = 0.5 probability of failure (do not define the profile)

e = 0.05 maximum permissible error

$$n = \frac{(1.96)^2 * (0.5) * (0.5) * (72579)}{((0-05)^2(72579-1)) + (1.96)^2 * (0.5) * (0.5)} = 383.79 \approx 384 \quad (2)$$

The number of surveys to be applied in each branch was established proportionally, according to the population of the neighborhood where each branch is located (INEGI, 2015). Table 2 shows the contribution of each neighborhood, as well as the surveys that were applied (n) in each branch.

Neighborhood	Population	Percentage	n
Guadalupe neighborhood	10,210	37.77	145
San Miguel neighborhood	9,218	34	130
San Lucas neighborhood	7,602	28.13	107
Total	27,030	100	384

**Table 2** Determination of the sample size by Branch  
Source: Own elaboration

“GI pharmacies have a strategic location. The entrepreneurs who started this project decided to offer customers a combination of a good location, a great product and service, at the right price, in addition to detecting the needs of the population. That is why they are in a visible and easily accessible area for the consumer” (Méndez, 2014)

Starting from the previous premise, it was decided to apply the instrument (questionnaire) in front of pharmacies, since it is the place where most people circulate. It is worth mentioning that this was done with the authorization of the personnel in charge and the clients.

For the selection of the elements to be sampled, the systematic method was used. This "is a random sampling technique, where the researcher first randomly chooses the first piece or subject from the population and then will select each nth subject from the list" (Behar, 2014). After choosing the first item, 5 were allowed to pass and the next was chosen to be surveyed; 5 other people were allowed to pass and the next one was surveyed. Thus, until the full application of the assigned questionnaires.

Once the number of questionnaires had been completed, the responses were coded, setting a unique code for missing data. The data thus edited were entered into a spreadsheet.

The source of information due to its origin is primary, since the data collection was exclusively for the present investigation.

### Results

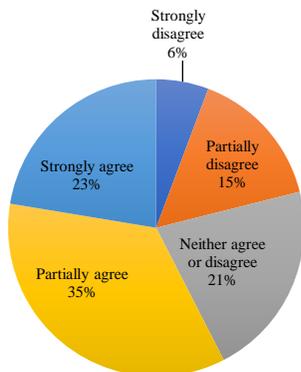
Once the information was collected, the responses were coded, setting a unique code for missing data. The data were tabulated and graphed for which Excel and SPSS ® software were used.

For the analysis of the results obtained, it is important to mention that the answers in complete agreement and partially in agreement are considered as acceptance of the item and the responses completely in disagreement and partially in disagreement as non-acceptance of the item.

A first analysis was carried out using the Excel program; The responses of the respondents to each of the items included in the questionnaire were graphed, the most relevant results are shown in Figures 1 to 8.

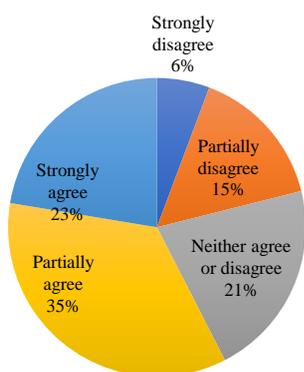
As a second analysis, in order to have a clearer picture of the consumer's profile and their purchasing preferences, it was decided to use the crosstab function. With the help of SPSS ® software, in order to determine the relationship between the different variables considered in the survey. The results of the cross tables are presented in graphs 9 to 15.

**Question 7. The products are of good quality**



**Graphic 1** Quality of the products of Farmacias G.I.  
Source: Own elaboration

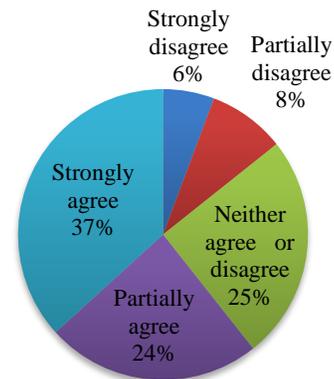
**Question 7. The products are of good quality**



**Graphic 2** Adequate price of the products of Farmacias G.I.

Source: Own elaboration

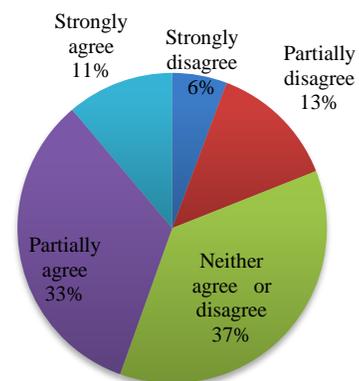
**Question 9. Requires further promotion**



**Graphic 3** G.I. requires further promotion

Source: Own elaboration

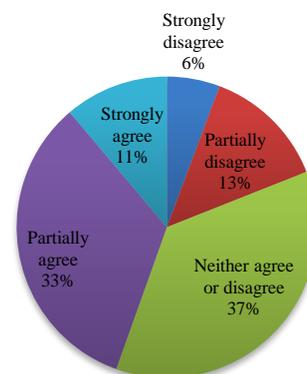
**Question 11. It is required to open more branches**



**Graphic 4** Need to open more branches of Farmacias G.I.

Source: Own elaboration

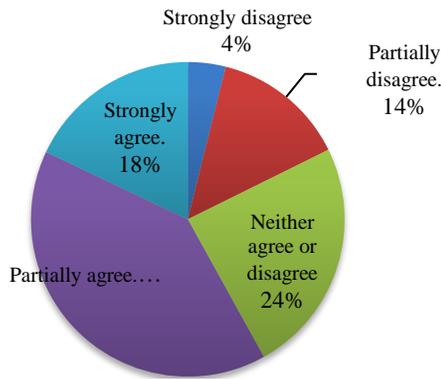
**Question 12. Use the service of Medical Office**



**Graphic 5** Demand for the service of the G.I.

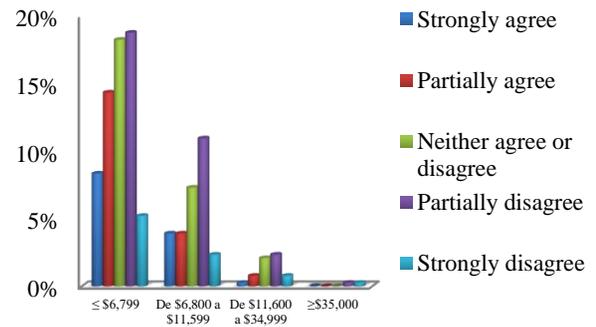
Source: Own elaboration

**Question 13. Makes purchases in other pharmacies.**



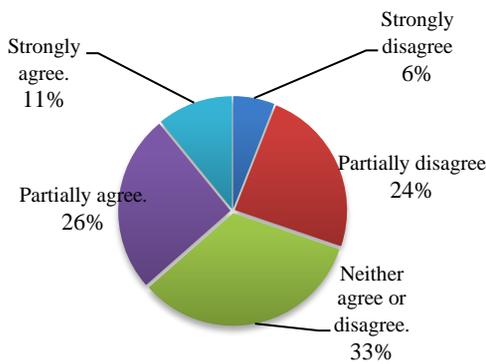
**Graphic 6** The consumer makes purchases at other pharmacies  
Source: Own elaboration

**Consumers by income level who make at least one weekly purchase**



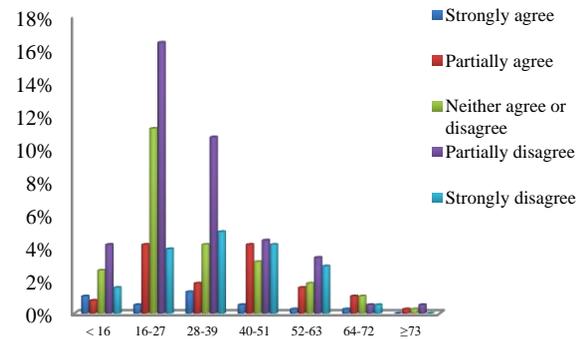
**Graphic 9** Consumers by income level who make at least one weekly purchase at G.I.  
Source: Own elaboration

**Question 14. I buy for the quality of your service**



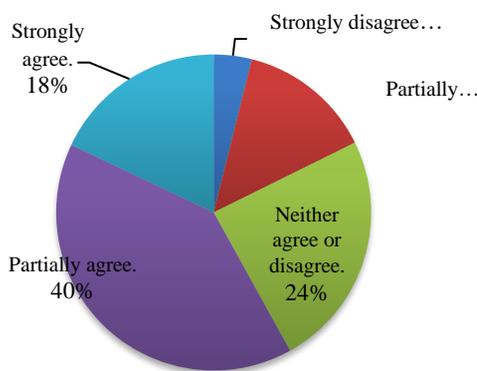
**Graphic 7** The consumer makes purchases for the quality of the service  
Source: Own elaboration

**Consumers by age group are satisfied with their shopping experience**



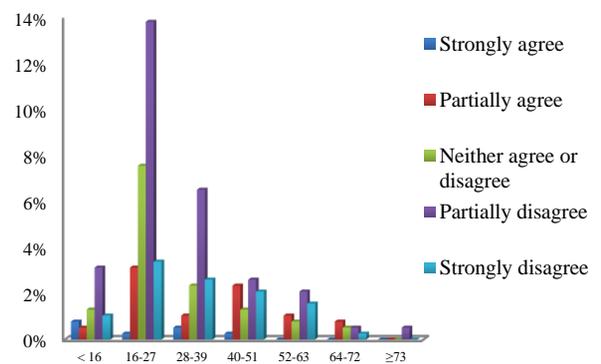
**Graphic 10** Consumers by age group who are satisfied with their shopping experience at G.I.  
Source: Own elaboration

**Question 15. Satisfaction with the shopping experience**



**Graphic 8** The consumer is satisfied with their shopping experience  
Source: Own elaboration

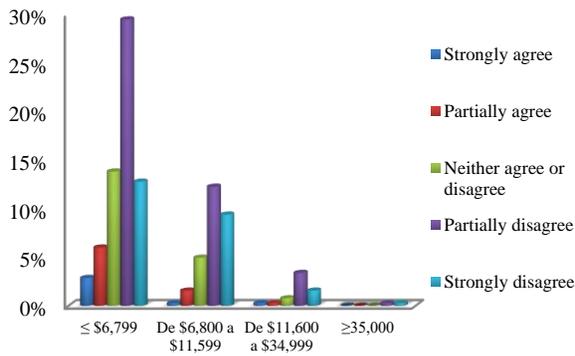
**Female consumers by age group satisfied with their shopping experience**



**Graphic 11** Female consumers by age group satisfied with their shopping experience at G.I.  
Source: Own elaboration

The main results found are presented below according to the crossed tables prepared.

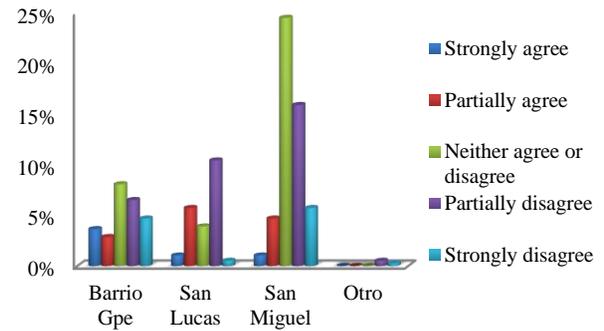
**Consumer by income level who will buy again**



**Graphic 12** Consumers by income level who will definitely buy at G.I.

Source: Own elaboration

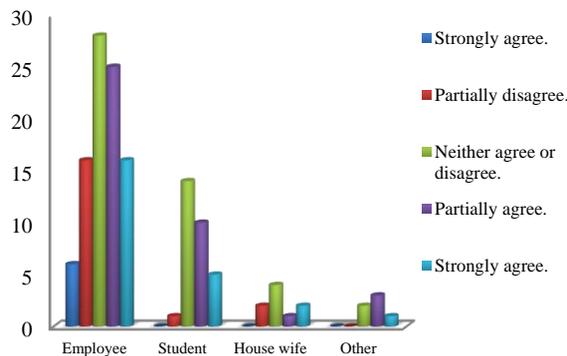
**Consumer by residents who considers residence the opening of new branches appropriate**



**Graphic 15** Consumers by place of residence who consider it appropriate to open new branches of G.I.

Source: Own elaboration

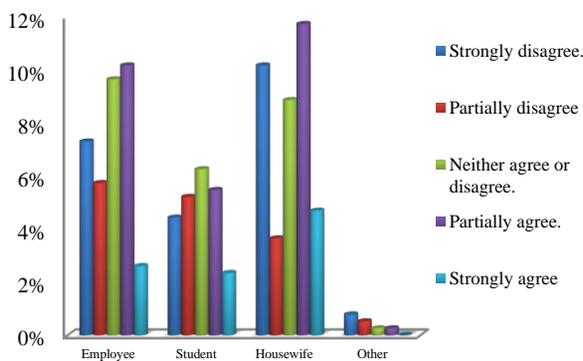
**Male consumer by occupation who buys in other pharmacies**



**Graphic 13** Male consumer by occupation who buys in other pharmacies

Source: Own elaboration

**Consumer by occupation who heard about Farmacias G.I. by friends**



**Graphic 14** Consumer by occupation who heard about Farmacias G.I. by friends and / or family

Source: Own elaboration

**Conclusions**

**Consumer profile of Farmacias G.I.**

Based on the results obtained, the consumer profile of Farmacias G.I. of San Mateo Atenco, State of Mexico.

Demographic variables:

- Gender: Primarily Female 65% with 35% male participation.
- Age: 59% focuses on people aged 16 to 39 years.
- Marital status: Centered on married people with 73%.
- Occupation: This area is distributed almost evenly between housewives (39%), worker (35%) and student (24%).

Geographic variables:

- Place of residence: San Mateo Atenco, in the neighborhoods of: San Miguel (52%) Guadalupe (26%) and San Lucas (21%).
- Location: 56% of respondents say that the location of the branches is adequate, however, 44% say that they should open more branches.

Psychographic variables:

Social class: The consumers of Farmacias G.I. According to the classification established by the Ministry of Economy (2014) they belong to the Low High and Medium Low social classes, considering the educational level and the income level.

- Family monthly income level: corresponds to people with incomes of  $\leq$  \$ 6,799 to 11,599 by 93%.
- Educational level: People with secondary and high school education by 72%.
- Personality: Physical and mental well-being: The consumer of Farmacias G.I. that does not practice any sport is 52%.

Behavioral variables:

- Expected benefit: Quality at low prices. 58% of those surveyed state that the products of Farmacias G.I. They are of quality and 50% consider that the prices of the products are adequate.
- Self-medication. 45% say that they self-medicate and 44% make use of the medical office of the G.I.
- Purchase frequency. People who buy at least once a week is 41%.
- Attention to recommendations: Only 37% of consumers attend recommendations from friends and / or family.
- Need for recognition: 37% of those surveyed buy at G.I. for the quality of the service they receive and 50% consider that the attention time is adequate.
- Perception: 58% of respondents are satisfied with the shopping experience.
- Learning: 69% will make a buyback in G.I.

Other relevant aspects of Consumer Preferences.

- Variety of products: 40% of those interviewed consider that the variety of products in G.I. is adequate.
- Promotion: 61% agree that it requires further promotion.
- They buy in other pharmacies. 58% of those surveyed state that they make purchases in other pharmacies.

As complementary information, the analysis of the crossed tables was carried out, (relationship of two or more variables), the main conclusions are presented below:

Regarding the frequency of purchases vs. income level (Graphic 9).

It is very important to know the interaction of these two variables, it is desirable that consumers with income between © are those who make a purchase at least once a week. Of the people surveyed, 47% of the people who shop at least once a week correspond to consumers who have an income level between  $\leq$  \$ 6,799 to 11,599. This indicates that consumers in this income range buy in GI pharmacies due to various factors, among which we find a good price, excellent service and quality of products.

Regarding satisfaction in the shopping experience by income level (Graphic 10).

59% of those surveyed correspond to the group 16 to 39 years old and of these, 36% are satisfied with their shopping experience at GI Pharmacies, it is worth mentioning that the people of this age group who claim to be neutral with respect to this question reach 15%, which represents an area of opportunity for GI Pharmacies.

With respect to female consumers by age group satisfied with their shopping experience at G.I. (Graphic 11).

The total of female respondents represent 65% of the population; Of this population, those women who say they are satisfied with their shopping experience are 27% and 10% say they are neutral, this indicator shows that Farmacias GI should pay more attention to the female consumer to raise the level of satisfaction whenever women are the main consumers.

In relation to Consumers by income level who will make a buyback at G.I. (Graphic 12). The buyback is very important for all companies because that is where you see loyal customers to the brand, or customers who are not so frequent, but are loyal. The people surveyed with the lowest income  $\leq$  \$ 6,799 to 11,599, which represent 93% of the respondents, are manifested in 63% that they made a buyback in G.I. Pharmacies, this represents a strength of G.I. however, you should not neglect aspects such as the quality and variety of the product, as well as the care provided at the time of purchase. Good quality customer service is essential for companies, since 89% of the population declares that customer service influences their purchase or buyback decision and 80% considers that a good experience with the service of Customer service encourages their loyalty to the brand or company.

Considering the acquisition of products in another pharmacy of male consumers vs. occupation (Graphic 13). Of the 136 men surveyed, 91 are workers and 30 students; together they represent 74% of the male population. As mentioned above, the group of male consumers represents 35% of all consumers, of this percentage of this group 15% say they make purchases in other pharmacies and 11% are neutral. Workers on the one hand have quite long and changing working hours; on the other hand, students do not have much time to perform. What plays a very important role for them to make the purchase decision in another pharmacy is the proximity of other pharmacies or the urgency towards the purchase of a product.

Regarding how they found out about GI pharmacies through friends and / or family vs. Occupation. (Graphic 14).

Based on the workers and housewives who represent 74% of respondents by occupation; In this segment, 30% say they know about Farmacias G.I. by family and / or friends and 19% are neutral to this question. The percentage is relatively low, so it represents an area of opportunity for Farmacias G.I., since the best advertising is by word of mouth, where there is no direct cost for the company, which generates broad benefits. They consider that the shopping experience is what makes the company competent.

In relation to the opening of new branches of Farmacias G.I. vs Place of Residence. (Graph 15). In the 3 surveyed neighborhoods there is a GI pharmacy branch, in the San Miguel neighborhood there is the highest demographic index and in the same way, it is in this same place where most of the respondents state that it is necessary to open another branch.

Thus, the residents of Barrio San Miguel represent 52% of those surveyed and of these 22% declare the need to open another branch; However, in this same segment, 24% say they are neutral when faced with this question, in such a way that there is no decisive answer that influences the opening of new branches, a situation that should continue to be monitored by the company.

The variables of significant incidence in determining the consumer profile of Farmacias G.I. were the following: age, sex, and income level of consumers, rating on product quality, place of purchase of the product, variety of products offered, rating on product price, knowledge of product promotions and counting with a medical office service attached to the Pharmacy.

With the data obtained, it is concluded that the expectations of customers with the services and products offered by the company are good since satisfaction is reflected when customers return to Farmacias GI, the important thing here is to continue working to increase customer satisfaction attending the areas of opportunity found.

## Annexes

### Annex 1. Applied Questionnaire



INSTITUTO TECNOLÓGICO DE TOLUCA

Please answer the following questionnaire, the information you provide is confidential and will be used for statistical purposes in a research project on consumer characteristics. We thank you in advance for your cooperation.

**Instructions: Mark your answer with an "X".**

**Gender:** M \_\_\_ F \_\_\_

**Age:** Less than 16 years \_\_\_ 16-27 years \_\_\_ 28-39 years \_\_\_ 40-51 years \_\_\_ 52-63 years \_\_\_ 64-72 years \_\_\_ 73 or more \_\_\_

**Occupation:** Worker \_\_\_ Student \_\_\_  
Housekeeper \_\_\_ Other \_\_\_  
Specify: \_\_\_\_\_

**Civil status:** Married \_\_\_ Single \_\_\_

**Education level:** Educational level Primary \_\_\_  
Secondary \_\_\_ High School \_\_\_ Technical \_\_\_  
Other \_\_\_ Specify: \_\_\_\_\_

**My place of residence is:**

Guadalupe neighborhood \_\_\_  
Saint Luke \_\_\_ Saint Michael \_\_\_ Other \_\_\_  
Specify: \_\_\_\_\_

**Select the range in which your monthly household income is.**

Less than \$ 6,799 \_\_\_ \$ 6,800 to \$ 11,599 \_\_\_ \$  
11,600 to \$ 34,999 \_\_\_ More than \$ 35,000  
\_\_\_

**Please answer based on this scale:**

1	2	3	4	5
Strongly disagree	Partially disagree	Neutral	Partially agree	Totally agree

	1	2	3	4	5
1. I practice a sport					
2. I self-medicate					
3. I found out about Farmacias G.I. through friends and / or family					
4. Made purchases at least once a week at Farmacias G.I.					
5. I consider that the variety of products of the G.I. meets my needs.					
6. I consider that the attention time at Farmacias G.I. It's appropriate.					
7. I believe that the quality of the products of the G.I. is good.					
8. I consider that the price of the products of the G.I. It's appropriate.					
9. I would like Pharmacies G.I. make more promotions of their products.					
10. I believe that the location of Farmacias G.I. is adequate					
11. I would like there to be more branches of Farmacias G.I.					

12. He used the medical office service of Farmacias G.I.					
13. I buy products in another pharmacy					
14. I buy products at Farmacias G.I. for the quality of your service					
15. I am satisfied with my shopping experience at Farmacias G.I.					
16. I will definitely make a purchase again at Farmacias G.I.					

**Thank you very much for your cooperation**

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