

Identification of the consumer profile for the industrialization of Chihuahua type cheese

Identificación del perfil del consumidor para la industrialización de queso tipo Chihuahua

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Abstract

It is of great importance that family businesses when deciding to launch a new brand in the dairy market know the characteristics of the consumer, so that they can identify the tastes, needs and preferences of potential customers, who can later become regular customers. That is why the objective of this article is to present the results of a market research focused on identifying the consumer profile for the industrialization of Chihuahua-type cheese. In such a way that market niches can be established where quality products are offered according to the needs and possibilities of customers. While it is true today, there are different brands of dairy products on the market, it is also true that day by day consumers have greater demands regarding this type of product. On the other hand, in the state of Zacatecas, properly in the municipality of Río Grande there are small companies that are dedicated to the production of bovine milk, which have the possibility of giving added value to their product, industrializing it to transform it into cheese Chihuahua type.

Marketing, market research, consumer profile

Resumen

Es de gran importancia que las empresas familiares al decidir el lanzamiento de una nueva marca en el mercado de lácteos conozcan las características del consumidor, de modo que logren identificar los gustos, necesidades y preferencias de los clientes potenciales, que posteriormente pueden convertirse en clientes habituales, es por ello que el objetivo de este artículo consiste en presentar los resultados de una investigación de mercados enfocada a la identificación del perfil del consumidor para la industrialización de queso tipo Chihuahua. De tal forma que se puedan establecer nichos de mercado donde se oferten productos de calidad de acuerdo a las necesidades y las posibilidades de los clientes. Si bien es cierto hoy en día, existen diferentes marcas de productos lácteos en el mercado, también es cierto que día con día los consumidores tienen mayores exigencias con respecto de este tipo de productos. Por otro lado, en el estado de Zacatecas, propiamente en el municipio de Río Grande existen pequeñas empresas que se dedican a la producción de leche de bovino, el cual tienen la posibilidad de darle el valor agregado a su producto, industrializándolo para transformarlo en queso tipo Chihuahua.

Marketing, investigación de mercados, perfil del consumidor

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Introduction

Today's markets are more challenging and demanding, this leads companies or organizations to seek strategies that allow them to generate competitive advantages over others. (Vazquez, 2012) says that "today the most successful organizations in the world have reached a level of consumer satisfaction, transforming the entire organization to serve them and remain close to them.

To achieve this objective, these companies have generated an approach to the consumer, where they have first determined what they want in order to design, produce and market products or services with the highest quality and at reasonable prices".

In family businesses in the municipality of Río Grande, Zac., Dairy products are made without having knowledge of the consumer profile, which means that they are less competitive.

(Corona, Paz Gómez, & Camacho Gómez, 2016) mention that in México there are 3, 724, 019 family businesses throughout the country, of which 49.9% (they are concentrated in commerce 1 858 550), services 36.7% (1 367 287) and manufacturing industries 11.7% (436 851) this according to information from (INEGI, 2014). A family business is one that has been founded by a family member and has been passed on, or is expected to be passed on, to their descendants.

The descendants of the original founder or founders will have ownership and control of the company. They also work and participate in the company and family members benefit from it (Mucci, 2008).

On the other hand, the dairy product agroindustry in México takes on great importance not only because it produces products with nutritional and taste benefits for consumers, but also because of the economic value that the processing activity represents, its ability to generate and maintain employment (Ghent & Cervantes Escoto, 2011).

For this study, the family business "Villa Guadalupe de Río Grande, Zac." Has been considered, which is a company that is dedicated to the production of bovine milk and that, due to its fixed assets, has the capacity to produce enough fodder for feeding cattle, these assets are such as irrigated land, rainfed, agricultural implements, transport equipment and infrastructure (warehouses, milking parlor, corrals, transport equipment, hydraulic installation system, among others), however Due to lack of investment, drive and innovation, product diversification and ignorance of the profile of consumers, it does not achieve successful economic growth year after year.

That is why the company "Villa Guadalupe" has made the decision to carry out a market investigation to identify the profiles of the Chihuahua-type cheese consumer and thus offer a new brand in the market that meets customer satisfaction and the standards of quality. This study is focused on housewives who are the ones who regularly make the decision when supplying the basic basket that supplies the food needs of their home. Cheese is one of the products that can be made with bovine milk and it constitutes an important part of the basic nutritional diet of humanity, this gives the guideline to think about a company capable of producing cheese with an artisan flavor, exquisite and original without losing its organoleptic properties.

Referential framework

Marketing

(Kotler, Marketing Management, General Concepts, 2002) considers marketing to be a process through which individuals and groups obtain what they need and what they want by creating, offering and freely exchanging valuable products and services with others. However, he mentions that Peter Drucker says that "the goal of marketing is to make selling superfluous. The purpose of marketing is to know and understand the customer so well that the product or service fits him perfectly and sells itself. Ideally, the marketing result should be a customer who is ready to buy".

Market research

In the state of Zacatecas one of the priorities is precisely the agroindustrial field, likewise, it is considered as a strategic state sector for development (Inadem, 2013), this is a great opportunity that exists to give it more boom, since it will bring with it benefits to society with the generation of jobs and the offer of safe, quality products and good prices that satisfy their needs. Market research is the core of success in launching a new brand, since it is possible to identify supply, demand, price analysis and the study of marketing (Urbina, 2013). Similarly, the author Urbina is very emphatic when he says that the general objective of market research is properly to verify the real possibility of penetration of a product in a given market. Hence the question that the same author proposes, is there a viable market for the product to be produced?

Market research according to (Ríos, 2018) is the “formal link between the organization and its environment” thanks to this, important information can be collected to know the characteristics of the consumer. On the other hand, according to (Herrera, 2013) he says that it serves to provide accurate information that allows reducing uncertainty in marketing decision-making, since it goes from an intuitive approach to a systematic, analytical and objective approach. (Pelayo & Cavazos Arroyo, 2015) consider that market research acts in a set of three functions, such functions have been taken into account in the process of conducting market research in this article:

- Descriptive function: It is the compilation and presentation of the facts.
- Diagnostic function: It is based on the exploration of data or actions.
- Predictive function: It is the specification of how you use the collection and presentation of facts and data exploration to predict the results of a planned decision.

Other concepts underlying the variables in this study are supply and demand. "Supply and demand are market drivers, which in ideal conditions should govern this" (Gutiérrez, 2018), for this reason it is of the utmost importance to carry out a market research that allows the identification of the suppliers and their demanders, so In the latter, the identification of their needs, preferences and tastes regarding the consumption of Chihuahua type cheese is of central importance. "In the purchase decision process, the consumer weighs the benefits that can be obtained from a promotion" (Martínez & Montaner, 2007), however, the authors of this article consider that the consumer weighs not only on the basis of promotions the benefits but also when deciding to purchase a new product or a product of a new brand in the market.

Consumer profile

According to (Kotler & Gary, 2001) the consumer profile “is the starting point to understand the buyer, it is the stimulus-response model. Environmental and marketing stimuli enter the buyer's consciousness, buyer characteristics and the decision process lead to certain purchasing decisions. The role of the marketing specialist is to understand what happens in the buyer's awareness between the arrival of the external stimulus and the purchasing decisions of the same”.

According to (Kotler & Gary, Fundamentos de Marketing, 2003) the factors that influence consumer behavior are: cultural (culture, subculture, social class); social (reference groups, family, roles and status); personal (age, stage of the life cycle, occupation, economic situation, lifestyle and personality) psychological (motivation, perception, learning, beliefs and attitudes), topics that have been taken into account for the elaboration of the data collection instrument for the identification of the profile of the Chihuahua-type cheese consumer.

Definition of Chihuahua type cheese

According to the Mexican Standard NMX-F-209-1985, the Chihuahua type cheese "It is the product that is obtained from whole pasteurized cow's milk subjected to coagulation processes, cut, dewatered, fermented, salted, pressed and matured during a minimum period of 7 days at controlled temperature and humidity; without having been used in its elaboration fats or proteins not coming from milk". It is important to mention that according to the investigation in Mexico, only such a standard has been identified for the production of Chihuahua-type cheese, however, it has been canceled by NMX-F-738-COFOCALEC-2011, it should be mentioned that said standard only reference to Chihuahua cheese, not Chihuahua-type cheese as such. For this reason, the Mexican Standard NMX-F-209-1985 is taken as a reference for the elaboration of the cheese object of this study. Cheese is a product of great importance in the Mexican dish, it is preferred by consumers with exquisite palates as expressed (Medina, Zúñiga Hernández, Mireles Medina, & Mancillas Medina, 2017).

Per capita cheese consumption

Regarding the per capita consumption of cheese, in México it is 2.1 kg of cheese per year, less than the global consumption, which is 2.5 kg, however, there are countries, such as Greece and France, in which an average inhabitant eats more of 20 kg per year, as stated (Cesín-Vargas, 2014), in the same way said author also makes reference that "according to INEGI data, in México an average household spends 29.4% of its expenditure on the acquisition of food, beverages and tobacco; Of that total, 9.52% corresponds to the purchase of dairy products, equivalent to 2.8% of global spending. In the purchase of different types of milk, 64% of the expenditure is spent on dairy products and 24% for the acquisition of cheeses; the remaining 12% is used for the consumption of other dairy products".

Characteristics to consider for the industrialization of Chihuahua type cheese

Regarding the Mexican Standard NMX-F-209-1985, the following characteristics that Chihuahua type cheese must have are identified.

Among the sensory characteristics, the color is considered, which must be white or slightly yellow; the flavor, characteristic free of strange flavors; the smell, free of strange odors and the consistency, semi-hard and slicable.

And as physical, chemical and microbiological characteristics it is said that it must not contain pathogenic microorganisms, microbial toxins, and microbial inhibitors or other toxic substances that may affect the health of the consumer or cause deterioration of the product, therefore it must comply with the following physical and chemicals as indicated in Table 1:

Specs	Minimum	Maximum
Humidity in%		45.0
Butterfat), %	26.0	
Protein of lactic origin, in%	22.0	
Total solids, in%	55.0	
pH	5.0	5.5
Total ash in%		6.5
Sodium chloride in%		3.0

Table 1 Physical and chemical specifications of Chihuahua type cheese

Source: Own elaboration, data obtained from the Mexican Standard NMX-F-209-1985

In addition to the physical and chemical specifications, Chihuahua-type cheese must meet the following microbiological specifications as shown in Table 2:

Specs	Maximum CFU / g
Coliforms	10,000
Staphylococcus aureus	100
Escherichia Coli	1,000
Salmonella in 25 g	Negativo

Table 2 Microbiological specifications of Chihuahua type cheese

Source: Own elaboration, data consulted in the Mexican Standard NMX-F-209-1985

Additives for Chihuahua type cheese

The additives allowed by the Secretary of Health and Assistance according to the Mexican Standard NMX-F-209-1985, are:

- Lactic cultures.
- Sodium chloride.
- Vegetable or animal rennet.

- Annatto (achiote seed and carotene in proportion with greater than 6%).
- Calcium chloride (CaCl₂) in a proportion not greater than 0.02%.
- Sorbic acid or its sodium or potassium salts 1 g / kg.
- Sodium or potassium nitrate in a proportion not greater than 0.03%.
- Pimaricin at a maximum concentration of 300 mg / kg in solution.

Methodology

Research approach

Research can be carried out in very diverse areas, on the other hand, there are endless areas of opportunity, such as the family, social, educational, technological, business, cultural, political, in the area of health, among others; This implies that the research is not closed to the possibility of a single research approach, since it cannot be merely quantitative or qualitative, it can be mixed due to the nature of the variables considered in the research. There are those who think that research should be based on quantifiable variables, that is, on indicators that allow them to be assigned a discrete or continuous value, ruling out the possibility that the variables may be non-quantifiable and, therefore, the research can be of qualitative character, or it can be mixed failing that.

It is true that in order to understand, verify, verify and pay for knowledge, it is strictly necessary to subject the investigation to a series of steps or processes, processes that can lead to the implementation of the scientific method, a method that science has used for many years ago and At present, for problem solving, however, not all research requires a method with such rigor, because there are investigations that do not require certain experiments to pay for knowledge. Or they are simply mixed or qualitative investigations.

There are different types of research approaches, such as the quantitative and qualitative approach. From the combination of both approaches, the mixed approach is derived (Sampieri, Fernández Collado, & Baptista Lucio, 2014).

Gómez (2006) says that “the quantitative approach uses data collection and analysis to answer research questions and test previously established hypotheses, and relies on numerical measurement, counting, and the use of statistics to try to establish with pattern accuracy in a population”.

In addition, the essence of the quantitative approach is to quantify and provide evidence to a theory that exists to explain something (Gómez, 2006). In this research, the aim is to identify the profile of the Chihuahua-type cheese consumer for the company Villa Guadalupe de Río Grande, Zac. Through quantifiable studies where demand, supply, tastes and preferences are determined. Torres (2010) supports that the quantitative method is properly justified in measuring the characteristics of social phenomena. This confirms what has already been mentioned by the author Marcelo M. Gómez.

"Descriptive statistics is understood as the set of methods to process information in quantitative terms" this is pointed out by the author (Baray, 2006). This allows variables characterized by their nature as quantitative (Bravo, 2001) to be measurable and quantifiable. Sampieri et al., (2014) say that the quantitative approach is sequential and evidential, so that each of the stages of this approach should not go unnoticed, since the approach in question is rigorous. The process is determined from the idea to the preparation of the results report. So quantitative studies try to explain and predict the phenomena investigated.

On the other hand, the qualitative approach according to (Gómez, 2006) consists of detailed descriptions, events, people, interactions, observed behaviors and their manifestations”. Based more on an inductive process, since it explores and describes and subsequently generates theoretical perspectives as well, the author states (Gómez, 2006). As already mentioned, there is the qualitative approach that according to (Torres, 2010) seeks to understand a social situation as a whole. Hence, Sampieri et al. (2014) call it holistic. This approach as such tries to approach directly to inquire about the behavior of the objects of study, using instruments such as interviews and observation.

For the purposes of this article, the authors consider that the research approach is quantitative, derived from the variables of the object of study in question. Since it is a question of knowing from a market research the characteristics or the profile of the consumer, such as needs, tastes and preferences when making a purchase decision regarding Chihuahua type cheese.

Research scope

There are different types of research scope, such as: exploratory, descriptive, correlational and explanatory according to (Sampieri et al., 2014).

Sampieri et al. (2014) consider that an exploratory research scope consists of a research problem that has been little studied; while a descriptive study is one that seeks to specify the properties, characteristics and profiles of the study objects. Similarly, it specifies that a correlational scope is one that allows the relationship between the study variables, where these relationships can be supported by hypotheses tested. Finally, it says that an explanatory scope is one that goes beyond a simple description of phenomena, since this scope is aimed at responding to the causes of the phenomena under study.

Due to the nature of the variables, the authors of this document argue that the scope of the study is considered descriptive, since it describes the characteristics of the consumption profile of Chihuahua-type cheese.

Research design

“Once the problem statement was specified, the initial scope of the research was defined and the hypotheses were formulated, the researcher must visualize the practical and concrete way of answering the research questions, in addition to covering the set objectives” (Sampieri et al. 2014). The design of an investigation is very important, since without it the purpose of answering the research question or questions will not be achieved, in the same way the objectives set in the investigation will not be achieved, as a consequence there will be no necessary elements to reach to test the hypothesis or hypotheses formulated.

Talking about the research design is talking about the strategies that the research subject plans to obtain the information he needs for his research, there are different types of design, these can be quantitative or qualitative (Sampieri et al. 2014), in turn the The author, referring to the quantitative ones, classifies them as pure, quasi-experimental and non-experimental experiment, while the qualitative ones are classified as grounded theory, ethnographic, narrative designs, and action research designs. Sampieri et al. (2014) defines quantitative non-experimental research as “research that is carried out without deliberately manipulating variables. In other words, these are studies where we do not intentionally vary the independent variables to see their effect on other variables”.

Sampieri et al. (2014) cites Mertens (2005) who points out that non-experimental research is appropriate for variables that cannot or should be manipulated or it is difficult to do so. “Transsectional or cross-sectional research designs collect data in a single moment, in a single time” (Sampieri et al., 2014). Likewise, they say that descriptive transectional designs are intended to investigate the occurrence of the modalities or levels of one or more variables in a given population.

In the present study, the authors focus, due to the nature of the research, on the non-experimental design, which in turn is divided into transectional and longitudinal according to (Sampieri et al., 2014). Properly, the transectional or transversal is classified as descriptive and correlational / casual, so it says (Sampieri et al., 2014). Consequently, the design for this study is considered by the authors as non-experimental, transectional or cross-sectional and descriptive, because there is no manipulation of independent variables, the study is carried out at a specific moment and only tries to describe the phenomena about the consumption of Chihuahua type cheese; as well as to identify in the objects of study the acceptance of a new brand.

Description of the population and sample

Sampieri et al. (2014) point out that within an investigation the population has to be defined in order to subsequently identify the unit of analysis, therefore, to define the population it is considered that according to the census (INEGI, 2010) in Río Grande, Zac., There are a total of 62,693 inhabitants, while in the municipal seat 32,944 and a total 15,968 dwellings. In the calculation, the decision is made to carry out the surveys in 15 neighborhoods, of which 24 surveys per neighborhood are determined, where when calculating the sample, a sample of 367 people are obtained, considered housewives who belong to the city from Río Grande, Zac., the type of sampling that has been used is multistage and the unit of analysis was determined based on the corresponding Urban Basic Geo-statistical Areas (AGEB), where the 15 colonies were identified, taking into account that the surveys have been applied based on the odd numbers of the dwellings.

Calculation of the reliability of the data collection instrument

There are different procedures to calculate the reliability of the data collection instrument, they all use procedures and formulas that allow identifying the reliability coefficients, as considered by Sampieri et al. (2014); Cronbach's alpha coefficient is used for the purposes of this research. For the question related to the frequency of consumption of different brands of Chihuahua type cheese, the reliability is as follows:

Cronbach's alpha	No. of elements
.982	6

Table 3 Reliability on the frequency of consumption of Chihuahua type cheese
Source: Own elaboration, (2020)

As shown in Table 3, Cronbach's alpha coefficient is very high, since it tends to be highly reliable. The reliability for the question regarding the degree of importance given by the consumer when buying Chihuahua-type cheese is obtained as follows:

Cronbach's alpha	No. of elements
.810	6

Table 4 Reliability on the degree of importance that the consumer gives to certain factors when buying Chihuahua type cheese
Source: Own elaboration, (2020)

In Table 4 the reliability is good, therefore it is sufficient to justify the reliability. Regarding the question related to the frequency of the place of purchase of the Chihuahua type cheese, we have:

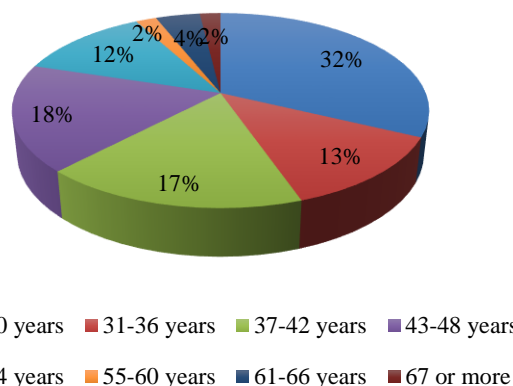
Cronbach's alpha	No. of elements
.882	5

Table 5 Reliability of the frequency of the place where housewives buy Chihuahua type cheese
Source: Own elaboration, (2020)

In Table 5 the reliability is very good, therefore it is enough to justify the reliability.

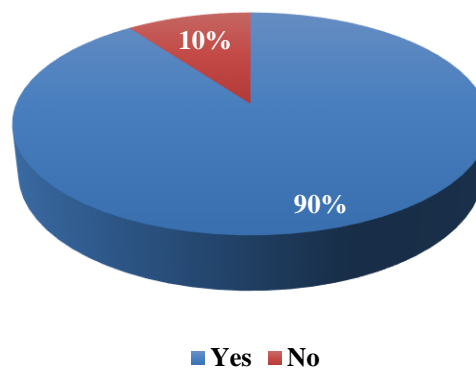
Results

Below are the results obtained from the application of 367 surveys to housewives:



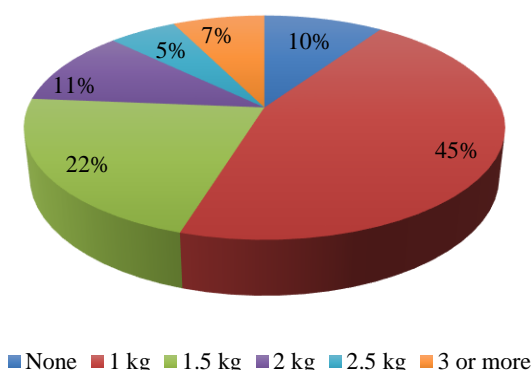
Graphic 1 Age percentage of surveyed housewives
Source: Own elaboration, (2020)

Among the consumer profile data, Graphic 1 shows that 32% of the people surveyed are between 25-30 years old; while 18% are 43-48 years old; 17% are between 37 and 42 years old and 12% are between 49-54 years old. Of the total of the 367 surveys applied, it is identified that the majority of housewives are young.



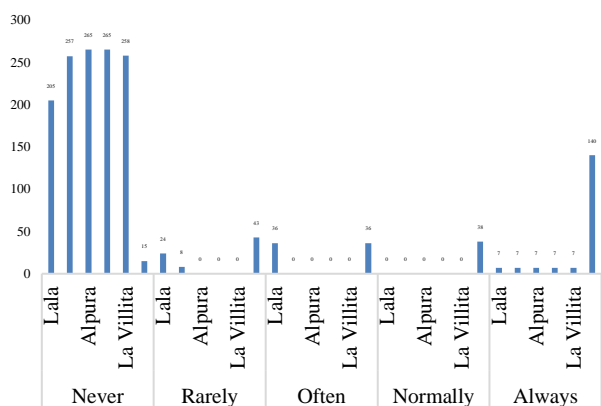
Graphic 2 Percentage of housewives who work
Source: Own elaboration, (2020)

Graphic 2 shows that of the 367 surveys applied to housewives, 90% work and 10% do not work.



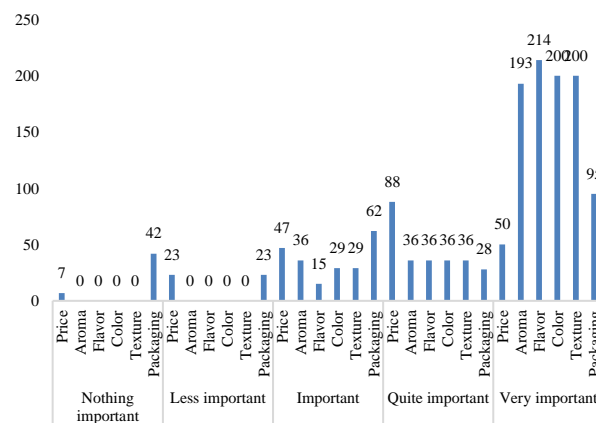
Graphic 3 Percentage of consumption in kilograms of Chihuahua type cheese
Source: Own elaboration, (2020)

Graphic 3 shows the results obtained on the information related to the weekly consumption of Chihuahua-type cheese in housewives. 45% consume one kilogram per week, 22% consume 1.5 kilograms, 11% consume 2 kilograms per week, 10% do not consume cheese, 7% consume 3 or more kilograms and 5% consume 2.5 kilograms.



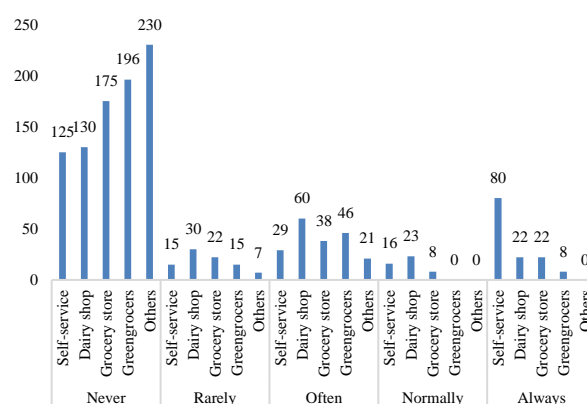
Graphic 4 Frequency of consumption of different brands of Chihuahua type cheese
Source: Own elaboration, (2020)

In Graphic 4 it is identified that 140 housewives very frequently consume cheese from the region; quite frequently 38 consume cheese from the region; with regular frequency 36 consume cheese from the region and infrequently consume cheese from the region. The other brands are consumed but less frequently.



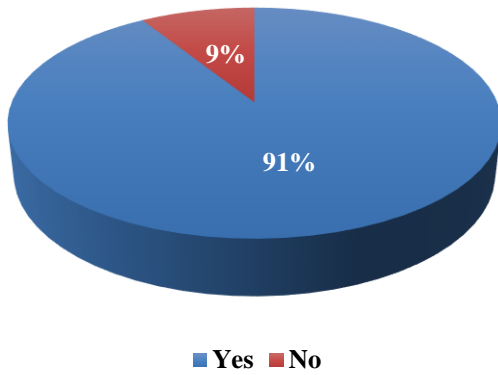
Graphic 5 Degree of importance given by the consumer to different variables when buying Chihuahua-type cheese
Source: Own elaboration, (2020)

As can be seen in Graphic 5, according to housewives, the most important factors when buying Chihuahua type cheese are the aroma with 193; the flavor with 214; the color with 200 and the texture with 200, the price with 88 is quite important and the packaging with 95 is very important.



Graphic 6 Frequency of the place of purchase of the Chihuahua type cheese
Source: Own elaboration, (2020)

Graphic 6 shows the following information: infrequently 15 housewives who consume in self-service stores; 30 in dairy shop; 22 in small stores or corner stores; 15 in greengrocers and 7 in other places that may be in street shops. Whereas with regular frequencies 29 she consumes in self-service stores; 60 in cremerias; 38 in small shops or corner stores; 46 in greengrocers and 21 elsewhere. Quite often 16 she consumes in self-service stores; 23 in dairy shop; 8 in small stores or corner stores; 0 in greengrocers and 0 in other places, finally, very frequently 80 consumes in self-service stores; 22 in dairy shop; 22 in small stores or corner stores; 8 in greengrocers and 0 elsewhere.

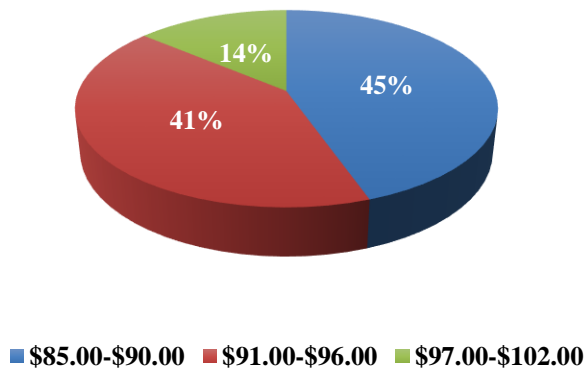


Graphic 7 Percentage of housewives who are willing to consume a new brand of Chihuahua-type cheese
 Source: Own elaboration, (2020)

In Graphic 7 of 325 housewives who said they consume from one kilogram of Chihuahua-type cheese to more than 3 kilograms per week, 91% are willing to consume a new brand of Chihuahua-type cheese and 9% affirm that they are not willing to consume a brand new.

Of 325 housewives who are the ones who consume Chihuahua-type cheese according to Graphic 8, 45% of housewives responded that they are willing to pay for a kilogram of Chihuahua-type cheese from \$ 85.00 to \$ 90.00 Mexican pesos; 41% answered that they are willing to pay from \$ 91.00 to \$ 96.00 Mexican pesos, while 14% from \$ 97.00 to \$ 102.00 Mexican pesos.

The results show the data that make up the profile of the Chihuahua-type cheese consumer, it is worth mentioning that the data was collected from a total of 367 housewives surveys, of which 325 consume at least one kilogram of Chihuahua-type cheese weekly.



Graphic 8 Percentage of what housewives are willing to pay for a kilogram of Chihuahua-type cheese
 Source: Own elaboration, (2020)

Conclusions

91% of 325 housewives are willing to consume a new brand of Chihuahua-type cheese, they can consume from one kilogram of Chihuahua-type cheese to more than 3 kilograms weekly, as has already been shown in the results, with respect to the frequency of the consumption of Chihuahua-type cheese according to the brands you consider, it is identified that they mostly consume cheese from the region, this brings the possibility of the company "Villa Guadalupe" to be part of the cheese market, since in less consideration they consume the cheeses industrialized, such as Lala, Chilchota, Alpura, Nestle and la Villita, which are cheeses that are regularly sold in self-service stores such as Soriana, Aurrera, Farmacias Guadalajara, Oxxo, among others.

It is very important that aspects such as aroma, flavor, color and texture are considered in production, since these are decisive for making decisions related to the purchase of Chihuahua type cheese, packaging is also a decisive factor, for Therefore, a design is recommended that above all promotes consumer confidence so that they decide to purchase the product. In the same way, the possible places where housewives buy cheese must be taken into account, a latent possibility of distributing the cheese in self-service stores, but also in cremarías, greengrocers and small stores is identified. Regarding the price, housewives are willing to pay from \$ 85.00 to \$ 102.00 Mexican pesos respectively, this means that a quality differentiation can be made in the Chihuahua-type cheese, to cover the needs of the consumer according to their possibilities, capacity economic and demands of such standards. And in this way the company can grab more customers in the dairy market.

Finally, it is concluded that it is of utmost importance that for the purposes of launching new brands in the market, a study is carried out where the consumer's profile is identified, because through it relevant information is obtained based on the needs, tastes and preferences; it also allows the identification of supply and demand; the status of the consumer, places of distribution, economic capacity among other variables or indicators; and existing market niches.

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