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Artículos Científicos

Elementos mercadológicos necesarios para la subsistencia de la microempresa comercial, municipio de Chiautempan, Tlaxcala

*Market elements necessary for the subsistence of the commercial
microenterprise, Municipality of Chiautempan, Tlaxcala*

*Elementos de mercado necessários para a subsistência da microempresa
comercial, município de Chiautempan, Tlaxcala*

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Resumen

El objetivo de esta investigación fue analizar la incidencia de fracaso de microempresas comerciales del municipio de Chiautempan, Tlax (México), para lo cual se escogieron una serie de variables relacionadas con aspectos mercadológicos, así como otras de índole no financieras, aunque igualmente determinantes, como la educación, la experiencia previa, el género y la edad de los microempresarios. Asimismo, se formularon las siguientes tres hipótesis de trabajo: 1) la edad del propietario y su conocimiento en temas de mercadotecnia influyen de manera importante en el cierre de la microempresa comercial, 2) el género de quien emprende en una microempresa influye de manera importante en su falta de consolidación y 3) la educación y la experiencia previa en temas mercadológicos inciden en la consolidación de las microempresas comerciales. En el estudio participaron 27 microempresarios, a los cuales se les aplicó una encuesta, diseñada con la colaboración de profesores universitarios del área de mercadotecnia. Los resultados, por una parte, demuestran que el origen de ese fracaso de las microempresas se encuentra no solo en aspectos relacionados con el pago de la renta, la falta de clientes o mercado, sino también con la falta de estrategias mercadológicas, como la promoción en redes sociales, la identidad gráfica o conocer el producto ofrecido. En cuanto a las hipótesis planteadas, se puede decir que la edad y la educación del microempresario influyen en la consolidación del negocio. Asimismo, todavía prevalece la tendencia (masculina) en cuanto al género para los microempresarios. Afortunadamente, los índices reflejados en este estudio permiten afirmar que la brecha es cada vez más corta, por lo que progresivamente se irá minimizando la diferencia de oportunidades.

Palabras clave: economía de la empresa, finanzas y comercio, microeconomía.

Abstract

The objective of this research was to analyze the incidence of failure of commercial microenterprises in the municipality of Chiautempan, Tlax (Mexico), for which a series of variables related to marketing aspects were chosen, as well as others of a non-financial nature, although equally decisive, such as education, previous experience, gender and age of the micro entrepreneurs. Likewise, the following three working hypotheses were formulated: 1) the age of the owner and his knowledge of marketing issues have an important influence on the closure of the commercial microenterprise, 2) the gender of the person who undertakes in a microenterprise has an important influence in its lack of

consolidation and 3) education and previous experience in marketing issues affect the consolidation of commercial microenterprises. 27 micro entrepreneurs participated in the study, and a survey was applied to them, designed with the collaboration of university professors in the marketing area. The results, on the one hand, show that the origin of this failure of microenterprises is found not only in aspects related to the payment of rent, the lack of clients or market, but also with the lack of marketing strategies, such as promotion in social networks, the graphic identity or know the product offered. Regarding the hypotheses raised, it can be said that the age and education of the micro entrepreneur influence the consolidation of the business. Also, the (male) gender bias for micro entrepreneurs still prevails. Fortunately, the indices reflected in this study allow us to affirm that the gap is getting shorter, so the difference in opportunities will gradually be minimized.

Keywords: Marketing in small businesses, family economics, commercial microenterprises.

Resumo

O objetivo desta pesquisa foi analisar a incidência de falência de microempresas comerciais no município de Chiautempan, Tlax (México), para o qual foram escolhidas uma série de variáveis relacionadas aos aspectos de marketing, bem como outras de natureza não financeira, embora igualmente decisivos, como escolaridade, experiência anterior, gênero e idade dos microempresários. Da mesma forma, as seguintes três hipóteses de trabalho foram formuladas: 1) a idade do proprietário e seu conhecimento de questões de marketing têm uma influência importante no fechamento da microempresa comercial, 2) o gênero da pessoa que empreende em uma microempresa tem uma importante influência em sua falta de consolidação e 3) educação e experiência anterior em questões de marketing afetam a consolidação de microempresas comerciais. Participaram do estudo 27 microempreendedores, e a eles foi aplicada uma survey, elaborada com a colaboração de professores universitários da área de marketing. Os resultados, por um lado, mostram que a origem deste insucesso das microempresas reside não só nos aspectos relacionados com o pagamento da renda, na falta de clientes ou mercado, mas também na falta de estratégias de marketing, como a promoção em redes sociais, a identidade gráfica ou conheça o produto oferecido. Em relação às hipóteses levantadas, pode-se dizer que a idade e a escolaridade do microempreendedor influenciam na consolidação do negócio. Além disso, o preconceito de gênero (masculino) para

microempresários ainda prevalece. Felizmente, os índices refletidos neste estudo permitem afirmar que o gap está se encurtando, portanto a diferença de oportunidades será gradativamente minimizada.

Palavras-chave: economia empresarial, finanças e comércio, microeconomia.

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Introduction

Micro-enterprises constitute the basis for the birth of large companies. Unfortunately, some of them consistently fail quickly, leading to job losses, deterioration in the family economy, and worse, irreversible damage to an aspiration to excel in the environment. This can happen

Because even though there is preventive information for this situation, most microentrepreneurs only focus on studying issues related to finances, taxes or accounting processes, and they forget to attend to the marketing aspects.

The economic census published in 2018 indicates that 95% of the economic sector is made up of micro-enterprises (categorized in this way because fewer than ten people work there), which generate an employment opportunity of 37%, hence they are one of the most important productive units in the country (National Institute of Statistics and Geography [Inegi], 2018). For this reason, it is necessary to carry out investigations that determine its characteristics and its management from a marketing perspective. Indeed, microenterprises require studies that demonstrate the relationship between a good marketing application and the sustainability of this type of production unit to achieve its consolidation.

For this reason, in the present work we tried to identify, systematize and highlight the basic marketing practices that commercial microenterprises apply to gain advantages over others that are unaware of the subject; In this way, an attempt is made to formulate a comprehensive proposal that encourages its marketing application, although taking into account the limitations of an investigation of this nature. For this reason, a small universe (a municipal scheme) is established as a study base to try to find results that promote other national investigations that motivate the formation of a model that guides micro-enterprises from this field of study.

This research, in summary, presents the result of the study carried out within micro-enterprises, in which some success factors were detected after having been in existence for more than five years, a life limit established by Inegi himself. Likewise, a descriptive comparison was made with recent microenterprises to visualize their shortcomings and use them in the research to identify missing marketing elements. Subsequently, it was sought to find out - through interviews with people who were owners of commercial microenterprises - if there was a lack of these elements and if they were the cause of the closure of the organizations. Finally, a proposal was generated to adapt the success factors identified in the microenterprises that managed to pass the five-year trial period so that they can try to replicate it in other places. Obviously, it would be very positive if this research could be carried out at the national level; However, economic, equipment and human resources limitations forced that only the municipality of Chiautempan, Tlax, be chosen.

Method

This research is exploratory and descriptive, since it sought to identify and describe experiences of microentrepreneurs living in a specific geographical area. All this with the aim of studying the incidence of failure in commercial microenterprises through a series of variables of a marketing nature and a group of non-financial variables, although determining factors, such as education, previous experience, gender and age. With the results of the crossover analysis, some owners of micro-businesses that have closed were interviewed to determine to what degree the marketing actions influenced that decision.

The information analysis was based on primary sources that offered existing data for the municipality of Chiautempan, Tlaxcala (Mexico). These data indicate, through the economic census carried out by Inegi, that 96% of the companies in Chiautempan are microenterprises (Inegi, 2018). This information is endorsed by the municipality's Chamber of Commerce, an institution that recognizes that 95% of its members belong to this sector, and only 2% are in the category of small businessmen and the rest as large businessmen. In addition, for the municipality of Chiautempan, the Chamber of Commerce recognizes that there are 2,965 micro-enterprises (which constitutes 94% of the business composition of the municipality), which maintain economic activity for more than 90% of commercial activities.

In this way, and with the qualitative research technique, the marketing elements that were excluded by commercial microentrepreneurs were identified. This allowed us



to detect interpretive keys that allowed —through our appreciation of reality and expert judgment— to collect general values for the results.

Obtaining information and procedures

To arrive at the selection of the necessary sample - taking into account various statistical, demographic and social factors - elements were determined that would make it possible to privilege information of a marketing nature. This is due to the fact that most of the investigations offer results of a financial, accounting or organic structure. Therefore, the need to establish starting points of personalities was specified that, due to their experience in marketing, helped to agree on a starting point to apply surveys that would generate final results.

For this point, marketing teachers from different universities were called, who answered a small survey that served to obtain some recommendations. All this under the theme of "necessary market requirements for commercial microenterprises." In a third intervention, a valuation matrix was established; For this objective, the Delphi technique was applied.

To determine which questions would make up the survey, a methodology was determined that would allow obtaining the size of the research sample. In this sense, those that had renewed their municipal business license were considered as study microenterprises, for which the latest economic balance of the Chiautempan Chamber of Commerce was taken into account, where it is determined that 2965 is the total number of microenterprises in the municipality for the year 2018. Similarly, information was obtained from micro-enterprises that stopped renewing their operating license. This served to specify the interviews of the qualitative process, which was useful to validate the results of the quantitative procedure.

The probabilistic sampling method was used, since it allows all elements of the population to have the same possibility of being selected. The type of probability sampling chosen was simple random sampling with a finite population to define the sample size.

After adjusting the database provided by the Chamber of Commerce, a population of 835 micro-enterprises in the commercial sector of the Chiautempan municipality was determined. This population meets the requirement of being more than five years old. To establish the sample size, the following statistical formula was used:

$$n = \frac{N * Z_{\alpha}^2 P * q}{d^2(N - 1) + Z_{\alpha}^2 * p * q}$$

Replacing the formula you get:

$$\frac{835 \cdot 1.96^2 \cdot 0.95 \cdot 0.05}{0.05^2(835 - 1) + 1.96^2 \cdot 0.95 \cdot 0.05}$$

$$\frac{835 \cdot 1.96^2 \cdot 0.95 \cdot 0.05}{0.05^2(835 - 1) + 1.96^2 \cdot 0.95 \cdot 0.05} = 65$$

As

N = Total population

Z_α = 1.96 (security is of 95 %)

p = probability of occurrence (it is taken 95 %)

q = probability of non-occurrence (1 - p)

d = margin of error (taken 5 %)

Taking into account the result, it was established that 65 surveys should be applied. This database of 835 micro-companies was exported to the IBM SPSS 20 application to determine a random sample extracting said cases as long as they meet the conditions established in this investigation.

An instrument was obtained according to the circle of experts in the field. Five indicators were determined for each questioning, measured through scores; In its application, care was taken that the majority complied with the established parameters and then made the projection of responses, with which the selected hypotheses could be validated or rejected.

The correlation of the information in the marketing field of the surveyed microenterprises was linked in turn with information that, when related in a comprehensive manner, would provide an answer to important elements of the finding. Above all, in areas such as gender, age, experience and subsistence greater than five years.

The analysis of results reflects a construction of knowledge with what has been learned. This originated a partial proposal of the actions that any commercial microenterprise should consider to achieve the preference in the mind of the consumer from the marketing profile.

Theoretical framework

The economies of Latin America have very common characteristics, especially those that refer to the business sector, where the dominant subsector is undoubtedly the microenterprise. Despite this, unfortunately they have serious subsistence problems. For this reason, it is necessary to carry out an investigation that allows this subsector to significantly increase efficiency and productivity, without forgetting adequate strategies that allow understanding the client as a structural part of the consolidation process. Furthermore, the factors of change that, due to the phenomenon of globalization itself, attract the multidisciplinary and multicultural character to which they are immersed on a daily basis must be detected.

For a microenterprise to be competitive, it is necessary to establish projects that link professional management with administrative and marketing approaches, which are now a requirement to promote change, adaptation and competitiveness. However, it should be noted that the transformation process of microenterprises faces serious obstacles. These exist mainly because the formation of microenterprises starts from a merely entrepreneurial instinct, with little or no knowledge of administrative processes and, especially, marketing, but with great interest and need to be part of this globalized world.

The microenterprise, then, becomes a fundamental support of the country's economy. It is an important generator of wealth, mainly because of the large number they make up and because of its deep-rooted prevalence in the country.

Diagnostic studies carried out by the Business Information System of Mexico - as summarized by Méndez (2011) - deduce that micro, small and medium-sized companies are vulnerable to macroeconomic strategies. This happens because the diversification of free trade weakens its competitiveness and undermines its existence. The aforementioned author concludes, therefore, that it is urgent to establish mechanisms where they are immersed and there is healthy coordination between the public and private sectors to establish programs that seek the long life of microenterprises and try not only to give importance to programs for their creation.

Another essential part that describes the country's microenterprises is the type of production they handle. It is presumed that the importance of production focuses more on quantity than on quality, to which it is added that there are hardly any schemes for continuous innovation and growth in the sales force.

According to the Mexican Business Information System (SIEM), 92.3% of the companies do not have more than ten employees, so there are around 603,368 micro-companies throughout the country. This data invites us to think that the best way to stimulate economic growth is through the phenomena that promote the growth of this type of companies, and identifying the deficiencies that limit their life span.

However, it is worth noting that the present research work seeks to demonstrate that beyond promoting the growth of a greater number of microenterprises, what is really needed is to establish strategies that allow raising the quality and productivity of existing ones, for which it is essential to achieve an adequate administrative and, especially, marketing management.

Both topics are necessary in micro-business activity. The bodies responsible for applying stimulus programs to this sector have rarely made them valid. Knowing how to manage or establish a marketing plan is vital, as this can have an impact on increasing or decreasing your life span.

Microenterprise

Most economies in developing countries depend directly or indirectly on companies. Derived from the large number of jobs and economic resources that they carry out in their surroundings, in the case of Mexico, micro, small and medium-sized companies are the dominant ones, hence it is necessary to define their essential characteristics.

In the early 1980s, research on microenterprises was practically nil. However, it began to gain interest from the fact that various researchers detected its great influence in industrialized countries. Thanks to this, it was no longer seen as a vestige of the past, as it was part of new expectations and hopes for economic growth, job opportunities and business competitiveness strategy. Given this, it was no longer thought that this sector was in a phase of gradual disappearance and it began to be interpreted as part of the first forms of capitalist development (Saraví, 1997).

The microenterprise concept refers to the economic unit involved in activities related to the manufacturing industry, commerce, services, construction and transportation. These activities can be carried out in the home or outside it with or without premises, and occupy between 1 and 10 employees.

In addition, any business organization called microenterprise must meet the following characteristics (Rodríguez, 2000):



Owners and independent management.

Exception of family members.

It does not dominate the sector of activity where it operates.

Very simple organizational structure.

Its annual sales do not exceed 30 million pesos.

However, for any investigation it is also essential to analyze the origin of its object of study. In this case, this task may be complex because this economic unit can share the same economic spaces as small, medium and large companies, since the association, business cooperation, the exchange of services and products, even as part of market structures. Therefore, this research seeks to contextualize the diversity of criteria that support the division of companies by size.

Until the end of the seventies and for reasons of the promotion and study of the subdivision of companies, there were only three strata: small, medium and large companies. However, in the mid-eighties - and as a result of a great economic crisis and major international political conflicts that made employment difficult in less economically powerful urban sectors - the microenterprise model was born. This new figure allowed people to obtain income to ensure basic needs. This economic unit was strengthened in the 1990s, when economic policies were misguided and presented serious imbalances in development, which led to the bankruptcy of small and medium-sized enterprises, as well as the consequent unemployment and indebtedness of the private sector.

For Mexico the situation was not easy: small companies with liabilities surprisingly doubled their debts and the opportunity to correct their problems became a challenge. There were no economic triggers or programs that really pushed them; The ingenuity and talent of many Mexicans were put to the test and they found a solution to their economic situation through the emergence of thousands of micro and small family businesses that had an average of less than ten employees. The formation of these was the strategy that kept the national economy afloat.

Having explained the above, in this investigation it was determined to classify micro-enterprises as follows:

Tabla1. Clasificación de microempresas

Tipo	Característica
Microempresa comercial de servicios	Requiere de la habilidad del microempresario para brindar con base en su experiencia y conocimientos servicios a terceras personas; por ejemplo: salones de belleza, empresas de mantenimiento, asesoría, electricidad, lavandería.
Microempresa comercial detallista	Su función consiste en la venta directa a consumidores de productos fabricados por otras empresas. Ejemplo: pequeñas tiendas de abarrotes, supermercados, tienda de automóviles, entre otros.
Microempresa ventas al mayoreo	Su función es distribuir productos directos de fábrica a microempresas detallistas. Ejemplo: comercializadoras, distribuidoras.
Microempresas agrícolas	Se dedican a la producción y distribución de productos agrícolas. Ejemplo: pequeñas granjas, hortalizas etc.
Microempresa productora	Su función principal es la producción directa, sea por innovación, maquila o productos similares.

Fuente: Elaboración propia con base en Rodríguez *et al.* (2019)

Microenterprises in Mexico and Latin America face a series of obstacles that hinder their growth and sustainability. In this regard, various authors have defined this economic unit as an important economic force, but with great organizational problems. Recently the vice president of the National Chamber of the Industry of the Transformation of Mipymes and Entrepreneurs - Lic. Norma Leticia Flores Barrios— revealed that in 2018 alone 10,000 small, medium and micro-enterprises closed in the country, which left between 50,000 and 60,000 unemployed, a situation generated by the problem of economic crisis, extortion and mainly violence (Fernández, March 23, 2018).

Even with this, microenterprises in Mexico represent 92.3% of the country's productive activity, which is why they constitute the main economic nucleus and the one that generates the most jobs, according to the Mexican Business Information System (SIEM), therefore Strategies are required to promote business effectiveness and consolidation, although - as Rodríguez (2000) points out - there are certain peculiarities that make this type of company more vulnerable:

- Little or no specialization in administration. This characteristic is considered to be derived directly from the nature of said companies, whose constitution is due to economic and subsistence reasons of the owners. In other words, they tend to run the company empirically, since they lack the training to carry out those positions.

- Little knowledge of the owners about possible sources of financing. This is a general problem in this type of company because the owners do not know that information.
- Total dependence on the community and its environment. The small business depends for the most part on the economic situation of the community where it is located; For this reason, its economy is a reflection of its environment, from which it needs to obtain production goods, labor and customers. In this sense, there are few that have exceeded the local or regional limit, and much less those that are dedicated to export.

In addition to the above, there are severe confusions between the various types of companies from government spheres of any level. In a study carried out by the Legislative Research Institute of the Senate of the Republic, it is recognized that in Mexico it has been difficult to locate them correctly over time. This situation arises because the variables and indicators that have been taken into account to classify them have constantly changed. In addition, traditionally, economic and accounting parameters have been used to classify them, such as the number of workers, total annual sales, income and fixed assets of companies. In this regard, Cuitlahuac Bardan Esquivel (2002) points out:

In April 1954, the Ministry of Finance considered small and medium-sized industrial companies those whose stockholders' equity was not less than 50,000 and not more than 2,500,000 pesos. For 1961, a stockholders' equity with a greater margin was taken into account: from 25,000 to 5 million pesos to classify small and medium industries. And in 1963, the Ministry of Finance modified the operating rules and began to consider as small and medium-sized companies those with a stockholders' equity of no more than 10 million pesos (párr. 6).

This variability in determinations places micro-enterprises outside the business environment, since only those that have an organization, a structure, a business management and paid work are distinguished. In other words, those of family origin, those of subsistence, lacking a business structure, were simply ignored by public entities, thereby creating limitations in obtaining loans or financing that would help them grow and transform.

This business situation continued for many years until 1985. As a result of the economic crisis, the then Secretary of Commerce and Industrial Development (Secofi) officially established the criteria for the industry according to its size, publishing on the

30th of April of that year in the Official Gazette of the Federation, the Program for the Integral Development of the Small and Medium Industry, in which the following classification of MSMEs was established:

- **Microindustry:** Company that directly employs up to 15 people and had a net sales value of up to 30 million pesos per year.
- **Small industry:** Manufacturing companies that directly employ between 16 and 100 people and had net sales that did not exceed the amount of 400 million pesos per year.
- **Medium industry:** Manufacturing companies that directly employ between 101 and 250 people and the value of their sales will not exceed the amount of 1,100 million pesos per year.

As can be seen, until this year microenterprises are recognized as economic entities really identified in legislation, which is why various public actions are generated in support of this sector. This fact is historically very important because it shows the deficiency that existed for many years for this economic nucleus in Mexico, which - paradoxically - makes up more than 90% of the country's companies.

After 1990, up to the present time, the legislation on the matter has undergone important modifications based basically on criteria of form, and not of an operational nature. In May 1993, the general criteria that were taken into account were the number of workers and annual sales. For this reason, a micro-enterprise was defined as an economic unit that had from 1 to 15 workers (not counting the owner) and annual sales of up to 900,000 pesos, a modification that operated for the lifting of the 1999 economic census.

In March of that same year, the legislation changed and defined the microenterprise in three aspects: microindustry, an economic unit that had from 0 to 30 workers; micro-enterprises with commercial activities, those with 0 to 5 workers, and micro-service enterprises, those with 0 to 20 workers. These modifications caused problems of interpretation, since unfortunately the economic census provided information very different from the modified one.

Unfortunately, the correction to this legislation was barely materialized on August 13, 2019, when the Law for the Development of Competitiveness of Micro, Small and Medium Enterprises was published in the Official Gazette of the Federation. In this study, the number of employees and the productive sector were also taken as criteria, since it was indicated that a microenterprise should have between 0 and 10 workers for the three sectors of production.

From that year to the present, microenterprises began to be considered as economic entities that generate wealth, for which the various governments promoted the creation of stimulus and growth programs, although it is worth noting that to date certain limitations still prevail that prevent their consolidation.

In 2000, the director general of the World Trade Organization —Roberto Carvalho de Azevedo— determined that the evolution of small and medium-sized enterprises could be divided into three stages, although only in the last stage is the importance of microenterprises considered for the national economy: "To speak of MSMEs is to identify three stages, which are closely linked to the development of the regional and world economy, these being a faithful reflection of the economic history of a country at a given time" (Carvalho Azevedo, p. 3. 4. 5). Regarding the three mentioned stages, the following is indicated:

- First stage: Identifiable during the 1950s and 1960s, SMEs in general and those dedicated to the industrial sector in particular began to gain importance within the Mexican and world economy during the validity of the import substitution model. This model exhibited great dynamism, which allowed them, in a context of closed economy and reduced internal market, to carry out a "learning process" with important achievements, although with some limitations in terms of equipment, organization, scale, training, information, etc. .
- Second stage: These aforementioned limitations were acquiring a sufficiently negative aspect to affect both the productivity and the quality of these companies, moving them away from international levels and causing, during the 1970s, a time of macroeconomic instability, they were only concerned with for their survival. This phenomenon plunged microenterprises into a deep crisis that continued into the 1980s.
- Third Stage: On the contrary, after the "learning" stage there was a deterioration of the model acquired in the eighties. Even since 1999, microenterprises have been given a boost with the possibility of external financing and internal economic stability. This seems to indicate the beginning of a new era for MSMEs.

From this classification issued in 2000, and according to the present investigation, a fourth stage could be indicated:

- Fourth stage: It could be delimited by the real recognition of micro, small and medium enterprises as a structural part of any type of economy. But we must recognize that in the case of Mexico, there is still a lack of uniform identification

parameters, which prevents the creation of true development programs according to the size of the company, especially due to the confusion between micro and small companies.

The world economic structures question to a great extent the situations of this type of companies, perhaps because they proliferate, are born and die in relatively short periods. However, the way in which they reproduce makes it clear that they predominate and will continue vigorously in the productive chains of any country. Financial analysts recognize that the current shared production articulated with peripheral capitalism within a general scheme is integrating productive micro-machining in processes formed by medium and large companies, functioning as suppliers and producers of product complementation processes where new and abundant market share opportunities.

With this, the permanence of this sector in the various economies is latent. It is also necessary to remember that there are serious deficiencies in worker protection and labor rights that are violated and that are one reason why medium and large companies employ this sector.

Now, and derived from the comparison of the two large variables found during the development of this research, it is necessary to establish the correlated hypotheses, which latently support the need for marketing aspects with external variants to determine their functionality in the research. Likewise, it must be understood that commercial micro-enterprises face the same risks as small or large enterprises due to phenomena or actions that indirectly influence their deterioration. An example is found in macroeconomic management, the global industrial movement or economic recessions, among others, which definitely also refer consequences for the performance or understanding of those responsible for microenterprises (Everett and Watson, 1998).

Therefore, the development of microenterprises is directly related to the individual characteristics of the owner and his behavior (Navarrete and Sansores, 2011). This forces - in this type of research - to know the position of the employer (as well as other variables related to age, gender and values of human talent measured in education or previous experience), since the decision to close or continuity of its operations.

On the other hand, the Legislative Research Institute of the Senate of the Republic in 2002; (Bardan, C. 2002). He cites the following, MSMEs in Mexico constitute a strategic sector for the economic and social development of the country, unfortunately in Mexico this segment is subject to a constant cycle of opening and bankruptcy that many times is inevitable, since the current situation that surrounds them is characterized by

requiring a high degree of adaptability to constant changes in their environment, mainly in the macroeconomic sphere; In addition to being surrounded by serious problems, among which could be the most important, are the following:

- Limited access to financing sources.
- Higher interest rates than in developed countries.
- Excessive tax burden.
- Limited participation in foreign trade, since there are not many possibilities for companies to export and be competitive.
- Lack of links with the academic sector.
- Little efficient promotion programs.
- Lack of coordination of programs at the national level.
- Weak structure in its organization and operation.
- Some part of idle production capacity.
- Globalization, accelerated technological changes and outdated technology, machinery and equipment.
- High costs of raw materials and components, and little negotiating power.

Hypothesis relationship

H1. The owner's age and knowledge of marketing matters have an important influence on the closure of the commercial micro-enterprise

Employment conditions in the country for more than 30 years reflect a lack of need for working spaces, hence the need to subsist through professional experience or the ability and enthusiasm to create a company has arisen. These many times are the original causes for founding a commercial microenterprise as a viable income alternative; However, most of them are born without the idea of a structure or identification of substantial elements in order to consolidate their formation. It is clear that young people tend to take more risks to experiment, while older owners tend to be rejected, as risk aversion does not allow them to respond to market changes, thus increasing the chances of failure (Lévesque and Minniti, 2003). However, in the words of Montes and Siga (2009), the reorientation of life in the face of a micro-business failure is greater in adults than in young people.

H2. The gender of the entrepreneur in a microenterprise has an important influence on its lack of consolidation

The Multilateral Investment Fund - a member of the Inter-American Development Bank group, through the study of identification, analysis and overcoming of the limitations of women's small businesses in Latin America and the Caribbean - explains that the entrepreneurship structure in the Women is still a challenge that must be overcome in the entrepreneurial culture of developing countries. Until local family dynamics can be changed, it is likely that women will not have the same levels of entrepreneurship as men. In other words, even when we have successful women in the business sector, there are limitations in micro-business knowledge, especially in essential areas of marketing (Powers and Magnoni, 2010).

Even with these deficiencies, it must be recognized that microenterprises offer a flexible schedule framework, since the generation of their own income to support their dependents can be combined with family and personal obligations (Justo and DeTienne, 2008). However, although in the last decade the conditions of microenterprise entrepreneurship have grown, the balance between male and female gender has not yet been achieved. The need to know if this parameter has changed today is the reason that justifies this second hypothesis.

H3. Education and previous experience in marketing matters affect the consolidation of commercial micro-enterprises

The relationship between education and business will always be a matter of controversy, as a result of the diverse confrontation of different business schemes that put the sense of entrepreneurship before that of prior preparation for the realization of a business or micro-enterprise. It is worth mentioning that there are authors who consider that "the owner's lack of managerial skills is a determining factor of business failure in the initial phase of the business" (Navarrete and Sansores, 2011).

In 1994, Woo and Cooper determined that companies are more likely to survive when their owners have worked as employees in companies of the same type. Under these two premises it is important to analyze this hypothesis and have the final knowledge of ours.

Analysis of results

To demonstrate the effectiveness of this research, it is necessary to explain how the data collection was carried out and how the independent and dependent variables were interrelated, which served to achieve a multivariate analysis.

The experts in marketing areas consulted established that the necessary marketing elements for any micro-business consisted of direct marketing, personal selling and corporate image issues, as well as the use of new technologies to position the micro-business in the mind of the consumer. In the search for priorities, they established that the study should consider whether microentrepreneurs applied strategies for the following issues when opening the business:

- **Name of the business**, defined and established since its opening.
- **Graphic identification** in the microenterprise (logo, in any of its classification).
- **Corporate image** that establishes an identity in the business (uniforms, official colors, propaganda inside).
- **Face-to-face** sales strategy to promote the products or services they offer through a clear and direct message.
- **General business** data clearly displayed on the spot: address, line of business, contact details.
- **Consideration of the issue before opening**: if the entrepreneur or business owner considered the issue as an elementary part of their company.
- **If you know the concept of sales force**, and its application since the opening.
- **Management of social networks or digital media** to publicize the commercial microenterprise.
- **Implement planned** sales strategies from its opening.

With these points as a reference, surveys were carried out with an instrument previously endorsed by the participating experts. Thanks to the local Chamber of Commerce, commercial micro-enterprises that met the requirement of 5 years or more in office were identified. In this process, a comparison of records was carried out in the same Chamber, and 87 commercial micro-enterprises were detected that closed for different reasons, which had a life span of no more than 3 years. Of these micro-businesses, some owners changed their address, stopped living in the state, or the contact information did not match. Communication was established with 35 of them, of whom only 27 microentrepreneurs agreed to an interview.

The microenterprises that closed did not do so exclusively due to a lack of marketing strategies. In this sense, it must be recognized that there are many factors that can trigger this decision. Even so, we tried to find out if any marketing strategy had contributed to avoiding closure.

Among the most frequent causes found in the 27 surveyed microentrepreneurs, 54% expressed that the payment of rent was the main obstacle, 8% mentioned the lack of customers or market, 6% lack of financial resources, 19% few sales, 5% difficulty of honest employees, 4% for finding a job, 3% for insecurity and violence and 1% for family reasons.

Once the deficiencies that the owners manifested when closing their commercial microenterprise were detected, they were informed of the advantages offered by marketing actions for businesses. They were asked if they applied, at some point during their tenure, any of these strategies. The following responses were obtained: 75% of the interviewees did not give importance to the assignment of a name for their business, 67% acknowledged that they did not even choose a name or refused to make it public in the establishment. 83% mentioned the null knowledge about a graphic identity and 72% thought it was not necessary due to the size of the business. 57% had the intention of investing in uniforms, painting the business and furniture according to the business line, although they considered it for after a certain time, because they believed that these expenses should be made as soon as their micro-business grew. Only 77%, when starting their micro-business, really knew what product they were going to sell, a figure that is surprising.

In general, it could be said that they stated that the initial idea contained another product, but as they were putting together the business idea, it underwent modifications, to the degree of change in business, so they adapted to the circumstances. In fact, 40% acknowledged that they had not fully known their product, so they were identifying it over time or were dedicated to the sale of many products, hence they forgot or lost interest in selling just one. Also, 74% were unaware of the term sales force or sales team for their business.

Likewise, 87% of the interviewees did not carry out print advertising in their area of influence, they did not relate the address to the business and on their facade there was no description of the business or address of the place. Regarding the management of social networks or some digital communication means, only 12% related it to the business. No

person interviewed considered it an important medium or used it as a promotional strategy for their company.

All this information serves to underline the importance of marketing in micro-businesses. Especially, it is useful to project identifiable characteristics in people who had the courage to start a business, but did not know how to maintain it due to lack of marketing strategies.

Dependent variable

The set of multifactors influences the situation of micro-enterprises; Basically, it is a set of phenomena that prevail in any type of company, although, unfortunately, marketing occupies a low use for the commercial microenterprise sector (Caro, Díaz and Porporato, 2013). As a plus point, it can be indicated that marketing includes aspects related to corporate image, sales strategies and graphic identification, all considered basic for the functionality of the microenterprise.

Independent variable

The skills and capacities of the owners for the performance of the commercial microenterprise directly influence the development of the business. Especially those that directly influence your personal conditions; In this regard, the following variables were defined: age (to know how much it influences the intention of marketing management), gender (to establish who uses marketing more in their commercial microenterprises), education (which defines prior knowledge of the subject, determining what levels they have, from an empirical knowledge, a basic or secondary education and a professional profile or bachelor's degree) and experience (profile without experience, experience in various sectors or experience in any type of company).

The information collected in the surveys and on the characteristics of the commercial microenterprises was used to perform a univariate statistical analysis, through a contingency analysis based on Pearson's χ^2 in categorical variables and an Anova analysis for continuous variables.

Regarding the age of the microentrepreneur, and how it influences the development of the microenterprise, it follows that the younger the microentrepreneur, the greater the risk. The relationship occurs due to the accumulated experience for managing the business, although we must recognize that the young people demonstrated

that they had more skills for managing networks or digital environments. The Anova test reports a significance level of 1%, which H1 checks for age and marketing skills.

Tabla 2. Edad del microempresario

Rango	Cierre	Mercadotecnia	Sig.
10 a 25 años	45.17	34.8	***
26 a 35 años	33.5	19.8	
36 a 55 años	21.33	45.4	
Total	100 %	100 %	
Diferencias estadísticamente significativas: Anova de un factor: (*): $p < 0.1$; (**): $p < 0.05$; (***): $p < 0.01$.			

Fuente Elaboración propia

The expectation of gender in a microentrepreneur regarding survival determines that female commercial microenterprises are more susceptible to closure than male ones. With the analysis of closed micro-businesses, the phenomenon occurs in the same way, since 64.8% were female entrepreneurs. A significance level of 1% was recorded, applying Pearson's χ^2 . Therefore, H2 is fulfilled, regarding the influence of gender in the consolidation of companies.

Tabla 3. Género del microempresario

Rango	Cierre	Mercadotecnia	Sig.
Femenino	52.7	64.8	
Masculino	47.3	35.2	***
Total	100%	100%	
Chi cuadrado de Pearson: 26.55/ gl:2/sig. Asintótica (bilateral): 0.000 (*): $p < 0.1$; (**): $p < 0.05$; (***): $p < 0.01$. N = 1002			

Fuente Elaboración propia

Regarding whether the educational level affects the failure or closure of commercial microenterprises, it is valid only with a significance of 5%, the lower educational level increases the probability of closure or failure in the commercial microenterprise and it cannot be consolidated. With this, H3 is validated, which indicates that the greater the knowledge the failure of the microenterprise is lower.

Tabla 4. Educación del microempresario

Nivel Educativo	Cierre	Mercadotecnia	Sig.
Sin educación formal	9.6	5.3	
Educación básica hasta bachillerato	72.8	70.6	***
Educación superior	17.6	24.1	
Total	100 %	100 %	
Chi Cuadrado de Pearson: 9.98/ gl:4/sig. Asintótica (bilateral): 0.041 (*): p<0.1; (**): p<0.05; (***): p0.01. N=1036			

Fuente Elaboración propia

Finally, regarding the experience that the microentrepreneur has prior to opening their business, 29% mentioned that they had no experience whatsoever and, therefore, closed their business, 19% had experience in other sectors and 52% of those who subsist They have had a preparation at a higher level.

Tabla 5. Experiencia y Educación del microempresario

Nivel Educativo	Cierre	Mercadotecnia	Sig.
Sin educación formal	29.8	17.8	
Educación básica hasta bachillerato	19.1	18.7	***
Educación superior	51.1	63.5	
Total	100%	100%	
Chi Cuadrado de Pearson: 15.30/ gl:4/sig. Asintótica (bilateral): 0.004 (*): p<0.1; (**): p<0.05; (***): p0.01. N=1020			

Fuente Elaboración propia

Conclusions

This study establishes important parameters that invite reflection regarding the microenterprise sector, especially the commercial one. Therefore, it is necessary for institutions to establish within their training programs a set of programs that support entrepreneurs to consider not only the financial and accounting bases, but also the marketing action for their application and development.

Micro-enterprises generate significant value in generating jobs. Therefore, this sector needs to be taken into account and propped up as a substantial development tool for society. It is useless to create economic support actions for the implementation of microenterprises if they are granted to people with limited education in the three aspects analyzed in this work. In fact, in addition to facilitating that financial aid, consideration should also be given to creating comprehensive training programs to teach homeowners to analyze the different variables that make up their market.

Currently, in our country the greatest opportunity for options for the implementation of commercial microenterprises is aimed at young people, basically because it is the sector that most demands employment. However, derived from the results of the present study, it is also recommended to support older people, since their strength based on experience and previous education can enhance the expected success.

Finally, it is clear that the (male) gender trend still prevails for microentrepreneurs. Fortunately, the indices reflected in this study allow us to affirm that the gap is getting shorter, so the difference in opportunities will gradually be minimized.

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