

Preferencias de consumo en el comedor del CUALTOS de la Universidad de Guadalajara

Consumer preferences in the dining CUALTOS of the University of Guadalajara

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Resumen

La presente investigación estudia los parámetros que se utilizan para medir las preferencias de los consumidores en el comedor del CUALTOS. Conocer estas así como también sus opiniones con respecto a los productos que ahí se ofrecen, puede ayudar a mejorar la calidad en el servicio y, en consecuencia, la satisfacción de los consumidores y la rentabilidad del comedor.

Palabras clave: preferencias de consumo, comedor universitario, mercado meta, participación de mercado.

Abstract

This research studies the parameters that are used to measure the preferences of consumers in the dining room of CUALTOS. Know them as well as their opinions regarding products that there are offered, it can help to improve the quality of service and, consequently, the satisfaction of consumers and the profitability of the dining room.

As well as, through the own opinion of the consumer, it aims to show the personal likes, due to this variable is determinant to be able to define the basic problem of the study, which is focused on knowing the variety of the proposals that the consumers would be able to get based on their own needs. So it is, very necessary to know as well the details of the valuation

of the offered products, for which this information describes in an analytic way the results, presented on graphs the status the analysis of the preferences.

Key words: consumer preferences, University dining, target market, market share.

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Introduction

The food is a basic necessity for human beings. In order to assess the diversity of foods that are currently offered on the market mechanisms, same that give the customer choice that meets your personal expectations are used.

From the point of view of marketing, the power supply is designed in two fundamental ways, one of them is like need physiological or primary, i.e. within the range of basic needs of the human being (Maslow in Lamb et al., 2001). Need to eat is one of the most basic and instinctive, vital for the survival of the human species. On the other hand, the process of production, distribution, sale and consumption of foodstuffs within an establishment or local is called service, being one of its basic characteristics which can not be transported (Lamb et al., 2001) or store. This may make the service a very particular in the analysis of marketing element, it is necessary to generate a valuable consumer experience for the public to be loyal to a brand or establishment.

The University dining in research has the Laboratory of Food Services (LSA) and is located in the Los Altos University Center (CUALTOS) of the University of Guadalajara (UdeG). Intends starting from the fundamental point of the creation of value in the food process, perception of value that you can get from a tool known as market research, that it feeds decision making of the organization based on the information obtained from the target market.

Throughout this process is taken into account that the LSA provides a service promoting proper eating habits and marking a trend for consumers, who, by this fact, should they seek the services of the LSA since it meets their personal needs.

Based on the obtained results improvement alternatives are sought and, where appropriate, solutions that they allow and increase the alternatives of decision by the consumer of the LSA, promoting healthy and hygienically prepared meals.

RESEARCH OBJECTIVES

General objective

Identify preferences of consumption in the current and potential market of the LSA (Laboratory of Food Services) of the University of Guadalajara, CUALTOS.

Specific objectives

- Know the proportion of people in the University community (students, teachers and managers) who consume food in the LSA of the University of Guadalajara, CUALTOS.
- Measure the frequency of current and potential consumer buying in the LSA of the University of Guadalajara, CUALTOS.
- Identify preferences of consumption by the current market (customers) and potential (not consumers), in order to define proposals for improvements in the LSA of the University of Guadalajara, CUALTOS.
- Know (s) variable (s) that moved an increase in the frequency of purchasing potential consumers of the LSA of the University of Guadalajara, CUALTOS.

Investigation questions

- What is the proportion of people of the university community (including students, teachers and administrators) attending purchases at the LSA CUALTOS UdeG?
- How often do consumers currently buy LSA CUALTOS UdeG?
- What with consumer preferences by the current market (customers) and potential (nonusers) of the LSA CUALTOS UdeG?
- What variable (s) motivate an increase in purchase frequency potential consumers LSA CUALTOS UdeG?

THEORETICAL FRAMEWORK

The consumer is becoming more demanding in their parameters once, so their consumption habits are no longer merely needs to become desires that cause the purchase and consumption of a good or product. The purpose of consumption is to obtain the highest possible degree of satisfaction; however, there are preferences and restrictions that determine the choice of each consumer.

Because it must determine the preferences you have regarding food consumption in the LSA, identifying the restrictions by it, because it is a variant that determines the choice of consumption¹ of the university community. Since food intake is a physiological need, the consumer will always look for own account satisfy; the problem is knowing what those restrictions within the LSA encourage the purchase of the products offered are.

Consumer behavior may depend, to a greater or lesser extent, a number of external variables, which determine the purchase and consumption of any good or service (Rivas and Grande 2013). Therefore, it is determined that the external behavior variables are those outside the consumer and that can not be controlled; however, this can provide solutions for future modifications that contribute to customer satisfaction.

It is important to note that currently the consumer considers important to know specific information about food and their message to him; for example, its origin, authenticity, how they have been produced and by whom, as well as its nutritional properties. Providing this kind of information can generate confidence in the consumer, who most likely will assess the quality and hygiene that is offered.

However, for this to happen you first need to generate quality service and the food processing, although probably go against the rhythm and Style² of life of consumers, which can lead to eating fast or easy meal to transport .

This is one of the restrictions along with the service offered by the LSA, can be modified to increase consumption of foods prepared on site. You can also increase the number of consumers by offering food of your choice, without losing the LSA mission, which is to provide healthy food to the university community.

¹ Aquella actividad interna o externa del individuo o grupo de individuos dirigida a la satisfacción de sus necesidades mediante la adquisición de bienes o servicios. (Arellano, 2002)

Another point to be considered from the perspective of Lamb et al. (2001), it is one referred to as physical evidence, which can be summarized as the image that provides the place and can motivate the consumer. Therefore, have a nice corporate identity, as explained above, may contribute to the perception and consumer perception is more positive and loyal.

To improve the consumer experience should be taken into account various aspects that allow, along with the variety on the menu, increase the number of people who consume food at the LSA; for example, give a friendly treatment, that is, if you want to change certain aspects of food and increase their variety, could begin by trying to be more flexible and show genuine interest in the customer. In the case of LSA, fast and efficient service is a key factor, along with others, can create positive reputation that would allow him to earn customer preference and positioning ingrain in your mind.

Communication with the consumer can know their tastes and preferences, as well as new food trends of the university population. An important aspect is to recognize that to win customer, you need to offer variety and an attractive presentation on saucers.

It is clear that the University Center has, in turn, a new space (cafeteria style) to meet the demand of the university community, so this investigation can also be a mechanism to meet those aspects that would encourage the assiduous purchase in that site. It is also recommended to investigate the dietary habits of the university community and to plan an effective strategy to increase consumption in the LSA and its new cafeteria, giving consumers the ability to have access to a wider and better range of foods, as well as be more satisfied with the market.²

Research Hypothesis

An important element for food consumers is the added value. In the case of LSA CUALTOS most complaints and suggestions have to do with the lack of variety in the dishes. For this reason the following null hypothesis research exposed:

- The variety on the menu LSA CUALTOS UDG is a variable which will trigger a significant increase in the proportion of people who attend consume (consumer spending potential customer) in that place.

²Supone la inclusión de factores subjetivos relacionados con los juicios de las personas que reciben el servicio, la cual se basa en la percepción de los clientes y en la satisfacción de las expectativas, lo cual es importante para conocer cuáles son las necesidades de los consumidores (Martínez - Tur, Peiro, y Ramos, 2001).

METHODOLOGY

Type and general study design

According to the needs of the study, we chose a type of descriptive and exploratory research, since on the one hand parameters of behavioral analysis of the variables used in the study were established and, on the other hand, tests were performed to contrast the hypotheses in the research objectives.

The type of design was quantitative with a cross sectional study, since the variables will be handled numerically to generate statistics and graphs which demonstrate and display better behavior under investigation at a point in time.

Universe study, selection and sample size

The study was conducted with the population of the University Center of Altos (CUALTOS), taking into consideration students, full-time teachers and managers.

were not included in the universe of reference to administrative workers or teachers part-time (subject), nor to academic technicians, since according to their working hours and out to CUALTOS are not potential consumers Food Services Laboratory. According to the above, the sample was 3,605 students and 102 full-time teachers and a total of 85 managers.³ Note that of these, 37 fungen in both positions.

The type of sample used was simple random with finite population and stratified system in order to ensure the representativeness of each Education Program students of the University Center, as well as teachers and administrators, nursing overlap teachers also play a managerial position.

A confidence level of 95% and 5% standard error margin was used; when unknown population variance system Maximum possible variability (MVP) was used, with a proportional variance of 25%, ie the proportion of subjects who attend the Laboratory of Food Services is equal to the proportion of subjects who do not attend , each ratio of 0.5, and according to the function of the expected value of the variance for proportions distributions E $(\delta ^ 2) = pq$

³Directorio del Personal Directivo del Centro Universitario de los Altos, consultado en <http://www.cualtos.udg.mx/directorio> el día 01 de junio de 2015.

This generated a total of 470 surveys (365 students and 105 teachers and administrators), each stratum conditioned by their representation in the population of CUALTOS, adding five additional sample for protection% to nonresponse rate (TNR) and validation when processing the database.

Materials and methods for data collection

Once established the sample proceeded to the implementation of the survey consisted of 13 questions that meet the operational definitions of the variables to be measured.

The survey was conducted via online questionnaire system of Google Drive platform, sending the link to the survey via email and Facebook academic groups for each of the races. For sending the survey to teachers and principals support the Administrative Secretariat was requested CUALTOS. Rising dates of the surveys were:

- Students: from 22 June to 3 July 2015.
- Teachers and managers: from 06 to 13 July 2015.

Once the data is collected proceeded to download the database processed in the Google Drive platform, and prepared to validate the same.

ANALYSIS OF RESULTS

Among the most important results can be seen that 91.7% of respondents have used at least occasionally in the LSA, it said much the same proportion both students (92.0%) and teachers and principals (90.5%); however, when asked about the frequency of purchase are not so satisfactory results, as there is a fairly significant margin (24.8%) of people who only buys or has bought very sporadically, which means that the service experience no it was adequate and no loyalty in the consumer generated.

In addition it can be seen that the average consumption frequency is 1 to 2 times per week (31.8% of the people who make or have shopped do it this way), so the influx of customers is not as attractive to generate continuous flows of capital.

On the other hand, with respect to the positioning of the brand, the LSA is better known as "Coffee shop" (79.4% of the people identified in this way) or "Diner" (23.4%) and only 11.5% of the university community as identified by its original name. This establishes that

there is a clear connection between the identity of the place and the identity that the community college of the University Center should feel for belonging to this educational site.

In monetary terms, it can be seen that the average consumer spending⁴ LSA is 27.40 pesos, with the largest proportion of people that spend between 21 to 30 pesos (41.3%), followed by 33.4% of people spend between 31 to 40 pesos, and only 6% of people spend more 40 pesos per visit, which is possibly due to the limited choice that the LSA provides.

This is even clearer when verified that almost half of consumers (48.0%) in its most frequent purchase opt for flavored water, followed by 42.9% who buy food, while 38.7% buy breakfast, 25% opt for yogurt and 18.6% consume some dessert.

On the other hand, with respect to generate greater variety in the menu LSA CUALTOS, two questions were made.⁵ This in order to know the level of current consumer preferences, and analyze the potential for other product and saucers market. The results were:

The first point can be seen that about half of respondents are satisfied with the dishes that are currently being developed, however, a similar number of people want to have as an option run food (home type); 43.3% want tacos varied ingredients, 39.8% want lonches, 28.1% want sandwiches, 27.2% want burritos, 23.2% want toast various casseroles, 22.1% want quesadillas, 20.2% prefer soups, creams and / or broths, and only 3.4 % of consumers prefer any different from the above option.

The other question related to the variety of options in the LSA, shows that nearly three quarters of the market want to consume chopped fruit, which has to do with the practicality of its transportation and consumption as being the students most or teachers the time available between classes is reduced. In the case of managers, their various activities prevent them from wasting time schedules food intake.

Once this analysis system preferences, we proceeded to ask respondents whether they would change their frequency of consumption, being as follows: the highest proportion of visits is 3 to 4 times a week. The community said that assists 15.8% with current conditions but in 41.7% would attend if they offer the desired condition; on the other hand, there was a considerable drop in the proportion of people who attend rarely, which rose from 24.8% to current conditions to 2.3% with the desired conditions.

⁴Idem.

⁵ Respuestas de opción múltiple.

This can be observed that although a large amount of money is not spent on each visit, frequent visits generate a flow of more profitable capital plus a greater positioning consumers who would be most pleased to see reflected their preferences in the system product sales. This will be discussed further in hypothesis testing.

Hypothesis testing

As stated in the methodology section, in order to test the hypotheses raised in the theoretical framework, the model hypothesis testing difference of proportions was used. This result generated statistical Z_c which contrasts with the theoretical statistical sampling Z_t resulting to identify the degree of error or confidence level of hypothesis testing in Table Normal Distribution, which in the case that concerns this study used 95% level of reliability in testing, this is a $\alpha=0.05$.

This is defined considering that five of the seven variables have a very approximate a normal distribution behavior (as seen in Figures 1 and 6), and that according to the Central Limit Theorem will be more marked in the distribution of data increases as the sample. Thus, after defining the respective test it was obtained:

$$H_0: \bar{p}_2 \geq \bar{p}_1 \quad H_0: \bar{p}_2 < \bar{p}_1$$

Where:

\bar{p}_2 It is the proportion of consumers in their "expected frequency" purchase, purchases would perform "3 or 4 times a week" to "daily".

\bar{p}_1 It is the proportion of consumers in their "current frequency" purchase, make purchases between "3 or 4 times a week" to "daily".

This test is a given evaluation of the null hypothesis and nonexistence of equality in this approach tail, also noted that the statistical falls within the zone of acceptance, so that the statistical accuracy of the null hypothesis is validated that It states that the "expected frequency" is greater than the "current frequency" purchase considering that before an increase in the variety of the menu, a higher proportion of people would be willing to attend more frequently the LSA CUALTOS UdeG.

CONCLUSIONS, RECOMMENDATIONS AND STUDY LIMITATIONS

The results obtained in this study are an approximation to current consumer preferences and potential of the LSA, according to the variables referenced in the model of Marketing Mix and set out in the research instrument.

From the analysis of the collected data can be observed a lack of corporate identity by the LSA and, therefore, latching and positioning with the consumer; also, food varieties that are offered in this establishment appear to be insufficient according to market demands.

Purchase frequency is most often between 1 and 2 times a week, with a significant percentage of people who attend only occasionally; the expected frequency of consumption to a significant improvement in the "variety of food" is increased significantly at an average rate of 3 to 4 times a week, along with a reduction (almost eliminating) occasional consumption. This hypothesis is subjected to statistical validation and approved with a confidence level of 95%.

Overall, it is a mistake to believe that if something has worked for a long time should remain the same. Consumers tend to get used to the same service, but that does not mean it is something positive or increase the number of customers. Finally, if priority is not given to customer satisfaction, this will end up choosing other options.

Therefore, the menu and decor of the LSA must adapt to the changes that occur in the University Center, which is constantly expanding and diversifying regarding their student population.

One of the most important limitations in the study was the budget as being an establishment assigned depends on the university budget and its own profits should plan well their actions to generate greater organizational efficiency and profitability.

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ANEXO. Cuestionario de Análisis de las Preferencias de los Consumidores Actuales y Potenciales del LSA del CUALTOS de la UdeG.

Laboratorio de Servicios Alimenticios

La presente encuesta es un instrumento para conocer tu percepción y sugerencias sobre la calidad de los alimentos y del servicio en el Laboratorio de Servicios Alimenticios del Centro Universitario de los Altos. Agradecemos el tiempo que dedicas para responderla.

Carrera (en el caso de los alumnos)

Nombramiento (en el caso de los profesores y/o directivos)

Semestre (en el caso de los alumnos)

Departamento (en el caso de los profesores y/o directivos)

Municipio de origen (listado)

Género (masculino o femenino)

Edad

1. ¿Compras o has comprado algún alimento en el LSA? *

- Sí (favor de continuar)
- No (favor de pasar a la pregunta 6)

2. ¿Cómo identificas o conoces al Laboratorio de Servicios Alimenticios (LSA)? *

Elige al menos una opción.

- Laboratorio de Servicios Alimenticios (LSA)
- Comedor
- Cafetería
- Otro:

3. ¿Qué tan frecuentemente compras en el LSA?

- Diariamente
- 3 a 4 veces por semana
- 1 a 2 veces por semana
- 1 vez por quincena
- 1 vez al mes
- Rara vez

4. Aproximadamente, ¿qué cantidad de dinero gastas en cada visita al LSA?

- 10 pesos o menos
- 11 a 20 pesos
- 21 a 30 pesos
- 31 a 40 pesos
- Más de 40 pesos

5. ¿Qué es lo que compras con mayor frecuencia en el LSA?

Elige al menos una opción.

- Desayuno
- Comida
- Yogurth
- Agua de sabor
- Postre
- Otro:

6. ¿Qué tipo de comida prefieres que sea servida en el LSA? *

Selecciona al menos una opción.

- Tostadas (variadas)
- Sopas, cremas y/o caldos
- Comida corrida (tipo casera)
- Tacos (variados)
- Platillos elaborados (menú actual)
- Lonches
- Quesadillas
- Sándwiches
- Burritas
- Otro:

7. ¿Qué tipo de productos adicionales te gustaría que se vendieran en el LSA? *

Indica al menos 3 que te gusten.

- Ensaladas

- Papas doradas
- Fruta picada
- Refrescos
- Té helado
- Bebidas hidratantes (Gatorade, Powerade, etcétera).
- Dulces, golosinas, etcétera.
- Pan dulce empaquetado
- Café de máquina (tipo Andatti)
- Nieves (helados)
- Otro:

8. Con dicha variedad de opciones, ¿qué tan seguido comprarías en el LSA? *

- Diariamente
- 3 a 4 veces por semana
- 1 a 2 veces por semana
- 1 vez por quincena
- 1 vez al mes
- Rara vez

9. ¿Conoces el nuevo módulo de cafetería? *

Instalado cercano a las aulas

- Sí
- No

10. En este nuevo módulo de cafetería, ¿te gustaría que ofrecieran la misma variedad de comida que en el LSA o diferente menú? *

- Mismo menú
- Menú diferente
- Mixto (ambos)

11. ¿Qué tipo de comida o productos prefieres que se vendan en la nueva cafetería? *

Selecciona al menos 3 que te gusten.

- Tostadas (variadas)
- Sopas, cremas y/o caldos
- Comida corrida (tipo casera)
- Tacos (variados)
- Platos elaborados (menú actual)
- Lonches
- Quesadillas
- Sándwiches
- Burritas
- Ensaladas
- Papas doradas
- Fruta picada
- Refrescos
- Té helado
- Bebidas hidratantes (Gatorade, Powerade, etcétera).
- Dulces, golosinas, etcétera.
- Pan dulce empaquetado
- Café de maquina (tipo Andatti)
- Nieves (helados)
- Otro:

12. ¿Qué nombre te gustaría para este nuevo módulo de cafetería? *

Elige al menos una opción.

- La Café
- KFT
- El Break
- Otro:

13. ¿Deseas hacer algún tipo de sugerencia o recomendación adicional?

Por favor, anótala (opcional).