REVISTA VÉRTICE UNIVERSITARIO
http://www.revistavertice.uson.mx

UNIVERSIDAD DE SONORA

Interdisciplinary Faculty of Economic and Administrative Sciences

RESEARCH

Commercial distribution of a traditional soup with innovation

Distribución comercial de una sopa tradicional con innovación

Date received: January 18th, 2021

David Aguilar Quintana[1], Alma Teresita Velarde Mendívil[2] and Dena María Jesús Camarena Gómez[3]

Date of approval: February 15th, 2021

1 Corresponding author: Bachelor's degree in Marketing, Universidad de Sonora.
Email: davidaq1996@gmail.com
2 Ph.D. in Management and Marketing. Coordinator of the Master's in Marketing and Consumer Markets, Professor-Researcher, Department of Accounting, Universidad de Sonora. Research Group: Economic Development.
Email: alma.velarde@unison.mxORCID https://orcid.org/0000-0003-4164-6433
3 Ph.D. in Economics and Organizational Management. Academic Secretary of DCEA, Professor-Researcher, Department of Accounting, Universidad de Sonora. Research Group: Economic Development
Email: dena.camarena@unison.mx ORCID: https://orcid.org/0000-0001-6634-2626

Abstract

Changes in lifestyle, driven by the development of mass media, the incorporation of women into the workforce, the growth of global trade, among other factors, have influenced food consumption habits and led to an increase in the demand for pre-cooked foods. Among the products that have experienced growth are ready-to-eat soups. Considering the market potential of these products, a regional company from Sonora developed a ready-to-eat soup that combines tradition and innovation.

The objective of this study is to identify the acceptance of a traditional Sonoran food product with an innovative twist "Cazuela lista para consumir" within the distribution channel. A cross-sectional mixed-methods study was conducted. Through observation and data collection in commercial establishments, it was found that recipes highlighting emblematic elements of regional cuisine have not reached the shelves of major retail stores.

There is growth potential for innovative traditional soups; however, it is essential to emphasize aspects such as preparation speed, the symbolism tied to tradition and identity, as well as offering a competitive price.

Keywords: Commercialization, Traditional Foods, Innovation

JEL Code: M31

Resumen

Los cambios en los estilos de vida de la población, motivados por el desarrollo de los medios de comunicación, la incorporación de la mujer al ámbito laboral, el incremento del comercio mundial, entre otros, han influido en el consumo alimentario de la población y dado pauta al aumento de alimentos pre-cocinados. Entre los productos que ha experimentado un crecimiento, son las sopas listas para consumir. Considerando el potencial de mercado de estos productos, una empresa regional sonorense, generó una sopa lista para consumir donde se combina la tradición y la innovación. El objetivo es identificar la aceptación que tiene en el canal de distribución un alimento tradicional sonorense con innovación como la "Cazuela lista para consumir", se realizó una investigación mixta de corte transversal, donde mediante la

observación y toma de datos en los establecimientos comerciales, se identificó que las recetas que resaltan los elementos emblemáticos de la cocina regional no han llegado a los lineales de las grandes superficies. Existe un potencial de crecimiento para las sopas tradicionales con innovación, no obstante, es necesario enfatizar aspectos de rapidez en la elaboración, los simbolismos asociados a la tradición e identidad, así como un precio competitivo.

Palabras claves: Comercialización, Alimentos tradicionales, Innovación.

Código JEL: M31

Introduction

In recent years, there has been an upward trend in the marketing of traditional or ethnic food. In the United States, for example, such products generated $12.5 billion in sales in 2018, positioning it as a major global market for these types of foods (Statista Research Department, 2018; Mintel, 2012).

In the Mexican context, and specifically for Sonoran entrepreneurs, the traditional or ethnic food market represents an attractive opportunity. However, entering this market is not simple due to the diverse and highly competitive range of existing products. One strategy to achieve market positioning is innovation, which, according to the OECD (2018:21), is defined as "a new or improved product or process (or a combination of both) that differs significantly from previous products or processes and has been made available to potential users (product) or put into use by the production unit (process)."

In this regard, innovation becomes a viable strategy for small and medium-sized Sonoran food entrepreneurs to remain competitive and gain market share in the global arena. Additionally, it contributes to strengthening the local economy and development by generating direct and indirect employment, and serves as a means of preserving and transmitting culture, tradition, and identity.

It is within this context that the "ready-to-eat cazuela" emerges as a traditional Sonoran dish, specifically a soup or broth, rooted in the culinary traditions of the region. This product has undergone an innovation process that could make it attractive in the current market. While the cazuela is considered a traditional Sonoran product, its consumption is lower compared to other traditional foods. This is due to "a lack of time to prepare it, limited availability of ingredients, and lack of knowledge on how to cook it" (Sandoval & Camarena, 2015).

The concept of "soup" is defined as "a hot or cold, more or less liquid dish prepared by cooking various ingredients such as meat, rice, and vegetables in a broth. However, in some parts of Mexico, the term does not refer exclusively to a liquid preparation; it can also refer to a broth, cream, rice, or even dry or soupy pasta" (Muñoz, 2000). Although the literature presents a variety of definitions, there is consensus that soup involves a broth made from multiple ingredients. Soup consumption has been part of family habits for generations, with variations over time such as instant or fortified soups.

Instant soups trace back to Germany around the 1870s, when Carl Heinrich Theodor Knorr experimented with dried vegetables and seasonings that preserved both nutritional value and flavor. Meanwhile, the invention of instant soups is attributed to German chemist Justus von Liebig, whose 1847 experiment known as meat extract was launched in Uruguay in 1864 (Sanz, 2003). Another major milestone occurred in Japan in 1958, when Taiwanese entrepreneur Momofuku Andō, founder of NISSIN FOODS, created the world's first instant noodles, "Chicken Ramen." Today, the company offers a wide variety of products (NISSIN FOODS, 2012).

Changing environments have led to shifts in lifestyles, including eating habits. Some authors suggest that "as industry and commerce became more important than agriculture, the need arose to solve food-related issues resulting from urbanization and other factors. There was a reduction in time available for food preparation due to increased family involvement in various activities and the physical distance between workplaces and homes. Additionally, the incorporation of women into the workforce, who traditionally were responsible for food preparation, has changed the way individuals relate to food" (Pacheco et al., 2018:29).

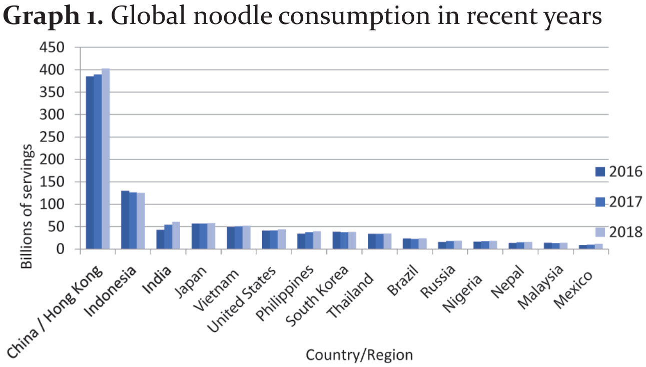
Ready-to-eat foods offer several advantages over home-cooked meals or those served at most restaurants. These include shorter preparation times, convenience, and variety benefitting individuals with limited time to shop for and cook meals.

Today, ready-to-eat foods continue to grow in the market, with variations such as pre-cooked, functional, and frozen foods. Some authors note that convenience, health, and premium quality are the three main pillars of innovation in the food sector. This has led to concepts such as fourth and fifth range foods, which essentially refer to ready-to-eat products combined with innovation. Resa (2014:30) states that “the investment made by manufacturing companies in Research, Development, and Innovation (R&D&I) affects the entire sector, as it has been shown that categories with higher innovation levels grow up to four times more than those with low levels of new products. In the first case, market growth is close to 4%, while in the second it barely reaches 1%. The success of innovation is also tied to the distribution channel… it is a key factor, as two out of three consumers learn about new products on the store shelves where they shop.”

Instant soups originally began as simple vegetable and seasoning-based products, led by the Knorr company. Today, Knorr offers a variety of soups tailored to regional tastes in over 80 countries (Franco, 2011). As previously mentioned, the first instant noodles were launched in Japan in 1958 by Momofuku Andō, founder of NISSIN FOODS. These products later expanded to the Americas and Europe and gained global acceptance. The company currently operates 76 production plants in 19 countries (NISSIN FOODS, 2012).

According to the World Instant Noodles Association (2019), global demand for noodles surpassed 100 billion servings in 2012. In 2018, demand reached 103.6 billion servings, with China/Hong Kong leading consumption at 40.25 billion servings. In Mexico, consumption for the same year totaled 1.18 billion servings, placing it second in Latin America after Brazil (2.37 billion servings) and 15th worldwide (see Graph 1).

Graph 1. Global noodle consumption in recent years



Source: Own elaboration based on data from the World Instant Noodles Association, 2019.

With the development of societies, people’s needs have changed, and with them, their food consumption habits. Currently, due to the fast pace of everyday life, there is a tendency toward ready-to-eat products. A study conducted in Spain with a population of European food consumers found the following market trends (Instituto Nacional de Consumo de España, 2000): less time devoted to shopping and food preparation; preference for purchasing meals that require little preparation; a tendency toward single-dish meals or, in any case, less structured meals; and an increase in the purchase of pre-cooked dishes, meals with packaging suitable for consumption on trays in front of the television, and greater use of food delivery services.

In response to these demands, adjustments and improvements in quality have arisen in soups. In this context, healthy instant soups with high nutritional value have been produced, such as the instant soup based on ipomoea batatas (sweet potato) flour made in Guayaquil, Ecuador; instant soup from fava bean flour; and instant soups that use arracacha flour (a root recognized in most Latin American and Andean countries), the latter representing a traditional food (Albán et al., 2011; Macías et al., 2011; García et al., 2007).

Innovation

Consumer satisfaction is a key element for a company’s success. To respond to consumers’ changing needs, entrepreneurs not only produce goods but must also innovate by generating new products. Meeting market needs is a complicated task due to the time and resources required to carry out this activity. The literature presents various concepts of innovation. According to Lundvall (1992), innovation is defined as an ongoing process of searching for and exploring outcomes: new products, new techniques, new organizational forms, and new markets. The Oslo Manual (2005) states that innovation is “the introduction of a new or significantly improved product (good or service), process, marketing method, or organizational method in the internal practices of a company, workplace organization, or external relations.”

Innovation is considered a relevant factor in organizational performance because it involves bringing novel ideas to market that represent value for customers (Fonseca et al., 2015). Business innovation is an improvement in business activity through changes in business models, processes, organization, products, or marketing to make the business more efficient and achieve a better position in the market (Hernando, 2017). Furthermore, consumers constantly change their minds, leading to changes in consumption habits, demanding changes in the goods they acquire or requesting new ones. Innovation can become a fundamental pillar of competitive strategy, relying on the capabilities marketing provides to an organization, increasing its innovation-generating power (Weerawardena, 2003). Within an organization's competitive strategy is its marketing capability, which includes the skills and resources that add value to products and services to satisfy demand (Potočan, 2013).

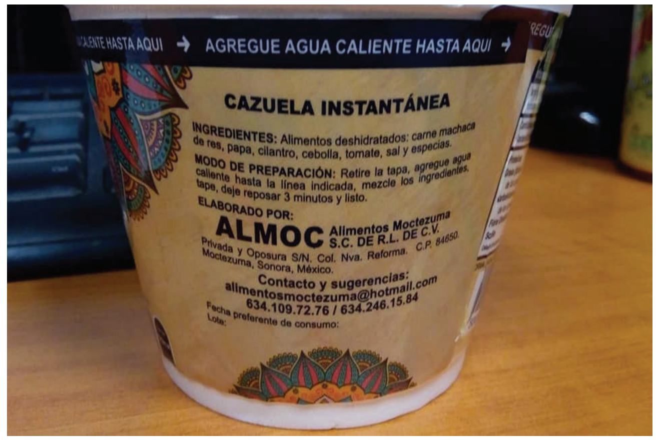
Innovation and tradition: instant soup cazuela "nutricazuela"

The instant soup cazuela represents the traditional Sonoran stew cazuela or machaca broth in an innovative way, since the production process generates a product ready for consumption. It is a product that, besides its easy preparation, offers practical benefits to the consumer, avoiding the preparation, purchase, and search for its ingredients. Its production has taken care to maintain adequate nutritional aspects as well as preserve characteristics of the traditional product. Additionally, the company is located in a rural region of the state of Sonora, Mexico, which implies the continuation of traditions adapted to the "modern world." Botanas y Machaca Villarreal is a small family business located in the municipality of Moctezuma in the Sierra of Sonora. In December 2017, the product Nutricazuela instant soup was launched (Figure 1).

Figure 1. Instant soup: Nutricazuela

The ready-to-eat cazuela is made with ingredients harvested from municipalities in the state of Sonora. It is composed of machaca (dried shredded beef), potatoes, green chili, chiltepín, tomato, cilantro, and garlic. The vegetables in this product are dehydrated, which preserves them. Two variants of Nutricazuela are available: one spicy and one mild. Additionally, it includes a nutritional information panel for the product (Figure 2).

Figure 2. Back label of Nutricazuela



Commercial distribution

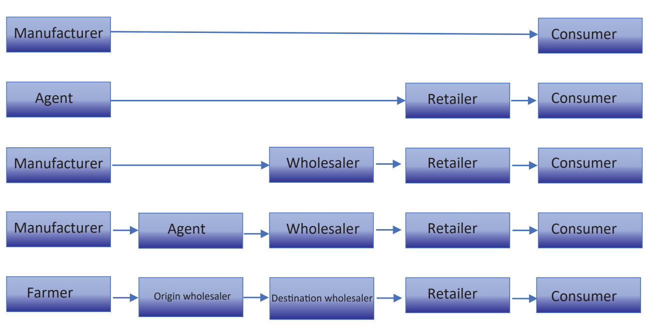
The term distribution is perceived differently depending on the person or establishment engaged in commercial activity. According to the American Marketing Association (n.d.), it has various meanings. Distribution (according to the marketing definition) is the commercialization and transportation of products to consumers. Distribution (according to the commercial definition) refers to the extent of market coverage. Distribution (according to the economic definition) is a study of how production prices are reflected in the market, that is, the reduction of rents, wages, interest, and profits. Likewise, Mercado (2015) defines distribution as the set of operations and activities carried out from the moment products, under their normal form of use, enter the producer's warehouse until they are delivered to consumers or users.

Commercial distribution refers to the set of activities necessary to make goods and services available to the final consumer under the desired conditions of place, time, form, and quantity (Chirouze, 1982). Commercial channels are necessary for product distribution and are fundamental for achieving proper market positioning. The organizations that make up the channel are called intermediaries;

they are distribution companies situated between the producer and the final consumer (Díez et al., 1992). Kotler and Armstrong (2008: 300) state that a distribution channel "is a set of interdependent organizations involved in the process of making a product or service available for use or consumption by the consumer or industrial user."

Distribution channels are classified according to the activities they perform and their purpose. There are various categorizations; however, Armario's (1993) classification is used here, which emphasizes types of goods. The consumer goods channel is used to transfer physical products from the producer to the final consumers, and various alternatives can be employed. One alternative is direct sales from the manufacturer or producer to the consumer, which is common for some agricultural products or companies that sell through catalogs. Another alternative is selling through retailers, typically used in the automotive sector (dealerships) or the food sector via large stores, mainly hypermarkets and some supermarket chains. A further alternative is using the so-called classic channel, which includes wholesale and retail institutions. Finally, another possibility is that contact between the manufacturer and wholesaler requires the intermediation of so-called intermediary agents, as is the case with imported products, whose origin is highly varied (Figure 3).

Figure 3. Consumption channels



Source: Own elaboration, adapted from Santesmases et al., 2014: 235.

The ideal distribution channel for introducing a new product such as the traditional instant soup includes self-service stores, convenience stores, and traditional retail markets. This selection is related to the product offerings they commercialize, which include various instant soups; others sell a significant number of traditional products and also consider the practicality of the products they offer as a key element of their services.

The definition of a self-service store ranges from basic consumer stores to large chains of self-service stores belonging to multinational corporations (Miranda, 2018). Convenience stores, meanwhile, are small shops located in residential areas, open 24 hours a day, seven days a week. They offer a limited line of convenience products with high turnover, as well as ready-to-eat food (Kotler and Armstrong, 2008).

Regarding traditional retail markets, these are "those that group collective establishments formed by the union of multiple independent stores located in one premises, which may or may not be free of other uses, regardless of whether their ownership is municipal or private" (Juste, 1993 in Fernández 2000: 45). Some may also be specialty stores, characterized by handling a limited product line with a deep assortment within that line (Kotler and Armstrong, 2008).

The National Association of Self-Service and Department Stores (PROFECO, 2013) classifies self-service stores based on the size of the premises, the lines of merchandise sold, and additional services offered to consumers. Thus, they are classified as megamarkets, hypermarkets, supermarkets, membership clubs, warehouses, convenience stores, mini-markets, and grocery stores. In this context, the analysis of distribution establishments located in the city of Hermosillo, Sonora, Mexico, in which marketing the instant soup "Nutricazuela" is considered viable, includes self-service stores, grocery stores, large retail chains, and convenience stores. Their selection is due to the presence of other instant soups and the sale of traditional products they carry.

Based on these criteria, 693 retail establishments were identified, and for grocery or "neighborhood" stores, 3,606 commercial establishments (INEGI, 2019) were found, which meet characteristics such as breadth and depth of product lines, geographic location within Hermosillo, store size, and organizational form that allow the distribution of essential consumer goods and traditional products. These establishments are recognized as hypermarkets, supermarkets, membership clubs, warehouses, convenience stores, mini-markets, and grocery stores. Some establishments belong to commercial chains; some are local, but the most relevant come from other states in Mexico or abroad. Based on the number of establishments with these characteristics, 84 stores were located within the city. Generally, these establishments have full departments and shelving dedicated to instant soups such as pasta, soups, and oriental food. The existence of a prior offering makes the commercialization of Nutricazuela viable and feasible.

Methodology

Since this is an initial exploration of the commercial characteristics involved in distributing a traditional ready-to-eat food in Hermosillo, Mexico, qualitative methodology was used in the fieldwork. The study began with direct observation on the shelves of ten commercial establishments in the city. Some of these belong to commercial chains, so their commercial policies apply uniformly across their locations, a characteristic considered when selecting them. Through direct observation on distribution shelves, data were collected on product offerings and marketing strategies used for similar or substitute products. Therefore, this was the method selected for defining the products and market. The information obtained allowed identification of the instant soups offered in the local market, as well as important elements such as brand attributes, price, origin, among others, relevant at the time of commercialization. The shelf visits took place from March to April 2018.

For selecting the establishments for the shelf visits, the proposals of Kotler and Armstrong (2007) were considered. These proposals start from the product offerings the stores provide, the establishment's market positioning, types of products they commercialize, and the brand's place in consumer minds. Additionally, the geographic distribution of establishments in the locality was taken into account, seeking a balanced selection by zones. A data collection instrument was developed that recorded information on articles such as product type, weight, price, nutritional information, type of packaging, origin, expiration date, flavors, brand, department within each establishment where the product is sold, shelf position, and other label-related data.

Results

Regarding the shelf visits, it was found that 36.1% of the establishments visited are located in the eastern part of the city, 27.8% in the west; meanwhile, the

Table 1. Soup typology according to intrinsic characteristics and consistency

Ready-to-eat products according to their state		
Solid	Liquid	Powder
		
		
		

Source: Own elaboration based on information from the available market supply.

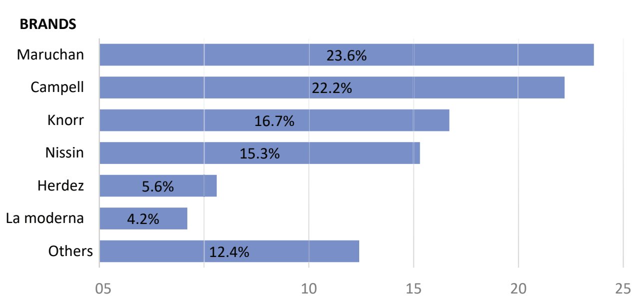
southern and northern zones represent 23.6% and 12.5%, respectively.

Seventy-two observations of instant soups were identified and classified according to their type as liquid, solid, and powdered (Table 1). This classification was done to differentiate the soups according to their appearance, since this characteristic is also taken into account by consumers when making their choice, and also to define the product's direct competition. Liquid soups are those whose particles have greater mobility than solids but less than gases and do not have a definite shape. Solid soups have their own shape and resist being divided, exhibiting firmness, density, and strength. Powdered soups are a combination of solid and powder; powder is defined as a collection of tiny particles resulting from grinding a substance or removing all its water content (Oxford Dictionary, 2019).

Of the references observed, 43.1% are solid; some come with seasoning mixes to enhance the flavor, while 37.5% are considered liquid. The latter feature a combination of different foods such as chicken, tomato, vegetables, onion, rice, or may also include cream-based soups like mushroom, corn, tomato, cheese, among others. Lastly, powdered soups (19.4%), although similar to solid ones, actually contain a greater number of ingredients.

Among the observed products, 16 brands of instant soups were identified. The most prominent was the brand Maruchan, with 23.6% shelf presence, followed by Campbell's with 22.2%. Other brands with lower participation included Knorr (16.7%), Nissin (15.3%), Herdez (5.6%), and La Moderna (4.2%) (Graph 1). Although the supply of instant soups is broad, none of the available brands originate from the region, nor do they offer a recipe with traditional Sonoran characteristics or anything similar to the "Ready-to-eat Cazuela."

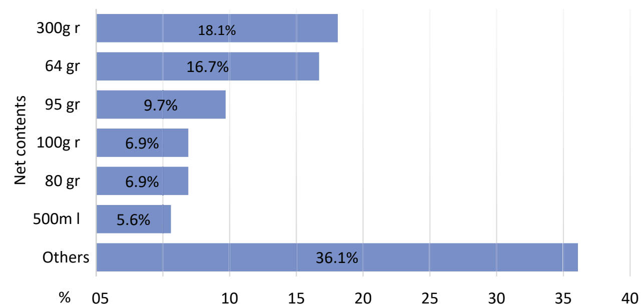
Graph 2. Instant soup brands available on distribution shelves



Source: Own elaboration.

The products are distributed in different quantities, measured in units of mass and volume, such as grams and milliliters, depending on the state of the product (solid, liquid, or powdered). Among the most common presentations is the 300 g format, representing 18.1% of the observations, followed by 64 g soups at 16.7%. Next are the 95 g soups, accounting for 9.7% of the available products. The 100 g format represents 6.9% of the observations, as do the 80 g soups, while the 500 ml soups make up 5.6% (Graph 2).

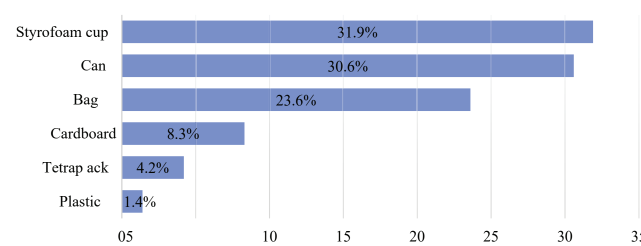
Graph 3. Quantity of presentations in instant soups.



Source: Own elaboration.

On the other hand, it was observed that prices range from \$9.90 to \$40.00 Mexican pesos, with an average of \$16.50. Different types of packaging were also found, with the most common being Styrofoam cups (31.9%), bags (23.6%), Tetra Pak (4.2%), and plastic containers (1.4%) (Graph 3).

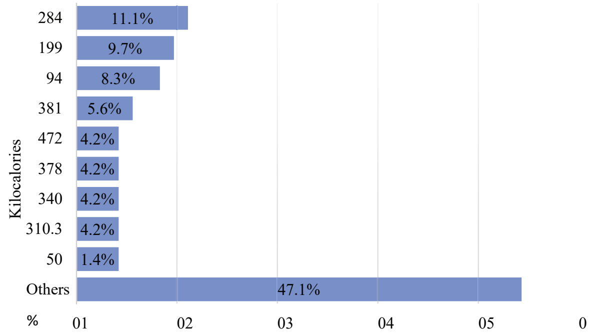
Graph 4. Type of packaging



Source: Own elaboration.

Products such as soups contain nutrients, and the proportions vary depending on the different ingredients they are made with (wheat flour, extracts, sodium, seasonings, dehydrated vegetables, sugar, broth, among others). However, energy is also necessary to carry out daily activities, which is why an analysis of the kilocalorie content of the identified products was conducted. The most frequent portion was 284 Kcal (11.1%), followed by 199 Kcal (9.7%), 94 Kcal (8.3%), 381 Kcal (5.6%), and 472 Kcal and 378 Kcal, each with 4.2% (Graph 4).

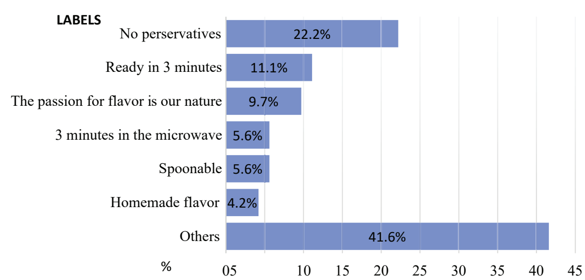
Graph 5. Nutritional value of instant soups.



Source: Own elaboration.

Manufacturers provide information on the packaging to capture consumer interest with the goal of selling the product. One of the elements they use is labels that describe the product and its benefits. Some brands use the same label across all their products, while others use more than one. The most frequently observed information includes: No preservatives 22.2%, Ready in 3 minutes 11.1%, The passion for flavor is our nature 9.7%, 3 minutes in the microwave 5.6%, Spoonable 5.6%, Homemade flavor 4.2%. Other information appears in smaller proportions, such as: gourmet, homemade broth, homemade seasoning, just add water, exquisite flavor, among others (Graph 5).

Graph 6. Labels on instant soups.



Source: Own elaboration.

During the shelf surveys, various countries of origin for the instant soups were identified. The country with the largest share is Mexico with 69.4%, followed by the United States with 27.8%. The presence of products from the U.S. can likely be explained by geographic proximity and existing trade agreements. Lastly, Japan accounts for 2.8%. Although Japanese products have a small presence, the growing demand for Asian cuisine products encourages their availability, such as noodles. Regarding the countries where the soups are packaged, this coincides with their origin: Mexico is the main producer of the national supply (69.4%), followed by the United States with 27.8%, and lastly Japan with 2.8%.

In the shelf surveys, different shelf positions where instant soups can be found were identified. This depends on the store format as well as merchandising understood as all activities, actions, strategies, and tactics aimed at "attracting the consumer at the point of sale" used in each store (Martínez, 2018). The most common position for instant soups is eye level, with 31.9% of the products placed there. This height is used to attract customer attention and encourage impulse buying. Waist level contains 25% of the products, which facilitates easy reaching. About 16.7% are located at foot level, usually heavier or slower-moving products. Products placed above head level also account for 16.7%, making them very visible and benefiting their turnover. Other less common shelf positions were also noted. According to Escriva (2010), the optimal sales zone is eye level, followed by hand level (which can also be considered waist level), while the highest and lowest levels (above head and foot level) sell less. These heights together represent 56.9% of shelf area usage by brands, with 31.9% at eye level and 25% at hand/waist level.

Stores are divided into sections where similar products or those with related uses are grouped. The departments where instant soups are positioned vary by store format, but they are usually located in the pasta and soup section (88.6%). Next is the grocery section, which includes canned goods, seasonings, and dry products (8.6%), and finally, the Asian food section accounts for 2.9% (Graph 5.9).

Conclusion and discussion

The fast pace of modern life, the development of communication media, the incorporation of women into the workforce, lack of free time, distances in large cities, the increase in single-person households, among other factors, have led to changes in people's lifestyles and thus their buying and consumption habits. From a food perspective, lifestyle changes have created demand for new products that are attractive, functional, maintain nutritional attributes, and are quick and convenient to prepare (Tasnim et al., 2017; Costa et al., 2007).

In this context, ready-to-eat foods have emerged for the general population, essentially combining food technology and innovation with consumer needs. Among ready-to-eat foods, soups hold a prominent position. Although they are believed to have originated in 19th-century Germany in the 1870s, their real market success started in the 1950s. Today, their success is undeniable: in 2018, 1,036.2 billion portions of noodles were demanded worldwide, with Mexico ranking second in demand (11.8 billion portions) in Latin America after Brazil.

Undoubtedly, the presence of instant soups responds to changing market needs. These trends permeate different levels, which is why small businesses also recognize such products as opportunities for innovation and market positioning. Personal initiative, market knowledge, and the desire to transmit traditions have led to the proposal of an instant soup that combines tradition with innovation. To understand the potential of this product in the market and to identify acceptance within the distribution channel of a traditional Sonoran food with innovation like the "Cazuela lista para consumir," three areas were analyzed: supply, distribution channel, and product. The empirical research involved direct observation on the shelves of ten distribution establishments that market instant soups and traditional foods.

The results show that the instant soup market in Mexico is broad and diverse. There are solid, liquid, and powdered soups, all characterized by quick preparation, but with variations in presentation and consistency. For this research, the Hermosillo market was used as a reference, where 16 instant soup brands were identified. Among the most prominent were Maruchan, Campbell, and Knorr. Other brands such as Nissin, Herdez, and La Moderna were also present but with a smaller market share. Prices ranged from $9.90 to $40.00 Mexican pesos, with an average of $16.50. Different packaging types were found, including Styrofoam cups, bags, Tetra Pak, and plastic. The market offering suggests a saturated market with high competition, particularly from large companies. However, it was also identified that in terms of traditional Sonoran products or recipes, competition is practically non-existent. Although "homemade" recipes have entered the market, those highlighting iconic elements of regional cuisine have not reached the shelves of major retailers. From a marketing perspective, there is significant growth potential; however, aspects such as speed of preparation, the symbolism associated with tradition and identity, and competitive pricing must be emphasized.

It is important to consider that the information obtained shows favorable results and guidelines for product commercialization. However, it should not be forgotten to analyze consumer acceptance regarding a traditional instant soup. Also, the research was conducted in a city where the product is relatively well-known to consumers; expanding the study to other contexts will provide more precise information on regional or national acceptance.

References

Albán, C., Figueroa, A. y Cornejo, F. (2011). Elaboración de sopa instantánea a partir de ipomoea batatas (camote). Facultad de Ingeniería Mecánica y Ciencias de la Producción Escuela

American Marketing Association (s/a). Dictionary - Definición de distribución. Enero 20, diciembre, de American Marketing Association Sitio web: https://www.ama.org/resources/Pages/Dictionary

Armario, E. (1993). Marketing, Editorial Ariel, 395-397.

Chirouze, Y. (1982).Le Choix des Canaux de Distribution, DunodEntreprise, París. 5.

Costa, A., Schoolmester, D., Dekker, M. y Jongen, W. (2007). To cook or not to cook: a means-end study of motives for choice of meal solutions. FoodQuality and Preference, 18(1): 77–88.

Díez, E., Navarro, A. y Fernández, J. (1992). Distribución comercial, tercera edición, editorial Mc Graw Hill. 14

Escriva, J. (2010). Merchandising. El lineal, espacio de exposición de productos, Editorial McGraw-Hill, 19

Fernández, R. (2000). Alternativas estratégicas para los mercados minoristas tradicionales, Distribución y Consumo, 49 (año 10): 45-66.

Fonseca, L., Lafuente, R. y Mora, R. (2015). Evolución de los modelos en los procesos de innovación, una revisión de la literatura.

Franco, D. (2011). Informe de productos, Sopas y Caldos. Secretaria de Agricultura, Ganadería y Pesca de Argentina, 1-3.

García, A., Pacheco, E., Tovar, J. y Pérez, E. (2007). Caracterización fisicoquímica y funcional de las harinas de Arracacha (Arracaciaxanthorriza) para sopas instantáneas, Ciencia y Tecnología Alimentaria, 5(5): 384-393.

Hernando, C. (2017). Simulación empresarial, primera edición, editorial McGraw Hill, 31

Instituto Nacional de Consumo de España. (2000). Las tendencias del consumo y del consumidor en el siglo XXI. Madrid, España, pp 8: Ministerio de Sanidad y Consumo.

INEGI. Directorio Estadístico Nacional de Unidades

Económicas. mayo 16, 2019, búsqueda comercio al por menor abarrotes en Hermosillo, sitio web: https://www.inegi.org.mx/app/mapa/denue/

Kotler, P. y Armstrong, G. (2007). Marketing. Versión para Latinoamérica, Décimo primera edición, Pearson Educación México.

Kotler, P. y Armstrong, G. (2008). Fundamentos de marketing, edición octava, editorial Pearson, 52,239-247, 300, 311, 318

Lundvall, B. (1992). Sistema Nacional de Innovación. Teorías de innovación. Londres.

Macías, J., Vinces, R. y Vásquez, G. (2011). ELABORACIÓN DE SOPA INSTANTÁNEA A PARTIR DE HARINA DE HABA (Vicia faba, L.). Facultad de Ingeniería Mecánica y Ciencias de la Producción Escuela Superior Politécnica del Litoral.

Martínez, H. (2018). El arte de seducir, Ecoe Ediciones, 1.

Mercado, S. (2015). Canales de distribución y logística. Estructuras de distribución, comercialización y logística para vender en mercados competitivos. Segunda edición.

Mintel. (2012). Ethnic restaurants – US – March 2012. London: Mintel Group Ltd. p 2.

Miranda, H. (2018). Evaluando el impacto de la empresa multinacional Walmart de México en la conciencia personal y colectiva de sus asociados en zonas de urbanización media mediante el formato Mi Bodega Aurrera, para focalizar su propuesta de valor y enfoque en las relaciones públicas internas. Trabajo de obtención de grado, Maestría en Mercadotecnia Global. 24.

Muñoz, R. (2000). Diccionario enciclopédico de gastronomía mexicana, definición de Sopa. noviembre 10, 2018, de larousse cocina Sitio web: https://laroussecocina.mx/palabra/?s=sopa&post_type=palabra&vista=diccionario

Nissin Foods Holdings. (2012). Annual Report. Noviembre 10, 2018, de NISSIN FOODS Sitio web: https://www.nissin.com/jp/ir/library/annual/pdf/anr_1203_01.pdf

Organización para la Cooperación y el Desarrollo Económicos. (2005). Manual de Oslo: Guía para la recogida e interpretación de datos sobre innovación, 3ra Edición, 56

Oxford dictionary. (s/a). Definición de líquido. noviembre 15, 2018, de LÉXICO poweredby OXFORD Sitio web: https://www.lexico.com/es/definicion/liquido

Pacheco, A., Sandoval, S. y Camarena, D. (2018). Sociedad de consumo y franquicias de comida rápida: factores contribuyentes para las transformaciones en el consumo alimentario, Revista Vértice Universitario, 78: 28-35.

Potočan, V. (2013). Marketing capabilities for innovation-based competitive advantage in the slovenian market. Innovative Issues and Approaches in Social Sciences, 6, 118-134

Procuraduría Federal del Consumidor. (2013). El sector de tiendas departamentales y de autoservicio en México. Mayo 20, 2019, de Procuraduría Federal del Consumidor Sitio web: https://www.gob.mx/profeco/documentos/el-sector-de-tiendas-departamentales-y-de-autoservicio-en-mexico?state=published.

Resa, S. (2014). Innovación a la cuarta y a la quinta gama, Distribución y Consumo, 27 (2): 27-30. Recuperado en julio de 2019 de: https://www.mercasa.es/media/publicaciones/212/1401809509_Innovacion_a_la_cuarta_y_a_la_quinta_gama_p27-p30.pdf

Sandoval, S. y Camarena, D. (2015). Gente de Carne y Trigo. 1ra Edición. Hermosillo. CIAD, A.C, AM Editores, México.

Santesmases, M., Sánchez A. y Valderrey, F. (2014). Fundamentos de mercadotecnia, edición primera, editorial Grupo Editorial Patria. 235

Sanz, B. (2003). Aportaciones del Barón Justusvon Liebig a la nutrición.

Statista Research Department. (2018). Ethnic Foods – Statistics & Facts. Recuperado en Junio de 2019: https://www.statista.com/topics/2313/ethnic-foods-statistics-and-facts/

Tasnim N, Abulizi N, Pither J, Hart MM and Gibson DL (2017) Linkingthe Gut Microbial Ecosystem with the Environment: Does Gut Health Depend on Where We Live? Front. Microbiol. 8:1935. doi: 10.3389/fmicb.2017.01935

Weerawardena, J. (2003). The role of marketing capabilities in innovation-based competitive advantage. Journal of Strategic Marketing, 11, 15-35.

World Instant Noodles Association. (2019). Global Demand. noviembre 10, 2018, de World Instant Noodles Association Sitio web: https://instantnoodles.org/en/noodles/market.html