Most used Digital Marketing tool in Agricultural SMEs in the Municipality of Villa Guerrero

Herramienta más utilizada de Marketing Digital en las PYMES Agrícolas del Municipio de Villa Guerrero

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Abstract

Digital marketing according to Herrera (2019), began to have a strong presence in Mexico from 2016, however, it was until 2018 when companies considered integrating specialists within their payroll, and after the pandemic by COVID-19, the techniques of this were increasing, since they went through a stage of isolation that led companies to sell through the internet, mainly through social networks if they wanted to survive. Therefore, the objective of this research is to know the digital marketing strategies most used in agricultural companies in the municipality of Villa Guerrero, State of Mexico, all this, because in this municipality the floricultural economic activity predominates and therefore there are many SMEs dedicated to the sale of inputs and fertilizers for production in the region. Therefore, a quantitative methodology was used to test the hypothesis, because data collection was carried out through surveys, which were applied in person to a representative sample of agricultural companies, located in the head of the municipality of Villa Guerrero and its surroundings, to demonstrate whether the most used social network as a digital marketing tool was Facebook, using descriptive and correlational data analysis techniques.

Marketing, Agricultural, Strategies, Predominates, Analysis

Resumen

El marketing digital de acuerdo con Herrera (2019), comenzó a tener una fuerte presencia en México a partir del 2016, sin embargo, fue hasta el 2018 cuando las empresas consideraron integrar a especialistas dentro de su nómina, y tras la pandemia por COVID-19, las técnicas de esta fueron en aumento, ya que se pasó por una etapa de aislamiento que orillo a las empresas a vender por medio de internet, principalmente por redes sociales si querían sobrevivir. Por lo cual, el objetivo de esta investigación es, conocer las estrategias de marketing digital más utilizadas en las empresas agrícolas del municipio de Villa Guerrero, Estado de México, todo lo anterior, debido a que en dicho municipio predomina la actividad económica florícola y por ende existen muchas PYMES dedicadas a la venta de insumos y fertilizantes para su producción en la región. Por lo que, para la comprobación de la hipótesis se utilizó una metodología de corte cuantitativo, debido que se llevó a cabo la recolección de datos por medio de encuestas, las cuales fueron aplicadas de manera presencial a una muestra representativa de empresas agrícolas, ubicadas en la cabecera del municipio de Villa Guerrero y sus alrededores, para demostrar si la red social mas utilizada como herramienta de marketing digital era Facebook, mediante técnicas de análisis de datos descriptivas y correlacionales.

Marketing, Agrícolas, Estrategias, Predomina, Análisis

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1 Introducción

Nowadays it is common to see advertisements on social networks about companies from different business sectors, because they are part of a series of strategies that are used to make it known and thus generate sales, however, although small businesses entered this form of advertising, many companies do not know that there are many techniques and tools like these, which are part of digital marketing.

Such is the case of agricultural companies in the municipality of Villa Guerrero, located south of the State of Mexico, which after the pandemic by COVID-19 had to opt for digital strategies to publicize their products and services to the new scenario and many of these decided to start promoting their products in their own social networks to achieve a permanence in the market.

Therefore, this research aims to investigate what are the most used tools of Digital Marketing in agricultural SMEs in the municipality of Villa Guerrero being a topic of interest and importance for the region as the main predominant economic activity, where in the first section concepts and theories that will help to substantiate the hypothesis put forward in this work are addressed and in the second section the research design for the testing of the hypothesis will be exposed, and then explain the results obtained and give rise to the discussion and conclusions of this.
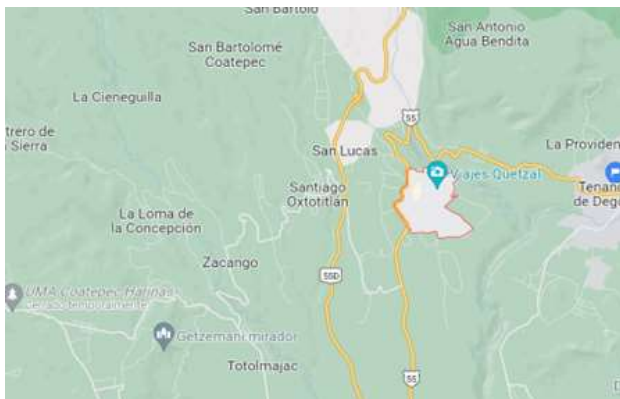

Figure 1 Map of the municipality of Villa Guerrero, Mex.
Source of reference: Villa Guerrero, Mex. Google Maps, 2022.

Literature Review

Marketing

Marketing is a social and administrative process through which groups and individuals obtain what they need and want by generating, offering, and exchanging products of value with their peers. Marketing seeks to reach consumer satisfaction through strategies that respond to their needs. These strategies allow companies to reach their customers with the right offers, at the right times, to meet the goal of anyone who creates a business model: to sell. Everything ends in the sale, but marketing is not only about selling, it is about understanding everything that lies behind the sale, to motivate and encourage it (Jaimes, 2020).
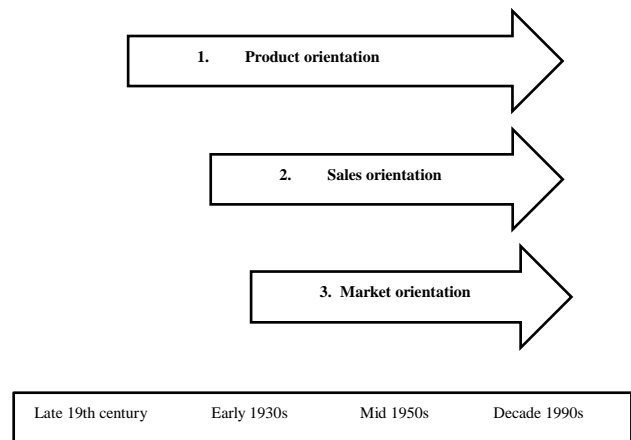

Figure 2 Stages of marketing evolution
Source of reference: Stanton, W. (September 18, 2017). Marketing

Digital marketing: It is the set of strategies aimed at promoting a brand on the Internet. It differs from traditional marketing by including the use of channels and methods that allow the analysis of results in real time (Ramirez, 2021) Facebook Marketing: Facebook is the main social network that exists in the world. A network of virtual links, whose main objective is to provide a support to produce and share content. It came to expand the possibilities of social relations and caused a sensitive revolution in the world of communications. Marketing was no stranger to this change, finding in this modality a fertile ground for new concepts and approaches.

Social networks: According to Peiró (2017) "social networks are communities formed by different users and organizations that relate to each other".

Social networks are digital platforms formed by communities of individuals with interests, activities, or relationships in common (such as friendship, kinship and work), they allow contact between people and function as a means to communicate or exchange information. Social networks are created for the exchange of information (content, data, videos) with one or several people. As a result, interaction is generated between different users and leads to the creation of a digital community with one or more things in common. In the business sphere, new working and commercial relationships arise, communities grow around brands and there is greater proximity between real and potential customers. Therefore, its differential value is to provide a great reach to different audiences through different actions, something that no other tool allows. (Valdés, 2020)

Content marketing in social networks: Content marketing is a strategy focused on the creation and distribution of relevant content, such as articles, eBooks and posts in social networks. With content marketing, the company helps its target audience to solve its problems and becomes an authority on the subject (RD Station, 2022)

As stated by Giraldo (2019), it is a marketing strategy focused on attracting potential customers in a natural way, based on relevant content distributed in the different channels and digital media where the audience is located.

Agricultural SMEs: Agricultural SMEs are the group of small and medium-sized enterprises that generate employment and supply the demand for agricultural products. They are made up of natural resources and capital with external and internal factors that condition production and face the increasing globalization of markets. Due to the value of their assets (soil, water, climate), agricultural SMEs are a component of this objective. Policies, programs, projects, and incentives have been established to enable agricultural SMEs to be inserted in regional and national planning; however, they have internal difficulties that prevent them from taking advantage of national planning opportunities. (Plaza Sambrano, 2019)

Villa Guerrero's agricultural sector

The State of Mexico is an entity that occupies outstanding places at the national level in several branches of agricultural, livestock and fishing activities. In agriculture, it ranks among the first places in terms of the production of chrysanthemums, grain corn, pastures, potatoes, and greenhouse roses (Servicio de Informacion Agropecuaria y Pesca, 2021). In Mexico, 77% of the national production of chrysanthemum is grown, practically all production is obtained from four neighboring municipalities in the south-central part of the state: Villa Guerrero, Tenancingo, Coatepec Harinas and Zumpahuacán (Servicio de Informacion Agropecuaria y Pesca, 2021). This region produces more than 80% of all flowers nationwide and is also the main exporting area in the country (Ramírez, 2020).

The agricultural sector plays a basic role in the economic and social structure of the state; however, this activity has not taken off as strongly as other more privileged productive sectors. The most common type of agriculture is rainfed, but there is also irrigation, with a smaller surface area; both allow the establishment of basic crops, ornamental crops, fruit trees and pastures. The district to which Villa Guerrero belongs stands out for the large number of production units of ornamental crops it has, where many of them are commercialized abroad, where one of the most important municipalities in the production of flowers and ornamentals is undoubtedly Villa Guerrero.

The technology in the municipality tries to be advanced, due to the fact that, there is technical advice, agricultural machinery, improved seed, fertilization and pest and disease control, besides the region uses irrigation equipment, pumping equipment and greenhouse production, which helps to better control certain environmental factors, and expand the ecological thresholds of certain species, new varieties, hence, in addition to the diversity of producers, there are also express companies dedicated to the sale of their inputs, because all the production obtained in the region supplies regional and national markets, in addition to the fact that most of Villa Guerrero's flower production is for export.

Methodology

In the research project, various approaches were used due to the great need for information that was required, such as descriptive, explanatory, and correlational research, which involve making a detailed observation on the previously selected population (municipality of Villa Guerrero), to know which digital marketing tool is most used in the agricultural SMEs of the municipality.

For the testing of the hypothesis it was decided to start from a causal research design because the project is of quantitative approach, which requires knowing if the companies make use of digital marketing techniques and if so, which ones, so data were collected through the survey technique where the type of sample used was non-probabilistic, convenience sampling because there are agricultural companies with several branches within the municipality and it was only decided to choose the matrices of each of these.

The study population is made up of 37 companies in the agricultural sector within the municipality of Villa Guerrero, whose population has a common profile in relation to other companies in different municipalities, which are the following:

Agricultural companies in villa guerrero			
1	Premier invernaderos	31	Agroinsumos organicos flores
2	Equipos y plasticos para invernaderos	32	Agroquimicos el trebol
3	Abonos organicos biovital	33	Agroquimicos guadarrama
4	Agricolas san antonio	34	Agrosa
5	Agroinsumos santa ana	35	Agroservicios nacionales
6	Agricola y plasticos jr	36	Fertilizantes y productos agroquimicos suc. Villa guerrero
7	Agroflor	22	Agroquimicos de villa guerrero
8	Agrobombas	23	Agricolas sin nombre
9	Agrocolmex sa de sv	24	Agricola el planeta
10	Agro-flr	25	Agricola la flor de oro
11	Agroinsumos leon	26	Agricola la planta
12	Agroinsumos y fertilizantes santa ana	27	Agro alianza
13	Agroquimica total el compa	28	Agro waster
14	Agroquimicos centauro	29	Agroinsumos de culiacan
15	Agroquimicos villegas	30	Agroinsumos la union
16	Agrosalfer		
17	Fertiagro		
18	Fertilizantes sin nombre		
19	Agroflores infinity		
20	Floreska		
21	Semfer		

Table 1 Agricultural Enterprises in the Municipality of Villa Guerrero
Source: Own elaboration by means of a survey of information 2021

Once the agricultural enterprises of the municipality were identified, we proceeded to obtain a representative sample, which was determined by convenience sampling, since only parent companies were chosen whose location was within the municipal capital, which is where they tend to be most frequent. This gave us a sample of 10 companies, which are the following:

1. Innovagro S.A de S.V / Location: 5 de mayo 47, Centro, 51760 Villa Guerrero, Méx.
2. AGROFLOR / Location: Villa Guerrero, 51765 Buenavista, Mex.
3. Premier Invernaderos / Location: Carr. Fed. Toluca - Ixtapan de la Sal Km 67, La Finca, 51767 Villa Guerrero, Méx.
4. Floreska / Location: 5 de Mayo No. 19, Villa Guerrero, 51760 Villa Guerrero, Méx.
5. Agrosa / Location: Independencia 3 A, Villa Guerrero, 51760 Villa Guerrero, Méx.
6. Agroquímicos el Trébol S.A de C.V / Location: 5 de Mayo, esquina Galeana, Villa Guerrero, Mex.
7. Agroquímicos La Unión / Location: Calle Galeana 15, Villa Guerrero, Méx.
8. Agro insumos y Fertilizantes Santa Ana / Location: José María García #61, esquina con Allende, Villa Guerrero, Centro, Méx.
9. Agrícola La Planta / Location: Galeana 3-B, Villa Guerrero, 51760 Méx.
10. Agrícola y Plásticos JR / Location: José Ma. García Nte. 10, Villa Guerrero, 51760 Méx.

The survey design consists of the following sections:

−   Identification data of the company (The name, line of business, location).
−   Objective of the investigation
−   Instructions
−   Information requested
−   Classification data

It is made up of: 15 closed multiple-choice questions.

Where the main variables to be delimited were the following:

−   Advertising Strategies
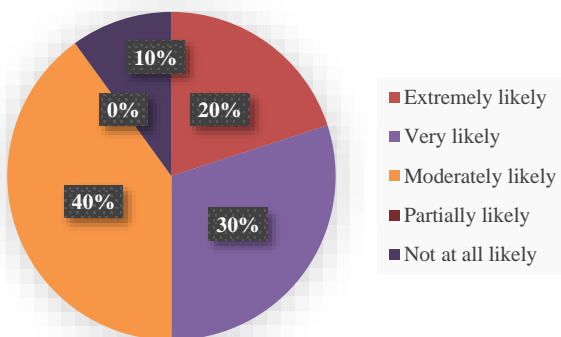−   Social networks
−   Digital marketing

Once the surveys were completed, the data will be analyzed by means of Excel and SPSS, since a descriptive and correlational statistical analysis will be performed for hypothesis testing.

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Results

The results obtained from the applied surveys are presented below, where we will first present the results of the descriptive statistical analysis, to continue with the correlation analysis, where we used Pearson's correlation coefficient, which indicates that if there is a perfect positive correlation r=1, the index indicates a total dependence between the two variables called direct relationship: when one of them increases, the other also increases in a constant proportion. The index indicates a total dependence between the two variables called direct relationship: when one of them increases, the other also increases in constant proportion.

But if, $0 < r < 1$, then there is a positive correlation and if $r = 0$, then there is no linear relationship but this does not necessarily imply that the variables are independent and if $-1 < r < 0$, there is a negative correlation and finally if $r = -1$, there is a perfect negative correlation. The index indicates a total dependence between the two variables called inverse relationship: when one of them increases, the other decreases in constant proportion (Vinuesa, 2016). Of the 15 questions, the most representative of our research topic were chosen and will be explained below:

In a typical week, What are the possibilities of using social networking websites for your company´s business?

Graphic 1 Likelihood of Web site use
Source: Own Elaboration

As can be seen in the previous graph, 40% of the agricultural companies surveyed say that they can make moderate use of social networks in their work, while only 20% of the companies mentioned that they would indeed make use of social networks, which means that there is still some skepticism about the use of social networks to promote their business.

Which of the following social networks does your company have an account with?
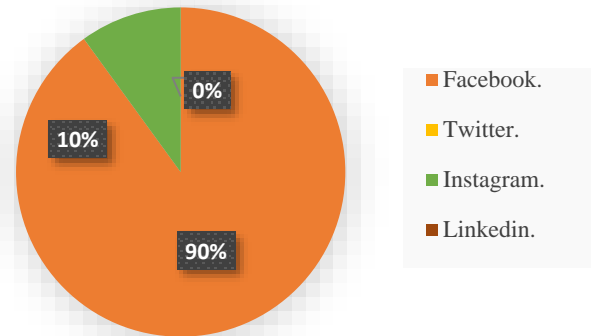
Graph 2 Social Networks
Source: Own Elaboration

With this question we consider our central hypothesis to be proven, because it was affirmed that 90% of the companies surveyed have a Facebook account, while only 10% use Instagram, considering that none of the companies use Twitter or Linkedin.

What is your main objective in using Facebook to publicize your business ?
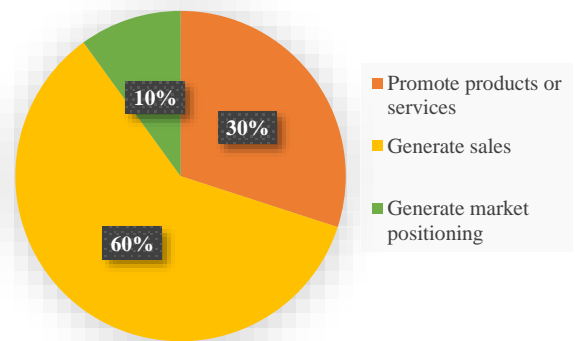
Graph 3 Use of Facebook
Source: Own Elaboration

Although the companies do not yet have qualified personnel to manage their social networks, 60% of them say that their main purpose in using Facebook is only to generate sales, while another 30% use it to promote their products and services, and finally 10% of them use it to generate market positioning.

How many users follow your company's Facebook page?
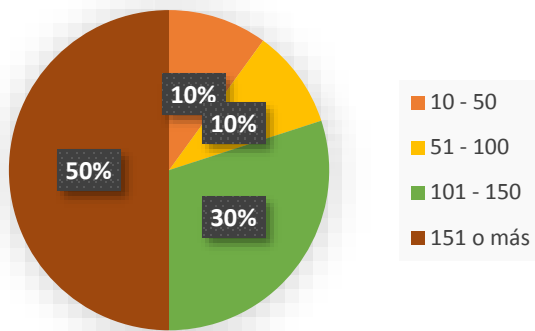
Graph 4 Page followers
Source: Own Elaboration

It was observed that 5 out of 10 companies have a significant number of followers, which indicates that customers use social networks constantly for the purchase and sale of products, so this shows an area of opportunity, which must be addressed immediately to achieve increased sales.

Statistical Correlational Analysis

According to the results of the correlation table, it was found that agricultural companies that make use of the social networks This is due to the fact that by making use of social networks, there is greater knowledge about the tools they offer, because the companies that upload content to their social networks have an official company page, which proves our hypothesis that agricultural companies in Villa Guerrero tend to use only Facebook as a digital marketing tool, in addition it was shown that companies that have such a page make use of the predetermined messages with a positive relationship of . 894, however, at the same time it was also observed that the companies started their promotion with some uncertainty which was impacted in the relationship with the question that if they would recommend the use of social networks to sell their products to another company?

And the question of; with the experience obtained when using social networks as an advertising tool, so it can be concluded that if the companies do not have a favorable experience, they do not usually recommend the use of these with a positive relationship of .814.

Conclusions

Currently digital marketing has taken great importance in all economic sectors, due to the pandemic by COVID-19 before the forced isolation, companies were in the need to modify their sales strategies and advertising and most of these chose to promote their products and services through social networks, so before this, it was decided to know which digital marketing tool was used in SMEs in Villa Guerrero, especially those in the agricultural sector, because it is the predominant economic activity of the region, where it was found that of the 10 companies surveyed, all make use of Facebook as a digital marketing tool, since it is a way in which companies make themselves known to the market, as well as it also serves them to provide immediate attention to their potential customers through Facebook chat, taking into account that with this social network companies manage to get followers and keep their customers informed of their services and promotions, considered that according to information given by these, they generated an approximate 70% of their total sales online where finally where it can be said that their main purposes of agricultural companies that use Facebook are: promote their products and services, generate sales as well as gain market positioning in relation to their competitors.

It should be noted that in the correlational analysis the companies consider having a good experience when making themselves known through the use of social networks such as Facebook, which in turn is also used to provide attention to their potential customers, because it is also a means to respond to messages and have an approach with the customer.

On the other hand, it also takes into account the fact that agricultural companies generally use social networks frequently to upload content based on their products or services they offer. It was also possible to see that the sales of agricultural companies have been positively impacted by making use of social networks, since thanks to this they have become known in a wider market and therefore have also increased their level of sales.

Another important aspect that was rescued is that companies that do not usually use social networks as a marketing strategy have less attention to their customers and consequently also have lower sales, so it is concluded that the most used digital marketing tool by agricultural SMEs of Villa Guerrero is Facebook, but due to the lack of specialists only use it in its basic part, without knowing all the features that can exploit and thus increase their sales and especially achieve an expansion and positioning in the market that are fundamental objectives of digital marketing.

Financing

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