

The Social Representation of the mexican consumer on their transforming consumption. Guadalajara and Querétaro cases

A representação social dos consumidores mexicanos do seu consumo transformador. Os casos de Guadalajara e Querétaro

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ABSTRACT

We are all consumers. Life is only possible because of consuming. The act of consuming can be defined as the breaking down of natural or artificial structures to satisfy biological or cultural needs; is among the farthest reaching of human activities (Csikszentmihalyi 2012). Today, the act of consuming could empower consumers to adopt conscious, ethical and responsible criteria in the daily routine to improve the consumption and get a personal and collective life, more based in freedom, fair, loyal and happiness (Martínez 2005). In this way the Transformative Consumer Research (TCR) is an initiative among researches committed to studying the role that consumption plays in the major social problems of daily consumption, among them obesity, addictions, materialism, hunger, homeless, and poverty (Ozanne, et al 2011). Inspired on TCR and the ethnoconsumer (Venkatesh 2013), the focus of this paper is an exploratory qualitative research with the main objective of showing how the Social Representation of Mexican responsible consumer is focused on shopping at small groups of local producers. The attitudes, interests and opinions will be identified in this first step through point-of-sale open interviews with responsible consumers, with local products offered in Guadalajara and Queretaro urban cities. The information gathered will be analyzed using an inductive method for defining preliminary categories, while using the analysis software Atlas Ti for mapping conceptual networks. This study aims to provide assumptions and variables for further study on transforming consumption.

Keywords: Transformative consumption, responsible consumer, responsible consumption

RESUMO

Somos todos consumidores. A vida só é possível através do consumo. O acto de consumir pode ser definido como a quebra de estruturas naturais ou artificiais para satisfazer necessidades biológicas ou culturais; está entre as actividades humanas de maior alcance (Csikszentmihalyi 2012). Actualmente, o acto de consumir poderia habilitar os consumidores a adoptar critérios conscientes, éticos e responsáveis na rotina diária para melhorar o consumo e alcançar uma vida pessoal e colectiva, mais baseada na liberdade, equidade, lealdade e felicidade (Martinez 2005). Assim, a Transformative Consumption Research (TCR) é uma iniciativa entre investigadores empenhados em estudar o papel do consumo nos principais problemas sociais do consumo quotidiano, incluindo obesidade, vícios, materialismo, fome, desalojamento e pobreza (Ozanne, et al 2011). Inspirado no TCR e no etnoconsumismo (Venkatesh 2013), o foco deste documento é uma pesquisa qualitativa exploratória com o objectivo principal de mostrar como a Representação Social do consumidor responsável mexicano se concentra nas compras a pequenos grupos de produtores locais. Nesta primeira fase, as atitudes, interesses e opiniões serão identificados através de entrevistas abertas no ponto de venda com consumidores responsáveis, com produtos locais oferecidos nas cidades urbanas de Guadalajara e Querétaro. A informação recolhida será analisada utilizando um método indutivo para definir categorias preliminares, ao mesmo tempo que se utiliza o software de análise Atlas Ti para mapear redes conceptuais. Este estudo visa fornecer pressupostos e variáveis para estudos adicionais sobre o consumo transformador.

Palavras-chave: Consumo transformador, consumidor responsável, consumo responsável.

1 INTRODUCTION

Consumption is obviously inevitable in today's society. Historically people have had to consume goods: consumption must be considered as inherent and fundamentally necessary for human survival. There are a number of needs that apparently cannot be met without entering into a commercial circuit that has existed for a long time and basically consists of the acquisition of goods and services in exchange for money that allows these transactions done in a standardized way. Even a subsistence-living-based on self-family production would not be free of a certain level of dependence on trade framework. The trouble is that this trading system, especially in the so-called Western capitalist society (which, incidentally, is almost universal), is in a phase of rapid development and becomes often an obsession for selling and consuming, in often with brutal competition among companies to get a new customer. On the other hand, the current development model based on economic growth and personal achievement towards individuals' enrichment seems no longer to be a valid pattern. The idea that the world would be a better place if each would improve his/her wealth on a mere individually basis has been proved erroneous: The paradigm that happiness would come for possession of consumer goods and objects is taking us to a society of accumulation, which addresses us waste, pollution and injustice.

The Transformative Consumer Research (TCR) establishes that the act of consuming could empower consumers to adopt ethical and responsible criteria to improve the consumption and get a personal and collective life, freer, fairer, and more supportive and happiness (Martínez 2005). This paper is therefore inspired on TCR aims to describe the social representation (SR) of mexican consumer

shopping at small groups of local producers, and their attitudes, interests and opinions. In addition, there is no evidence about any paper about responsible consumption in Mexico.

1.1 OBJECTIVE

The main objective of this report is to show the social representation of Mexican consumers about their purchases to small producers and local groups (what they think, how they think and why they think or express a certain way), under the transformer consumption perspective.

2 BACKGROUND

a) Review of literature

Nevertheless (or consequently), there are a number of consumers concerned about what they eat, what they wear or what they spend and looking but somehow out of that wheel, at least make it less aggressive. Wenzel et al (2007) used to refer to such consumers as LOHAS (Lifestyle of Health and Sustainability) defining them as consumers who will look for very specific characteristics in the products including quality or authenticity but also sustainability and justice in their purchases. The publication of Voluntary Simplicity by Duane Elgin in 1981 might marked the beginning of a social movement of Responsible Consumption (Voluntary Simplicity, Simple Living, Downshifting...). Some characteristics of this (adopted from Burch, 2003) includes the rejection of a culture of consumption; a search for autonomy based on a social conscience; the revision of the consumption choices and a preference for more ecological modes; the adoption of a conscious approach to life rather than adopting impulsive and unconscious behavior; choosing activities which support human development; the application of principles reflecting a global vision of health; consciousness of a spiritual life and the creation of non-violent, sympathizing, and durable interpersonal relations with the others and nature.

The issue of responsible consumption as a means of activism has not, however, been fully explored. Some authors go in the sense of refraining from consumption or delinking from the consumption society as means of expressing one own's identity or a source of spiritual satisfaction (a "me-orientation" to downshifting) (Etzioni, 1998) (Kozinets, and Handelman, 2004). Others remarked that motivations for voluntary simplicity might include self-centred and/or altruistic considerations Shaw and Newholm (2002), or had expressed how consumption choices help solve the problem of conveying and recognizing religious identities: individuals with certain religious beliefs choose items that not only intensify their beliefs but also can help them to express the intensity of their commitments to these beliefs. (Cosgel and Minkler, 2004).

According to Andersen and Tobiasen (2001) individual consumer choice can be considered as political participation, if it is motivated primarily by conscious political goals. Jensen (2003) clearly states the gap between citizenship and consumerism: While the consumer has been regarded as an actor in the

market place, the citizen was considered only as an actor in the political system. It has therefore been left to market and consumer researchers to study the consumer, and to researchers from political science or sociology to study the citizen. Yet, in this paper, we intend to link both points of view, examining how the consumer actually takes the role of a citizen, and vice-versa. Moreover consumers perceive their behaviour as a means to make a personal public statement of their values and beliefs and/or as a means of influencing policy. (Andersen and Tobiasen, 2001; Barnett et al, 2005; Follesdal, 2006; Micheletti et al, 2003) Some have called this ethical consumerism movement (Shaw and Shiu, 2003; Shaw et al, 2006), consumer activism (Barnett et al, 2005) or political consumption (Micheletti, 2003).

We believe that this idea of consumer politics has not been examined in depth in the literature, as the lion's share of studies have been conducted in Anglo-Saxon countries. Therefore, there is a need to extend the geographical scope of research in order to analyse how different cultural settings affect the discourse on and the action around transformative consumption. As far as we know the principal references showing that market mechanisms work also as a channel for political participation are Andersen & Tobiasen (2001) and Micheletti (2001). These studies suggest that it is useful to distinguish between four types of political consumption: (1) collective, organized, positive political consumption; (2) collective, organized, negative political consumption; (3) individual, unorganized, positive political consumption; and (4) individual, unorganized, negative political consumption. In Spain we only know one reference (Ballesteros, 2005) who made a revision of consumer activism in Spain (boycott) related with Irak war, and we have not find any paper from a Mexican author.

Going further in Micheletti's (2003), he contemplates two forms of political commitment: the one based on public virtue and another based in private virtue. The tradition of private virtue (the self), is intended that consumers themselves choose products that can solve their private problems. These consumers which seek to meet their individual goals are called conscientious objectors consumption (term by Stolle and Hooghe, 2006: 281) if they act in the market, or just downshifters if they try to untie from the market (Shaw and Newholm, 2002: 170). The tradition of public virtue, on the contrary, supposes that actions taken by public interest objectives should have consequences in policymaking .Stolle and Hooghe (2003) also introduced regularity as a third criterion for distinguishing between moral and political aims: the consumer must make decisions on a regular basis and not in isolation to consider having an advocacy. We consider that a fourth criterion should be taken into account as no political action can be pursued if not done collectively. So the collectivism dimension is what we suggest to introduce in transformativeconsumption, as maybe for cultural reasons, in Spain and Mexico most cases of consumer activism are done in a group.

b) Social Representation Theory (TRS)

Social Representations Theory (SRT) studies "the way social groups conceptualized a material or symbolic object" and analyzes the differences of these conceptual systems within a group or between social groups (Moscovici, 1988, p. 641). Mireles (2011) further defined how symbolic constructs created and recreated in the course of social interactions, recovers the dimension of the human being as subject builder meaning. Through SR code systems, values, logical qualifiers, interpretive guiding principles and practices that define the so-called collective consciousness of consumers are perceived. (Araya, 2002, p.11).

Moñivas (1994) explains that the RS processes are anchoring and objectification. Anchoring is to classify or categorize, something unfamiliar is inserted into a group of something known. To categorize some element of reality is to choose a prototype among those stored in memory and establish a positive or negative relationship with it. The objectification is to change an abstract concept into something concrete and palpable. To aim means to discover the iconic aspects of an idea (some things or acts are related to responsible consumption), is the construction of a model, the meaning becomes a thing. (P.415).

c) Consumer Behavior Theory

After reviewing the literature on consumer behavior theory, the previous categories were established from Schiffman and Kanuk (2010), Loudon and Della Bitta (1995), Kotler (2012) and Stanton (2007). The categories of analysis are presented in Table #1.

Table #1. Categories to analyze

CATEGORY	SUBCATEGORIES
Behavioral	Life style, personality, Self-concept, Learning
Psychographic	Worries; Motivation, Perception, Memory, Beliefs, Attitudes
External influences	Reference groups, Family, Social roles & status, Culture (ethnocentrism), Subculture (collectivism vs individualism), Social Class
Environment	Economics, Polftics, Technology, Socio-cultural, Environmentalism
Stages of the purchasing process	1. Need recognition: Value of responsible consumption
	2. Information Search: type, quantity and accessibility
	3. Evaluation of alternatives: features, price, external influence, convenience, promotion
	4. Purchase: discrepancy between what to buy and what actually buy
	5. Post-purchase: perceived value (perceived effectiveness), Quality Claim rights, Loyalty, Relationship with brands and companies (small local producers vs international brands and domestic)

Source: Livier De Regil Sánchez

d) Context

In Mexico the main expressions of transformative consumption has been the acquisition of products called "ecological". Carreon (2016) points out how such consumption is growing, which has led to large retail chains to offer them because as consumers perceive greater value. According to the demand for these products in supermarkets stores in the last 10 years it has increased by 157% and 38% of consumers demand products made from responsible practices. The main organic products in Mexico are coffee, avocado, vegetables, herbs and food. Chiapas, Oaxaca, Michoacan, Queretaro and Guerrero account for 77% of the total volume of this type of products. The Secretaria of Agriculture, Livestock, Rural Development, Fisheries and Food, responsible for monitoring federally the food industry and organic food in Mexico, notes that cultivated hectares went from 21,000 to 512,000 in 10 years and nowadays 170 000 organic producers exist. It also reported that 85% of organic production is exported.

3 METHODOLOGY

The main objective of this qualitative research is to explore the responsible consume to show the SR of Mexican consumers about their purchases to small producers and local groups under TCR perspective. Aparicio (1986) says qualitative methodology helps to emerge alive ideas and concepts, and Baez (2007) emphasize that is useful to understand the social complex interrelations in realities helping to catch, contextualize, and interpret, the basics attitudes and motivations from different social groups in a correct cultural terms. Saldana and Ballesteros (2011) show a detailed review about the use of qualitatives methodologies oriented to social and cultural phenomena; they emphasize that ethnography (In-depth interview and observation) as the better way to find cultural context and cultural symbolisms, as well as to transmit and express the cultural meanings of comparison and interpretation of subcultures or microcultures experiences.

The research involved an approach to reality with exploratory and descriptive scope, in which 13 in depth interviews (as a first step) to people between 20 and 53 (2 men and 11 women) in the metropolitan area of Guadalajara and Queretaro cities. All the interviews were conducted, transcribed and analyzed in spanish -chosen quotes were translated into english. Interview lasted from 30 to 55 minutes and were captured on digital audio files and transcribed verbatim. In addition the interview was applied to people who buy products that considered natural, organic, artisanal, local, national, ecological and who avoid, as much as possible, the consumption of industrialized and processed products.

An interview guideline was constructed which was validated by experts using Moriyama criteria. The interviews were analyzed using Atlas Ti software with continuous triangulation of the results with the theory, thus obtaining the findings.

4 DISCUSSION

The SR's of the transformative consumption in Guadalajara and Queretaro are shown on a map (see Figure # 1) in which the way the subjects anchor or categorize responsible consumption and the behaviors they perform. The SR's are subsequently shown referring to each category, with verbatims.¹

a) Behavioral

They are people who care about their health, body and nature. They are responsible, do exercise, are vegetarian/vegan; they lead a righteous life: eat well, natural and healthy. They are community conscious and environment friendly. They are entrepreneurs, producers and self-consumers. They barter.

They worry about their diet in a healthy life and seek their nutritional products for eating well. (Housewife, 50, Guadalajara)².

People who consume organic products prefer to eat at home and not go out much ... is a simpler lifestyle, not as social... (Housewife, 43, Querétaro).³

We consume our own rabbit. If I know someone who produces, I try to buy. (Housewife, 43, Querétaro)⁴.

b) Psychographic

They consider themselves responsible and conscious. They prefer to invest in what they eat and sacrifice other things. They feel good, proud, happy, strong, less stressed, safe, comfortable, quiet, satisfied. But they know this is not a practice for all kinds of people, only those who can afford it. It is a difficult but good practice. It is indeed the future of consumption, once the market expands and producers improve their prices (perceived as expensive). Their worries: harmful food, diseases health vulnerability.

- **Motivation:** improving nutrition, clean the body, prevent disease, avoid animals' slaughtering, caring for the planet, social development. Benefit local and not to big chains. Ecology, fewer disposable, less waste, contributing to the environment.

- **Perceptions (-):** regular food is industrialized, processed ingredients, dyes, pesticides, preservatives and harmful chemicals that cause cancer products. They perceive that some products say they are organic but they know that they are not.

- **Perceptions (+):** The products they buy are healthy, natural, organic, healthy, nutritious, hygienic, without chemicals or pesticides, quality, good ingredients, fresh, fresh-cut, good-tasting, whole, local, artisan.

¹ Verbatims are presented in english, while their original language are provided as footnotes.

² Se preocupan por su alimentación en llevar una vida sana así como buscan sus productos nutritivos y este pues para alimentarse bien. (Ama de casa, 50 años, Guadalajara).

³ ...las personas que consumen productos orgánicos, pues preferimos comer en el hogar y no salir mucho... pero es un estilo de vida más sencillo, no tan social... (Ama de casa, 43 años, Querétaro).

⁴ ...consumíamos nuestro propio conejo. Si conozco a alguien que produce, procuro comprarle. (Ama de casa, 43 años, Querétaro).

Because my health and my family more than anything. You see news about what is happening, the impact of industrialized food and I tell you, you start to do something, put some action in you to care or provide some kind of disease... I like that part of not carrying bags when you go to the supermarket, to contribute a little to the environment, to reduce disposable something that accumulate or go away⁵ (Professional, 37, Querétaro).

... Everything that bring products now; all chemicals, conservatives, I know that for example all sausages have nitrites, nitrates carcinogens, are parabens and for all that information in some way puts you on alert, right?, because knowing it would be very foolish to continue consuming... It is as if he were throwing (his daughter) insecticide in the armpits! ⁶(Housewife, 43, Querétaro).

For health has led me, this tranquility has dropped me stress I felt safer. (Housewife, 50 years Guadalajara).⁷

... I feel good, I like to make these purchases. (Teacher 47 Querétaro).⁸

c) External influences

They were informed by peers (Friends, colleagues, family). They knew families who sell this kind of products. Its tradition.

It was because it's there I went to a gym before and I started together well with ladies buying all organic and they started to tell me how all the bad things that brought things... ⁹ (Housewife, 31, Guadalajara).

...I grew up and in the countryside, throughout my childhood and taste this is that part of what is in your environment, which gives you the nature¹⁰. (Professional, 37, Querétaro).

d) Environment

They consider that Mexico has rich and large natural resources. Companies cheat with harmful products. The big chains earn much, exploit and pay little producers. They do not want to cause environmental damage:

⁵ Por mi salud y la de mi familia, más que nada ves noticias de lo que está pasando, del impacto que tiene la comida industrializada y te digo, te empieza a hacer algo, para contrarrestar, poner algo de acción en ti para cuidar o prever algún tipo de enfermedad... también me gusta esa parte de no llenarme de bolsas, cuando vas al súper eso pasa, esa parte de aportar un poco al ambiente, de disminuir algo de desechables que se van acumulando o se van a la basura. (Profesionista, 37 años, Querétaro).

⁶ ...todo lo que traen los productos ahora; todos los químicos, los conservadores, sé que por ejemplo todos los embutidos tienen nitritos, nitratos cancerígenos, son parabens y pues toda esa información te pone de alguna modo en alerta, ¿no?, pues conociéndola sería muy tonto el seguir consumiendo... Es como si le estuviera echando a mi hija insecticida en las axilas! (Ama de casa, 43 años, Querétaro).

⁷ Pues me ha generado salud, esta tranquilidad me ha bajado el estrés me he sentido más segura. (Ama de casa, 50 años, Guadalajara).

⁸ ...me siento bien, o sea, me gusta hacer este tipo de compras. (Docente 47, Querétaro).

⁹ Fue porque este ahí yo iba a un gimnasio antes y me empecé a juntar así con señoras que compraban todo orgánico y que me empezaron como a decir todas las cosas malas que traían las cosas... (Ama de casa, 31 años, Guadalajara).

¹⁰ ...yo crecí como en el campo, toda mi infancia y es esa parte de saborear lo que está en tu entorno, lo que te da la naturaleza. (Profesionista, 37 años, Querétaro).

...The current global situation is somewhat precarious in terms of health and products sold to people... large chains explode and pay unfair salaries, just as prices, for example Walmart earns a lot.¹¹ (Housewife, 43, Querétaro).

e) Stages of the purchasing process

- **Need recognition:** They search for what they need or like. Usually they make a list and separates products by stores, healthy and unhealthy products; otherwise when they go to the flea market they move around and see what's missing in their list.

- **Info search:** Investigate, seek information on the Internet and other media, see documentaries, are trained, experience, listen to recommendations from peers.

- **Evaluation of alternatives:** They trust on recommendations that are reported in establishments, review labels (certified organic). They evaluate quality ingredients, nutritious, low in salt or nitrates, price, nice presentation, local production, price, proximity.

- **Purchase decision as facilities are located far, they make an in-store search:** they know markets, flea markets, festivals, farms, villages, houses who produce, small places, home delivery and some city supermarkets that have small sections. They go to shops where they can feel, taste and see the product, with no rows, reduced assortment. Nevertheless it is difficult to find everything they want and sometimes (eg. biscuits) they go for regular food based on taste (children do not like the taste of organic food). When they do not find what they need, they prefer waiting. This is why they buy large quantities and freeze.

- **Post purchase evaluation:** They see real changes in their health. They are loyal to brands that works, but also firm: if expectations are not met they do not purchase it anymore. Home-made inspires trust. They are proud to impulse Mexican producers and artisans (ethnocentrism). They recommend these consumption. They want to cultivate their own food.

Well, I took a few courses in nutrition and elsewhere investigating listening to the radio...¹² (Housewife, 50, Guadalajara).

¹¹ ...la situación global actual es algo precaria en cuanto a la salud y productos que se venden a las personas... las grandes cadenas explotan y pagan poco a los productores, de igual manera los precios, por ejemplo Walmart le gana mucho. (Ama de casa, 43 años, Querétaro).

¹² Pues tomé unos cursos de nutrición y en otras partes investigando escuchando la radio... (Ama de casa, 50 años, Guadalajara).

Because the stores sell more stuff and packed in small markets one can see the lettuce, is fresher go to the flea markets...¹³(Housewife, 53, Guadalajara).

Recommendations, word of mouth or to the producer of the product.¹⁴ (Housewife, 43, Querétaro).

That are 100% natural that do not harm health and are made by Mexican hands¹⁵ (Student, 20, Guadalajara).

I cannot buy everything organic because there is not all organic... my children do not like organic cereal; It is the cereal for all things school, the cookies...¹⁶ (Housewife, 31, Guadalajara).

Many benefits, since the health of my family greatly improves¹⁷ (Housewife, 43, Querétaro).

I usually go to places that I know that the products are sold and acquire them.¹⁸ (Teacher 47, Querétaro).

How can a small business impact on the environment, impact others, how to help develop others¹⁹...do it at home, at least a clump of chiles, lemon, tomato plant, which can give you inside your home... (Professional, 37, Querétaro).

Support Mexican hands is most important to me... I've noticed that they are quite expensive unlike common products, but I still prefer buying...²⁰(Student, 20, Guadalajara).

I do not always find everything, yes I have to buy too normal things because sometimes there are not (organic ones)... at times I buy and I come and freeze.²¹ (Housewife, 31, Guadalajara).

I talk with friends for example I think if it is important to advertise, motivate, inform where the products are sold and invite them to try.²² (Teacher 47, Querétaro).

5 CONCLUDING REMARKS

Finally, the social representations about transforming consumption in Guadalajara and Queretaro are presented on a diagram (See figure # 1), which shows how people anchor their responsible consumption and the actions they perform as objectification.

¹³ Porque en las tiendas venden más cosas envasadas y en los mercaditos uno puede ver las lechugas, es más fresco ir a los mercaditos... (Ama de casa, 53 años, Guadalajara).

¹⁴ Recomendaciones, de boca en boca o conocer al productor del producto. (Ama de casa, 43 años, Querétaro).

¹⁵ Que sean 100% naturales que no dañen la salud y que estén hechos por manos mexicanas. (Estudiante, 20 años, Guadalajara).

¹⁶ Tampoco puedo comprar todo orgánico porque no hay todo orgánico... Mira solo compro cereal (normal), pero cereal el que es orgánico no les gusta a mis hijos; es el cereal pues todas las cosas de la escuela, que las galletas... (Ama de casa, 31 años, Guadalajara).

¹⁷ Muchos beneficios, pues la salud integral y en conjunto de mi familia mejora mucho. (Ama de casa, 43 años, Querétaro).

¹⁸ Generalmente voy a los lugares que ya sé que se venden los productos y los adquiero. (Docente 7, Querétaro).

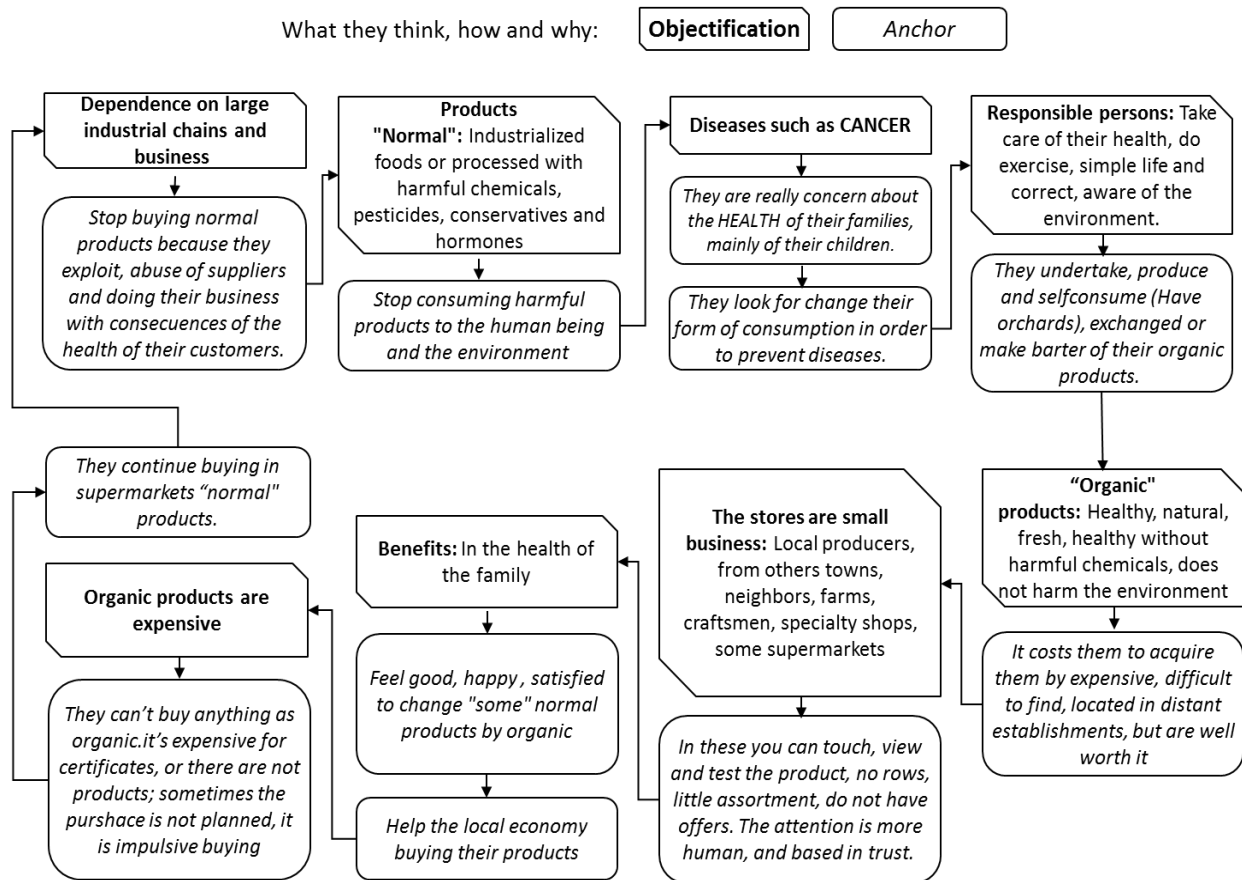
¹⁹ Cómo puede impactar un negocio pequeño en su entorno, impacta a otras personas, cómo ayuda a desarrollar a otras personas... ..hacerlo en casa, al menos una mata de chiles, limón, una planta de jitomate, algo que te puede dar dentro de tu hogar... (Profesionista, 37 años, Querétaro).

²⁰ Apoyar a las manos mexicanas es lo más importante para mí... he notado que los productos son más caros que los productos comunes pero los prefiero... (Estudiante, 20, Guadalajara).

²¹ No siempre encuentras todo, sí tengo que comprar cosas también normales porque a veces que no hay... en veces le compro y ya vengo y los congelo. (Ama de casa, 31 años, Guadalajara).

²² Converso con amigas por ejemplo yo creo que si lo importante es motivar informar dar a conocer donde se venden los productos invitarlos a probarlos. (Docente 7, Querétaro).

Figure #1. Social Representations of the mexican consumer on their "Transforming Consumption"



Source: Livier De Regil Sánchez

In conclusion, responsible consumers in Guadalajara and Queretaro are emerging, this market niche are most concerned about the health of their family, but also they are convinced that this type of consumption benefits the community. Therefore, the responsible consumers in Mexico can be defined as those people who are health conscious, who feed properly, do exercises, and pursue a simple life in harmony with the environment. Usually they buy from small producers or local markets, some "organic" products free of harmful chemicals, not only because health but also for social consciousness and proud of supporting Mexican economy. With the Transform Consumer Research perspective they are empowered through their responsible consumption.

In this research have also appeared ideas to strengthen microenterprises and to generate awareness through the creation of appropriate channels of communication and more effective advertising strategies in this context. Likewise they could be helpful in implementing accurate price strategies. Clearly, the development of an increasingly responsible consumption behavior must be addressed in a more comprehensive manner, as this is not only about saving, protecting the environment or having a healthy life but to exercise their rights as consumers and to have more detailed information about what you are buying and the impact which such purchase could make, either when buying it, consuming it or discarding it. How one can transform the society in a more responsible one through consumption needs a large

discussion between the individual and the collective nature of sustainable consumption. A reason to check and extend this research, a quantitative study that will determine with certainty the responsible consumer profile and characteristics of the transformer consumption in Mexico should be done.

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