



Design of a Proposal for the Restaurant Sector of the Municipality of Apizaco that Generates value in Decision-Making Through Geomarketing

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Abstract. The restaurant industry had a significant decline in demand affecting the service sector in the years 2008 and 2009 according to (INEGI, 2014) indicating that the life expectancy of the restaurants remains very short and that is why this study was made. The purpose is to carry out an analysis from the point of view marketing, taking into account the restaurants of the village of Apizaco, which helps to know if the use of the Geomarketing through its tools has a significant impact that can benefit the sector. An analysis of supply and demand for this produced two instruments and in this way we are able to identify the potential opportunities in the industry taking into account the Geomarketing and know the areas that have not been taken into account, will focus mainly on the use of ICT's and social networks which are taking force to drive business regardless if they are small or are already consolidated. As result obtained that less than 59 % of the business is not familiar with Geomarketing hardware which prevents them a growth on the market. In the end, a proposal is realized taking into consideration the results that threw the questionnaires of the establishments and of the clients to identify the needs that present the above-mentioned establishments and the opportunities that they have of growth, this way to help to make better decisions inside the restaurant industry in the municipality of Apizaco so that it remains and keeps on growing.

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1. Introduction:

In Mexico, the Gross Domestic Product is based on three major activities: primary, secondary and tertiary. Within the activities of the tertiary sector in the classification number 72, we find the services sector of temporary accommodation and preparation of food and beverages, which in the state of Tlaxcala the percentage participation both in economic units as the value-added, has been maintained without any changes, can be viewed in table 1.

Table 1. *Percentage participation in the number of units and gross census value-added, for federative entity according to the required year 2003, 2008, 2013.*

State	Economic Entities			Gross Census Value Added (miles de pesos)		
	2003	2008	2013	2003	2008	2013
Aguascalientes	1.3	1.3	1.3	1.1	1.1	1.1
Tlaxcala	0.9	0.9	0.9	0.4	0.4	0.4

Taken for: INEGI (2014).

The fundamental objectives of most of the businesses are their survival, obtaining profits and growth (Lamb, Hair, & McDaniel, 2006).

A form of growth is by means of the electronic media, in Mexico, the Mexican Association of Internet conducted a study of consumer habits and within the most common activities in the mobile phone buyers are those indicated in Figure 1.

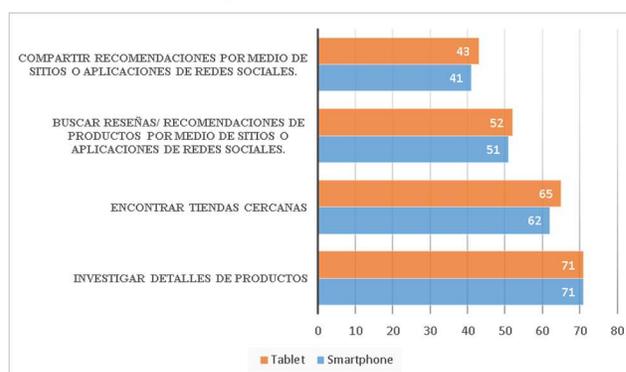


Figure 1. Actions performed on mobile devices in Mexico. Taken for: AMIPCI (2014).

The Mexican Association of Internet has among its main objectives to promote the productive use of the various online tools and ensure that this is reflected in overcoming the business objectives of all kinds of productive organizations in Mexico, faster and more successful.

A good strategy for digital marketing you can position very well to businesses of all sizes, and these are turning toward the marketing and interactive advertising because through them are achieving impact to their target audience at a lower cost than through media advertising traditional.

There are many tools to attract traffic to a site from an e-mail campaign, a blog or the use of social networks. All of these, used correctly will not only increase the traffic to the websites of the e-tailers but will result in increased sales.

With the growth of technological platforms, the costs are more and more accessible for the businessmen, and if it complements itself with a good campaign of digital marketing, it is possible to generate an interesting comeback with a small investment compared to the traditional means (Asociación de Internet, 2017).

Geomarketing is a discipline recent, still little known by analysts, but of great potential, that allows the decision-makers to display marketing strategies and to expose those locations of greater potential in a business. Born of the confluence of marketing and geography, it is a discipline that could be defined as the set of techniques that allow analyzing the economic-social reality from a geographical point of view, through cartographic instruments and spatial statistics tools.

Inside the world of the commercial distribution, the skills of Geomarketing they allow to tackle critical and habitual questions of this sector, which not always are attended correctly, and they might be summed up in the following question: who buys where? (Chasco, 2003).

This type of analysis centers especially on the place of the consumer or client to whom there speak all the commercial efforts of a way more sifted and organized with the target to obtain major profitability of the same ones because the potential of the local market and the capacity of buy depend on the characteristics geodemographics of the influence area (Baviera, Buitrago, Escriba, & Clemente, 2008).

2. Methodology:

This research uses the quantitative method, carried out through an exploratory –descriptive study. Because the topic in question has been slightly studied, it is necessary to describe that type of impact generates the use of the social networks in line like publicity way.

The main objective of the study is to design an instrument applicable to the sector restaurant for knowing the use of the Geomarketing and its tools in the

municipality of Apizaco and verify the effectiveness of the strategy.

A questionnaire was prepared for entrepreneurs in the restaurant sector, with the aim of collecting data regarding the use of social networks, as well as its management and updating in the publications made, which will be of great help to see the benefits that you can get a business. The instrument consists of 21 multiple choice questions and ordinal scale, to make valid the instrument was determined to apply to 25 establishments, however, only 15 gave the opening to answer.

3. Results:

In this research work was studied the use and application of the tools of Geomarketing. The results include the statistical analysis of the responses of the survey.

It was found that 53% are not familiar with the tools of Geomarketing, within this percentage the people in charge of the business are in a range of age from 35 to 54 years of age, who do not have university studies, the only innovations that have been made are at its service, within its level of use of the internet have only with Wi-Fi connection within the business, and the reasons for those who have no presence in social networks are due to lack of interest and time with a 39.5% and 13.5% indicated that it is by ignorance.

The other 47% of the establishments if they have social networks, the people in this group have an age range of 25 to 34 years of age and 25% have university studies and are responsible for the management of this tool. The innovations that they have realized in the last 2 or 3 years are in the service and in technologies of information, this business has with its own corporate profile, 47 % is provided with Facebook, 26 % has a corporate profile in Instagram and 6.7 % is discharged by a profile the Foursquare. The updates in the profiles 33% make daily and the 14% it does every week. Within the utility that these businesses give this tool is in the first place to publicize their offerings and promotions, secondly to provide personalized attention, in third place for addressing complaints and suggestions and finally to publicize news. What gives the survey is that 47% not generates statistics on the handling of their social networks.

4. Discussions:

The information gathered was helpful for entrepreneurs who want to use geolocation to consider several basics to take advantage of it.

The results demonstrate the need to have a presence in social networks, this way it is possible to have major contact with the clients and this way to know its opinion.

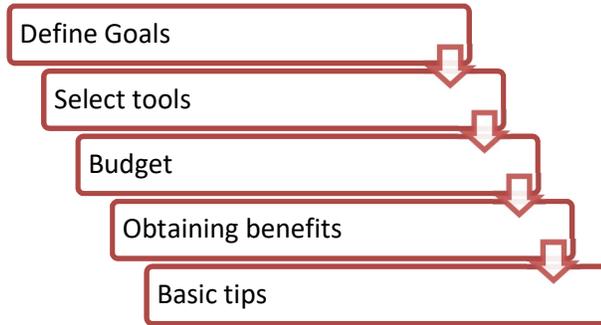


Figure 2. Basic aspects of the geolocation.

It is essential that the businesses that if they use this tool to generate statistics, this way you can analyze the traffic on their profiles, the number of users, qualifications and the check-in that its customers generate, the absence of factor makes them have an ignorance, this would help them to see the increase or decrease in these aspects. It was perhaps unexpected they have found that there are businesses that do not use this tool for lack of interest and time, today is what is being used and the business should be borne in mind that people might have information about your business in the palm of your hand, which would give them a greater opportunity for growth or stay in the market.

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