

Chapter 8 Marketing Strategies of the PYMES: Knowledge, attitude and consumer behavior

Capítulo 8 Estrategias de marketing de las PYMES: Conocimiento, actitud y comportamiento del consumidor

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Abstract

One of the main concerns of PYMES in our country is the construction of Marketing Strategies that allows them to achieve the objectives of the company and a clear differentiation from the competition. Today's consumer is an informed, conscious person who also seeks brands and/or companies to offer solution proposals with a high content of value. According to the Association of Entrepreneurs of Mexico, through the x-ray of Entrepreneurship in Mexico, PYMES fail for reasons such as lack of knowledge of the market 34%, poor administration 32% and problems with partners 25%. This study focuses on this objective, which is why it contributes academically to the understanding of the problem and, on the other hand, a practical contribution that seeks to present data that provides timely information for the company with the intention that they can build consistent strategies for the consumer. This is a descriptive study with which 100 consumers were surveyed. The results indicate that in general there is a lack of knowledge in relation to the Marketing Strategies of PYMES, but there is a good attitude to learn about this topic, since for consumers, when talking about a marketing strategy, they relate it only to issues that have to be seen with special prices or discounts. No significant differences were found between male and female consumers

Strategies, Marketing, PYMES, Uncertainty

Resumen

Una de las principales preocupaciones de las PYMES en nuestro país es la construcción de Estrategias de Marketing que les permita lograr los objetivos de la empresa y una clara diferenciación de la competencia. El consumidor de hoy en día, es una persona informada, consciente y que además busca que las marcas y/o las empresas le den propuestas de solución con un alto contenido de valor. Según la Asociación de Emprendedores de México, a través de la radiografía del Emprendimiento en México, las PYMES fracasan por motivos tales como la falta de conocimiento del mercado 34%, una mala administración 32% y problemas con los socios 25%. Este estudio se enfoca en dicho objetivo por lo que contribuye académicamente al entendimiento del problema y por otro lado una aportación práctica que busca presentar datos que den información oportuna para la empresa con la intención de que puedan construir estrategias congruentes al consumidor. Este es un estudio descriptivo con el que se encuestaron a 100 consumidores. Los resultados señalan que en general hay desconocimiento con relación a las Estrategias de Marketing de las PYMES, pero si se tiene una buena actitud para aprender sobre este tema ya que para los consumidores al hablar de una estrategia de marketing la relacionan solamente con cuestiones que tienen que ver con precios especiales o descuentos. No se encontraron diferencias significativas entre consumidores de sexo masculino y femenino.

Estrategias, Marketing, PYMES, Incertidumbre

Introduction

At the moment one of the main concerns of PYMES is the construction of Marketing Strategies consistent with the needs and / or requirements of the target market with the intention of achieve business objectives. The Association of Entrepreneurs of Mexico highlighted that the main reason for failure of companies is the low knowledge of the market by 34%. According to data from the Center for the Development of Business Competitiveness, 75% of PYMES in Mexico fail and close their operations within two years of having started operations. 80% fail before the age of five and 90% will not reach the age of ten. This speaks of a problem that has to be solved if you want to undertake in our country.

Therefore, marketing plays an important role in solving this reality and it is necessary to talk about Market Research and Strategic Marketing since it will have to make use of a set of techniques, actions and steps that, in an organized way, analyze a target market, to detect opportunities, solutions, and even actions in the face of possible crises so that companies can achieve the best results.

Consumer behavior in relation to the use of marketing strategies by PYMES is a subject poorly studied academically, since the few jobs that exist are more market studies that affirm that PYMES have to reinvent themselves effectively and quickly in the face of growing competition to improve in terms of competitiveness.

The objective of this study is to provide information on the degree of knowledge, attitude and consumer behavior regarding marketing strategies used by PYMES. The academic contribution lies precisely in facilitating the understanding of this little-studied phenomenon, and also allows us to see differences between male and female consumers, which is also interesting.

The practical contribution is given by generating results that serve as a starting point for PYMES to build innovative and consistent strategies for a conscious consumer.

This article presents a review of the literature to include the definitions of the main terms involved in this research; then the methodology used is explained and finally the results obtained are shown, as well as the discussion of the conclusions.

Theoretical Background

As previously mentioned, 34% of PYMES fail due to lack of market knowledge, there is no single definition for the term Market Research, however the definitions that have been used share some terms such as: decision making, management of a company and results.

Based on the previous definitions, it can be said that Market Research is a tool that helps PYMES to make a timely decision to solve any problem that the company may have. It is known that market research is the result of a process of collection, analysis and interpretation of results. It is important to identify the factors that the consumer takes into account when making a decision so that the construction of strategies that stimulate consumer satisfaction can be carried out.

Talking about Strategic Marketing is referencing steps, techniques and actions that, in an organized way, analyze a target market to detect opportunities, solutions and even actions in the face of possible crises so that companies can anticipate, solve and achieve the best results.

Today PYMES, regardless of their size or years in the industry, seek to strengthen relationships with consumers as a priority and that is why they seek to make use of tools such as Marketing Strategies. Talking about Marketing Strategies applied to SMEs is a very extensive topic that provides guidelines for various investigations. Marketing is not synonymous with marketing or sales, but is precisely the function that helps identify those needs by developing strategies to achieve satisfaction.

As it has been raised before, market research and marketing strategies of SMEs are crucial issues to achieve consumer satisfaction. But there is little information regarding the knowledge or position assumed by the consumer regarding the Marketing Strategies of PYMES.

Attitude Measurement

Attitude is a permanent set of beliefs about an object that predisposes people to behave in a particular way toward that object. It has been shown that one of the internal factors that motivate consumers towards making a purchase is attitude.

One of the questions to investigate would be to know if there is any significant difference between the attitude shown by men and the attitude shown by women.

There is little information about attitude measurement methods. Therefore, it is proposed to design a market research that allows us to know the factors that influence consumer buying behavior.

For this reason, PYMES have a high interest in obtaining and knowing information that allows them to build strategies aligned with consumer interests. So that in this way the market can be offered a wide variety of options that are oriented to consumption and thus achieve business objectives.

Methodology

Problem Statement

This study aims to deepen the understanding of the Marketing Strategies applied by PYMES. It is a descriptive study in which some key factors that will be detailed later were measured, in order to generate statistical data that give a general perspective, at the same time the differences that could exist between male and female people were analyzed.

The general objective of this study is to know what is the degree of knowledge, attitude and behavior of the consumer with respect to the Marketing Strategies that PYMES use to encourage consumption. So that in this way PYMES can analyze a trend and/or change the type of strategy to better satisfy the needs of their consumers.

As this is a descriptive study, we did not seek to verify any hypothesis, but to have a general understanding of the following factors:

Knowledge:

- Degree of knowledge that consumers have regarding issues related to Marketing Strategies of PYMES.
- Degree of knowledge that consumers have about Types of Strategies in times of uncertainty and/or crisis.

Attitude:

- Attitude that consumers have towards Marketing Strategies
- Consumer purchase incentive for the use of Marketing Strategies

Behavior:

- Current consumer buying behavior in times of Uncertainty
- Important factors that the consumer considers when making a purchase decision.

Instrument

For this study, reagents were designed that could explain each of the 6 variables raised above, resulting in a structured questionnaire of 14 questions, some with previously defined dichotomous, nominal and Likert response options and others open to collect spontaneous responses; for example, when asking if they were aware of the Marketing Strategies used by PYMES to encourage sales or consumption in times of crisis and/or uncertainty.

Each item was raised in such a way as to avoid obtaining socially acceptable answers, but rather essentially reflect the knowledge, attitude and behavior of the consumer, for example:

- To evaluate the degree of knowledge, the question “Do you know what a strategy is?” was not directly asked. Rather, the respondent was asked to answer in their own words that it is a "Marketing Strategy" and a space was left to code their answers.

At the beginning of the measurement instrument, filter questions were placed to verify the profile of the sample. And at the end, a section was included to record the demographic data of the consumer.

Sample

The sample consisted of 100 persons from the city of Atlacomulco, consumers from this city were selected because they are clients of a local business called CIELITOMIO.

The sample is confirmed by people of social class C, C+ and A/B because they are the ones who buy regularly (at least once a week) in this establishment. To verify that they belong to this social class some characteristics were verified: they have at least one car per family, credit card and television and/or pay platforms. 37% of the respondents were male while the remaining 63% were women, the age of the participants ranged between 19 and 41 years of age.

The clients were chosen by convenience sampling according to the hours of greatest flow of people within the establishment. Despite the fact that the sampling method that was applied is considered non-probabilistic and non-random, it allowed creating a consumer description.

Data Process

The first step was to do hard coding work, since some questions asked for spontaneous answers; Subsequently, a database was built to proceed with the analysis. The results of each factor were obtained and crossed with the demographic data to find differences by gender, age and occupation if they were significant enough.

Results

Most of the consumers know what a Marketing Strategy is, however, when talking about the various strategies that PYMES can use to encourage sales in times of uncertainty and/or crisis, they only allude to sales promotions such as tasting, discounts, free samples, special prices, new products and seasonal products.

It was identified that the most important factors to make a decision when purchasing a cake are:

- Flavor
- Price
- Design
- Size

The size of cake that consumers prefer and consume most frequently is the large size cake which can serve between 12 and 15 persons, then it is the medium size cake which serves 8 persons, then the small size cake which yields for 5 persons and finally the individual size cake.

The frequency with which a consumer purchases a cake range from once a week, once a month, to every two months. The reason why the consumer buys a cake is related to birthdays, special occasions, holidays and others.

The purchase of the cake is mainly done in the afternoon and at night, the bread base that the consumer prefers is both the chocolate flavor base and the vanilla flavor base, the price factor is considered IMPORTANT when making a decision, What the consumer is looking for is to feel identified with the business or with the brand, which is why they show a special interest in loyalty or frequent customer programs.

What is most valued in the service of this kind of business is the use of high-quality inputs, the cleanliness of the place and products with a high sense of innovation, as well as factors that have to do with the friendliness and presentation of the staff that is providing a service.

Conclusions

There is ignorance by the consumer in relation to what Marketing Strategies for PYMES use, however is there a good attitude perceived by the consumer in relation to having knowledge of the various Marketing Strategies that PYMES could apply to encourage consumption in times of crisis and/or uncertainty and that do not necessarily have to do with the price factor or variable.

It was possible to identify that the most important factor that the consumer takes into account to make the decision to purchase a cake is the flavor variable.

In other words, it can be inferred that the consumer considers price as an important factor in the decision-making process, but above price, the variable he appreciates most is flavor. So some of the Marketing Strategies to use will have to do with flavor. More than offering a discount or a special price, having a bar of products so that the consumer can try them will make the consumer feel that they are making a good decision, as well as that they are being sold and offering a good experience.

The fact that this kind of business can offer a wide variety of sizes is a factor that the consumer really values since it allows them to make a decision regarding the number of people with whom they are going to share the cake and the amount of money they are spending. willing to spend on this type of product.

It is important to mention that you are playing with the size variable but the design variable and the flavor variable remain the same, so that when you purchase any of the products you will be selling and offering the same experience.

It was identified that the frequency with which the consumer buys a cake ranges from once a week to once every two months, so if you like to encourage the consumer's purchase frequency more than offering a discount or a special price, you can offer a loyalty program where after certain visits the consumer can receive a gift or a reward that has to do with the product and the flavor beyond the price.

The consumer identifies the purchase of a cake for the celebration of a birthday, so a communication strategy will have to be designed to teach the consumer that the consumption of a cake is not only associated with a birthday, it is also associated with enjoying a delicious dessert after a good meal, to celebrate certain personal achievements or to treat yourself.

It is known that the purchase of cakes is done in the afternoon and at night, so during the hours when there is not a high frequency of visits to the establishment, some benefits may be offered or a happy hour may be established in which the consumer Get a plus on each of the purchases you can make and in this way you can encourage sales in hours of low flow of people.

Within the establishment, there must be visual material where consumers can appreciate the production or preparation process of a specific cake so that they can visualize the preparation process, as well as the inputs used for the preparation of said product.

It is interesting that no differences were found between male and female consumers, since both showed positive behavior to purchase a cake. Therefore, the design and decoration of the establishment has to be balanced so that it is attractive to consumers of both sexes, the idea of associating a pastry shop with pink or pastel colors is something that is now in the past.

Decision makers must consider the degree of ignorance that consumers have in relation to the Marketing Strategies of PYMES so that a communication strategy can be worked on that familiarizes consequently the consumer with this type of strategy and that does not necessarily have to do with the price. They must also take into account that there are positioning opportunities since there are few SMEs that are given the task of explaining and teaching the consumer.

And finally, it can be seen that Marketing Strategies of PYMES have a good opportunity to offer a wide variety of actions that will impact and retain the consumer. Academically, precedents have been established to know the consumer profile in relation to the knowledge of the Marketing Strategies of middle-class and upper-class PYMES in order to initiate a deeper search for relationships between the variables Degree of Knowledge, attitude and behavior of the consumer. consumer facing the Marketing Strategies of PYMES

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