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El contexto institucional del productor de chile aguascalentense: intención emprendedora y redes empresariales

The institutional context of the Aguascalientes chile producer: entrepreneurial intention and business networks

O contexto institucional do produtor de aguascalenten chile: intenção empreendedora e redes empresariais

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Resumen

El objetivo de la presente investigación fue analizar el efecto de las cargas institucionales en la intención emprendedora y cómo esta última se manifiesta en las redes empresariales de los productores de chile de Aguascalientes. Para ello, se plantearon dos hipótesis: 1) existen efectos directos y significativos de las cargas institucionales sobre la intención emprendedora de los productores de chile del estado de Aguascalientes, y 2) existen efectos directos y significativos de la intención emprendedora sobre las redes empresariales. El estudio se llevó a cabo con la participación de 97 productores ubicados principalmente en los municipios de Cosío y Rincón de Romos, los cuales colaboran con el Sistema Producto Chile del Estado. Los datos se recabaron entre octubre y diciembre de 2018. Los análisis descriptivos indican, en cuanto a las 819 hectáreas cultivadas, lo siguiente: 1) en 30 % de ese territorio se produce chile jalapeño fresco; 2) los chiles con secado solo representan 21 %, y 3) los productores el chile dan prioridad a productos como el maíz, el brócoli y la lechuga, los cuales constituyen

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78 % de la tierra cultivada. Sobre el perfil de los productores, se puede afirmar lo siguiente: 1) todos son hombres; 2) la edad de 58 % de ellos oscila entre 45 y 64 años (solo 2 % tiene menos de 24 años), y 3) 50 % de los agricultores tiene educación básica, mientras que 21 % no tiene escolaridad y solo 3 % cuenta con estudios de posgrado. Por otra parte, en cuanto a las hipótesis planteadas, se puede afirmar que estas se cumplieron; esto invita a analizar con mayor profundidad el porqué de las carencias detectadas pese al apoyo constante que recibe el campo, lo cual no se refleja en mejores condiciones para los productores.

Palabras clave: cargas institucionales, intención emprendedora, redes empresariales.

Abstract

The objective of the present research was to analyze the effect of the institutional burdens on the entrepreneurial intention and how the latter manifests itself in the business networks of the Aguascalientes chili producers. For this, two hypotheses were raised: 1) there are direct and significant effects of the institutional burdens on the entrepreneurial intention of the chili producers of the state of Aguascalientes, and 2) there are direct and significant effects of the entrepreneurial intention on the entrepreneurial networks. The study was carried out with the participation of 97 producers located mainly in the municipalities of Cosío and Rincón de Romos, which collaborate with the State Product System Chili. The data was collected between October and December 2018. Descriptive analysis indicates an impact on the 819 hectares under cultivation, as follows: 1) fresh jalapeño pepper is produced in 30% of that territory; 2) dried chili only represent 21%, and 3) chili producers give priority to products such as corn, broccoli and lettuce, which constitute 78% of the cultivated land. About the profile of the producers, we can affirm the following: 1) they are all men; 2) the age of 58% of them oscillates between 45 and 64 years (only 2% have less than 24 years), and 3) 50% of farmers have basic education, while 21% have no schooling and only 3% have with postgraduate studies. On the other hand, regarding the hypotheses, it can be affirmed that these were fulfilled; this invites us to analyze in greater depth the reason for the deficiencies detected despite the constant support that the field receives, which is not reflected in better conditions for the producers.

Keywords: Institutional burdens, Entrepreneurial intention, Business networks.

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Resumo

O objetivo da presente investigação foi analisar o efeito dos encargos institucionais sobre a intenção empreendedora e como esta se manifesta nas redes de negócios dos produtores chilenos de Aguascalientes. Para isso, duas hipóteses foram levantadas: 1) há efeitos diretos e significativos dos encargos institucionais sobre a intenção empreendedora dos produtores chilenos do estado de Aguascalientes; e 2) há efeitos diretos e significativos da intenção empreendedora sobre as redes empreendedoras. O estudo foi realizado com a participação de 97 produtores localizados principalmente nos municípios de Cosío e Rincón de Romos, que colaboram com o Sistema Estadual de Produtos do Chile. Os dados foram coletados entre outubro e dezembro de 2018. As análises descritivas indicam, quanto aos 819 hectares cultivados, os seguintes: 1) pimenta jalapeño fresca é produzida em 30% desse território; 2) os chiles com secagem representam apenas 21%, e 3) os produtores de pimentão dão prioridade a produtos como milho, brócolis e alface, que constituem 78% das terras cultivadas. Sobre o perfil dos produtores, podemos afirmar o seguinte: 1) são todos homens; 2) a idade de 58% deles oscila entre 45 e 64 anos (apenas 2% têm menos de 24 anos) e 3) 50% dos agricultores têm educação básica, enquanto 21% não têm escolaridade e apenas 3% têm com estudos de pós-graduação. Por outro lado, em relação às hipóteses, pode-se afirmar que estas foram cumpridas; Isso nos convida a analisar com maior profundidade o motivo das deficiências detectadas, apesar do constante apoio que o campo recebe, o que não se reflete em melhores condições para os produtores.

Palavras-chave: encargos institucionais, intenção empreendedora, redes de negócios.

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Introduction

Although several authors (Udoh, 2017) and institutions (Food and Agriculture Organization of the United Nations [better known as Food and Agriculture Organization, FAO], 2013, European Union, 2013) have demonstrated that the role of the Entrepreneurship in business related to the field in developing countries stimulates regional progress in areas with social and economic limitations, currently the study of institutions in the agribusiness market lacks a discursive depth that transcends entrepreneurial intentions. This is due, to a large extent, to the scarce interest generated around the skills, abilities and knowledge of this area (Yaseen, Abid, Zahra and Israr, 2018), which causes entrepreneurs to ignore the ecosystem and the norms. that govern the process of creating new companies (Monticelli, De Vasconcellos and Garrido, 2017), essential aspects to favor market integration, competitiveness and innovation (Dehghanpour, 2015, Minh and Hjortsø, 2015). For this reason, the objective of this research is to analyze the effect of institutional burdens on entrepreneurial intent and how the latter manifests itself in the business networks of the Aguascalientes chilean producers.

Before this, however, it should be noted that in the area of institutional theory the conceptualization of agribusiness is defined as a "nexus of contracts composed of various stages, ranging from the producer or seller of inputs to the final consumer, passing through the rural producer, industry and commerce "(Scoponi and Dias, 2015). This means that the development of adequate institutions that visualize the intervention of mechanisms and social constructions must be carried out from formal and informal taxonomic levels, since this sector represents a great potential for economic growth for developing countries (Minh and Hjortsø, 2015).

Indeed, the study of agribusiness through this approach allows studying the behavior of agri-food economic systems as the set of production and distribution operations that intervene in the products of the field, because the problems that concern the establishments related to the activities agricultural sectors regularly contemplate the interactions between economic actors (Scoponi and Dias, 2015).

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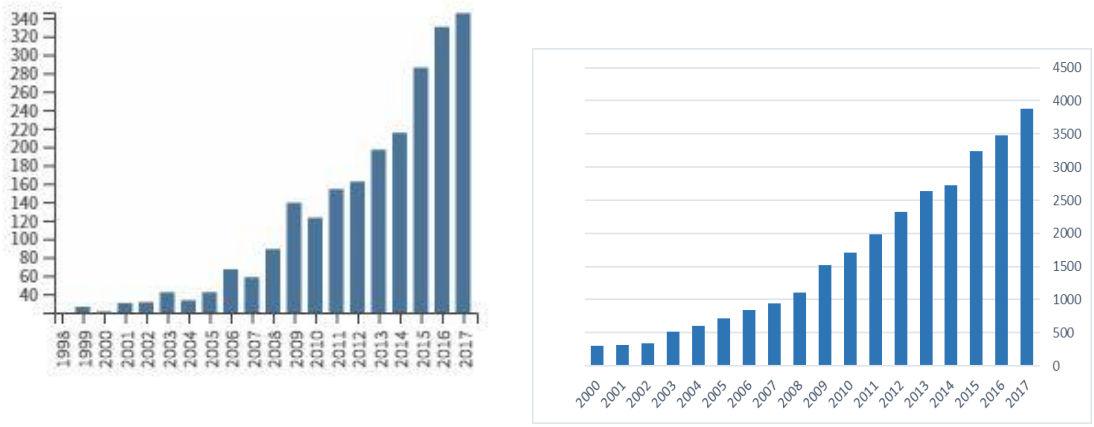
For this reason, students of the institutional perspective consider that social behavior is promoted by the interactions that individuals have with each other, since in the interrelations of economic actors useful cognitive constructions are generated. Indeed, entrepreneurs as economic entities that are built ways to reduce transaction costs to which they are subject to make efficient the constant processes of interaction they have with other actors that play a role within the institutional environment (Dehghanpour, 2015), for when the friction of the institutional environment is strong, they are hardly ordered and coordinated towards the same objective, which generates an uncertainty that affects the forms of association of the entrepreneurs (Tang and Hull, 2012).

Institutions

The study of institutions has found greater receptivity in recent years in research, with a growth trend from 1998 to the present (figure 1).

Figura 1. Publicaciones anuales del tópico *instituciones*



Fuente: Web of Science y SCOPUS

These works have focused on analyzing the topic of institutions from a multidimensional and systematic perspective, as Scott (1995) has done, who categorized the institutional environment into regulatory, normative and cognitive components, which provide a distinction of the institutional context in those dimensions that protect, give confidence and offer skills to economic actors to carry out an activity. This happens,

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logically, within the framework of a regulatory burden, understood as the set of formal institutions that comprise the rules that promote or restrict the behavior of economic agents in a national environment, which serves not only to set the limits that must be met. follow those involved in the region (Kostova, 1999), but also to encourage interaction according to the protection offered by the institutional context.

Indeed, the ease of legislation, the rule of law and principally the proper deregulation of the easy operation are mechanisms that allow producers to obtain more legal rights, as well as support for investments with greater certainty, private and governmental financing facilities. , and development of better commercial agreements (Kostova, 1999, Kostova and Roth, 2002). In other words, the normative aspect determines the trust deposited by society in the business sector (Henisz and Levitt, 2011).

In the particular case of producers, however, having negative beliefs and customs for the dissemination of the profession within the business sector limits their associative activities in favor of better working conditions, that is, the image of the "good producer" impairs in a positive way in a greater effectiveness of the role it plays. The relationships, therefore, are located on the trust present in the environment, which is exhibited by the cultural baggage that the region has.

The cognitive aspect, on the other hand, represents the social knowledge that is shared in a general way and that is associated with the business skills that identify the recognition and exploitation of a business opportunity (Aoki, 2011), that is, the set of learnings , knowledge, skills and attitudes that a society has with respect to a specific issue. These aspects, in the case of entrepreneurship, will make individuals more prepared to face decision-making in business situations (Stenholm, Acs y Wuebker, 2013).

For the field sector, this involves the generation of logical understandings to avoid environmental confusion, which helps producers to find pre-established paths that allow them to make better decisions in agricultural activities. In other words, the knowledge that society shares is vital to learn how to manage crops financially and productively.

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These variables are significant because they demarcate the way in which companies interact and stimulate local, regional and national development (Ortega, Kamiya and Fagre, 2013). In fact, when evaluating these three dimensions, the opportunities, impediments and expectations of the businesses that make up the positive or negative perception that the population has towards the business fabric that motivates or discourages business initiatives are recognized. In a timely manner, the role of regulations, the social image of producers and the social knowledge with which they are developed significantly influence the detection of market opportunities and their use (Schermer et al., 2016).

Entrepreneurial intention

Taking into account the above, it is convenient to know if the institutional burdens have correspondence in the intentions of the producers and, especially, in those intentions that define their entrepreneur profile, which can be used to generate business, promote training and put in Practice what I learned. In this sense, the study by Yaseen et al. (2018) indicates that the entrepreneurial intention explains and predicts the processes of business formation in general, which allows building a notion for agribusiness in particular of the elements that can turn a business initiative into a successful one, since it favors the quality of the business. making decisions when facing risk, which allows for better opportunities for public or private financing and to properly manage opportunities, directing them towards the performance of the company (Manimala and Wasdani, 2015).

For this reason, entrepreneurial intentions have been considered in the study of agribusiness, since they constitute one of the four properties of the entrepreneurial ecosystem to create companies and determine the approach of entrepreneurs in the achievement of individual and organizational achievements (Yassen, Somogyi and Bryceson, 2017). In other words, an individual who has the firm conviction to undertake will be more proactive and, consequently, will be more willing to compete in the market and offer solutions for the gaps detected. (Yusoff, Ahmad, y Halim, 2016).

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The institutional context, therefore, represents the motive for which farmers can formalize their economic activity in a business, since this has effects on entrepreneurial behavior, because it allows developing in the producer the skills to perceive and exploit business opportunities (Brünjes and Revilla Diez, 2012), which generates greater competitiveness in the actions carried out in the field (Yaseen et al., 2018).

Taking into account these ideas, this study has established the following first hypothesis to define from an institutional point the motivations and capabilities that affect entrepreneurs:

- H1: There are direct and significant effects of the institutional burdens on the entrepreneurial intention of the chilean producers of the state of Aguascalientes.

Business networks

The role of entrepreneurial intentions has given rise to new business expressions, such as the relationships established with other companies in the same productive sector, which has made it possible to demonstrate that the lack of an entrepreneurial intention affects the relationship with other entrepreneurs, since there is a limited vision of the benefits of associating to obtain resources and capacities that the producer does not possess (Altinay, Madanoglu, Daniele, and Lashley, 2012). In this sense, the effectiveness of the relations is predicted by the intentions towards the investment of the businessmen (Krueger and Carsrud, 1993); for this reason, the measurement of the influence of the entrepreneurial position is relevant to know the possibility of wanting to collaborate with the closest links in the value chain: suppliers, customers and competitors.

The exchange between organizations symbolizes the transaction cost that an individual must make for the operation of his productive activity; therefore, the identification of the best conditions for the economic entities that carry it out should consider productive aspects, as well as appropriate limits for both parties (Katz and Gartner, 1988). Entrepreneurs, therefore, must recognize that external actors are important for the consolidation of their business (Krueger and Brazeal, 1994).

In this regard, Wegner, Alievi and Begnis (2015) point out that one of the main strategies of companies is based on establishing inter-organizational agreements and cooperation networks based on the commitment to define actions that allow establishing the benefits of a relationship. Regis, Falk, Dias and Bittencourt Bastos (2007), on the other hand, have discussed whether collaborative networks with other actors are really essential to understand the career of the entrepreneur in a behavioral way, with which he is encouraged to employ new information and resources available for the development of their skills.

Based on these premises, in this study the second hypothesis has been established, which establishes the impact of the entrepreneurial intention on the entrepreneurial networks, with which it is sought not only to define a perspective that strengthens the producers as entrepreneurs, but also enhance their business relationships.

- H2: There are direct and significant effects of entrepreneurial intention on business networks.

Materials and methods

In this research we have used the technique of structural equation models from the method of partial least squares to measure the effects of independent variables on dependent ones. Likewise, the measurement model has been calculated to test the model of hierarchical components (Lohmöller, 2013). In the case of latent second order variables, the repetition approach was used (Ringle, Sarstedt and Straub, 2012, Ringle, Wende and Becker, 2015, Wetzels, Odekerken-Schröder and van Oppen, 2009).

The target population was constituted by the chile producers of the state of Aguascalientes (Mexico). As no government information was found on the location of the entity's farmers, the State Council of the Product of Chile of Aguascalientes (Ceproch) was contacted to locate the farmers who had cultivated different types of chile in the region during 2018.

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The information was collected between October and December 2018, which sought to update the list of farmers in the state and collect census information of the state product referred to. The units of analysis identified were 97 farmers distributed mainly in the municipalities of Cosío and Rincón de Romos. The municipalities that did not cultivate chile in the mentioned year were San José de Gracia, Calvillo and El Llano (figure 2). In this regard, it is worth noting that a farmer from the municipality of Cuauhtémoc, Zacatecas, was collaborating with the Product System of the State of Aguascalientes.

Regarding the 819 cultivated hectares, the following data can be reported: 1) fresh jalapeño pepper is produced in 30% of that territory; 2) chiles with drying only represent 21%, and 3) chili producers give priority to products such as corn, broccoli and lettuce, which constitute 78% of the cultivated land.

About the profile of the producers, we can affirm the following: 1) they are all men; 2) the age of 58% of them ranges between 45 and 64 years (only 2% are under 24 years old), and 3) 50% of farmers have basic education, 21% have no schooling and only 3% have studies of postgraduate.

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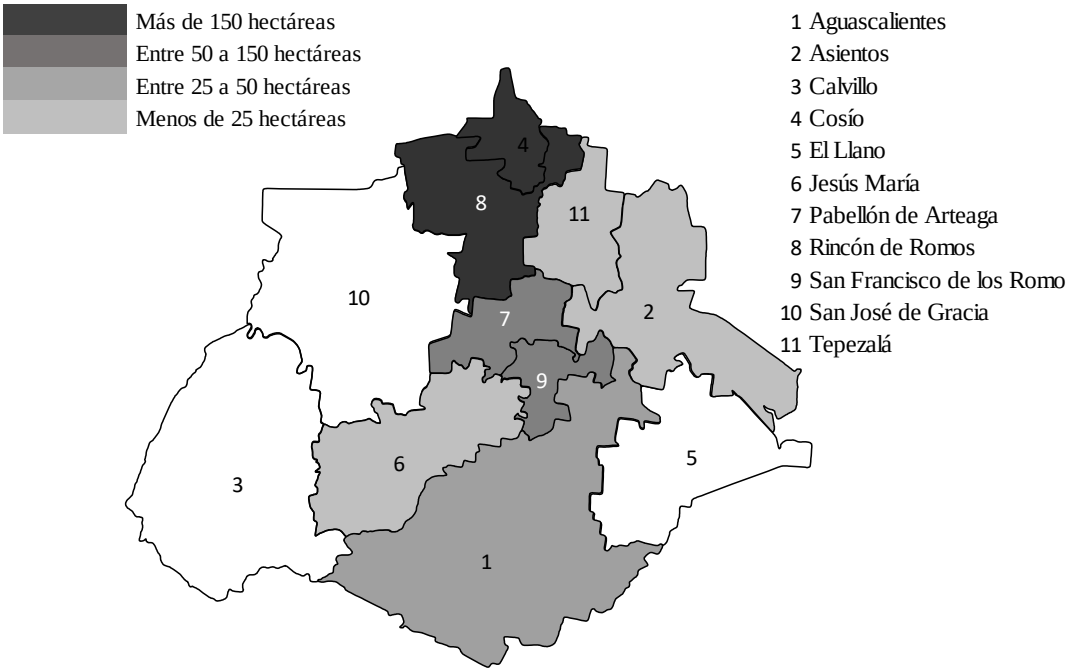
Figura 2. Productores en Aguascalientes



Fuente: Elaboración propia

Measuring instrument

Having reviewed the available literature on the subject of the present investigation, the following constructs were selected: in the case of institutional burdens, 14 indicators were used structured on a 5-point Likert scale, which was adapted from the construct developed by Kostova (1999), which considers the regulatory dimensions (application of the law, government support and difficulty of licensing and procedures), regulations (certainty, reputation and trust in the farmer) and cognitive (skills and business knowledge that society shares with the farmers).

In terms of entrepreneurial intention, the Thompson scale (2009) was considered, which consists of 10 indicators on a 5-point Likert scale. This was used to measure the conviction of individuals at the time of consciously starting a new company, taking into consideration financial planning and management, as well as the search for opportunities and the collection

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of information for decision making. In this regard, it should be noted that the terminology of the indicators was adjusted so that farmers could interpret it in an appropriate manner.

The scale used to measure business networks was the one developed by Yiu, Lau and Bruton (2007), which considers the closeness to other economic actors related to their economic activity. For this, a Likert scale was used, which allows to measure the interrelation that the farmer has with the clients, the suppliers and the competitors.

Reliability and validity

The reliability and validity of the measurement scales was carried out using the least partial squares method (Table 1). In this sense, the composite reliability index (IFC) was calculated to determine the internal consistency in an appropriate manner (Hair, Hult, Ringle and Sarstedt, 2016), which takes into account the loads of each indicator. In this regard, it is worth noting that the IFC exceeded the value of 0.708 recommended by Hair, Sarstedt, Ringle and Mena (2012).

Likewise, the extracted variance index was calculated, which represents the mean square value of the factor loads associated with the construct (Fornell and Larcker, 1981), as well as the Cronbach's alpha coefficient for measuring the internal consistency of the indicators. Subsequently, the average of the variance extracted (AVE) and the composite reliability index were calculated, which was used because the Cronbach's alpha is sensitive to the number of items on the scale, as well as limiting to the population. In this way, an internal consistency assessment of the measuring instrument was obtained (Hair *et al*., 2016).

Tabla 1. Validez convergente y fiabilidad

Constructos de orden inferior	Indicadores	Validez convergente				Consistencia de fiabilidad interna	
		Cargas	Índice de fiabilidad	t-values	IVE	IFC	Alfa de Cronbach
		> 0.708	> 0.5	> 2.57	> 0.5	> 0.7	> 0.7
Carga regulatoria LOC1	AR2	0.844	0.712	13.222	0.698	0.873	0.782
	AR3	0.759	0.576	6.640			
	AR4	0.897	0.805	24.386			
Carga normativa LOC2	AN2	0.762	0.581	12.421	0.612	0.825	0.683
	AN3	0.839	0.704	17.254			
	AN5	0.742	0.551	8.858			
Carga cognitiva LOC3	AC1	0.800	0.640	8.599	0.665	0.908	0.872
	AC2	0.703	0.494	7.775			
	AC3	0.906	0.821	26.541			
	AC4	0.869	0.755	16.632			
	AC5	0.785	0.616	8.233			
Intención emprendedora LOC4	EI2	0.825	0.681	13.303	0.738	0.952	0.941
	EI3	0.887	0.787	15.245			
	EI4	0.893	0.797	17.833			
	EI5	0.889	0.790	16.058			
	EI7	0.876	0.767	14.594			
	EI8	0.835	0.697	11.713			
	EI9	0.805	0.648	13.428			
Redes con empresas LOC5	RE1	0.775	0.600	5.032	0.698	0.814	0.671
	RE2	0.894	0.799	14.982			
	RE3	0.629	0.396	3.882			
Constructo de orden superior (HOCs)	**Indicadores**	**Coeficientes**		**t-values**	**IVE**	**IFC**	**Alfa de Cronbach**
Cargas institucionales HOC1	LOC1	0.618		6.988	0.564	0.644	0.904
	LOC2	0.757		13.076			
	LOC3	0.859		20.886			

Fuente: Resultados obtenidos con el *software* Smart PLS 3 (Ringle *et al*., 2015)

The variable RE3 and LOC1 remain within the measurement model, since -according to Hair et al. (2016) - if the composite reliability indicator (IFC) and the variance index extracted (IVE) are analyzed, they do not change if any of them are eliminated from their latent variable that they make up. To give evidence of the convergent validity in the normative dimensions and business networks, by the value of Cronbach's alpha less than 0.7, it is complemented with the values of the reliability index, as well as the composite reliability index that exceed the allowed limits, with which is achieved maintaining the wealth of information collected.

Likewise, to estimate the discriminant validity of the model, the Heterotrait-Monotrait test (HTMT90) (Henseler, Ringle and Sarstedt, 2015) is shown, which requires the bootstrapping procedure to obtain the variability of the estimated parameters. The results show the correlations of the reflective constructs below 0.9, which is interpreted as an adequate discriminant validity (Gold, Malhotra and Segars, 2001, Henseler et al., 2015, Teo, Srivastava and Jiang, 2008). Similarly, the Fornell-Larcker (1981) criterion was calculated to determine which value is above the correlation (Table 2). The implication of not having problems of discriminant validity indicates that the constructs are empirically different from each other, so the compliance of both criteria evaluated for the discrimination of variables ensures a high degree of objectivity of each set of indicators developed from the theory analyzed.

Tabla 2. Validez discriminante

Constructos	**Regulatoria**	**Normativa**	**Cognitiva**	**Intención emprendedora**	**Redes empresariales**
	AVE = 0.631	**AVE = 0.643**	**AVE = 0.720**	**AVE = 0.819**	**AVE = 0.696**
Carga regulatoria	**0.835**	0.303	0.306	0.148	0.102
Carga normativa	0.408	**0.782**	0.468	0.452	0.334
Carga cognitiva	0.360	0.587	**0.816**	0.247	0.110
Intención emprendedora	0.178	0.533	0.237	**0.859**	0.245
Redes empresariales	0.196	0.261	0.012	0.223	**0.773**

Fuente: Resultados obtenidos con el *software* Smart PLS 3 (Ringle *et al*., 2015)

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Based on the previous analyzes, reliability and validity can be established in the measurement scale to continue with the development of the structural model.

Results

Table 3 shows the descriptive results; additionally, the values of variance inflation factor (VIF) are presented, admitting <10.0 (Hair, Anderson, Tatham and Black, 2014), which means that there would be no multicollinearity problems. In relation to the descriptive results, it was observed that in the independent variable -in the case of the regulatory burden- the indicator on the cost of taxes was the most significant (4,586) with a standard deviation of 0.781 (the lowest of the three indicators).

On the other hand, in the normative load, the variable on the importance of having the profession of producer was very important (4,767), while the standard deviation was the lowest in comparison with the other variables (0.422). With reference to cognitive burdens, the indicator related to knowing how to run your business was considered very important (4.931), with a lower variation compared to the others (0.253).

However, for the dependent variables, those belonging to the entrepreneurial intention were between the values 4 and 5 of the Likert scale; however, a high variability could be observed close to the point, especially in the variable that measured the consideration of financing to invest in production (0.849), which is interpreted as a possible discrepancy between those producers that have the capacity to appeal to leverage as an investment mobile and those that do not. Business networks are valued as close (4,023-4,046), although with standard deviations close to the point (the highest in 0.871). With reference to the distribution of the variables, most were aligned to the right of the mean (asymmetry <0) and leptokurtic (kurtosis > 0) (Tabla 3).

Tabla 3. Estadísticos descriptivos

Indicador	Media	Desviación estándar	Kurtosis	Asimetría	VIF
AR2	4.586	0.781	7.036	–2.5	1.847
AR3	4.46	0.894	4.805	–2.132	1.409
AR4	4.494	0.786	4.921	–2.004	2.069
AN2	4.767	0.422	–0.348	–1.289	1.266
AN3	4.733	0.515	7.697	–2.335	1.688
AN5	4.655	0.658	12.066	–2.936	1.422
AC1	4.851	0.357	2.052	–2.001	2.189
AC2	4.736	0.535	7.388	–2.413	1.426
AC3	4.851	0.357	2.052	–2.001	3.656
AC4	4.862	0.345	2.627	–2.137	2.897
AC5	4.931	0.253	10.22	–3.462	2.023
EI2	4.506	0.829	6.996	–2.423	2.672
EI3	4.552	0.707	7.505	–2.27	5.532
EI4	4.494	0.786	4.921	–2.004	6.932
EI5	4.598	0.75	7.524	–2.505	5.878
EI7	4.552	0.674	9.094	–2.37	4.08
EI8	4.586	0.653	9.151	–2.342	3.541
EI9	4.391	0.849	5.057	–2.001	2.61
RE1	4.046	0.693	4.509	–1.326	1.51
RE2	4.046	0.741	5.516	–1.625	1.486
RE3	4.023	0.871	2.503	–1.321	1.164

Fuente: Elaboración propia

Regarding the hypotheses, the structural model was analyzed using the bootstrapping technique (500 cases) in order to have enough statistical evidence to rely on the intervals that evaluate the precision of the parameters (Mooney, Duval y Duvall, 1993).

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Tabla 4. Prueba de hipótesis

Hipótesis	Path	Coeficiente β	*t–value*
H_1: Existen efectos directos y significativos de las cargas institucionales sobre la intención emprendedora de los productores de chile del estado de Aguascalientes.	Cargas institucionales→ Intención emprendedora	0.363***	4.228
H_2: Existen efectos directos y significativos de la intención emprendedora sobre las redes empresariales.	Intención emprendedora → Redes con empresas	0.223***	3.080
Significancia: *** = p < 0.001; ** = p < 0.05			

Fuente: Resultados obtenidos con el *software* Smart PLS 3 (Ringle *et al*., 2015)

Regarding the standardized coefficients β of the relationships established as a study hypothesis, it has to be H_1 a P–Value < 0.001, with $\beta_1 = 0.363$, This being a positive and statistically significant influence, so that the unilateral effect of institutional burdens on entrepreneurial intention can not be rejected. On the other hand, to respond to the direct effect of H2, the resulting value was P–Value < 0.001, with $\beta_2 = 0.223$, so the effects of entrepreneurial intention on business networks are not rejected either (see

Tabla 4).

Discussion

The agricultural sector faces obstacles of different kinds that mainly concern the formation of an institutional context conducive to business skills. The studies considered in the theoretical review have pointed out the weak economic and social structures shared by the producers of the chile in the state, while the descriptive statistics show the position of

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benefits that represent the institutional burdens for the producers. It is recognized at the state level that the product system of aguascalentese chile has maintained an orientation adhering to the governmental guidelines, especially for the economic benefits derived from following them; In other words, the low variability and high valuation in terms of regulatory and normative aspects represent a sign of institutional attachment.

In this sense, it was found that the institutional framework has a direct effect on farmers' intention to undertake, which demonstrates a watershed in the field of agribusiness to strengthen those institutions that further strengthen the aspirations of creating new businesses linked to its sector, among which stand out the ease of bureaucratic procedures, government support and especially those that enhance their cognitive abilities to direct a new business, which is evident in the indicators that have greater statistical relevance for the structural model.

These results are consistent with those obtained by Yaseen et al. (2017) and Manimala and Wasdani (2015), in which it is corroborated that the ecosystem of entrepreneurs must be reinforced with external notions of the internal workings of a company, because this way it is empowered with the possibility of obtaining business opportunities, as well as its use.

In the words of Yusoff et al. (2016), the legal protection of interests paid by equitable laws, government support and the ease of doing business allow farmers to be proactive and willing to compete in better market conditions. Likewise, the trust and knowledge developed in an institutional context form the entrepreneur to perceive and know how to exploit market opportunities (Brünjes and Revilla Diez, 2012), which makes farmers take advantage of resources and be more competitive. (Yaseen *et al*., 2018).

Following this order of ideas, the effects of entrepreneurial intention induce farmers to have to implement new ways of operating and collaborate with others to obtain resources and capacities that have not been able to improve. In fact, the results found in the present study are complemented by what Altinay et al. (2012), since they presented the consequences of the lack of an entrepreneurial intention, which led to the reduction of their vision and the benefits of closer business relationships, since they have assumed the risk of collaborating assuming the implicit responsibility.

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Finally, if it is considered that the interrelation with suppliers, customers and competitors allows to ensure and give certainty to the investments made in the productive year, the results show that one of the business strategies that encourages farmers is the association, in greater measure, with their clients, since these allow them to maintain the validity of their interests (Wegner et al., 2015). This, in fact, opens the possibilities for the farmer in terms of the acquisition not only of inputs to produce, but also of information, knowledge and more contacts immersed in his business (Regis *et al*., 2007).

Conclusions

The results found in the present study show that the hypotheses were fulfilled; this invites us to analyze in greater depth the reason for the deficiencies detected despite the constant support that the field receives, which is not reflected in better conditions for the producers. Indeed, in the specific case of the first hypothesis, those variables that correspond to the cognitive load must be investigated, given that the farmers are aware of the importance of having management skills, planning and, above all, identification of business opportunities. . Following this logical order, it is pertinent to suggest for subsequent investigations the evaluation of opportunities detection capabilities, as well as their use.

On the other hand, the verification of the second hypothesis indicates significant findings for the business sector, since it should be taken into account that the most representative relationship with other companies are the clients, which shows that the market sense they are developing should be taken advantage of. .

Similarly, and alluding to the population studied, it must be distinguished that the product system of Aguascalientes Chile is supported on an entity that helps them to market; In other words, those producers that seek to sell their products are subject to the conditions indicated by this product, which conforms to the demands of the international market. However, what is significant about the results is that the producers have assimilated the importance of the requirements of a product that meets specifications of quality and health necessary to be marketed.

Having contrasted these two hypotheses, it can be concluded that in addition to the importance of these relationships in the Mexican field, it is necessary that producers generate strategic actions in order to strengthen them. Likewise, it should be noted that the government plays a transcendental role in the strengthening of institutions to increase entrepreneurial intention and in the allocation of resources that allow impact in the design of specific programs to promote the entrepreneurial spirit in this sector, which will favor in the improvement of business networks and their members.

Finally, it should be noted that the data describing the characteristics of the producers are worrisome, since this reflects the lack of public policies to promote the growth of this sector through essential elements such as education, an aspect that must be addressed. Likewise, strategies and public policies must be developed that increase the entrepreneurial intention of young people, since most of the producers are elderly people.

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Anexo

Cargas institucionales

AR1 ¿Qué tan importantes son los trámites para su actividad?

AR2 ¿Qué tan importante es para su actividad el costo de los impuestos para los productores?

AR3 ¿Qué tan importante es que las leyes e impuestos sean aplicados de manera equitativa entre todos los productores?

AR4 ¿Qué tan importante es el apoyo gubernamental?

AN1 ¿Qué tan importante es para la sociedad ser productor?

AN2 ¿Qué tan importante es para usted ser productor?

AN3 ¿Qué tan importante es para usted que los productores exitosos sean tratados con respeto?

AN4 ¿Qué tan importante son para usted las historias de productores exitosos en los medios masivos (periódico, revistas, radio, televisión, Internet, etcétera)?

AN5 ¿Qué tan importante es para usted que los productores sean considerados personas competentes?

AC1 ¿Qué tan importante es la experiencia para los productores?

AC2 ¿Qué tan importante es reaccionar a buenas oportunidades para los productores?

AC3 ¿Qué tan importante es para el productor tener la habilidad de conseguir los recursos necesarios para desarrollar su actividad?

AC4 ¿Qué tan importante es para un productor hacer crecer su actividad?

AC5 ¿Qué tan importante es que un productor sepa dirigir su parcela?

Intención emprendedora

EI1 ¿Qué tan importante es para usted intentar emprender una empresa en el futuro?

EI2 ¿Qué tan importante es para usted planear su futuro de manera cuidadosa?

EI3 ¿Qué tan importante es para usted enterarse de noticias relacionadas con negocios en el campo?

EI4 ¿Qué tan importante es para usted buscar oportunidades para crear un nuevo negocio en el campo?

EI5 ¿Qué tan importante es para usted aprender sobre administración de la actividad agrícola?

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EI6 ¿Qué tan importante es para usted ahorrar dinero para empezar nuevas cosechas?

EI7 ¿Qué tan importante es para usted aprender sobre emprender una empresa?

EI8 ¿Qué tan importante es para usted tener planes para arrancar su propio negocio?

EI9 ¿Qué tan importante es para usted invertir su tiempo aprendiendo acerca de cómo empezar una empresa?

EI10 ¿Qué tan importante es para usted considerar créditos bancarios para invertir en su producción?

Redes empresariales

RE1 ¿Qué tan cercana es su relación con sus clientes (desarrollo de productos, capital financiero, emprendimientos o conocimiento técnico)?

RE2 ¿Qué tan cercana es su relación con sus proveedores (desarrollo de productos, capital financiero, emprendimientos o conocimiento técnico)?

RE3 ¿Qué tan cercana es su relación con sus competidores (desarrollo de productos, capital financiero, emprendimientos o conocimiento técnico)?

Rol de Contribución	Definición (solo poner nombre del autor)	Neftalí Parga-Montoya	Javier Eduardo Vega-Martínez
Conceptualización	Ideas; Formulación o evolución de objetivos y metas generales de investigación.	Principal	Que apoya
Metodología	Desarrollo o diseño de metodología; Creación de modelos.	Principal	Que apoya
Software	Programación, desarrollo de software; Diseño de programas informáticos; Implementación del código informático y algoritmos de soporte; Pruebas de componentes de código existentes.	Principal	Que apoya
Validación	Verificación, ya sea como parte de la actividad o por separado, de la replicación / reproducibilidad total de los resultados / experimentos y otros productos de la investigación.	Principal	Que apoya
Análisis Formal	Aplicación de técnicas estadísticas, matemáticas, computacionales y otras técnicas formales para analizar y sintetizar los datos del estudio.	Principal	Que apoya
Investigación	Llevar a cabo un proceso de estudio e investigación, específicamente realizando los experimentos, o la recolección de datos / evidencia.	Igual	Igual
Recursos	Suministro de materiales de estudio, reactivos, materiales, pacientes, muestras de laboratorio, animales, instrumentación, recursos informáticos u otras herramientas de análisis.	Que apoya	Principal
Curación de datos	Actividades de gestión (producir metadatos), depurar información y mantener datos de investigación (incluyendo código de software, donde sea necesario para interpretar los datos en sí) para uso inicial y posterior reutilización.	Que apoya	Principal
Escritura - Preparación del borrador original	Creación y / o presentación de la obra publicada, escribiendo específicamente el borrador inicial.	Principal	Que apoya
Escritura - Revisión y edición	Preparación, creación y / o presentación del trabajo publicado por parte del grupo de investigación original, específicamente revisión crítica, comentario o revisión, incluidas etapas previas o posteriores a la publicación.	Igual	Igual
Visualización	Preparación, creación y / o presentación del trabajo publicado, específicamente visualización / presentación de datos.	Que apoya	Principal

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Supervisión	Responsabilidad de supervisión y liderazgo en la planificación y ejecución de actividades de investigación.	Igual	Igual
Administración de Proyectos	Responsable de la gestión y coordinación de la planificación y ejecución de las actividades de investigación.	Igual	Igual
Adquisición de fondos	Adquisición del apoyo financiero para el proyecto que conduce a esta publicación.	Principal	Que apoya