

## RELACIÓN ENTRE COMPORTAMIENTO DE CONSUMO EN PERSONAS DE LA BASE DE LA PIRÁMIDE Y LA ESTRATEGIA DE PRODUCTO Y DISTRIBUCIÓN EN EMPRESAS DEL SECTOR LÁCTEOS

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### RESUMEN

**Antecedentes:** El mercado de la base de la pirámide (BoP) o mercado de los pobres se ha convertido en un segmento de interés para empresas en el ámbito mundial.

**Objetivos:** El objetivo de la investigación es explicar a través de un modelo teórico la relación entre el comportamiento de consumo en personas de la base de la pirámide en la región Norte de Santander y la estrategia de producto y distribución de empresas del sector lácteos.

**Materiales y Métodos:** El paradigma es positivista deductivo-lógico. El diseño de la investigación es de campo y cuasi-experimental, utilizando información proveniente de dos fuentes: una secundaria y otra primaria. La de campo y secundaria proviene de un cuestionario estructurado dirigido a las personas que residen en Norte de Santander y contiene información de variables culturales, sociales e individuales. La primaria se obtiene de un cuasi-experimento realizado a 50 personas de la base de la pirámide que contiene variables psicológicas. El estudio es contemporáneo transversal, porque se hará una sola vez en un periodo de tiempo. La explicación del modelo teórico se hará utilizando la técnica de ecuaciones estructurales.

**Resultados:** Se obtiene un método multivariante de segmentación para identificar consumidores de la BOP, se confirma la teoría que el segmento BOP es heterogéneo debido a diferencias socioculturales, también se confirma la teoría que la percepción racional y la emocional no están correlacionadas.

**Conclusiones:** Es necesario innovar en el modelo de negocio de las empresas para superar las limitaciones del consumidor de la BOP, especialmente en estrategias de distribución y promoción; la heterogeneidad interna en la BOP implica no

estandarizar estrategias de marketing. A pesar que se invierta altos presupuestos en posicionamiento de marca, la percepción emocional hacia el diseño del producto puede cambiar la decisión de compra. El color del empaque influye significativamente en la percepción de productos lácteos, así como en la memoria, el género no tiene diferencias significativas en la percepción de productos lácteos; y los factores culturales y sociales son los más relevantes para la decisión de canal de distribución y preferencia de diseño de producto

**Palabras clave:** base de la pirámide, comportamiento del consumidor, marketing, productos lácteos, empresas inclusivas, segmento de mercado

### ABSTRACT

**Background:** Bop market (BoP) —or the market for poor people— has become a segment of interest for companies worldwide.

**Objective:** The objective of the research is to explain through a theoretical model the association between the marketing strategy in companies of the dairy industry and the consumer behavior at the Base of the Pyramid in Norte de Santander region, Colombia.

**Materials and Methods:** The paradigm is deductive-logical positivist. The research design is field and quasi-experimental, using information from two sources: a secondary and a primary. The field and secondary education comes from a structured questionnaire aimed at people who live in Norte de Santander and contains information on cultural, social and individual variables. The primary is obtained from a quasi-experiment conducted on 50 people from the base of the pyramid that contains psychological variables. The study is contemporary transversal, because it will be done only once in a period of time. The explanation of the theoretical model will be done using the technique of structural equations.

**Results:** A multivariate method of segmentation is obtained to identify BOP consumers, the theory that the BOP segment is heterogeneous due to sociocultural differences is confirmed, the theory that rational and emotional perception are not correlated is also confirmed.

**Conclusions:** It is necessary to innovate in the business model of companies to overcome the limitations of the BOP consumer, especially in distribution and promotion strategies; Internal heterogeneity in the BOP implies not standardizing marketing strategies. Although high budgets are invested in brand positioning, emotional perception towards product design can change the purchase decision. The color of the packaging significantly influences the perception of dairy products, as well as the memory, gender has no significant differences in the perception of dairy products; and cultural and social factors are the most relevant for the distribution channel decision and product design preference

**KeyWords:** Base of the pyramid, consumer behavior, marketing, dairy industry, inclusive businesses, market segment

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