

THE ECOLOGICAL CONSUMER LIKE SOURCE OF COMPETITIVE ADVANTAGE AND HIS IMPACT IN THE IDENTIFICATION OF STRATEGIC BUSINESS OPPORTUNITIES IN THE REGION OF TULA-TEPEJI OF THE HIDALGO STATE

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Abstract

The Group of Regional Development of the Monterrey's Technological one approached to integrating the Megatrends that in the opinion of his investigators probably will mark the predictable future of the world, both in the technological aspect and in the social one, trying to identify the behaviors that will influence to persons, groups, institutions, communities, regions and countries, for with it to identify opportunities of products and emergent services that could be commercialized on the world markets. Such it is the case of the ecological consumer who presents a few specific features that are precise to know, in order to be able to propose commercial solutions that adjust to his requirements. Giving continuity to this interesting topic of investigation, in the present project across one of the most important tools of the marketing like it it is the investigation of markets it was deciding, the knowledge, managing, application and impact of the ecological consumer, which use as base for the development and sustentabilidad as the business in the region of Tula-Tepeji, of the Hidalgo State.

Keywords: Megatrends, Ecological Consumer, Sustentabilidad, Business, Company

Introduction

The complexity of the environment, the speed and magnitude of the changes force to realize a constant analysis of the new global and regional conditions, identifying the most relevant elements that allow to generate the best strategies of action. In the last forty years, they have happened many social, cultural and technological very significant events, which have had a great impact in the life of the nations of the world, have provoked changes without precedents in the way of acting of the human groups and also they have been reflected in the economic aspects of all the countries. These technological changes have produced a series of forces or environmental world movements that are described as Megatrends. The economic growth, the innovation of the industrial activities and the technical not controlled innovation they contribute to the environmental progressive deterioration revealed from the decade of the sixties. This situation has led to a rethinking of the topic, to a change of attitude, which he considers to be the environmental topics as of great social relevancy, up to such a point that today turns out to be common to identify, at least partially, quality of life with the enjoyment of an environment the most complete and as damaged as possible thing. The ecological consumer, is a conscious and sensitive buyer of the repercussions that his habits of consumption impose on the sustainable development of the region where it lives. It values the quantity of life for terms of respect to the environment, the utilization responsible for the natural resources, the care of his health and the general well-being of his community. It admits that this attitude before the life can have economic additional costs and to be ready to confront them. The ecological consumer arises from the comprehension that the human being has as for everything what to the environment and the environment, is related and for end of the way in which the governments, the companies and the persons meet involved and act simultaneously. According to Michael J. Polonsky (2009), the green marketing can be defined as a set of activities designed to generate and to facilitate any exchange of goods and services that allow to satisfy the needs of the human being across the care and protection of the environment. Because of it it is increasingly royal and landed that the marketing in our companies can contribute to the sustainable development, generating strategies with products which could expire with his principal function that is the satisfaction of the need of the clients. It is a development and promotion of a product or service for the consumers that it neither affects does not even contaminate the environment, it is the aim of the companies nowadays. With products that fulfill these characteristics, one

expects to satisfy the client answering to his needs across the functionality and quality of the products or services. Before this need, there arises what nowadays is known as green marketing. This new modality of marketing, it is the way of promoting ecological products, which are amicable with the way, since they do not represent a threat for this one, increasingly used by the companies, which must structure strategies that support the care and protection of the ecosystem.

Exposition of the problem

Formulation of the problem:

To what extent the knowledge of one of the social megatrends, such as the green consumer to develop marketing strategies, impact on business development in the region of Tula-Tepeji of the Hidalgo State?

Terms of reference of the problem:

In the development of a global and technological market, the changes not only are given in a rapid and substantial way, but these affect all the levels of the economy, the new standards of social behaviour (Ecological Consumer), offer big business opportunities and the lack of identification and application of this knowledge provoke a break in the economic traditional structures in the region of Tula-Tepeji of the Hidalgo State.

Aims of the investigation

General Objective

Determined by market research, knowledge, management, implementation and impact of the green consumer as a source of competitive advantage, and as a basis for determining the importance and enable the development of new lines of research for the development and sustainability of business in the region of Tula-Tepeji, of the Hidalgo State.

Specific aims:

. Determination of the degree of knowledge through market research, consumer behavior in ecological región Tula – Tepeji of the Hidalgo State, and use it as a reference in the present investigation.

. To spread the knowledge of ecological consumer as source of competitive advantage, across printed publications, conferences, presentations, which use as advice to report, to guide the entrepreneurs in business strategies as for the ecological consumer behavior, which they contribute to the sustainable and economic development of the region of Tula-Tepeji, of the Hidalgo State.

Justification and delimiting of the investigation

Justification.

The study, analysis, investigation, adjustment, application and diffusion of the ecological consumer as source of competitive advantage, allows to come closer the knowledge on the behavior that characterizes the new consumers, generating the creation of new business of high added value that give response to the social demands, across products and / or services with great potential, with the aim that they contribute to the economic growth of the region Tula-Tepeji of the Hidalgo State.

Delimitation.

This research is aimed at investors of the region Tula-Tepeji of the Hidalgo State.

Theoretical concept

Green consumer.

The green marketing also known as green or eco-commerce market, is the response from the company to the appearance of the green consumer or concerned about sustainable development. Today the consumer has ecological lifestyles who prefer cleaner, organic and environmentally friendly products. Detonators that address these behaviors are based on green consciousness (impact of contaminants in personal and social health, global warming, depletion of non-renewable resources), generating greater consumer demand for natural and organic products, increased in the use of alternative energies, production of goods and ecological services, and changes in the forms and lifestyles.

As a result of this megatrend or behavior new business opportunities such as organic vegetables, ecotourism, organic clothing apparel, cities with green design, solar cells, biofuels, hybrid vehicles, houses and buildings with energy-saving design, insecticides arise natural, hydroponic baby food, among others. (Díaz 2011).

Need for greater market demand for green products

According to the Organization for Economic Cooperation and Development (OECD), the green growth means fostering economic development while ensuring that natural assets continue to provide the resources and environmental services on which our well-being”

From this definition, we can say that green business is one that deals with the supply and demand of goods and services that promote the protection of natural resources.

In the last decade, companies have started offering organic or "green" products to meet a demand increasingly concerned about the environmental problem. Large companies are not the only ones who have entered this new market. In fact, small businesses are businesses and individuals really

concerned about environmental care which have fostered the growth of this new way of perceiving the trade.

How has this market developed in Mexico? Certainly, there is a green market in our country. However, this does not have enough publicity as it is composed mainly of small businesses that do not have budget to invest in advertising. The limited distribution and high costs of advertising and promotion are the main obstacles to any micro, small or medium company operating in our market. In particular, this is an obstacle for companies that are entering the green market. These problems affect both customers and producers, as there are no known channels of communication to promote a market where customers have access to green products.

It is clear that all issues related to sustainable development, especially the green trade, will take increasing relevance. By now we know that more than 2,500 businesses are already promoting green business growth in our country. Green trade offers a less invasive alternative use for the environment than traditional commerce. In this sense, it is necessary for society, government and business work together to achieve the consolidation of this alternative. It is in us to worry and take care for the environment. (Rodrigo Maldonado, 2013).

Organic product

A product is considered organic when its damaging effects to the environment is minimal or nonexistent.

This is determined if at the time of manufacture and subsequent use throughout their life cycle, generates a level of pollution and environmental damage very low compared to other products that are made in the same way and have the same function. Organic products help with the care and after-care of the environment.

These products must be harmful to the environment as little as possible, which is why from manufacturing to the end of its life cycle must be organic, therefore, must be recycled to achieve and be useful for the manufacture of a new product either in the same or a different category. (Salas, 2012).

Ecological consumer

The green consumer has been nominated as the person who is interested in caring for the environment, so the time of purchase your choice will be motivated by those products that generate less pollution and environmental damage.

Today consumers in addition to meeting their needs, looking after the environment, because the production and consumption of products, food and services have negatively impacted the environment. This event has meant that people have created awareness about the generations and contribute to preserving the environment. (Salazar, 2012).

The business relationship and environment

Every business is influenced by internal and external factors, which can be controlled or uncontrolled depending on the level of power that the company exercised over them.

External influences are all the variables that the company can not control, they are far beyond their reach, and these correspond to the economic, political and social aspects.

On the other hand the internal factors are all variables that have a direct relationship with the company and they can be controlled, these are customers, employees, suppliers, shareholders and others, all operations and processes performed, which constantly impacting environment.

This is why companies should be responsible for all activities undertaken so have chosen to align policies and marketing strategies for their organizations Eco.

These strategies help the proper maintenance and use of existing raw materials and the design and implementation of processes to generate little pollution, thus reducing waste and allow reuse and recycling of products.

It is necessary to analyze the types of phenomena that have emerged in the environment, and which are produced largely from within organizations.

Frente a los cambios generados, se ha generado una crisis medio ambiental, la cual se está combatiendo a través de empresas líderes, que no solo benefician a sus socios si no también, al medio ambiente. Han logrado desarrollar un proceso eco innovación, optimización en el uso de los recursos que tienen y capacitaciones y educación de su personal. (Díaz, 2011).

Growth of Power Purchase Green Consumer

Given the rapid changes that have been occurring in the environment, evidenced in a constant climate change, natural disasters around the world, high levels of concentration of pollution in cities, rupture of the ozone layer, among others. It has an alarm is turned on and has generated a concern in people avoid going to continue these types of events. Given this, came the need for responsible consumption and with them the green consumer who is aware of the impact of their actions on the environment and society.

A couple of decades ago there was the consumer who had limited access to information, thus, their decisions when buying were limited to little contact they had with the product when you buy it. Thanks to technological and communication advances, we now have a consumer who is increasingly informed, so it is more critical and demanding.

Thanks to large investments in advertising and market organic products, now people are consuming these products as they have taken a position of responsible drinking socially and environmentally. Consumer trends are now routed to the consumption of organic products, where people

are evaluating and comparing the products with each other, seeking to find the product you less impact on the environment. (Diaz, 2011).

Growth of Consumer Purchasing power Ecological

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The Greendex 2012 survey by National Geographic, showed that consumers 'environmental awareness' are a niche that grows in Mexico. Currently, 48% of Mexican consumers often buy products 'eco-friendly', a percentage higher than 7% in 2011.

The Greendex 2012 surveyed 17,000 consumers in 17 countries representing 75% of energy expenditure in the world, including Mexico. (Peáluela, 2012).

Profile of the green consumer

Purchase friendly products environment. 21% of consumers surveyed Mexicans consume 'all the time', while 27% do so with 'frequency'.

Prefer to fix something when it breaks before replacing it with a new item. 61% of Mexican consumers agree with this premise.

Recycled materials. 34% of Mexican consumers does 'all the time' and 25% 'often'.

Avoid buying products 'on' packaged. A 49% of Mexican consumers dislike them these items.

Prefers washed and reused rather than buying disposables. This trend has increased in 2010, only 64% of Mexicans willing to 'wash and reuse', in 2011, 80% in 2012, 84%.

Rejects 'not environmentally friendly' products. 28% of Mexican consumers does 'all the time' and 27% 'often'. (Rodriguez, 2013).

The prospect of ecological advantage

In most companies, no one really knows how much it cost the business or how environmental issues helps the bottom line a change in practices.

The problem is that the relevant costs can be spread among many different or buried in "General and administrative" accounts departments.

A number of companies have worked to uncover these costs that usually are hidden to managerial scrutiny. Separate environmental costs helps to clarify the burden of costs on products or processes of the company.

Develop right thinking is critical to success in a world of green to gold. To put the ecological lens on the strategic focus of your company:

Look at the forest and not the trees: think broadly periods, rewards and limits.

Set harsh ecological goals and not take "no" for an answer.

Recognize that perceptions are the facts: emotions and perceptions have an enormous weight, and the user is never wrong.

Do the right thing: light green values inspire employees, customers, regulators and potential adversaries in the same way. (Winston, 2012).

The ecological road

The ecoventaja based thinking is a powerful motivator and central environmental lens helps companies meet the challenges and find opportunities to take advantage. (Daniel Esty, 2012)

Competitive Advantage

For a map of the terrain reasoning and analysis that may not come naturally require. The method of echo tracking helps answer fundamental questions, but sometimes not very familiar:

What are the main environmental impacts of the company?

When and where these impacts occur?

During the manufacture?

During transport and distribution?

Do Higher in the supply chain?

Or below in the hands of consumers?

How others see environmental performance of the company?

These questions can be difficult to answer. But leading companies use a set of eco -tracking tools to develop an environmental portrait and facilitate the administration of the ecological advantage.

Once a company knows where its environmental problems arise in the value chain, you can redesign their systems to avoid them. For example, if the problem is to scrap a product when completed its life cycle, the product should be redesigned to make it easier and cheaper to recycle.

To build an ecologically advantageous culture, leading companies use many suggestions:

1. Extension of objectives
2. Decision making explicitly placed in an important ecological issues
3. Inclusion of environmentally related projects and adjustment to reflect the countless obstacles and intangible gains in value
4. Internal markets to highlight the hidden environmental costs
5. Committees administration to promote management commitment
6. Mapping environmental responsibilities in operating officers
7. Revisions ecological actions and a clear accounting of results
8. Feedback between environmental officials and those with responsibilities in line
9. Bonuses and rewards based on ecological criteria
10. Inclusion of environmental elements between indicators of key results
11. Environmental Reports
12. Websites with online ecological information
13. Authorization for employees to question actions inconsistent with the environmental commitment of the company
14. Coaching on all environmental issues that affect or may affect the company
15. Uses his own bag to transport their goods. At least 44 % of consumers usually bring a reusable bag when you shop. It is a low percentage compared to other countries such as France (84%), Germany (79%) and Canada (73%). (Winston, 2012).

Methodology

To achieve the goals outlined in this project will be done through market research, which is to collect certain information from the market, in relation to the green consumer behavior in the Tula region Tepeji the State of Hidalgo, before being analyzed and based on that, presenting to investors that serve them as a tool for decision-making and / or designing new business strategies that respond to consumer demands.

The methodology of this market research is based on the following steps:

1. Determine the needs or objectives of the research. We must first determine the reason for the research, what we want to achieve with it, what is its purpose; for example, we can do the research to find a business opportunity to see if our future business could be profitable, to see if the launch of a new product could be successful, to find the reason or solution to a problem, to analyze our competence, our demand forecasting, to confirm a hypothesis, etc.

2. Identify the information to be collected. Based on our research goal, we will determine what information we need to collect, for example, if our goal is to detect research a business opportunity, the information you might need, which would allow us to meet the needs of consumers , new tastes, new fashions, trends, market niches not served, etc.. If our research objective is to determine the feasibility of exporting our product to a given country, the information you might need would be referring to treaties or trade, tariff agreements, economic situation of the country, etc.

3. Identify sources of information. Once we know what the information or data that need to be collected for our research, we determine the sources where we get, for example, determine whether we will get the information of our target audience, our customers, research previously made of historical data, statistics, publications, Internet, etc.

4. Defining and developing harvesting techniques. Once you have determined what the information you need, and where you're going to get, we determine how we will get to determine why the techniques, methods or data collection forms that we use; see some of them:

Poll

The survey consists of a verbal or written question, when the survey is verbal method use is made of the interview; and when the survey is written questionnaire is used. A survey can be structured, when it is composed of formal lists of questions put to them all alike; or unstructured, when they allow the interviewer to be modifying the questions based on the answers you give the respondent.

For our survey we ask questions that allow us to get the information we need, which in turn allow us to achieve our research goals to achieve, for example, if our goal of research is to find a business opportunity, some of the questions you might ask in our surveys could be:

- What type of product you would like to exist in the market?
- What kind of business thinks that today could be profitable?

If our research objective is to determine the feasibility of launching a new product, some of the questions might be:

- Would you be willing to try this new product?
- How do you generate similar to this, and what features you would change or add?

If our goal is to predict our demand research, some of the questions that would formulate could be:

- How much are you willing to pay for this product?
- How often spend on average when visiting similar to this business, and how frequently visit?

Observation technique

The observation technique is to observe people, events, objects, actions, situations, etc..; to use this technique can, for example, visiting the places where consumers who make up our target audience attend and observe their behavior, we can visit the shopping areas and observe the competing products, we can visit the local competition and observe processes etc.

Experimentation

The experimental technique is to aim directly know the response of consumers to a particular product, service, idea, advertising, etc..; for example, when creating a small stall or a small tasting booth.

Focus group

The focus group or focus group is to bring together a small group of people in order to interview and generate a debate or discussion about a product, service, idea, advertising, etc..., And thus know the ideas, opinions, emotions, attitudes and motivations of the participants.

Probe

Simple and inexpensive method, which is characterized by a simple and objective oral questions; similarly, simple and objective responses are obtained; An example of a question that could be done in a poll is: "What brand of jeans do you?".

5. Collect information. Once you have determined the information you need, where sources and methods to get use to obtain, we turn to the task of collecting the information. To do this, determine beforehand who will be responsible or liable for this task, when it will begin and how long.

6. Analyze information. Once we have collected the required information, proceed to post the information (data count), then process it (sort the data, tabulate, encode) and finally, interpretation, analysis and conclusions from the information.

7. Taking decisions and design strategies. And finally, based on the analysis we have done, we begin to make decisions or design our strategies, for example:

- Based on the information we have obtained and analyzed the needs, tastes and preferences of consumers, had to design a product that is responsible for such needs or preferences.
- Based on the information we have obtained and analyzed over our competitors, we design strategies that allow us to block their strengths and exploit their weaknesses.
- Based on the information we have collected and analyzed on our business plan, we decided to give the nod to the project, and start with the creation of our new business.

Research design

- The study of the present research is prospective, descriptive, cross-sectional and observational nature, work on facts and realities of its fundamental characteristic is to present a correct interpretation.

- This may include the following types of study samples discretion:

Surveys, exploratory cases, causal, developmental, predictive, sets, correlation. The joint research is that which partakes of the nature of documentary research and field research. (Zorrilla, 1993:43).

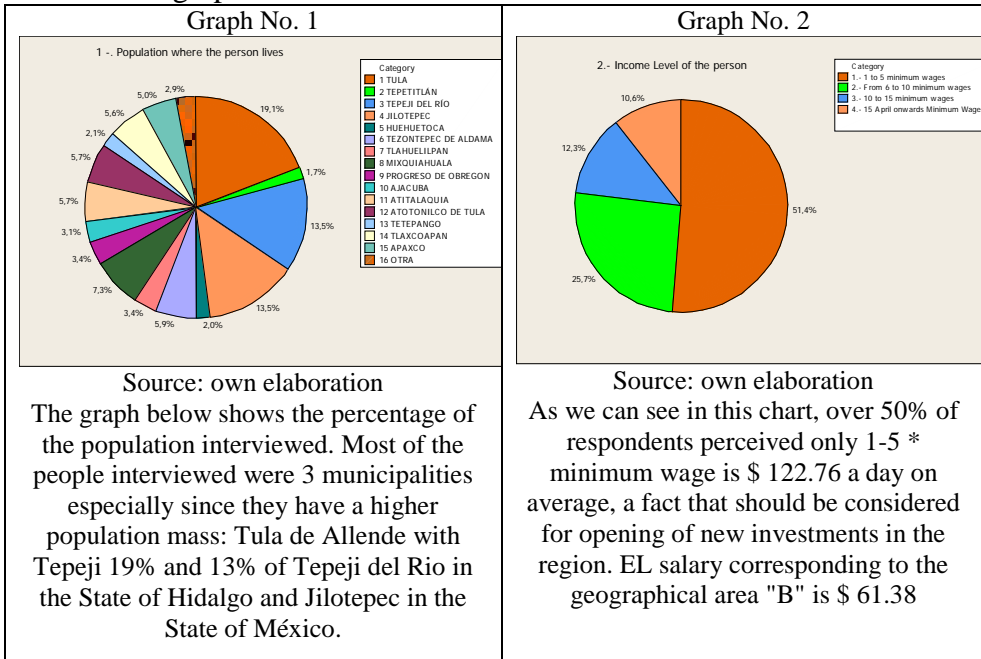
Hypothesis.

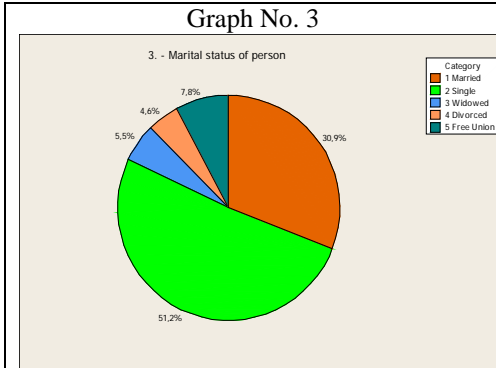
H1 Knowledge, adaptation and implementation of the green consumer as a source of competitive advantage, provide a great opportunity for new business and will impact positively on the development of the economy of the region of Tula, Hidalgo State Tepeji.

H0 knowledge, adaptation, and implementation of the green consumer as a source of competitive advantage, do not provide a great opportunity for new business and also have a positive impact on the economic development of the region of Tula, Hidalgo State Tepeji.

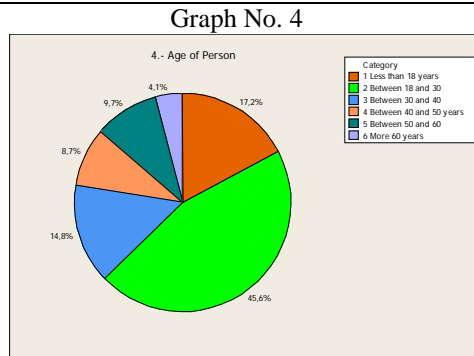
Analysis of final results

Demographic and socio-economic level

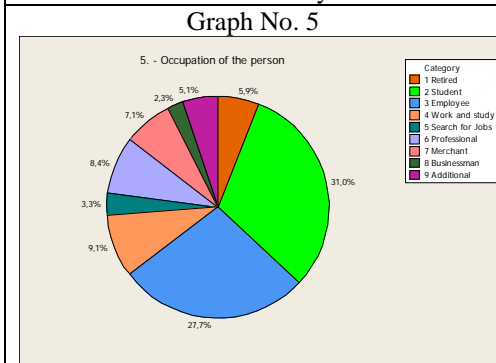




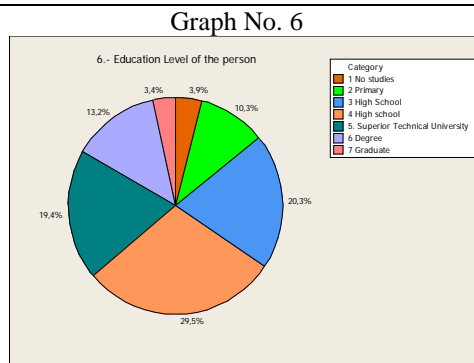
Source: own elaboration
 As shown in the graph more than 50% of the surveyed population is for people with single marital status, which shows that there are business opportunities for this segment of the population, while 30% are married, which indicates a high rate of people who consume products and services in different ways.



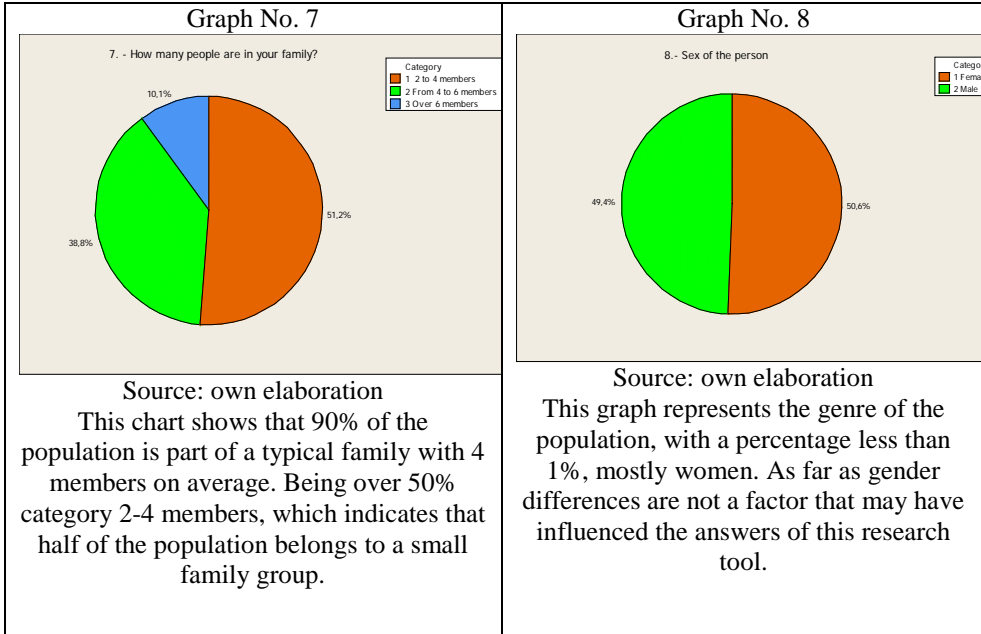
Source: own elaboration
 This chart shows that the largest segment varies in age from 18 to 30, the second lowest population is 18 years and the third from 30 to 40 years. These data indicate that overall the majority of the population is young, with 75% more data.



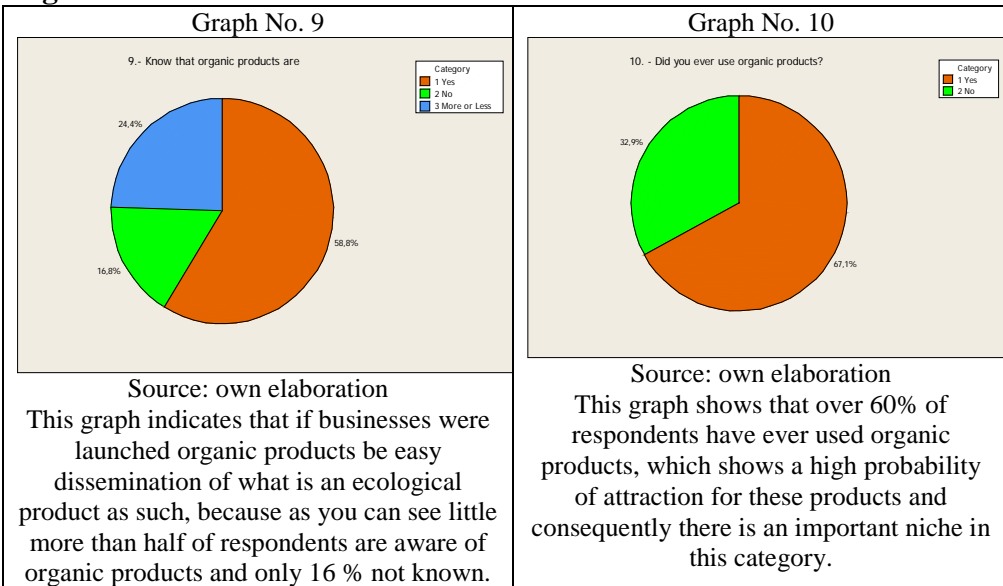
Source: own elaboration
 This graph shows that respondents mostly are students with 31% and 27% are employed, which indicates that they are mostly people with some activity related to the use of goods and services. This graph also shows that only 2.3% are entrepreneurs, which indicates a lack of entrepreneurial culture in these areas.

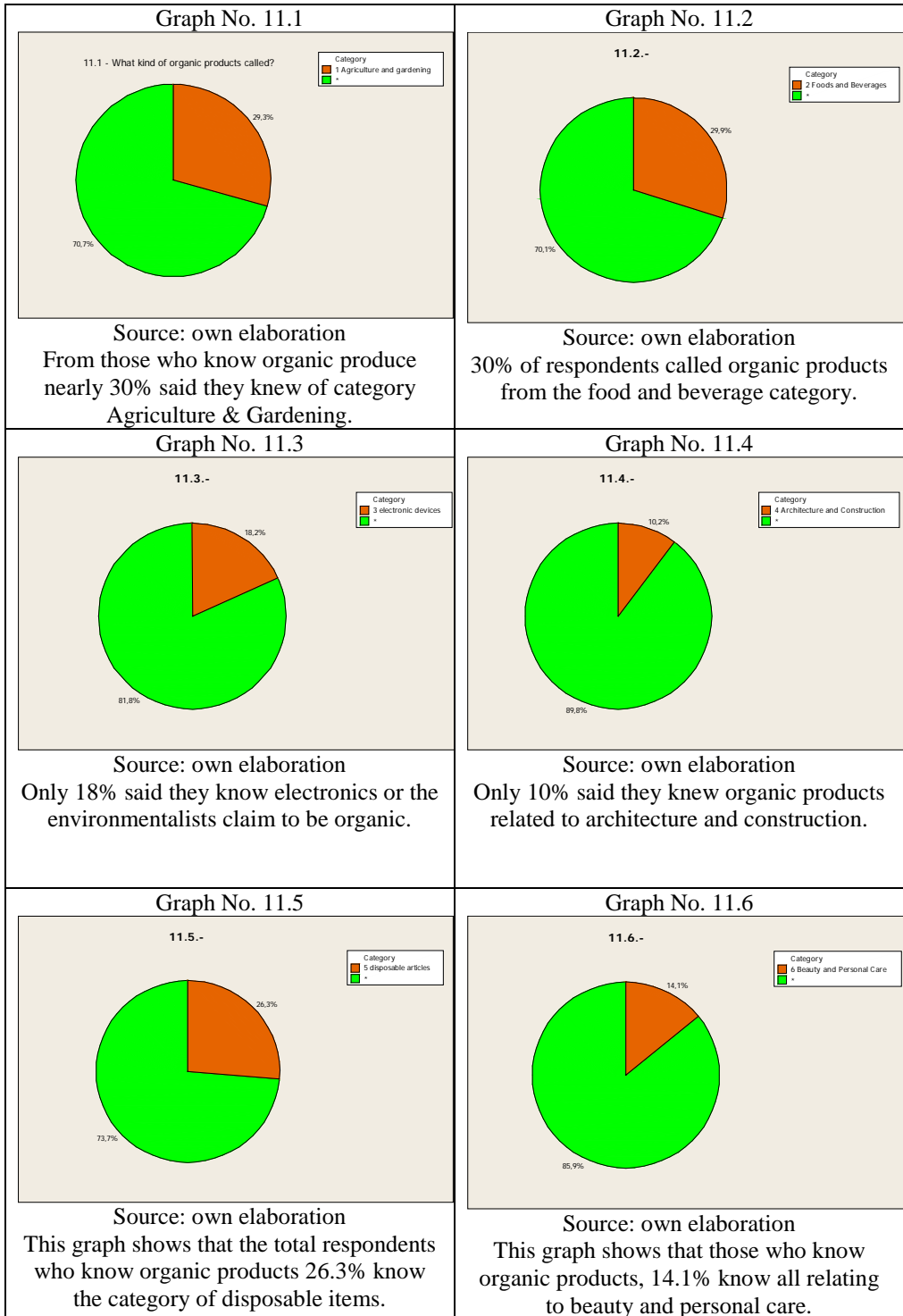


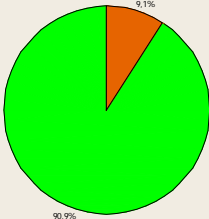
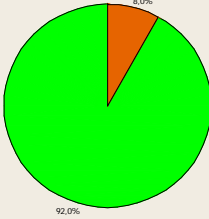
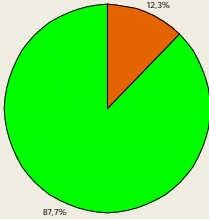
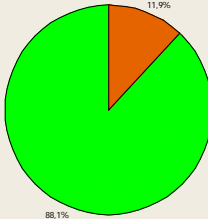
Source: own elaboration
 This graph indicates that the population studied has a low educational profile being this the results where almost 50% of people only have high school and / or school. Which indicates that the business opportunities in terms of schools is an opportunity that could be exploited But it also indicates that there is a high rate of population seeking overcome, given that over 30% of respondents have studied a degree or are Technical Colleges.

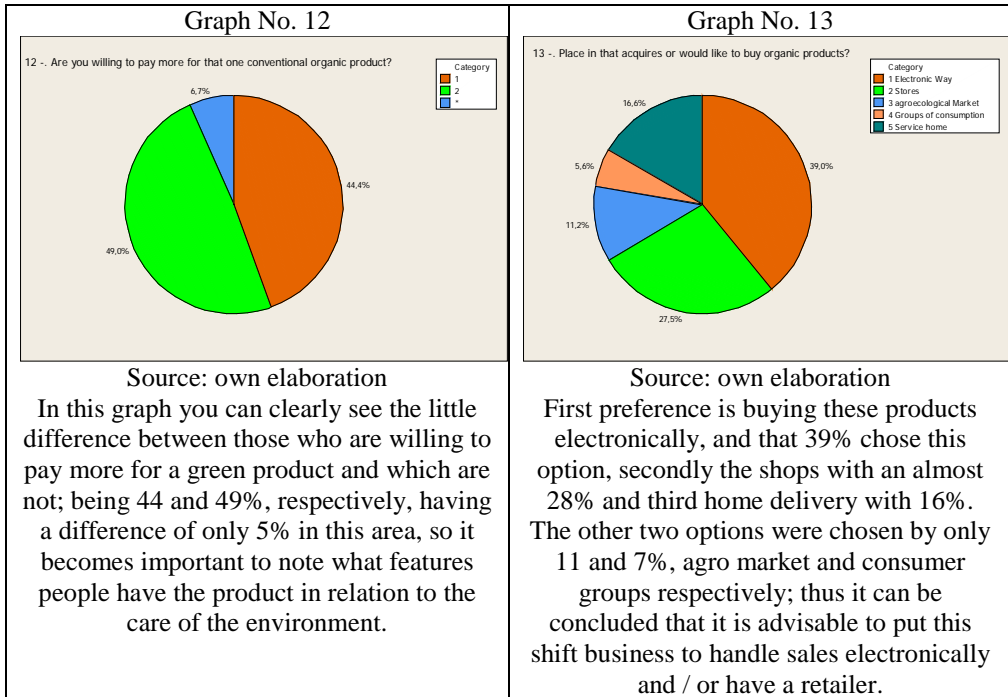


Organic consumers





<p style="text-align: center;">Graph No. 11.7</p> <p style="text-align: center;">11.7.-</p>  <p style="text-align: right;">Category 7 decoration and interiors 8</p>	<p style="text-align: center;">Graph No. 11.8</p> <p style="text-align: center;">11.8.-</p>  <p style="text-align: right;">Category 9 10</p>
<p style="text-align: center;">Source: own elaboration</p> <p>With this graph we can see that only 9.1% know and interior decoration products that take care of the environment or are made so as not to pollute.</p>	<p style="text-align: center;">Source: own elaboration</p> <p>This graph shows that the total respondents who know organic products only 8% knew household items, which indicates that we need a wider dissemination of the ambient care products and are daily or continuous use.</p>
<p style="text-align: center;">Graph No. 11.9</p> <p style="text-align: center;">11.9.-</p>  <p style="text-align: right;">Category 9 Cleanliness 8</p>	<p style="text-align: center;">Graph No. 11.10</p> <p style="text-align: center;">11.10.-</p>  <p style="text-align: right;">Category 10 Clothing and accessories 8</p>
<p style="text-align: center;">Source: own elaboration</p> <p>This graph shows that 12.3% of respondents called green cleaning products.</p>	<p style="text-align: center;">Source: own elaboration</p> <p>This graph shows that the total respondents who know organic products knows the 11.9% belonging to the category of clothing and accessories.</p>



Conclusion

Demographic and socio-economic level

This research allowed us to know that more than half of the surveyed population are: Young singles, although economically active low-wage perceived as 1-5 minimum wages. There are shows that lack an entrepreneurial culture because only 2.3% are entrepreneurs. In the educational level shows a low profile but demonstrated seeking overcome, as Superior Technical University and bachelor account for more than 30% in their interest to study something. The average number of members per family is 4 people, so business or services for a typical family will succeed. Finally it should be noted that the percentage of people interviewed by gender was not greater than 1%, so that the answers given there is no influence of one gender over another.

Organic consumers

This research showed that over 60 % of respondents have ever used organic products, which gives us a high probability of interest in these products and consequently important to find a niche market in this category are those who are already involved in the consumer market with a product or service, give an ecological or environmental liability will be helpful for marketing aspect. For this type of product or service will be relatively easy diffusion, since a high percentage of the population has knowledge about

organic products, especially those used for agriculture and gardening as well as in foods and beverages such as disposable products considered highly polluting, opening a business idea with a big chance. Further business opportunities are in such products but used in the construction, interior decoration and cleaning for the home, as well as cosmetics, clothing and accessories. Although in terms of price, the little difference between those who are willing to pay more for a green product and those that are not is only 5% so it becomes important to note what features people have these products in taking care of the environment and it is advisable to handle sales electronically and / or have a retailer.

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