

Satisfacción del cliente con la actividad comercial de los mercados públicos de la Heroica Ciudad de Huajuapán de León, Oaxaca

Customer satisfaction with the commercial activity of the public markets of the Heroica Ciudad de Huajuapán de León, Oaxaca

Satisfação do cliente com a atividade comercial dos mercados públicos da cidade heróica de Huajuapán de León, Oaxaca

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Resumen

Los locatarios de los mercados públicos municipales, así como los pequeños comerciantes de la Heroica Ciudad de Huajuapán de León, Oaxaca, habitualmente se quejan por la irregularidad en sus ventas y responsabilizan de esta situación a la competencia, leal o desleal, que deben enfrentar diariamente con el comercio ambulante y los supermercados de las zonas aledañas. Sin embargo, no se suele tomar en cuenta que esta situación también pudiera ser causada por el nivel de insatisfacción de los clientes con el servicio que se les ofrece. Por tal motivo, el objetivo de esta investigación fue profundizar en las raíces de esta problemática a través de la opinión de los clientes que frecuentan los principales mercados públicos de la mencionada ciudad. Para ello, se realizó una encuesta *in situ* con clientes localizados en las salidas de los mercados públicos municipales Porfirio Díaz e Ignacio Zaragoza. Las dimensiones estudiadas



fueron las siguientes: a) elementos tangibles: apariencia de las instalaciones físicas, equipos, personal y materiales de comunicación, b) fiabilidad: habilidad para realizar el servicio prometido de forma fiable y cuidadosa, c) capacidad de respuesta: disposición y voluntad para ayudar a los clientes y proporcionar un servicio rápido, d) seguridad: conocimientos y atención mostrados por los dueños y encargados, así como sus habilidades para inspirar credibilidad y confianza, y e) empatía: atención individualizada al cliente. Los resultados demuestran que los supermercados y los vendedores ambulantes son opciones de compra complementaria para las personas, de modo que no están desplazando a los mercados públicos municipales. Sin embargo, se detectaron que estos establecimientos tienen algunas desventajas para los clientes relacionadas con las medidas de seguridad, la carencia de limpieza, el desorden que existe, así como la falta de comunicación y publicidad. Esto significa que los mercados públicos deben perfeccionar todos los aspectos de su servicio, específicamente lo relacionado con la empatía. Asimismo, trabajar más en los elementos tangibles, inspirar mayor seguridad a su clientela y reforzar la fiabilidad y la capacidad de respuesta.

Palabras clave: actividad comercial, cliente, mercados públicos municipales, satisfacción.

Abstract

The tenants of the municipal public markets, as well as the small merchants of the Heroic City of Huajuapán de León, Oaxaca, habitually complain about the irregularity in their sales and hold this situation to the competition, loyal or disloyal, that they must face daily with the itinerant commerce and the supermarkets of the surrounding areas. However, it is not usually taken into account that this situation could also be caused by the level of customer dissatisfaction with the service offered. For this reason, the objective of this research was to deepen the roots of this problem through the opinion of customers who frequent the main public markets of the aforementioned city. For this, an on-site survey was conducted with clients located at the departures of the municipal public markets Porfirio Díaz and Ignacio Zaragoza. The dimensions studied were the following: a) tangible elements: appearance of physical facilities, equipment, personnel and communication materials, b) reliability: ability to carry out the promised service reliably and carefully, c) responsiveness: disposition and willingness to help clients and provide



fast service, d) security: knowledge and attention shown by the owners and managers, as well as their abilities to inspire credibility and trust, and e) empathy: individualized customer service. The results show that supermarkets and street vendors are complementary purchase options for people, so they are not displacing municipal public markets. However, it was found that these establishments have some disadvantages for customers related to security measures, the lack of cleanliness, the disorder that exists, as well as the lack of communication and publicity. This means that public markets must perfect all aspects of their service, specifically what is related to empathy. Likewise, work more on the tangible elements, inspire greater security to its clientele and strengthen reliability and responsiveness.

Key words: commercial activity, client, municipal public markets, satisfaction.

Resumo

Inquilinos de mercados públicos municipais e pequenos comerciantes da Cidade Heróica Huajuapán de León, Oaxaca, geralmente se queixam da irregularidade em vendas e responsabilidade por esta situação à concorrência, justo ou injusto, eles enfrentam diariamente com o comércio itinerante e os supermercados dos arredores. No entanto, normalmente não é levado em conta que esta situação também poderia ser causada pelo nível de insatisfação do cliente com o serviço oferecido. Por essa razão, o objetivo desta pesquisa foi aprofundar as raízes desse problema por meio da opinião de clientes que freqüentam os principais mercados públicos da referida cidade. Para isso, foi realizada uma pesquisa in loco com clientes localizados nas saídas dos mercados públicos municipais Porfirio Díaz e Ignacio Zaragoza. As dimensões estudadas foram: a) tangíveis: aparência de instalações físicas, equipamentos, pessoal e materiais de comunicação, b) confiabilidade: capacidade de realizar o prometido de forma confiável serviço e cuidado, c) Capacidade de resposta: disposição e vontade de ajudar os clientes e fornecer serviço rápido, d) conhecimento de segurança e cuidado mostrado pelos proprietários e gestores, bem como a sua capacidade de inspirar confiança e segurança, e e) a empatia: individualizado atendimento ao cliente. Os resultados mostram que os supermercados e vendedores ambulantes são opções de compra complementares para as pessoas, por isso não estão deslocando os mercados públicos municipais. No entanto, constatou-se que esses estabelecimentos apresentam algumas desvantagens para os clientes relacionadas a



medidas de segurança, a falta de limpeza, a desordem que existe, assim como a falta de comunicação e publicidade. Isso significa que os mercados públicos devem aperfeiçoar todos os aspectos de seu serviço, especificamente o que está relacionado à empatia. Da mesma forma, trabalhe mais nos elementos tangíveis, inspire maior segurança à sua clientela e fortaleça a confiabilidade e a capacidade de resposta.

Palavras-chave: atividade comercial, cliente, mercados públicos municipais, satisfação.

Fecha Recepción: Julio 2017

Fecha Aceptación: Diciembre 2017

Introduction

The tenants of the municipal public markets (MPM), as well as the small merchants of the Heroic City of Huajuapán de León, Oaxaca, usually complain about the irregularity of their sales and blame the competition, loyal or disloyal, for this situation. They must face daily with the itinerant commerce and the supermarkets of the surrounding areas. However, it is not usually taken into account that this situation could also be caused by the level of customer dissatisfaction with the service offered.

This phenomenon, which is known as cognitive dissonance, is a psychological concept used in marketing to define the feeling of dissatisfaction that a person experiences after buying a product whose benefits do not correspond to the expectations generated. This means that the dissonance of the client becomes cognitive when the dissatisfaction is confirmed by the actual performance of the client, which adds more elements of judgment to evaluate negatively the products and services. Paraphrasing Kotler and Armstrong (2007), a dissatisfied customer responds differently, so that their opinions and perceptions do not remain only in their minds, but they can negatively influence the attitudes of other potential consumers. For this reason, in the present investigation has tried to know the roots of this problem through the opinion of customers who frequent the main public markets of the aforementioned city, where they regularly go to purchase various basic goods (food, articles hygiene, clothing, etc.).



In this purchase process, logically, people make their decisions based on different criteria, such as the price, quantity, quality, form, etc., offered by the different suppliers of those goods. In fact, and according to Kotler (1989), there are five stages that explain the process of a purchase decision and its result:

1. The recognition of the problem.
2. The search for information.
3. The evaluation of alternatives.
4. The purchase decision.
5. Behavior after purchase.

The customer of the municipal public market, however, does not necessarily adopt the first two stages of that process. In this regard, Kotler (1989) raises a routine behavior that helps describe the regular customer, which "occurs in the acquisition of low-cost items that are purchased frequently. Buyers have very few decisions to make: they know the product class well "(page 185). For the author, these people "have very clear preferences" (p.159), that is, the regular customer of the municipal public market already knows what and why to buy, so that his first decision will be to choose to buy with a lessee or with another.

In this way, it evaluates its alternatives considering not only the goods, but also the suppliers. This means that your level of (in) satisfaction will depend on what you perceive in relation to your provider's service, as well as your expectations. In other words, in this situation a psychological dilemma arises because you must choose correctly with whom to buy. Therefore, when deciding on a tenant, he will also judge the performance of the service offered. This is consistent with what Kotler and Keller (2006) have said when they say that "delighting clients is a matter of exceeding their expectations" (p.412), which are based on previous experiences, knowledge, advertising strategy and even the rumor.

Function and deficiencies of the municipal public market

According to the Retail Markets Working Group - quoted by Alonso, Estrada and Sartorius, 2007 - retail markets are "facilities, usually covered buildings, that bring together a variety of retail establishments and retail businesses that offer a wide range of commercial food products. daily consumption, supplemented by other non-food products "(pp. 1-2). These become public as the population usually visits them and identifies it as



an unmistakable, recurrent and collective commercial structure. They qualify as municipal because they are determined by the City Council as spaces for "the purchase or retail sale of products of first necessity in the various localities and towns of the municipality" (National Institute for Federalism and Municipal Development of Mexico [Inafed], 2010, p.5). This favors its economic, social, civic and cultural centrality, indispensable qualities for the settlement of a delimited geographical area and to influence the behavior of the population.

The main function of the municipal public market (MPM) is the adequate distribution of essential goods (perishable goods, personal use, etc.) within its area of influence. However, in order to accomplish this task, inconveniences that may impede the commercial practice of the establishments that comprise it must be addressed. According to the considerations for the modernization of retail markets raised by Alonso et al. (2007), good practices should focus on strengthening and revitalizing the market, which is not always possible due to the deficiencies they have, some of which are listed below:

1. Facilities that are aged or in poor condition.
2. Impediments (eg, waste) that hinder mobility within the markets, as well as bad smells.
3. Difficulties to access and lack of parking.
4. Commercial offer unattractive to the consumer.
5. Some markets do not have spaces to unload merchandise. In other cases, these are very small and obsolete.
6. The perception of insecurity around these places can cause people to prefer to move to other self-service sites.

In addition to the above, it should be noted that there is still a need for "a clear, transparent and flexible cooperation framework between the Institution, which will generally be the municipality of each city, and the traders and other economic agents that operate in the market" (Alonso et al., 2007, p.25).

In this regard, the technical guide No. 14 of the Inafed describes the regulatory framework of public practices and services in a market, in accordance with the protection of four important operations (Inafed, 2010):

- a. Articulate production, distribution and consumption.
- b. Commercialize among the population products of the region at affordable prices.
- c. Promote the supply of basic consumer products.
- d. Increase availability of source and nutritious products (p. 3).

However, although the operation of the MPM is widely regulated by this regulatory framework, in which the municipal council provides an infrastructure, the organization required for the practice of the tenants within the public market (Inafed, 2010) and are intended resources of the three levels of government, the deficiencies of the human factor have gone unnoticed. Therefore, it can be assured that there is no appropriate regulation, protocol or code to regulate the conduct of the MPM tenants, so that the deal with the client becomes a practice that generates profitable commercial transactions. For this, Alonso et al. (2007) suggest that the correct presentation, the disposition of the products, as well as the personalized treatment are the great attractions of any retail market.

The markets of Huajuapán de León, Oaxaca

Due to the number of inhabitants, Huajuapán de León is the sixth largest municipality in the state of Oaxaca, and consists of 53 locations in a territory located at the following coordinates: 17 ° 59 'north, 17 ° 43' south latitude north, east 97 ° 43 ', west 97 ° 55' east longitude (National Institute of Statistics, Geography and Informatics [Inegi], 2004). It adjoins to the north with the municipalities Santiago Miltepec, Asunción Cuyotepeji and with the state of Puebla; in the south with the municipalities Tamazulapam del Progreso, Santiago Cacaloxtotec and San Marcos Arteaga; to the east with the municipalities Santa María Camotlan and Santiago Huajolotitlan; to the west with the municipalities Silacayoapilla, San Miguel Amatitlan, Zapotitlan Palmas, Santiago Ayuquililla and with the state of Puebla.

According to data from the Inegi Intercensal Survey (2015), the municipality has a population of 77,547 inhabitants, of which 53.02% is female population. The municipal seat is the Heroic City of Huajuapán de León, which according to the projections of the National Population Council (Conapo) (2017), currently has a population of 58,342 inhabitants. Its predominant economic activities are commerce and services, since according to the First Census of Commercial Activity conducted by the National Chamber



of Commerce, Services and Tourism of Oaxaca (Canaco Servytur) (2011) is the activity carried out by 99.8% of the economic establishments settled.

In fact, and from the Inegi municipal statistical notebook (2004), in the Heroic City of Huajuapán de León, the following five public markets are established, in order of size: Ignacio Zaragoza, Porfirio Díaz, Cuauhtémoc, Benito Juárez and the Tianguis of Aviation. However, it is worth noting that the latter could not be included in that list because it is a street vendor market that is settled on a regular basis on Wednesdays of each week. The other four, however, are central and are located in the first square of the city, in a territory delimited by the streets Cuauhtémoc, Francisco I. Madero, Tapia and the international highway.

Given that there is no conclusive research about the opinion of the clients towards the main public markets of the Heroic City of Huajuapán de León, Oaxaca, and there is only one antecedent a survey to diagnose the situation of the small public markets (Cuauhtémoc and Benito Juárez) carried out in 2011 at the request of the Market Council of the City Council, it is unknown what are the factors that influence the (in) satisfaction of customers who come to the markets of that town.

According to the aforementioned survey, it is only known that there are three main factors that condition the negative perception towards the Cuauhtémoc and Juárez markets: security, access to the market and cleaning; while the variables that cause the least damage and dissatisfaction of the clients are the courtesy of the tenant, the attention, the treatment to the client and the availability (Regidor de Mercados, 2011).

This lack of data justifies the development of this research, which has sought to know the level of (in) satisfaction of the general public around the service offered in the two largest public markets (Porfirio Díaz and Ignacio Zaragoza) the mentioned locality.

Methodology

To investigate the degree of (in) satisfaction of the people in relation to the treatment of the tenants and the commercial activity of the MPM Porfirio Díaz and Ignacio Zaragoza, the following hypothesis was put forward:

- There are determining aspects that increase customer dissatisfaction, such as insecurity, reliability or tangible elements of public markets that cause discomfort, displeasure or fear in people, which makes them opt for other options, such as those offered by supermarkets and street vendors.

For this, an on-site survey was conducted with customers who had purchased certain goods in the aforementioned markets. In this way, it was attempted to record the evaluations of the people around the different dimensions of quality of the commercial service proposed in the Service Performance model (SERVPERF), whose advantages and possibilities have been described by Torres and Luna (2017), who affirm " that it is more convenient and precise to know the quality of a service based on the assessment that the client makes based on their experience "(page 8). The dimensions of quality established by this model, and considered for the questionnaire, were the following:

- Tangible elements: Appearance of physical facilities, equipment, personnel and communication materials.
- Reliability: Ability to perform the promised service reliably and carefully.
- Responsiveness: Willingness and willingness to help customers and provide fast service.
- Security: Knowledge and attention shown by the owners and managers, as well as their abilities to inspire credibility and confidence.
- Empathy: Individualized customer service.

In the questionnaire, these dimensions were assessed by assigning a score in a range from 0 to 10 points, where 10 = excellent; 9 = good; 8 = regular; 7 = acceptable =; 6 = poor, and 5 or fewer points = failed. This was applied to a group of 432 clients chosen through probabilistic sampling; the representative sample of elements of the population projected by the Conapo (2017) was determined by means of the equation of finite populations indicated by Fischer and Navarro (1994):

$$n = \frac{\sigma^2 N p q}{e^2(N - 1) + \sigma^2 p q}$$

Where:

N: universo o población objetivo = 58342

p: probabilidad a favor del evento = 50 % = 0.5

q: probabilidad en contra = 0.5

σ : nivel de confianza de 95% y su puntaje Z correspondiente = 1.96

e: error de estimación aceptado = +/- 4.7 % = 0.047

n: tamaño estimado de la muestra = 431.6

The choice of the customer group was made directly from a universe of purchase events defined according to two variables:

1. The hours of service of the MPM, which ordinarily starts at 8:00 am and ends at 7:00 pm.
2. The 6 days of service of the MPM, except on Wednesday, because the installation of the great Tianguis in the locality induces biases in the attitude and behavior of the inhabitants.

Now, as each shopping event happens in one hour, on a specific day and in the public market, the universe was made up of 66 purchase events, from which 54 were randomly assigned. This represented a confidence level of 95% , a probability in favor of 50% and an estimation error of +/- 5.6%. In each indicated event, 8 clients were chosen to survey. When distributing the sample between the markets Porfirio Diaz and Ignacio Zaragoza, 4 clients were chosen per purchase event in each market, so 216 questionnaires were applied for each market, in different days and times.

The clients surveyed were chosen upon leaving the MPM from the first minute of each indicated purchase event. For this, the following criteria were taken into account: to appear older than 18 years of age, to have made a purchase in the market and to walk in retirement from the place.

The investigation was carried out with the authorization of the Coordination of Markets of the Municipal Government of the city from October 19 to 24, 2017, with a sample of 432 people and an equal number of questionnaires plus replacement questionnaires.

To reduce the error that can significantly influence the results, two situations were taken into account:

1. Omit in the survey people who had the habit of doing their shopping preferably in public markets.
2. Include in the survey people who preferentially bought in supermarkets and issued an unfounded opinion about public markets.

Finally, the design of the research used was quantitative, not experimental and transversal, since only data collection was done for this occasion. In addition, to facilitate interpretation, the results were represented in simple frequencies, rounded or with a decimal point. This means that the sum of the data does not necessarily represent 100%.

Results of the surveys

Sex, age, occupation and place of residence

Of the total number of questionnaires applied in the MPM Porfirio Díaz and Ignacio Zaragoza, 80% were answered by customers residing in Huajuapán, of which 70.4% were women and 29.6% were men. The average age of the respondents was 42 and a half years; The average age of the women was 41 years (minimum age = 17 years, maximum age = 90 years). The average age of men was 44 years (minimum age 18 years, maximum age 83 years). In other words, the main customers of these markets are adults.

We identified 9 types of occupations of the respondents, of which the following stand out: housewives (35.3%), non-market traders (16.9%) and employees of institutions and organizations (15.3%).

Shopping habits

The clients that go to the public market declared to do it weekly (26%), several days a week (24.6%) and daily (22.10%). The main products they buy are food (82.5%) and personal hygiene products or household items (17.5%).

Likewise, 3 out of 4 clients consulted indicated that they also made their purchases in supermarkets, specifically in the Bodega Aurrera (79.3%) and in Soriana (11.2%), where they acquire mainly personal hygiene items (41.5%) and household items (27.9%). Finally, 42% of respondents said they definitely did not buy with street vendors, while 45.8% said they did occasionally.

Advantages and disadvantages of suppliers

The people surveyed considered that the main advantages of buying in public markets were appearance and image (61.28%), treatment and care (61.8%), and location and access to the site (62.2%); however, the main benefits of comparing in supermarkets were cleanliness and order (71.8%), appearance and image (73.6%), and communication and publicity (75.6%). On the other hand, in relation to street vendors, the opinion of the respondents was not so strong, as they only rescued as an advantage the location and access to these (3.9%), the treatment and the attention (5.5%), and the prices and offers (6.6%). It should be noted that prices, offers, discounts, as well as variety and availability of products were not recognized as the main advantages of public markets or supermarkets.

When comparing respondents' answers about prices, offers and discounts, there were similar percentages of opinion for the public market (45.6%) and the supermarket (47.9%). Neither the available variety of products was recognized as an advantage, although when comparing the responses of the respondents, there was a more favorable opinion for the public market (58.5%) on the supermarket (39.4%).

Evaluation of the commercial service of tenants

With a scale of 0 to 10 points (where 0 was the worst rating, less than 6 was a failing grade, and 10 the best rating), respondents from the public markets evaluated the reliability aspect, as well as four other elements, according to the SERVPERF model. Respondents assigned a rating to the following reliability factors:

- To the variety of products of the tenants, the respondents assigned an average score of 8.2 (the worst score was 4, the best 10). Specifically, 58.3% of the respondents assigned grades from 0 to 8 points, and only 41.7% determined grades of 9 and 10. This means that the idea that the variety of products of the tenants was regular prevailed.
- The quality of the tenants' products was given an average rating of 8.5 (the worst rating was 4, the best 10). The good and bad ratings represented 50%, respectively.
- The prices of products handled by the tenants had an average rating of 7.9 (the worst rating was 1, the best 10). Specifically, 63.8% assigned ratings from 0 to 8 points, while 36.2% gave ratings of 9 and 10. The price, therefore, represented a factor of unreliability in the opinion of the majority of respondents.

- To the advantages of buying from public market tenants, the respondents assigned an average rating of 8.1 (the worst rating was 3, the best 10). Specifically, 63.1% assigned ratings from 0 to 8 points, while 36.9% contributed ratings of 9 and 10. In other words, buying with tenants is not an advantage, so it can be said that this is another factor of little reliability for most of the respondents.

Regarding the response capacity, the respondents were asked about the speed and the helpful attitude of the tenants. The results were the following:

- The average rating assigned by the respondents in relation to the speed was 8.3 (the worst rating was 3, the best 10). Specifically, 56.9% of the respondents assigned grades from 0 to 8 points, and 43.1% gave grades of 9 and 10.
- Regarding the helpful attitude, the average rating was 8.1 (the worst rating was 1, the best 10). Specifically, 58.8% of the respondents assigned grades from 0 to 8 points, and 41.2% gave grades of 9 and 10. This means that the helpful attitude was a determining factor to harm or benefit the perception of the respondents.

Regarding safety, the respondents evaluated the trust they have in tenants and their hygiene conditions:

- The average rating in relation to the confidence to make purchases with tenants was 7.4 (the worst rating was 0, the best 10). In fact, 76.8% of the respondents assigned ratings from 0 to 8 points, while 23.2% contributed ratings of 9 and 10. In other words, only 1 in 4 respondents had good or excellent confidence in the tenants they frequent.
- The average rating for hygiene was 7.3 (the worst rating was 0, the best 10). Specifically, 81.5% of the respondents assigned grades from 0 to 8 points, and 18.5% gave grades of 9 and 10. That is, 8 out of 10 respondents felt that the tenants' hygiene was regular, bad and even terrible.

Regarding empathy, the respondents evaluated both the tenants' treatment and the information they received in the purchase of products:

- The average rating assigned to the treatment received was 8.0 (the worst rating was 1, the best 10). In summary, 60.8% of the respondents assigned grades from 0 to 8 points, and 39.2% provided ratings of 9 and 10. This means that 6 out of 10 respondents felt that the tenants' treatment was fair or bad.
- The average rating for the information received from the tenants was 6.4 (the worst rating was 0, the best 10). Specifically, 63.6% of the respondents assigned grades from 0 to 8 points, and 36.4% gave ratings of 9 and 10. That is, for most respondents the empathy also gets worse for information and treatment.

To gather information about the tangible elements, we asked about the personal image of the tenants and the physical appearance of their premises:

- The average rating given to the image was 7.4 (the worst rating was 1, the best 10). Specifically, 51% of the respondents gave ratings of 0 to 8 points, and 49% assigned grades of 9 and 10. This means that there was parity between good and poor personal image of the tenants.
- The average score in relation to the physical appearance of the premises was 7.2 (the worst rating was 1, the best 10). Briefly, 57.2% of the respondents assigned scores of 0 to 8 points, and 42.8% gave scores of 9 and 10. Physical appearance, therefore, is a factor that for the majority of respondents worsens the tangible elements of the public market.

Perception of the commercial service of the markets

Respondents assigned a rating to public markets based on their perception of public safety, the convenience of shopping and what they consider to be a good service for tenants. Specifically, 68.6% of the respondents gave grades from 1 to 8 points, while 31.4% gave ratings of 9 and 10. The average of these results was 7.9, which means that 7 out of 10 people perceived that there is insecurity when going to the public markets.

As for the comfort to buy within the public markets, an average of 7.4 was obtained. Specifically, 72.9% of the respondents assigned ratings of 1 to 8 points. That



is, only 3 out of 10 respondents felt comfortable walking with their bags through the corridors and corridors of the public markets.

Finally, when requesting a qualification for market service, respondents gave an average score of 7.8. Specifically, 69% of the respondents gave ratings of 2 to 8 points, while 31% gave ratings of 9 and 10. That is, only for 1 in 3 people the service of the public markets was good.

Conclusions

This research revealed not only different characteristics (eg, sex, age, occupation and place of residence) of the people who make their purchases at the MPM Porfirio Díaz and Ignacio Zaragoza, from the City of Huajuapán, Oaxaca, but also some of their perceptions in relation to the service of those establishments, which are summarized below:

The majority of clients are adult women between the ages of 37 and 45, mainly housewives, merchants or employees who reside in the city.

Among the customers' habits, it is noteworthy that they go weekly to the public markets to buy mainly groceries. However, they also usually visit weekly or biweekly supermarkets, specifically Bodega Aurrera, to buy household and personal hygiene items. From the previous result it can be deduced that the supermarket is a place of complementary purchase of the public market. Although 42.6% of respondents indicate that they definitely do not buy with street vendors, there is a similar proportion that does, at least occasionally.

The main advantages of the public market are the location, the access to the place, the treatment and the attention that the client receives, as well as the appearance and image. The main disadvantages are security measures, cleanliness and the order that exists, as well as communication and publicity.

In relation to supermarkets, the main advantages are communication and advertising, appearance and image, cleanliness and the order that exists; Its disadvantages are the variety and availability of products, the location and access to the place, as well as the treatment and attention received by the client.

With regard to street vendors, the main advantages are prices, offers and discounts, the treatment and attention received by the client, as well as the location and access to the place. The disadvantages are the appearance and image, the cleanliness, the order that exists and the security measures.

Because satisfaction can become dissatisfied when a customer assigns a failing grade service received generally public markets of the Heroic City Huajuapán de León, Oaxaca, generate satisfaction among low and medium, as the average scores granted to the different aspects of the quality of service range between 7 and 8.2 on a scale of 10.

The reliability aspect of the public market received an average rating of 8.2, which is interpreted as a regular operation that leaves the surveyed customers moderately satisfied. In the aspect of response capacity, the average rating was 8.2, which is equivalent to a regular operation, which translates into an average satisfaction.

In the safety aspect, the average rating was 7.4, which means an acceptable performance. This means that the satisfaction is below what the client considers regular. In relation to the aspect of empathy between tenants and customers, the average rating was 7.2, which represents an acceptable performance. This result reflects a satisfaction that tends to be minimal.

In the last aspect -that is, the tangible elements, mainly the image of the tenants and the appearance of their premises-, the average rating was 7.3, which is equivalent to an acceptable performance. In other words, in the same way as in the previous aspects, satisfaction tends to the minimum.

The perception that respondents generally have about the safety, comfort and ideal functioning of public markets is between acceptable and regular, given that the average score obtained was 7.7. According to this result, customer satisfaction is barely above the minimum.

In general, public markets must perfect all aspects of their service, specifically what is related to empathy. Likewise, work more on the tangible elements, inspire greater security to its clientele and strengthen reliability and responsiveness.

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Rol de Contribución	Definición (solo poner nombre del autor)
Conceptualización	Perseo Rosales Reyes e Ivonne Maya Espinoza grado de contribución igual.
Metodología	Perseo Rosales Reyes e Ivonne Maya Espinoza grado de contribución igual.
Software	Perseo Rosales Reyes e Ivonne Maya Espinoza grado de contribución igual.
Validación	Perseo Rosales Reyes e Ivonne Maya Espinoza grado de contribución igual.
Análisis Formal	Perseo Rosales Reyes e Ivonne Maya Espinoza grado de contribución igual.
Investigación	Perseo Rosales Reyes grado de contribución principal, e Ivonne Maya Espinoza grado de contribución apoyo.
Recursos	Perseo Rosales Reyes e Ivonne Maya Espinoza grado de contribución igual.
Curación de datos	Perseo Rosales Reyes e Ivonne Maya Espinoza grado de contribución igual.
Escritura - Preparación del borrador original	Perseo Rosales Reyes grado de contribución de apoyo e Ivonne Maya Espinoza grado de contribución principal.
Escritura - Revisión y edición	Perseo Rosales Reyes grado de contribución de apoyo e Ivonne Maya Espinoza grado de contribución principal.
Visualización	Perseo Rosales Reyes grado de contribución de apoyo e Ivonne Maya Espinoza grado de contribución principal.
Supervisión	Perseo Rosales Reyes e Ivonne Maya Espinoza grado de contribución igual.
Administración de Proyectos	Perseo Rosales Reyes e Ivonne Maya Espinoza grado de contribución igual.
Adquisición de fondos	Perseo Rosales Reyes e Ivonne Maya Espinoza grado de contribución igual.