

Market share of **The House of the Honey** in the city of Estelí, during the second semester of 2018 and the first semester of the year 2019.

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***"Do not buy market share. Find out how to earn it "***

***Phillip Kotler***

## **SUMMARY**

The main objective in this research is: Analyze the market share of **the House of the Honey** in the city of Estelí, during the second semester of 2018 and the first semester of the year 2019.

For the elaboration of the present investigation, a theoretical analysis was carried out on; Contributions of market share that this honey bee business has had, knowing of this the benefits that this nectar provides to the human being, as well as the consumption habits of the clients of said business, the frequencies of purchases and place were also identified of acquisition of this product, finally to obtain a better support in our thesis topic we subtracted documents from websites, articles of required information and documentation about graduation seminars in the university campus **FAREM-ESTELI**. The compilation of this information leads to the development of instruments (survey, interview and likert scale) to obtain a better credibility in this investigation, therefore the results present the diagnosis that this business has about market share and the reason why they buy bee honey, likewise it is known that people do not have complete knowledge about the business of **The House of the Honey** and therefore few

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know about the brand of the product that is offered. Finally, a strategic proposal is presented that contributes to the increase of the market share of said business.

**Key words:** Consumption habits, Market share, frequency of purchase.

## I. INTRODUCTION

**The House of the Honey** is a company that produces and sells 100% pure honey in Estelí, which takes advantage of the benefits of this nectar for the production of pollen directly, honey as such, or honey with pollen, and other variations of products such as shampoos, alcohol gel, soaps, and so on.

This research has as object of study the analysis of the market share on the business of **The House of The Honey** in the city of Estelí. Taking into consideration some obstacles in its development, such as the lack of recognition of the brand of the product, as well as few consumption habits, absence of a square with strategic point and added to this the low demand of other products derived from honey.

Through the development of this research we know the reason why the market share is medium, and that this business presents some weaknesses with respect to the product because, since the brand of this and the company are different, there is a lack of brand recognition, which does not allow you to differentiate yourself from others, the lack of visual advertising is another factor that adds to this fact; On the other hand, cultural aspects such as lack of habit when consuming honey cause the sale of this stagnation and consume it mostly every six months. Competition is always latent due to the fact that many producers distribute both in supermarkets and in their own routes.

Finally, the aim is to implement instruments such as the Likert scale, the survey and the interview conducted with the owner of this business, in order to have better results and thus offer reliable solutions to achieve a broader and more objective market share.

## II. MATERIALS AND METHODS

The elaboration of assumptions and matrix of categories was made, accompanied by the appropriate instruments to give an exit to the objectives, being these:

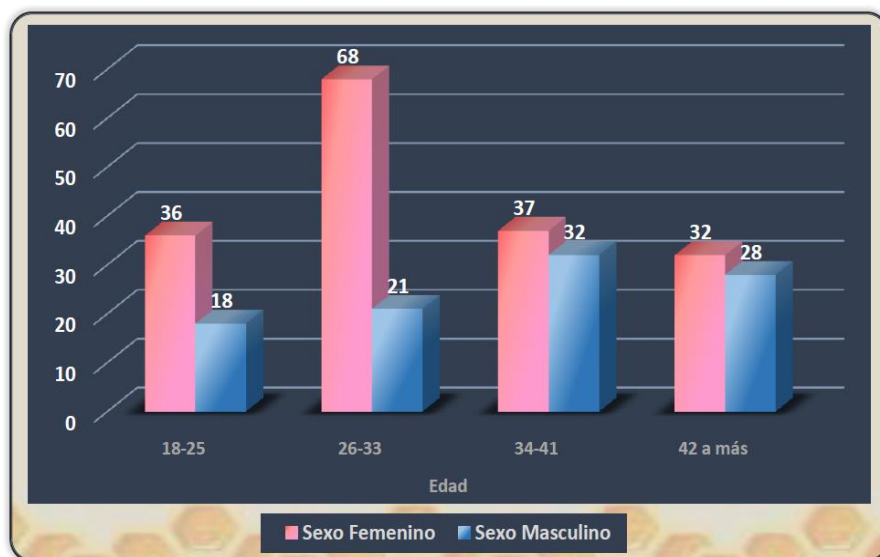
**Survey:** This instrument was applied to buyers and consumers of honey, in order to know very specific information, which will serve to fulfill the objectives set.

**Interview:** Directed solely to the owner of **The House of the Honey** business, with the purpose of deepening on aspects of the business.

**Likert Scale:** This was developed with the purpose of knowing the consumption habits of the clients and directed specifically to the people who buy honey in the business.

## III. RESULTS

Graph N° 1. Target market according to age and sex



Fuente: Elaboración propia basada en las encuestas aplicadas a compradores de miel de abeja

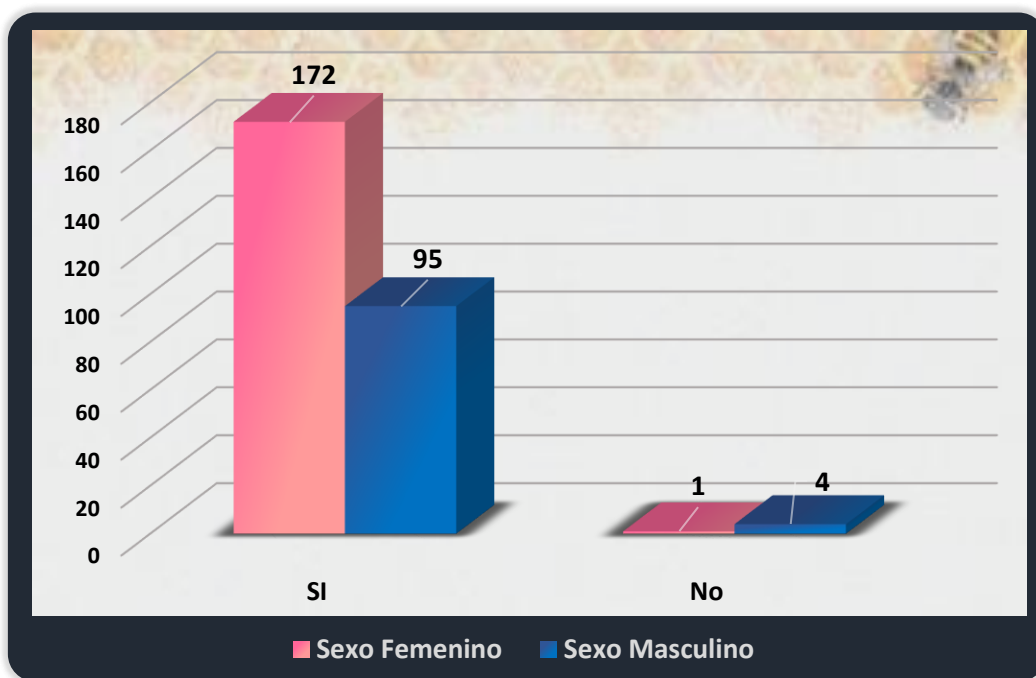
Target market is related to the needs that companies have to select from a market segment, the population or group of consumers that they want to reach. The target market is also known as the target market or target market. (Santander,

2007) Next, the data thrown around this topic is shown to know the segment of **The House of the Honey.**

Out of a total of 272 surveys carried out on men and women, it was found that 68 females between the ages of 26 and 33 are the main consumers of honey, without leaving behind other ages, who also consume the product, but to a lesser extent Regarding the male sex 32 of them between the ages of 34 to 41 years correspond to the rank of highest level of consumption among gentlemen, highlighting that the youngest of this sex are minimum consumers.

These results indicate that the consumption of honey is between all ages and especially without gender distinction, however, women outweigh this consumption compared to gentlemen. This may be due to the fact that ladies from that age are already housewives and attribute multiple uses to this nectar in the home, they are more aware of all the benefits and they try to ensure that this product does not run out in their pantry.

**Graph No 2: Importance of the consumption of honey of honey VS Sex**



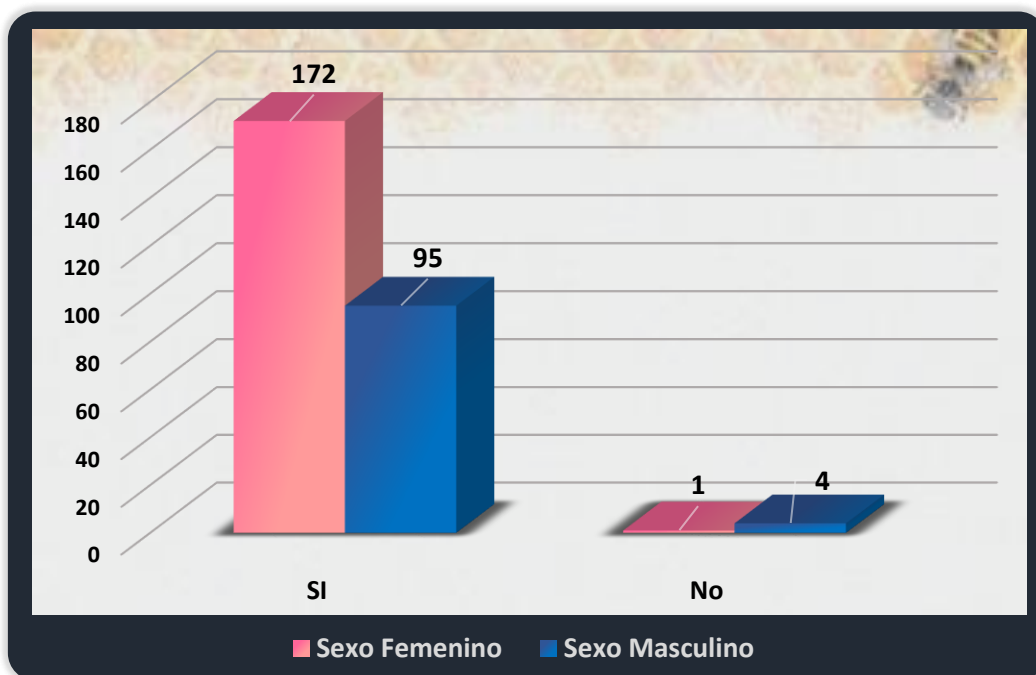
Bee honey has a complex composition rich in nutrients, which have been used for human consumption from the most ancestral societies. Currently this substance is one of the most important primary natural sweeteners and is highly

consumed both for its taste and for its innumerable properties in the treatment of health. (Psicología y Mente, 2018) Below, the results obtained are presented based on the importance of the consumption of honey.

A total of 272 people were surveyed, of whom 267 considered important the consumption of honey, 173 of these individuals are female and 95 male; It should be noted that only a minority of 5 people claim not to take this consumption into account. Next, it is investigated with more depth on the subject.

From ancestral times a close relationship has been forged between honey and health, people have discovered in the use of this product a number of benefits, for which it is of utmost importance to have honey in the home to make in front of some health problems, among other things. In addition, this nectar has been used as a good of tradition or culture, mainly forged by women, who are in charge of the home and know more about the utilities of the product.

**Graph Nº 3: Frequency of purchase of honey VS Importance of honey consumption.**



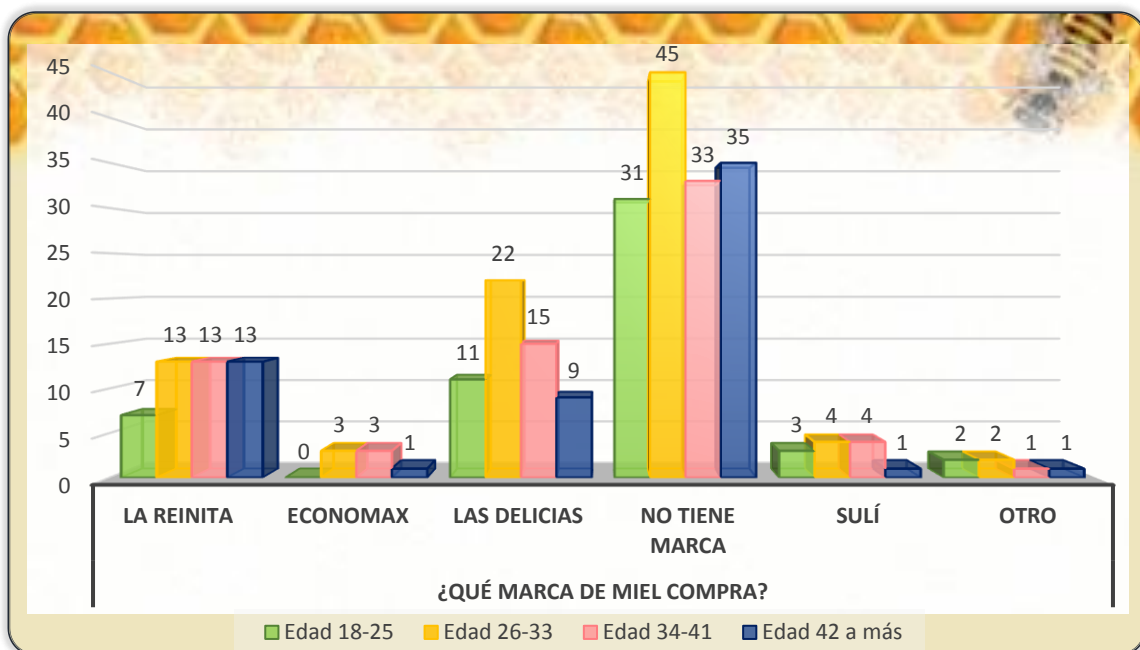
Purchase frequency is defined as the number of times customers usually buy a product during a certain period of time. What varies depending on the business

area and customers' purchasing habits. (Soriano, 1994) Below, the results found in more detail.

According to the graph obtained between purchase frequency and the importance of consuming honey, of 272 people surveyed 105 of these buy honey every 6 months, 80 claim to buy it on a monthly basis, highlighting that in both results the respondents considered important the consumption of honey. nectar; the remaining data correspond to very few people who buy the product weekly, biweekly or annually, among which we can see a minority of 5 people who, in addition to not buying honey very often, do not take into account the fact of consuming it. For further understanding on the subject, the analysis continues.

Bee honey is a product that is usually consumed in moderate quantities, which leads to making the purchase in a considerable period of time, this product is not damaged and therefore has no expiration, so it can remain saved by a long time without problem. On the other hand, customers who use this property more often are likely to use it for commercial reasons, such as business, resale, or there is a high consumption among household members.

**Graph No. 4: Mark VS Age**



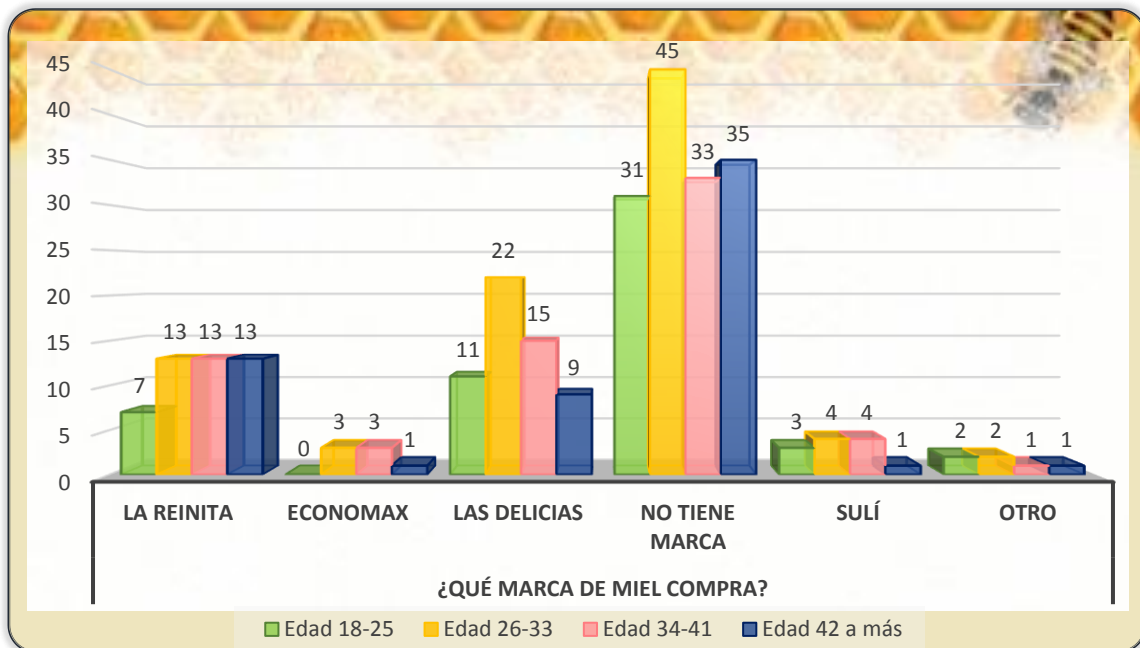
According to (Kotler, 2002) a brand is a name, term, sign, symbol, design, or a combination of the above, whose purpose is to identify the goods and services of a seller, or group of sellers, and differentiate them from those of the competition. In essence, a brand identifies the selling party or manufacturer. Below is the count of the bee honey brands that respondents prefer to buy according to their ages.

This graph shows that the majority of respondents buy honey without any brand, as confirmed by 144 people between the ages of 18 and over, with those from 26 to 33 being the main buyers; at the same time, in this range, the brand of honey delights is found as the second purchase option, and in the third place, it will be reinitiated. Other brands such as economax, sulii, etc. they represent a minority in the purchase options of users.

The brand is usually important to determine the purchase of a user, however, in the case of honey, this differs a bit according to the results found; and is that most people prefer to buy honey without a brand. This may be due to the fact that honey packaged without labels is associated by people as a more traditional, pure, natural and chemical-free product.

When a product such as honey is accompanied by a brand design, it gives the client the impression that it has been adulterated, that is, people are not confident that honey is 100% pure (which is what they look for). which is why they prefer to purchase the product without any brand that distinguishes it, since they have the perception of having obtained a legitimate good, on the basis that their production comes from peasant farmers who extract the honey and proceed to package it in a very traditional way without adding sugar or any other substance other than honey.

**Graph No. 6 Likert scale: Value for price VS Accessibility of the Price**



The price is nothing more than the amount of money given by the buyer to purchase a product or service. Accessible is something that we can access or easily access. (Publicaciones Vertice S.L., 2011)

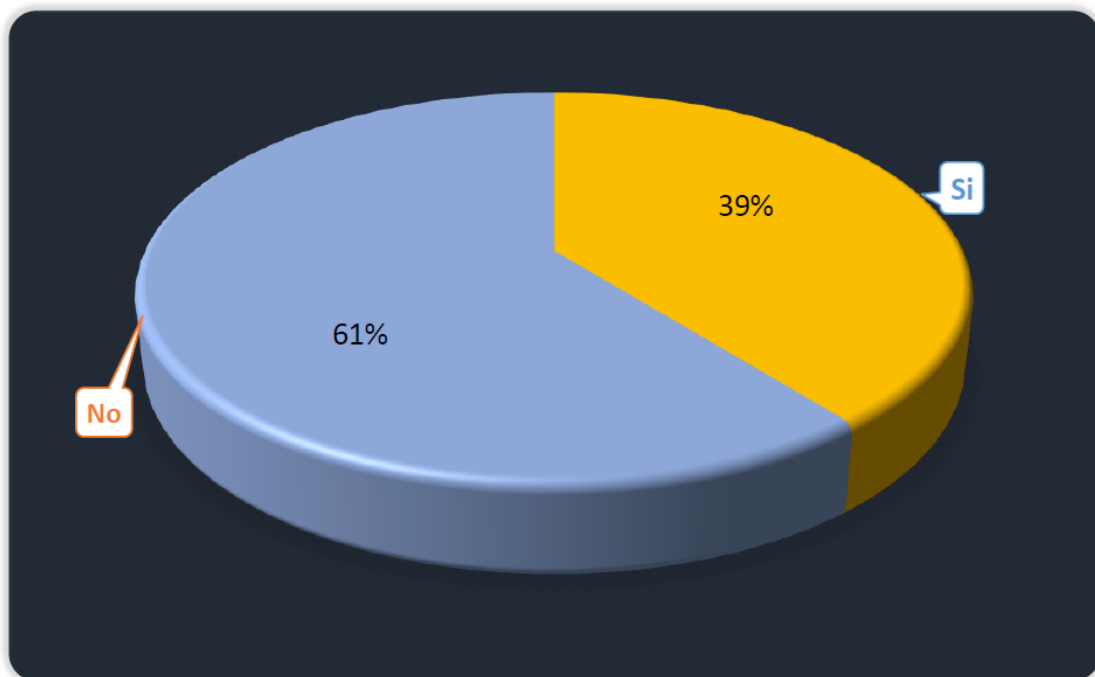
As indicated in the table presented, relating the price / quality of honey and the accessibility of the price, 203 people surveyed believe that this product is accessible to their economy and also establish a close relationship between price and quality; meanwhile 37 people think that what they pay for the purchase of the product is affordable, but that the price does not influence the quality of it.

The quality of a product has a great influence on customer acquisition, so this goes hand in hand with the price you want to offer, consumers prefer to pay more for the product if it offers them an excellent quality, this way it is given value to the product and people are motivated to buy it.

Bee honey is generally characterized as a product with an affordable price, which fits the consumer's pocket, since it is a national product and does not require so many costs for marketing.



**Graph No. 7: Recognition of the brand of the business**



*Fuente: Elaboración propia basada en las encuestas aplicadas a compradores de miel de abeja*

Brand recognition is the point at which, without its name appearing, a company, product or service can be identified by consumers thanks to the logo, slogan, colors, packaging or advertising campaigns. To build brand recognition, it is essential that the organization consistently offers visual and multimedia content with an identical or very similar style, so that the audience is able to relate them to each other and to the brand above all. (Praskova, 2016) Below, we present the results that will reveal the position of the La Casa de la miel business regarding the recognition of its corporate brand.

Of the 272 people, objects of the present investigation 61% corresponding to 165 individuals claim not to have any knowledge of the Casa de la miel business, on the other hand 39% if they recognize said brand.

It is easier to recognize a brand when it does not have aspects of complexity in reading and the visual content that is presented. People tend to remember a brand of a business when its name is easier to pronounce accompanied by a minimalist image, therefore the corporate brand of this business has potential and with a good development it can be object of positioning in the mind of the consumer and that can create a trust link with respect to the product, it is possible

that the name of the business is not being recognized due to a bad execution in advertising, meaning that the information is not reaching the appropriate segment.

**Graphic No. 8 Likert scale: Recognition of the product brand VS Advertising media**

		Have you heard any kind of publicity about this place?		Total
		Yes	No	
Do you know the brand of honey the warble?	Yes	42	48	90
	No	24	158	182
Total		66	206	272

Advertising is a mass communication process that seeks to promote the sale of an item, service. The objective of the advertiser is to persuade the recipient. The advertising media are the channels that advertisers use to achieve this process. The five main advertising media are the press, radio, television, outdoor advertising and the Internet. (Aletoscano, 2009)

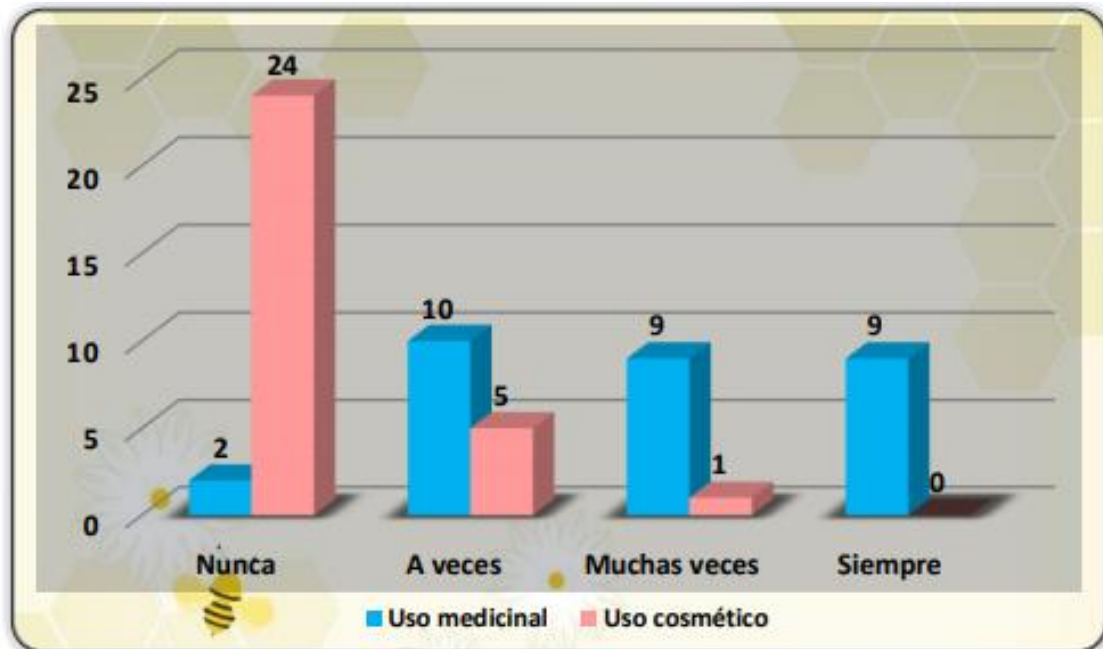
Most people think that they do not know any kind of publicity about the business of the honey house, so they do not know about the brand the warble. In numerical terms, there are 158 people who totally ignore both references. Only 42 of the respondents claim to know the brand of the product and at the same time have heard on some occasion advertising the business.

Based on the present results it is possible to specify that Casa de la miel is in the process of being recognized by its corporate brand through advertising media, but advertising is being drastically neglected to encourage the recognition of its product, which does not generates the expected benefits, because both aspects are of utmost importance to contribute to the growth of the business.

Another factor to take into account is that it is possible that the advertising content is not reaching the correct segment, and this is a barrier so that potential customers can recognize both the brand of the business and that of their product.

It should be noted that working together these two aspects there are greater opportunities for the company.

**Graph No. 9: Reasons for purchase**



*Fuente: Elaboración propia basada en las encuestas aplicadas a compradores de miel de abeja*

Motivations are the motors that drive buying and guide consumer behavior. According to studies, the main reasons for buying can be summarized in seven words: Fashion, Interest, Comfort, Affection, Safety and Pride (M.I.C.A.S.O), which are closely related to emotional aspects, desires, shortcomings, etc. (ForoMarketing, 2016) Later, we will appreciate the main reasons for buying specifically honey.

From the inquiry based on 30 clients of Casa de la miel, 24 of these make it very clear that they do not acquire this product for cosmetic use. Most buy it to use it for medicinal purposes, using it with much consistency, this is because:

Bee honey for its many benefits is considered a practicality of natural medicine being a medicine used in multiple conditions so most people at different ages take into account that this product is very important to keep at home, since that it has expectorant and healing properties of the pharyngeal area, which is commonly used when children and adults get sick with flu and cough, some wound to heal, increased defenses, also favors digestion.

On the other hand, it is possible that there is a small cultural taboo regarding the cosmetic use that can be given to honey processed in a natural way, since it nourishes and moisturizes any part of the external body applied in masks, in this case for a long time women used this natural form for their feminine vanities.

**Graph N° 12: Points of purchase of the product**



Fuente: Elaboración propia basada en las encuestas aplicadas a compradores de miel de abeja

It is understood as point of purchase to the meeting place between a brand and a consumer, where the interaction between both is fed with direct contact, and among its benefits highlights the beginning of a link that can be long-lasting care. It is important to investigate the market, in order to know what the consumer likes, and thus endow the brand at the points of purchase with sensory elements such as smell, color, sound, etc. (Malacara, 2015)

Of the 30 clients surveyed, 16 of them confirm that they do not buy honey in supermarkets, 12 people prefer to buy this nectar in botanicals, followed by 11 individuals who also share the same point of purchase. The purchases of honey in the supermarket are minimal.

The botanicas are places that by effect of the products that offer are of natural origin for some medicinal use, this is why in most of the occasions always there is the honey of bee, therefore, the people prefer to buy this nectar because

generates greater confidence in the legitimacy of honey. Today many businesses of this type are located which are within reach of consumers.

On the other hand, people prefer to buy in supermarkets this good, due to the wide variety of brands and presentations that it offers, likewise it is a little feasible to acquire it in this place because it is possible to do so when they are making basic purchases of home.

## Strategic proposal

Propose strategies that encourage the consumption of honey and its derived products.

OBJECTIVE	STRATEGY	ACTION
Implement advertising campaigns that allow customers to know more about the business of the honey house and thus achieve greater market share.	Advertising	<ol style="list-style-type: none"> <li>1. Placement of posters in allied businesses.</li> <li>2. Advertising in high-rated radios</li> <li>3. Design and administration of a website with web.</li> <li>4. Placement of blankets in main avenues of the city.</li> </ol>
Motivate people to consume honey and its derivatives.	Promotion	<ol style="list-style-type: none"> <li>1. Discount coupons applicable for the next purchase</li> <li>2. Implementation of exchange of packaging.</li> <li>3. Honey tasting with pollen</li> <li>4. Give stickers that include the brand of the business and the product.</li> </ol>
Maintain constant replenishment of honey in its most demanded presentation	<b>Inventory management</b>	<ol style="list-style-type: none"> <li>1. Maintain a reserve inventory</li> <li>2. Periodic inventory planning</li> <li>3. Design of the distribution network</li> <li>4. Product demand planning</li> </ol>
Position the corporate brand image and the product in the mind of the consumer.	<b>Branding</b>	<ol style="list-style-type: none"> <li>1. Create connection of both brands in the product presentation</li> <li>2. Improve the visual identity of both brands</li> <li>3. Website development</li> <li>4. Merchandising of the place established to promote the purchase.</li> </ol>
Create distribution channels	<b>Distribution</b>	<ol style="list-style-type: none"> <li>1. Enter the products to the supermarkets.</li> <li>2. Create a distribution route for botanists.</li> <li>3. Offer your products to retail stores (Convenience Stores)</li> <li>4. Implement teleshopping</li> </ol>

#### IV. CONCLUSIONS

Taking as a reference the results between age and sex it is possible to conclude that the target market to which the data for the Honey House business are aimed, are people between the ages of 26 and over, with a priority focus on the female sex, who are the biggest consumers, by giving multiple uses to honey.

The customers of the honey house have a low purchase frequency, because honey is a product that is usually consumed in moderate quantities, which leads to the purchase in a considerable period of time, in this case mostly every six months or monthly.

It has been demonstrated according to the results of the research that customers prefer to opt for small presentations in terms of consumption of honey refers, therefore, is the one that generates more revenue for the owner of the business to be the most requested by customers; The purchase rate for one-liter presentations is low, which causes a stagnation of the product as it is not so demanded.

Consumers perceive the price as a clear representation of the quality of the product, which is why they are willing to pay more for the acquisition of something, as long as they feel satisfied with the quality.

Regarding the prices of honey, these are considered to be accessible by the customers, since prices are handled at close intervals in the market.

The results found on the basis of corporate brand recognition reflect that La Casa de la miel is not achieving this focus in its target, that is, this brand is not penetrating the minds of many of its potential clients.

Although the name of the business represents its turn, and does not have a complex pronunciation, it is not generating the results it should, which is why it follows that the main weakness at this point falls on a poor advertising performance that is not being directed to the correct segment.

Referring to the brand of honey product the Warbler, this is not recognized within the target market, since it has not been given an adequate advertising follow-up, which has an impact on customers' relinquishing importance to the added value that implies labeling. a product.

According to the results found it is confirmed that the clients of the honey house have as their main reason for buying the medicinal factor, since it is of their knowledge all the benefits of the product to deal with certain diseases.

Regarding physical attributes taken into account of honey, such as thickness and color, there is a clear preference of customers for clear and dense honey, since these properties are mostly associated with quality and purity with respect to this nectar. .

The preferred selling points for customers to buy honey are botanicals, instead of supermarkets. Users establish a close relationship between the place of purchase and the nature of the product, for which there must be agreement between both. That is, a botany is a place that sells specifically natural goods, therefore honey is an ideal product to be marketed there, and obviously customers reflect this preference.

Referring to the assumptions raised in the present investigation, it is possible to affirm that the following are fulfilled: People do consume honey for their benefits of natural origin, the price is a fundamental factor for attracting customers and that the application of Strategies is able to boost product consumption.

Based on the results obtained in this document, it can be concluded that the market share that the Casa de la miel owns is of medium nature, since although a relatively small percentage of people recognize this business, the products which are offered are sold with constancy in the business, so financially if you are making a profit. It is also considered a growing microenterprise.

## **V. RECOMMENDATIONS**

1. Carry out advertising campaigns based on the correct segment for the product that is marketed, taking into account being at the forefront of technology making use of social networks, which is the favorite medium of most people to inform themselves.

2. It is necessary that Casa de la miel implements promotions that encourage more frequent purchases by customers, while also contributing to the rotation and promotion of products derived from honey, which also form an important part of its portfolio.



3. Taking as reference the results in the present investigation regarding honey demand regarding its presentation, it is suggested to increase the inventory of honey in presentations of half a liter, which is the most quoted by customers, with the purpose of avoid excess demand on the offer.
4. Work together both the advertising of the corporate brand, and the product, in order for customers to trust both and be motivated to buy.
5. To achieve greater market participation, it is necessary to create broader distribution channels so that the product reaches a greater number of customers and rotates more frequently. It is also vital to take the marketing of honey to strategic points of sale such as botanicas in the center of the city, making use of a striking space that denote difference between the other competing products.

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