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## Full Length Research Paper

# ARAZÁ MARKETING AND ITS INFLUENCE ON THE ECONOMY OF FAMILIES THE PROVINCE OF SIMON BOLIVAR CITY GUAYAS

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### Abstract

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It is important to consider in the present research the scientific problem to propose solutions to the problems of marketing Simon Bolivar city araza fruit, its use, its benefits and the potential which has to be part of the Ecuadorian market in various forms. Done field research in which it has investigated the perception of people towards the fruit and in the same way that availability have consume it or how might the possibility of massive production so this product can be processed by the industry and sold in various markets in the region and the country. As result of the research has been proposed the design of a strategic plan to obtain the araza both for culture as for its consumption, marketing and industrial processing, plan that seeks to interest both to farmers as entrepreneurs in the exploitation of the araza and therefore collaborate with the development of the region and change of the productive matrix.

**Keywords:** Arazá, Production, Marketing, Strategic Plan.

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## INTRODUCTION

The change of the productive matrix in our country and the need to make social consciousness and bet on everything you produce the Earth to achieve sustainability and sustainability of the planet, leads us to develop research focused on a study allowing to answer the following question: of does between marketing of the araza affects the economy of the families of the Simon Bolivar city province of Guayas? To respond to the formulated Question were met the following research objectives:

### General Purpose

Determine how the commercialization of the araza affects the economy of city Simón Bolívar families colon Guayas province, by means of research scientific tools to promote the use of competitive strategies and improve their economic status.

### Specific objective

Determine how affects the ways of financing resources in families of Simon Bolivar city that that are destined for the production. Determine how it influences the level of

knowledge of the benefits of the araza in its volume of sales. Determine how influences the commercialization of the araza in Simon Bolivar city markets.

### Justification

In our country marketing of citrus fruit contributes in large part to the economy and to have the existence of a fruit that is grown in different regions of our country, as well as possessing great nutritional properties and not be marketed in major markets of Ecuador, specifically in the Simon Bolivar city we are losing the opportunity and to market with fruit and totally natural and beneficial for health products human; as well as we are denying the country the opportunity to contribute with its gross domestic product (GDP) to improve the economic development of the same. Direct beneficiaries of this work were families of the Simon Bolivar city, from a better level of knowledge of the production process, since with the results of the research, one could propose alternatives that will allow to improve its market share.

The important thing is to know the great benefit both for traders of fruits in the area as well as for families, within their orchards, cultivate the araza, to a level of development and growth in the marketing of the which helps to improve the

family economy. To support the development of this study we used primary and secondary sources that helped to consolidate the development of the proposed theme, as well as the application of theories and basic concepts in management, marketing, competition, among others.

## Assumptions and Variables

### General assumptions

The level of commercialization of the araza affects the economy of the families of the Simón Bolívar city province of Guayas.

### Specific Hypothesis

The means of financing influence the economic resources of the families for the production of the araza. The level of knowledge of the benefits of the araza affects the sales volume. Markets affect the marketing of the araza.

### Theoretical Framework

The theoretical basis of the research lies in analyzing various theories and concepts that allow us to understand the reason for the investigation.

### Production

Production is to make steps to transform assets in order to make them fit for consumption direct to able to meet needs, for this idea this reason production at should be included not only the aspects of manufacture, if there are no others like transportation or commerce allow goods available to consumers Work-consists of the direct contribution that makes the human being to the production process. Speaking in economy land we do it in the broadest sense, we refer not only to the productive land, i.e., rustic or urban, but also all the natural resources such as fishing, mining, water etc.

**Capital:** Named capital to the necessary element for the production of consumer goods and which consists of machinery, buildings or other facilities.

### Prior to the marketing analysis

The first step before marketing a product is to understand their respective advantages and disadvantages. Apply SWOT (strength, weaknesses, opportunities and threats) analysis allows us to learn about each product or service. Then, determine what the market goal, i.e., audience is addressed, to direct efforts toward an industry or niche, taking into account the characteristics of the same.

In the same way it is important to understand the capacity of production, whether product or service, as well as the capacity of the company's growth. This is important a too aggressive marketing may exceed production capacity and having a negative result is the amount of production cannot meet the amount of demand. You also need to know what the budget is going to devote to marketing, and choose all options within what would be the most efficient to reach the niche market.

Focus production argues that customers will prefer products available and affordable. Therefore management should focus on improving the efficiency of production and distribution.

Companies adopting this orientation run the risk of focusing too much on their own activities and lose sight of the real goal: satisfy the customer's needs and create relationships with him. Product focus-this approach argues that customers will prefer products that offer more quality, higher performance and innovative features. According to this concept the marketing strategy focuses on the continuous improvement of the product. The quality of the product and improvement are important parts of most of the marketing strategies. However relying solely on the company's products can also cause marketing myopia.

Sales approach.-many companies apply the approach sale that indicates that customers do not buy enough products of the company unless it made significant efforts for the promotion and sale large scale. These sectors should be able to find potential customers and sell them the benefits of the product. However this aggressive selling carries high risks since it focuses on creating sales transactions rather than long-term profitable relationships with the customer. Marketing approach.- It argues that the achievement of the goals of the Organization depends on the needs to know and give you their target markets and to offer satisfaction seeking customers in a better way what competitors do. Under the approach of marketing, value and customer care are the pathways to achieve sales and profits.

The State transform productive matrix to improve the economies of families in production code organic Trade and Investment says: Productive Development (Producción, 2013) Art. 5. - Role of the State-the State shall promote the development of production and the transformation of the productive matrix, through the determination of policies and the definition and implementation of instruments and incentives, you will leave behind the pattern of specialization dependent on low value-added primary products. For the transformation of the productive matrix, the State will encourage productive investment, through the promotion of:

- The systemic competitiveness of the economy through the provision of public goods such as education, health, infrastructure and ensuring the provision of the basic services needed to enhance the productive vocations of territories and talent human of Ecuadorians. The State shall as a national goal the scope of an adequate productivity of all actors in the economy, companies, enterprises and managers of people and solidarity, economy through the strengthening of institutions and the efficiency in the provision of services of the various institutions that have relationship with the production
- The establishment and implementation of a regulatory framework that ensures that no economic identity can abuse their market power, to be established in the law on this subject;
- The productive development of sectors with strong positive externalities in order to increase the general level of productivity and skills for innovation throughout the

economy, through the strengthening of the institutional framework established by this code

## MATERIALS AND METHODS

In order to meet the objectives are used types of research, the allowed us to know the incidence of the commercialization of the araza in the economy of the families of Simon Bolivar city province of Guayas.

**Exploratory research:** It runs in order to emphasize the fundamental aspects of a given problem and find the appropriate procedures for further investigation. It is useful to develop this type of research because, by having their results, simplifies open research lines and proceed to your checking. (HERNÁNDEZ SAMPIERI, 2010).

**Descriptive Research:** Seek to specify the properties, characteristics and profiles of individuals, groups, communities, processes, objects or any other phenomenon that is subject to an analysis. (HERNÁNDEZ SAMPIERI, Metodología de la investigación, 2010)

**Quantitative Research:** These are the result from the review of literature and perspective of the study; it depends on the goals of the researcher to combine elements in the study. (HERNÁNDEZ SAMPIERI, Metodología de la investigación, 2010).

The population established for the respective surveys corresponds to the number of homes, taking as a reference a family domicile and the number of inhabitants of Simon Bolivar city, province of Guayas which will be used from a range of age 18-50 years as a consumer of fruits. For the size of the sample of the research database the decentralized autonomous Government of the Simon Bolivar city province of Guayas, the existing population of the city in order to meet its criteria was considered.

### Sample calculation

$$n = \frac{Npq}{\frac{(N-1)E^2}{Z^2} + pq}$$

The methods the techniques and tools that we apply in the study are as follows:

### Theoretical methods

**Logical:** "the logical method requires support in the historical method to discover the existence of fundamental laws of phenomena based on the data that will be providing the latter, to remove any possibility of generating speculative reasoning". (DIAZ, 2009).

**Analytic-synthetic:** It consists in the mental breakdown of the object studied in its various elements or component parts to obtain new knowledge about the object. As stated in the philosophical dictionary of Rosental (1980), to get to the deep knowledge of the subject: "is a necessary condition that the

analysis is multifaceted." The break-up of a whole into its component parts, allows you to discover the structure of the investigated object; the decomposition allows defining the essence of that which is not reduced to the simple complex; we have one of the forms of analysis in the classification of objects and phenomena". (HURTADO LEON, 2007)

This method separates a unit into its simplest components; it examines each one individually, returning to parts partner to consider them as a whole.

### Hypothetical-deductive

Deductive method consists in developing a hypothesis that would explain a phenomenon, and then put to the test in an experiment. We will implement this method because the formulation of the hypothesis is done first and then from deductive logical derivations, you reach particular conclusions.

**Empirical methods:** It be used as empirical methods the technique of survey to the families of the Simon Bolivar city as well as for the population in general, which will allow a more accurate analysis of the variables, just reaching those who are our informants qualified, avoiding truncate the information with erroneous interpretations.

Techniques and instruments: the instrument that we will use is the survey that will help us learn direct and quality in our research.

## RESULTS

The information obtained from the survey item is to set up the following results:

**Do you consider the family crops and marketing; in the araza would allow to improve the economy of families?**

Table 1. Improvement of the family economy

Alternatives	Relative frequency	Percentages
Totally agree	286	80%
Somewhat agree	65	18%
Nothing according	5	1%
Total	356	100%

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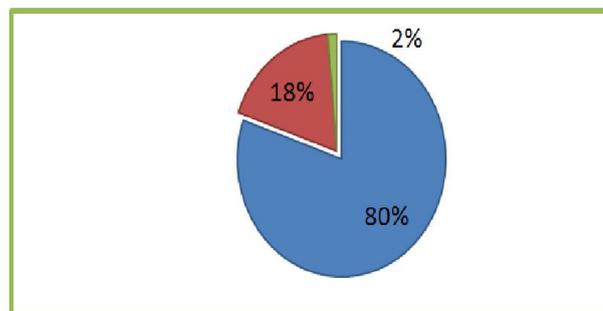


Figure 1. Improvement of the family economy

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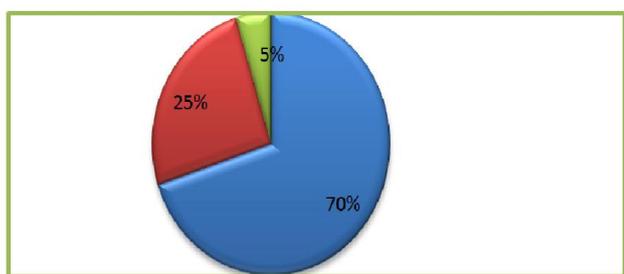
**Analysis:** As we can see most of the population is full agree that family crops allowed to improve the family economy, being one of the mainstream media to generating resources for their homes. According to comments from the respondents, the inclusion of the araza on the crops and marketing would help improve the economy of the families of the sector.

**¿ Would you be interested in cultivating the araza as a way to generate resources to your family?**

**Table 2. The araza as a way of generating resources**

Alternatives	Relative frequency	Percentages
Totally agree	249	70%
Somewhat agree	90	25%
Nothing according	17	5%
Total	356	100%

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**Figure 2. The araza as a way of generating resources**

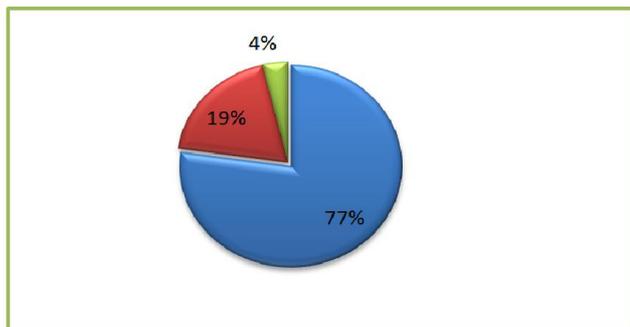
**Prepared:** Eco. Rosa Espinoza, CPA: Hugo Campos, Bremero Fabiani

**Analysis:** In the canton 70% of families are interested in cultivating the araza as a way to generate resources to the family, 25% agree and only 5% is not agreed. For comments issued by the respondents, this result is due to that Simón Bolívar is a purely agricultural canton where the majority of households have a family orchard. Would you grow the araza fruit if this has high level of marketing?

**Table 3. Availability of cultivation for the araza**

Alternatives	Relative frequency	Percentages
Totally agree	275	77%
Somewhat agree	68	19%
Nothing according	13	4%
Total	356	100%

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**Figure 3. Availability of cultivation for the araza**

**Prepared:** Rosa Espinoza, Hugo Campos, Bremero Fabiani

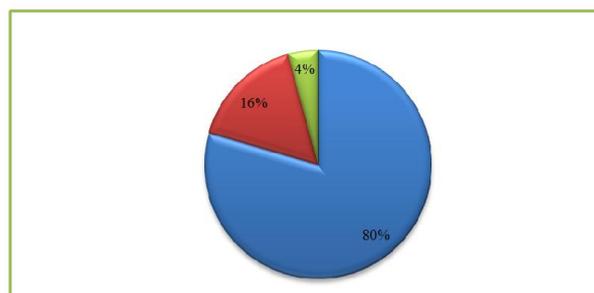
**Analysis:** The outcome of the surveys most of families expressed that if they agree to cultivate the araza if this has a high level of marketing, they would get a long-awaited return of sale.

**Do you think that the ways of financing are of great support for the production of the araza?**

**Table 4. Means of financing such as production support**

Alternatives	Relative frequency	Percentages
Totally agree	283	80%
Somewhat agree	58	16%
Nothing according	15	4%
Total	356	100%

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**Figure 4. Ways of financing such as production support**

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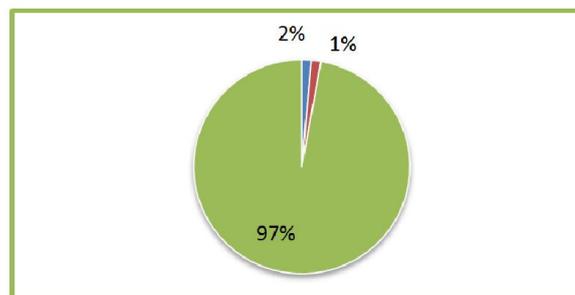
**Analysis:** 80% of the surveyed families agree that the ways of financing are of great support for the production and making of the crop of the araza are a model of entrepreneurship, managing to improve their economic resources.

**Do you know what the benefits of having the araza are?**

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**Table 5. Unawareness of the benefits of the araza**

Alternatives	Relative frequency	Percentages
much	5	1%
little	5	17%
nothing	339	97%
TOTAL	356	100%



**Figure 5. Unawareness of the benefits of the araza**

**Prepared:** Rosa Espinoza, Hugo Campos, Bremero Fabiani

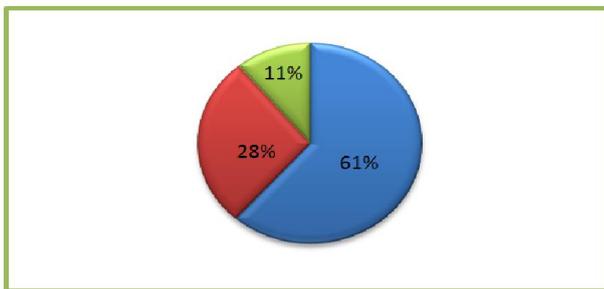
**Analysis:** With 97%, we can say that Simon Bolivar city there is total lack of knowledge about the benefits of the araza. This is due to the lack of publicity of the fruit where it is den unveiled its properties as well as its benefits according to comments of the respondents.

**Do you know you are the markets where the araza is highly required?**

**Table 6. Ignorance of the markets that require araza**

Alternatives	Relative frequency	Percentages
much	14	4%
little	60	17%
nothing	283	79%
TOTAL	356	100%

**Prepared:** Rosa Espinoza, Hugo Campos, Bremer Fabiani



**Figure 6. Ignorance of the markets that require araza**

**Prepared:** Eco. Rosa Espinoza, CPA: Hugo Campos, Bremer Fabiani

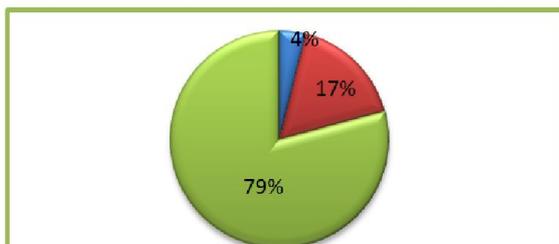
**Analysis:** According to the survey carried out 79% of families where there is completely unknown markets where the araza is highly required; for this reason they are not dedicated to the cultivation of the araza in large numbers since they have no buyers for their production.

**Do you think that the volume of sales of the araza currently dependent on that so widespread so the benefits of the fruit?**

**Table 7. The araza sales volume depends on the dissemination of information**

Alternatives	Relative frequency	Percentages
very likely	219	62%
Mostly likely	98	28%
Not at all likely	39	11 %
Total	356	100%

**Prepared:** Rosa Espinoza, Hugo Campos, Bremer Fabiani



**Figure 7. The araza sales volume depends on the dissemination of information**

**Prepared:** Rosa Espinoza, Hugo Campos, Bremer Fabiani

**Analysis:** 62% of respondents believe that it is very likely that the level of sales of the araza depend on that widespread information about the benefits of fruit.

## DISCUSSION

The importance of investing in the production of the araza will allow to find new markets and to empower them to improve the quality of life of the families of the Simon Bolivar city. The lack of key information about the benefits for being a very full fruit in terms of vitamins and minerals, has limited its growth and marketing. So that the proposal should be considered useful for the region in the field of business, social and economic should take into account the following aspects: level of awareness of the existence of the araza by the inhabitants of the city. Level of interest from farmers in entering the business of the fruit production level of interest of businessmen in process and the fruit market.

## Conclusion

The araza is a fruit of great projection which still has not been exploited in our society by the lack of dissemination. The non-exploitation of the fruit has led to consequences as the disinterest by the inhabitants and farmers. Non-exploitation has caused several grounds are unused and some farmers no longer earn money and also places of employment have fallen. To spread the benefits which possesses will position itself in the market as one of the fastest growing in the region and the country for the benefits noted in this study. Funding is of great support for the production of the araza and makes it is a model of entrepreneurship, managing to improve their economic resources. The knowledge of the market, their behavior, the constant changes occurring in it and how that affects families in Simon Bolivar city prevents them from moving to the rhythm of the market.

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