

SOCIAL MARKETING OF THE COFFEE CREAM LIQUOR IN THE ASSOCIATION OF AGROINDUSTRIAL ENTREPRENEURS OF CHALLOHUMA OF SAN JUAN DEL ORO

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RESUMEN: El estudio tiene por finalidad explicar los factores que determinan el marketing social de licor de crema de café en la Asociación de Emprendedores Agroindustriales de Challohuma en el Distrito de San Juan del Oro del Departamento de Puno (Sur de Perú). El diseño metodológico especifica un tipo de enfoque cuantitativo, con diseño no experimental, de corte transversal, por encuestas en un total de 41 socios de la asociación. Los resultados demostraron que los factores que

determinan significativamente el marketing social del licor crema de café son los factores de marketing en los consumidores individuales (atributos del producto, asignación de marca, empaque, etiquetado y servicios de apoyo al producto), sobre la sociedad (compromiso con la salud, con el medio ambiente y con los colaboradores), y sobre la empresa (la calidad interna del servicio, empleados de servicio satisfecho y productivos, mayor valor del servicio, clientes satisfechos y leales y utilidades y crecimiento saludables). El coeficiente de Pearson explica en el nivel de significancia de que los factores del marketing social del licor crema de café de la Asociación de Emprendedores Agroindustriales de Challohuma en San Juan del Oro, están correlacionadas positiva y considerablemente con el factor consumidor individual, social y de empresa, aceptándose la hipótesis alterna. Se concluye que, se debe implementar planes de marketing social para impulsar el crecimiento de la empresa.

PALABRAS-CLAVE: Marketing social, emprendedores agroindustriales, consumidores, licor, crema de café.

ABSTRACT: The purpose of the study is to explain the factors that determine the social marketing of coffee cream liquor in the Association of Agroindustrial Entrepreneurs of Challohuma in the San Juan del Oro District of the Department of Puno (Southern Peru). The methodological design specifies a type of quantitative approach, with a non-experimental, cross-sectional design, through surveys in a total of 41 members of the association. The results demonstrated that the factors that significantly determine the social marketing of coffee cream liqueur are the marketing factors on individual consumers (product attributes, brand assignment, packaging, labeling and product support services), on society (commitment to health, to the environment and to collaborators), and about the company (the internal quality of the service, satisfied and productive service employees, greater value of the service, satisfied and loyal customers and healthy profits and growth). The Pearson coefficient $r=0.746$ explains at the significance level of $\alpha=0.01$ that the social marketing factors of the coffee cream liquor of the Association of Agroindustrial Entrepreneurs of Challohuma in San Juan del Oro, are positively and considerably correlated with the factor individual, social and business consumer, accepting the alternative hypothesis. It is concluded that social marketing plans must be implemented to boost the growth of the company.

KEYWORDS: Social marketing, agro-industrial entrepreneurs, consumers, liquor, coffee cream.

INTRODUCTION

Social marketing in recent years has become relevant due to the success it has been achieving; it is a tool used by companies and has great influence on consumer behavior from individuals, society and the company itself (Shawky et al., 2022; Kotler & Armstrong, 2012). Proper application has impacts on improving well-being, society and the environment by promoting recycling. Although social marketing is about creating value for customers, it enhances a strong relationship between the company and the customer (Kotler & Armstrong, 2012). In the last decade it has been changing impressively due to the rise of telecommunications, connecting customers globally (Rodrigues & Kamlot, 2022).

Social marketing is related to business ecosystems, important for the development of the organization, it involves interest groups, the microenvironment and the business macroenvironment, it is used in the field of planning, as a strategy for achieving benefits (Rodrigues & Kamlot, 2022).

Zeta (2018) developed the papaya and passion fruit liquor process under the initial concentration of 30°Brix and fermentation medium dilution of 1:1:2 with the same participation of pulp, whose findings in the manipulation of the factors experience significance. Likewise, estimates compare the average. Demonstrates physical and chemical qualities of ° Brix, pH and acidity of raw material before starting the process. It has defined organoleptic properties for its light, clean and deep yellow color, its own smell of passion fruit and alcohol, sweet, fresh and structured flavor, consistent and balanced appreciation. According to the evaluation, the production costs for each bottle of papaya and passion fruit liquor is 14.79 soles, the estimated sales price in the market is 18 soles.

Moya & Vinueza (2011), analyze the melon cream liquor at the Zamorano Pan American Agricultural School, the findings indicate that the cream is an oil-in-water emulsion of fat droplets from melon production in Honduras, a production that is highly significant, oriented to export markets such as: the United States and Europe.

Alarcón & Gonzales (1998) in their research on the determination of Cream-Liquor from the Blackberry, maintains the importance of industrializing the blackberry as an Andean fruit in Colombia, after testing at the pilot level, performs the tasting, and also analyzes the characteristics organoleptics of flavor and aroma from a hedonic test, demonstrating acceptance in bottling and sealing as an adequate process suitable for human consumption.

Sáenz (2015) in his study on curuba-flavored cream liqueur explains that the cream liqueur uses fresh milk cream with 48% fat content, as well as alcohol, sodium caseinate, modified starch and sugar. Check for high scores regarding appearance, color, texture, aroma and flavor; fresh pulp provides organoleptic characteristics, with greater preference.

This study addresses the social marketing of coffee cream liquor, it contains burning water, coffee and cream milk, it is produced by the Association of Agroindustrial Entrepreneurs of Chalohuma in the San Juan de Oro District. Coffee as a beverage is obtained from roasting grain and ground.

Theoretical framework

Currently, social networks are a valuable tool for marketing and providing information in libraries, as is the case of Cape Town in South Africa, social media plays an important role in providing information to improve the service. In the survey of 102 librarians to identify the use of social networks, and their relationship with library users, as well as the promotion of events, a lack of guidance was identified in the use of platforms with social media, recommending the implementation of social media platforms. social media to foster engagement with users and the community (Masizana & Salubi, 2022). A particular case is the one that analyzes the marketing characteristics of social networks in the consumer's purchasing decision in the region of the Arab Emirates, arguing that trust in the brand influences marketing on social networks for interactivity and information, as well as purchasing decisions. Most buyers prefer to browse social media channels to search for brands and interact with each other, due to the low costs, quick reach, and breadth to interact with numerous users (Hanaysha, 2022).

Axes of social marketing

Social marketing has effects on goal achievement (Kotler & Armstrong, 2012). However, it requires knowledge of the market needs, it influences interest groups simultaneously (Rodrigues & Kamlot, 2022), it is characterized by concern for the whole, and not just for specific individuals or companies. That is, it incorporates into society, ideas and desires of consumers, needs and interests in the long term (figure 1).

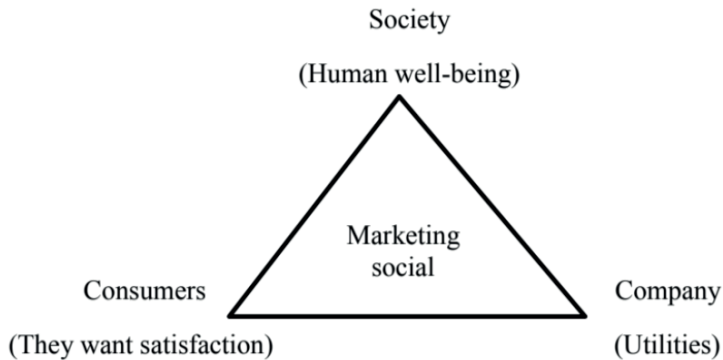


Figure 1. Axes of social marketing
Source: (Kotler & Armstrong, 2012).

The individual consumer axis depends on decisions about product attributes, branding, packaging, labeling, and product support services (Kotler & Armstrong, 2012). Product attributes are the benefits offered by the product, differentiated by attributes such as product quality (level of customer satisfaction), product features (value creation of new products), and product style and design (external aesthetics of the product). The brand refers to the product name, term, sign, symbol, and size of the product. The packaging details the design and wrapping of the product, it has a direct impact on the immediate purchase. Labeling must show simplicity, identify the brand. The product support service identifies the needs and preferences of customers through means such as the internet, email, telephone and technologies to offer customer support services (p. 234).

The axis of the company is the commitment to health, the environment and its collaborators. And the axis of the company requires, for adequate service, satisfying employees and customers from the internal quality of the service, satisfied and productive service employees, greater value of the service, satisfied and loyal customers, healthy profits and growth.

Coffee Cream Liqueur

The production process of the Coffee Cream Liqueur of the Association of Agroindustrial Entrepreneurs of Challohuma in San Juan del Oro begins with the collection, mixing of water, skim milk, sugar, cinnamon, liquor, then it goes to a thermal treatment, homogenization, filtering and packaging (figure 2).

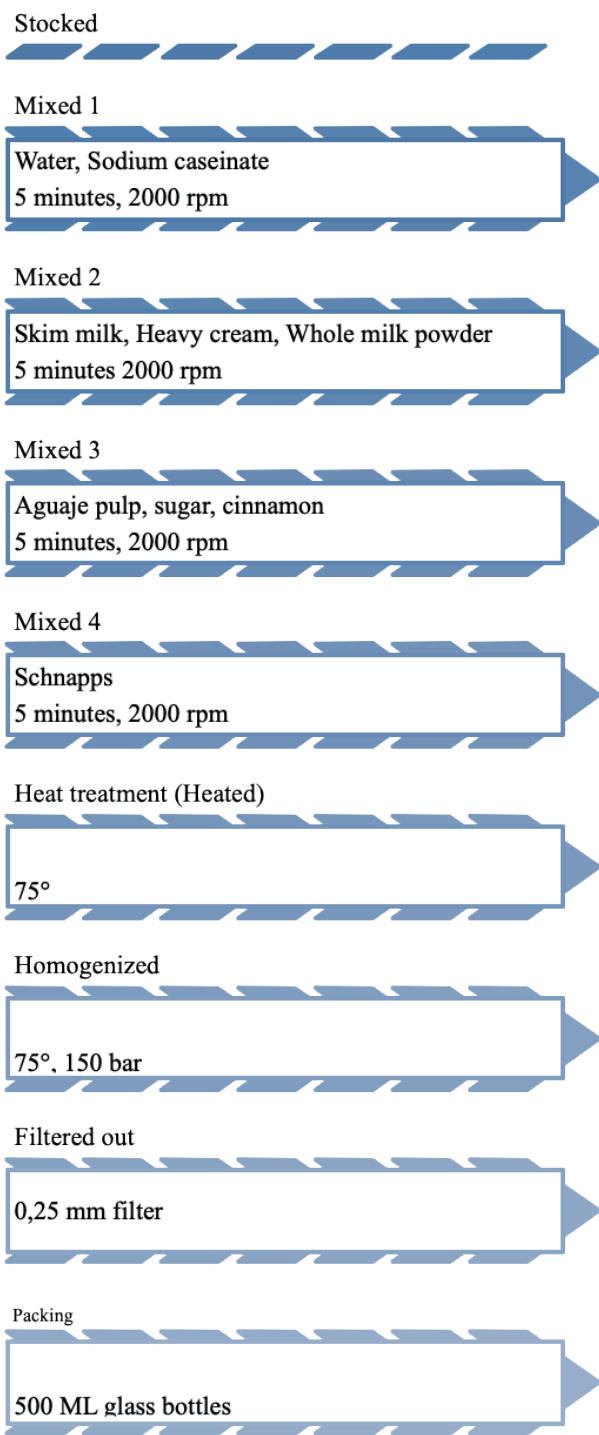


Figure 2. Production process of the Coffee Cream Liqueur of the Association of Agroindustrial Entrepreneurs of Challohuma in San Juan del Oro
Source: Challohuma Agroindustrial Entrepreneurs Association (2022).

MATERIALS AND METHODS

The type of research used is quantitative, explanatory in nature, the population is made up of 41 members of the Association of Agroindustrial Entrepreneurs of Challohuma located in the San Juan del Oro District of the Province of Sandia in the Department of Puno (Peru) of which 6 are directors and 35 partners. The company was registered on September 10, 2021, it began its operating activities since September 10, 2021, the ISIC 4799 classification corresponds to retail sales activities, its sales address is located in the Challohuma Sector - Community Hall (a 1 half km from the school), RUC: 20602100899, Registration number: 29112109 (Association of Agroindustrial Entrepreneurs of Challohuma, 2022). The sample is calculated from a finite population, it constitutes 37 partners. The technique for data collection is the survey, the ballot of questions was applied, the questionnaire has a Likert scale format for each dimension. The dimension of social marketing in individual consumers uses the Likert scale: bad, average, good and excellent; the dimension of social marketing in society: never, sometimes, almost always and always and the dimension of social marketing in the company: never, sometimes, almost always and always. Validation was done by 2 experts and the reliability for the application of the instrument was with Cronbach's Alpha, with a strong reliability of 0.87 (Gujarati & Porter, 2010; Hernández et al., 2014).

RESULTS

Dimension of social marketing in individual consumers

Social marketing in individual consumers depends on the attributes of the coffee cream liquor are the assignment of branding, packaging, labeling and support services, and that profits are obtained from it for the company's partners.

The results in the category of product attributes are highly accepted by respondents, being rated between good and excellent. Product quality is related to the level of customer satisfaction, understanding that the product is free of defects. However, greater product value must continue to be created by improving the aesthetics and attractive style of the coffee cream liquor.

Regarding the brand category of the coffee cream liqueur, be it the name, the term, the sign, the symbol and the size, they present ratings between good and excellent, with which the quality of customer purchases would be guaranteed.

Regarding the packaging of the coffee cream liqueur, it shows that the packaging is rated by respondents in response categories between good and excellent, acceptable for immediate purchase, contributing to brand recognition. The company must take into account how fundamental the packaging of the coffee cream liqueur is to avoid causing inconveniences in the purchase, from now on the partners must make decisions about the innovation of the packaging to capture the attention of customers and, above all, achieve advantages before the competitors.

The labeling of coffee cream liqueur, like the other categories, presents responses between good and excellent. These responses are favorable, because they confirm that the product labeling shows simplicity and identifies the product brand. They are useful for placing the price or other relevant information.

The rating in the new service category has responses between good and excellent. Members' decisions must take into account this very important attribute since it is related to the implementation of return policies, the use of the Internet, and other technologies. customer support.

Dimension of social marketing in society

Social marketing is determined with aspects of health, environment and collaborators, the responses argue for a compromise between good and excellent. The commitment to health is linked to the healthy style that the company offers, while minimizing the environmental impacts in the production of coffee cream liquor. Currently, the company has been promoting recycling in the coffee cream liquor product process.

In the production of coffee cream liquor, rationalizing water and energy consumption is encouraged, with the purpose of contributing to the environment. In the future, partners must make decisions with greater emphasis on this point, since the optimization of resources will allow minimizing production costs in favor of obtaining greater profits.

The commitment to employees is permanent, the company supports employees in their productive development as well as in improving their potential. The responses affirm that there is excellent commitment to employees, that is, the company encourages the staff's efforts.

Dimension of social marketing in the company

Social marketing is supported by the company's management, offering an adequate service, where clients and collaborators must be satisfied. The responses regarding the internal quality of the coffee cream liquor rate between good and excellent.

Referring that the company promotes a healthy lifestyle and a pleasant work environment. For the purposes of achieving the company's goals, the permanent training of collaborators is necessary, since the best treatment of customers depends on them, there being a link between satisfied, loyal and also productive employees.

The quality of product delivery is another important element for social marketing in the company, efficiency is important for achieving results. Everything leads to the improvement of the company's profit and growth, so the production of coffee cream liquor is subject to the good performance and efficiency offered.

Pearson coefficient

To explain whether the factors that significantly determine marketing in individual consumers of the coffee cream liquor of the Association of Agroindustrial Entrepreneurs of Chalohuma in San Juan del Oro are: product attributes, brand assignment, packaging, labeling and support services to the product at a significance level of $\alpha=0.01$, a Pearson correlation coefficient $r=0.815$ was obtained, demonstrating that the two variables are positively and considerably correlated, if the management of product attributes, brand assignment, packaging, labeling and product support services are carried out efficiently, then social marketing will increase, and therefore, the profitability of the company (table 1).

		Marketing to individual consumers	Product attributes, branding, packaging, labeling, and product support services
Marketing to individual consumers	Pearson correlation	1	,815**
	Sig. (bilateral)		,000
	N	41	41
Product attributes, branding, packaging, labeling, and product support services	Pearson correlation	,815**	1
	Sig. (bilateral)	,000	
	N	41	41

**The correlation is significant at the 0.01 level (two-sided).

Table 1. Estimation of the Pearson coefficient between marketing on individual consumers and product attributes, brand assignment, packaging, labeling and product support services

To demonstrate whether the factors that significantly determine marketing on the society that consumes coffee cream liquor from the Association of Agroindustrial Entrepreneurs of Chalohuma in San Juan del Oro are: commitment to health, the environment and collaborators, to a significance level of $\alpha=0.01$, the estimated Pearson correlation coefficient $r=0.658$ were considerably correlated, that is, if the commitment to health, the environment and collaborators is carried out correctly, then social marketing will increase. and as a consequence the profits for the company (table 2).

		Marketing about society	Commitment to health, the environment and collaborators
Marketing about society	Pearson correlation	1	,658**
	Sig. (bilateral)		,000
	N	41	41
Commitment to health, the environment and collaborators	Pearson correlation	,658**	1
	Sig. (bilateral)	,000	
	N	41	41

**The correlation is significant at the 0.01 level (two-sided).

Table 2. Estimation of the Pearson coefficient between marketing about society and commitment to health, the environment and collaborators

To explain if the factors that significantly determine the marketing of the company that produces the coffee cream liquor of the Association of Agroindustrial Entrepreneurs of Chalohuma in San Juan del Oro, are: the internal quality of the service, satisfied and productive service employees, greater value of the service, satisfied and loyal customers and healthy profits and growth, at a significance level of $\alpha=0.01$, the Pearson correlation coefficient $r=0.813$ indicates that the variables are considerably correlated, that is, if the value of the service improves, with satisfied and loyal customers, the profits and growth of the company will be adequate, elevating social marketing (table 3).

		Marketing about the company	Internal quality of service, satisfied and productive service employees, increased service value, satisfied and loyal customers, and healthy profits and growth
Marketing about the company	Pearson correlation	1	,813**
	Sig. (bilateral)		,000
	N	41	41
Internal quality of service, satisfied and productive service employees, increased service value, satisfied and loyal customers, and healthy profits and growth	Pearson correlation	,813**	1
	Sig. (bilateral)	,000	
	N	41	41

**The correlation is significant at the 0.01 level (two-sided).

Table 3. Estimation of the Pearson coefficient between marketing about the company and internal quality of service, satisfied and productive service employees, greater service value, satisfied and loyal customers, and healthy profits and growth

DISCUSSION

Social marketing associates a healthy, healthy life with well-being (Shawky et al., 2022), for this segmentation and communication strategies are important. Social marketing corroborates social aspects, is related to health, and has the purpose of achieving social good. Since the 1960s, promotion has been focused on health messages.

Using the potential of social marketing generates positive results for the company, guaranteeing the success of the company. In the research, individual consumer, society and company factors were applied to identify the potential of the coffee cream liquor, with Pearson correlation coefficients $r=0.746$ that present a significance level $\alpha=0.01$ of the upcoming social marketing. applying in the production of coffee cream liquor in the Association of Agroindustrial Entrepreneurs of Challohuma in San Juan del Oro.

Smith et al. (2015) evaluates significant behaviors on employee perception, environment, and health in social marketing. The Association of Agroindustrial Entrepreneurs of Challohuma in San Juan del Oro has been producing the coffee cream liquor with the highest quality filters in health and the environment, as can be seen in the following photographs (figure 3).





Figure 3. Photograph of the production of coffee cream liquor
Source: Challohuma Agroindustrial Entrepreneurs Association (2022).

CONCLUSIONS

The Pearson coefficient $r=0.746$ determines at a significance level of $\alpha=0.01$ that the social marketing factors of the coffee cream liquor of the Association of Agroindustrial Entrepreneurs of Challohuma in San Juan del Oro (Puno, Peru), are positively correlated and considerably with the individual, social and company consumer factor, accepting the alternative hypothesis. Social marketing in individual consumers of coffee cream liquor is positively and considerably correlated by product attributes, brand assignment, packaging, labeling and product support services. Social marketing on the society that consumes coffee cream liquor is positively and considerably correlated with the commitment to health, the environment and collaborators. Social marketing about the company that produces coffee cream liquor is positively and significantly correlated with internal service quality, satisfied and productive service employees, higher service value, satisfied and loyal customers, and healthy profits and growth.

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