



# Scientific Contributions of Entrepreneurial Culture and Competitiveness in Markets

**Danilo Santa Cruz Cabanillas<sup>1\*</sup>**

<sup>1</sup>*Postgraduate School, Universidad César Vallejo, Peru.*

## **Author's contribution**

*The sole author designed, analysed, interpreted and prepared the manuscript.*

## **Article Information**

DOI: 10.9734/AJESS/2021/v19i130451

### Editor(s):

(1) Prof. Bashar H. Malkawi, University of Arizona, USA.

### Reviewers:

(1) Hossein Moghimi Esfandabadi, University of Tehran, Iran.

(2) Fuzhong Chen, University of International Business and Economics, China.

Complete Peer review History: <http://www.sdiarticle4.com/review-history/70496>

**Review Article**

**Received 24 April 2021**

**Accepted 29 June 2021**

**Published 01 July 2021**

## **ABSTRACT**

This descriptive review seeks to inquire about scientific contributions of entrepreneurial culture and competitiveness in markets in 2020, because the way of doing business in different supply markets, in our times is in a constant dynamic. In this way, an increasing number of people have been identified who start a business, who, in turn, face different established and recognized businesses, which generates strong competition in sales. This review perceives entrepreneurship as a generator of human, economic and social development in merchant's population of different vegetable markets, generating new opportunities and a better life quality.

*Keywords: Entrepreneurship culture; competitiveness; market and economic development.*

## **1. INTRODUCTION**

Review article presented is descriptive and has been possible after a rigorous review of several databases such as: Scielo, Dialnet, Pro Quest, Redalyc.org and Scopus. Study variables were entrepreneurship culture and competitiveness. Lack of employment is one of problems affects

many countries and in particular Peru. There is an important sector of the population without a job that generates income and family and social development, where poverty, and in particular, extreme poverty is very real, being micro, small enterprises and entrepreneurial businesses the main generators of employment, making entrepreneurship a way to attack poverty. The

\*Corresponding author: Email: [dannyvillegasrivas@gmail.com](mailto:dannyvillegasrivas@gmail.com);

various problems related to the economy arise from lack of work, and before this, the worldwide population, the idea of generating new businesses and creating their own employment is born, facing a challenge that is to undertake or create their business that allows them to generate income [1]. With passing of time retail trade in Peru has been going through many relevant changes, which allowed various commercial forms according to environment where they are developed [2]. Entrepreneurship in Peru is listed as the main responsible for economic growth and its development, so it generates new jobs and, therefore, greater employment [3].

At present population at the international and national level is concerned about healthy eating, since this presents multiple benefits to organism of each human being are reflected in health of each person, presenting an increasingly increasing consumption of vegetables. Entrepreneurship is an activity each human being puts into practice in one way or another to be able to cover expenses on a daily basis and to be able to take his family forward, also known as dynamic change for offering new products in order to meet needs that consuming public requires, developing productive and commercial skills and facing competition [4]. In this way, entrepreneur is every human being with a clear and innovative business idea that performs marketing in a creative way demonstrating responsibility and efficiency, it is remarkable benefit of being independent or enterprising is that it plans methods, commerce, schedules to achieve their goals and objectives, at the same time organize spaces for their family [1].

León [5], in his research article "Entrepreneurial and business culture in Popular and Solidarity Economy of Machala canton", suggest Ecuador system presents changes in its marketing processes so it is generating changes to improve trade and the way of how to make its products known to its customers, so it incorporated various methods of help making use of internet as a technological tool to improve entrepreneurship, which consists of guiding, training all merchants who wish to start a business in order to form merchants groups of different areas with fair, supportive practices; demonstrating cooperative and guiding attitudes that allow them to improve their productivity and thus improve their economic system. Business ventures are best way to acquire economic resources for population and get ahead, but it is

considered there are a very considered number are informal; in Ecuador - Guayaquil it is considered 80% of micro businesses in markets and the different places are informal and do not have necessary knowledge, nor use of technology to develop it and obtain better profit; most business ventures need financing, where it is observed they need help to improve their growth, development and sustainability [6].

In Peru and in countries throughout continent, the word very common market is spoken; where they offer fresh agricultural products in large quantities at very acceptable prices, sectorized mostly, where there are merchants with capacity and availability to offer their products in many cases with very low profits to be able to compete with very recognized supermarkets where they do present multiple profits but population has a lot of concurrence because they present technological instruments such as Marketing and advertising, without giving importance that it deserves to market since they are food suppliers and jobs generator to most needy population of each place of origin, so the author states they must use technology and marketing as instruments facilitate greater marketing and importance by population solved by the state (municipality) since they pay their taxes to each municipality, in this way increase the significant value by the population [7]. In this sense, the objective of this research was to identify the entrepreneurship culture and competitiveness of microbusiness merchants in a market in 2020 and in particular, to analyze entrepreneurship culture and competitiveness of microbusiness merchants, identify the level of sales competitiveness of merchants and establish a relationship between business ventures with their own financial resources and those with banking entities.

## 2. METHODOLOGY

To develop this review, several databases, including Scielo, Dialnet, Pro Quest, Redalyc.org and Scopus were investigated. 50 articles from period 2018-2020 were reviewed, which consider entrepreneurship culture and competitiveness variables, from which 15 researches directly related to topic of study were selected. The Google tool was used to access databases. Research findings are based on a compilation of original articles from countries such as: Ecuador, Colombia, Mexico, Spain, Russia, Costa Rica and Peru.

### 3. RESULTS AND DISCUSSION

From review of original articles related to entrepreneurship culture and competitiveness, it was found that; Arzadun et al [4], in their article entitled "Self-employment and tourism-cultural entrepreneurs: a case study in Costa Rica" who carried out a non-probabilistic research, with a sample of 8 entrepreneurs from Barrio Amón, using the interview as a data collection instrument, in order to identify why tourist-cultural enterprises close, since it is evident there are many who undertake but end up closing in passage of time; coming to conclusion that it is due to lack of experience and the little knowledge they present in formation of companies, stating their business activity in several cases lacks knowledge of business management and are based on empirical activities so in several cases it is not profitable and profitable that leads them to business decline and this to closure of their companies for not generating profits; finding a lack of programs by the government that helps them to improve the ways of forming a company and to be profitable and sustainable over time, presenting deficiencies for obtaining bank loans since entrepreneurs lack their own capital in most cases which makes it difficult for them to innovate in their commercial activity and face the skills the current market demands of them.

León [8] details in his article published in 2018 entitled "Entrepreneurship of own businesses in Peru: the role of personal sociodemographic factors at level of departments" in Peru with descriptive design and quantitative approach having as population 26,456 homes, being effective by INEI in 2015 to people over 14 years of each family, in order to identify most relevant characteristics of each member of family that instills him to start a business so it is explained each region is different because they present different limitations among them necessary training on creation and operation of the company, finding a higher level of education in urban areas of coast, but those have the highest percentage of entrepreneurship in jungle and mountains in terms of creating a business and operation; where they see entrepreneurship as an opportunity to generate income for family and improve their social status by demonstrating a variety of skills for that purpose.

Among sociodemographic characteristics found to start a global enterprise in all departments of Peru are: number of family members, their work experience and age; in this it can be highlighted

as long as head of household member presents greater income resources, there is less probability in family there is a business venture. Escobal [7] in his research entitled, "Competitiveness and Efficiency in the Wholesale Marketing of Food in Peru", carried out a descriptive study of wholesale markets of 12 cities "Arequipa, Cusco, Puno, Tacna, Lima, Chimbote, Chiclayo, Ica, Cajamarca, Piura, Iquitos, Trujillo" considering their sales amount to more than 6000 million soles per year, of which 37% corresponds to sale of vegetables and fruits; research carried out with aim of identifying efficiency in which commercial activities are carried out in markets for supply of agricultural products in which prices are established and efficiency degree with which they make their sales; in which it is established the pricing of agricultural products depends on factors such as transport, the distance and the production degree of production by farmers, the wholesale transaction for retail sale, in what established that many have developed policies have made them more recognized and that has allowed them to increase their sales such as the use of technological tools and marketing, which allowed them to face competition generated by famous supermarkets, since they more than low prices use advertising and marketing to increase their sales. In the study it was appreciated supply markets of the different cities lack public policies on the part of the state, in terms of infrastructure, hygiene, commercial ordering, timely training to merchants to improve their trade dynamics, so population of merchants does not have long-term objectives is only based in short term by making a trade empirically.

Grisales [9] in his article published in the magazine "Tendencias" entitled "Proposal of a model of support for entrepreneurship that generates synergy with social innovation" in Madrid – Spain; in which a descriptive research and with a mixed research approach was made, in order to present a model proposal to support those who wish to start a business, a study carried out by Nariño University that requires it within its curricular mesh in the program of "University Corporation for Business and Social Development (UCBSD)", with a sample of 100 students, a data collection tool was used, surveys, interviews that provide them with information to develop their entrepreneurship model called Sinermarketing, information collection instruments were based on characteristics that entrepreneurs possess, knowledge degree, limitations and difficulties

they may have when generating entrepreneurship, the creativity they present, their performance of activities and the business ideas they can present, according to information obtained by author established a scheme of the stages from entrepreneur to entrepreneur.

Duran, [10] in his research entitled "Business of sale of fruits and vegetables with differentiation", with the purpose of presenting a complete business entrepreneurship model based especially on the trade of vegetables and fruits, but can be applied to sale of other products, in which the ways of buying sale of current life and the factors determines sales are analyzed such as: time of the user, excessive agglomerations of traffic and people during purchases, highlight is that marketing of these products are focused of vital importance because population in these years present a bad diet. The author introduces to his business model the definition of differentiation because he adds the service to delivery or home expressing qualities of: fresh products (of the day), excellent treatment, diversity of fruits and vegetables, permanent training to entrepreneurs, analysis of the competition and financial advice; detailing specifically the products that most welcome and are marketed in the following figure.

The business model was called "SMART" in which all links to start a business and strategies to enter the market and its growth are mentioned, taking into account that it will face commercial establishments of great recognition that sell fruits and vegetables, as is the case of supermarkets, in which it was observed strategies used are: equal price, use of technological tools "marketing", home service at no additional cost, service of attention by order, diversity of means of payment and ease of purchase, demonstrating according to a survey that customers opt more for service quality and those that will be achieved with the proposed model.

Gonzales, [1] in his research carried out in Quito City – Ecuador, entitled "Exploratory study of micro-finance in the supply markets of Loja (central market, wholesale, San Sebastián, las Pitas y la Tebaida) year 2009-2012" with the purpose of carrying out an exploratory investigation of finances carried out by entrepreneurs in different markets, in which he had as a study sample 355 microentrepreneurs, located in his work center using as an instrument the survey, where it is obtained as results that every 10 microentrepreneurs of supply market 6 use credits to exercise their commercial activity

of the different financial entities such as: Banks, savings banks, savings cooperatives; concluding the merchants of supply markets are mostly women 85% and only in 15% is male population, identifying that the amount of investment of each merchant is low and that they need credits from different entities to supply their businesses and offer a greater variety of products which allows them to offer more products making their business more striking and allows them to have greater sales and as a result will increase their profitability.

Si et al. [11] in his research article entitled "Business, Entrepreneurship and Innovation Toward Poverty Reduction" carried out in order to identify what benefits business and innovation entrepreneurship brings, where he concludes that in recent years (2019) researchers confirm that, it is a way to attack poverty, and a considerable change in poverty standards has been noticed, where it has gone into a dynamic process over time, where it mentions that entrepreneurs that make use of digital technology have had a positive change that helped to reduce the lack of employment in such a way to reduce poverty.

García & Duarte [12] in his research mentions that Colombia is the South American country with a high production of coffee recognized worldwide and that has a very good acceptance at a national level because he is born the business idea of a coffee shop, which will have a very good acceptance because the Colombian population consumes this product quite a lot, where applying his evaluation instrument concludes that coffee consumption is very high in Colombia and it is not only for one gender but for the whole population, for taste and custom, according to the market study the cafeteria will be attended by empathetic staff who are involved with the business, where advertising and marketing will be put into practice to be recognized by the entire population where the probabilities of profitability are very high.

Hurtado [13] in his article entitled "Strategies to Increase the Consumption of Fruits and Vegetables" in the magazine Agtech Latam – Agricultural Network, refers incidence of purchase of vegetables and fruits will be increasing because there are buyers with multiple needs and with greater concern for healthy food for benefits it presents, the idea will be to present it in various formats to give more attraction to the customer as in other countries

as added value to obtain greater attraction where they will recognize it as natural and tasty, where he mentions that it is the new commercial opportunity as a business idea with much acceptance by public is the sale of fruits and vegetables in the global market that will always be welcomed by the inhabitants of the different cities emphasizing a previous study according to their consumption and reception.

Crisologo [14], in his research entitled "Entrepreneurial Behavior and Competitiveness in the Great Wholesale Market of Lima, Santa Anita 2019." tries to investigate if there is a relationship between entrepreneurship and competitiveness, having as a population 1300 and a sample of 297 entrepreneurs, applying its evaluation instrument concludes there is a weak positive correlation, since every entrepreneur who just starts a business faces businesses that have years in the market and that know consumer public and use various techniques to be able to face them, but with proper planning and organization you can start a business and be competitive and profitable and survive over time, where training and the use of technology is a tool that allows us to face the competition by making our product known as the competition is increasing every day.

Cordova [15], in research carried out entitled "Study of the level of entrepreneurship of the merchants of the Cuglievan platform of the Modelo – Chiclayo market, 2019"; the reason for the study was to know the level of entrepreneurship of merchants, where the author uses a descriptive non-experimental study, having as a population 202 stands and a sample of 54 merchants, applied the data collection instrument obtained as results that in 46% of merchants who start their business they do it with their savings, 37% with loans to financial institutions, in which he observes and that the majority of business entrepreneurs are women in a 76%, which is distributed by sectors, in which you will find businesses up to an investment capital of up to S/. 200 000; the researcher describes that entrepreneurs need the implementation of new techniques that allow them to increase sales as a use of technologies and marketing techniques that allow them to be more profitable.

Armendariz et al., [16] in their research article entitled "Microcredit as activator of entrepreneurship in Guayaquil", studied a group of graduates of business and business careers;

who carried out ventures in a certain locality, who were offered an entrepreneurial credit financed by government in an amount of 500,000 dollars of which they only accessed a total of 30,000 dollars; whose objective is to determine if microcredit is fundamental for entrepreneurship; where there are three hypotheses to confirm, microcredit is the fundamental factor of entrepreneurship, microcredits are not fundamental to the success of the business model and microcredits help some business models to be successful. Concluding for an enterprise to be successful and profitable it needs capital.

Martínez & Dutrénit [17] in his research article entitled "Nature of innovation and business model in innovative entrepreneurship" with qualitative and exploratory design, where he analyzed the innovative ventures in which business model is not clear; using ATLAS.ti software; to determine who uses technology in their businesses and the benefits they generate for their sales, reaching the conclusion that those who use technology to carry out their business activity in their different business ventures are the ones that are best known by society and / or population favoring in such a way to increase their sales which generates more profits , on the other hand it is stated that innovation has a lot to do with the level of education, discipline and experience of entrepreneurs, which allows to combine knowledge and attitudes in order to generate greater economic gains.

Martinez [18] in his research article entitled "Entrepreneurship and international competitiveness in Mexico" described that entrepreneurship and competitiveness go hand in hand that they are in constant dynamism due to globalization, detailing that SMEs in Mexico are mostly informal because there is a high number of government procedures and as a result do not make effective the use of technological tools that allow them to face competitiveness against other businesses, despite having a very large market that allows it to be attractive for commercial activity and of great interest for the development of an entrepreneurial activity describing that most are because they have many problematic factors to develop an entrepreneurial activity.

Orellana & Maximiliano [19] in his exploratory research article, entitled "Business plan for the commercialization of fresh fruits and vegetables in the department of Zacapa, Guatemala";

because the population of Guatemala is increasingly demanding in products that provide them with nutritional products such as fresh fruits and vegetables; so an organization Surtifruver R.L. of very good financial capital interested in this business area elaborates its business plan and establishes in operability the business, offering new jobs putting into practice various methods and strategies to face the competition, since the category of supermarkets occupies 60% of the clientele, using as main tool the technology (advertising) and price very much in line with the reach of the population so I facilitate sales and profits; demonstrating profitability over time.

Bayona [20] in his research thesis entitled "Eco-efficiency and entrepreneurship in the merchants of the Buenos Aires supply market Nuevo Chimbote, 2019" this research is proposed in order to determine if there is a relationship between eco-efficiency and entrepreneurship of the merchants which used a descriptive, correlational, non-experimental cross-sectional research; with a population of 100 merchants, to obtain results the survey was used as an evaluation instrument, obtaining a direct relationship, evidenced in the hypothesis test through the Gauss campaign (correlation = 0.779), so the importance of starting and generating a business was demonstrated and the hypothesis of the research is accepted, where he mentions that the idea of creating business is important and success and profitability are reached using creativity and innovation when offering their products.

#### 4. CONCLUSION

According to revised literature of various authors of scientific articles on entrepreneurship culture and competitiveness in supply markets; it was determined that there is a considerable number of human beings with clear ideas who undertake their business in the different supply markets where there is a demand and competition well marked by offering a diversity of products (vegetables and fruits) fresh and of good quality. The entrepreneurship culture by different people is given by the lack of employment and by lacking full time to occupy a job, where starting a business of this type, is very profitable because the population is what consumes daily and several times a day, but at the same time there is a strong competition in commercial activity to present a large entrepreneurial population that employs different strategies of sale for profit.

Merchants of the supply markets present mostly the exercise of buying and selling empirically, because in their commercial exercise they do not make the use of technologies such as marketing to become known and increase their sales, unlike the famous supermarkets that use advertising as a basic tool in their sales; where the supply markets only use fresh and quality products to face competition from large foreign markets. Finally, according to the bibliographical review cited, it was considered that; in the supply markets the highest percentage of entrepreneurs use financial credits to carry out their commercial activity and supply their businesses and obtain greater sales and profitability.

#### COMPETING INTERESTS

Author has declared that no competing interests exist.

#### REFERENCES

1. Gonzales, J. Exploratory study of micro-finance in the supply markets of the city of Loja (central market, wholesale, san sebastián, las pitas and la tebaida) Year 2009-2012. Thesis. 2013a;1-67. Available:<http://repositorio.usfq.edu.ec/bitstream/23000/2987/1/109329.pdf>
2. Miranda Y. Supply market, to improve the supply of basic necessities, located in the city of Chiclayo. University of San Martín de Porres – USMP;2018. Available:<http://www.repositorioacademico.usmp.edu.pe/handle/usmp/4017>
3. Saavedra A. Entrepreneurship Student manual. University of San Martín De Porres.2019;01:10.
4. Arzadun P, Masis P, Carpio P. Self-employment and tourism-cultural entrepreneurs: a case study in Costa Rica. Journal of the Center for Work Sociology Studies No12 / 2020, 2020;118-136.
5. León L. Entrepreneurial and business culture in the Popular and Solidarity Economy of the Machala canton. Entrepreneurial Spirit TES, 2019;3(3):54-70. Available:<https://doi.org/10.33970/eetes.v3.n3.2019.155>
6. Arciniegas G. Internal factors that influence the financial growth of micro-businesses in the southwest sector- guayaquil period 2018- 2019. Universidad de Guayaquil. 2019;1. Available:<https://doi.org/10.1017/CBO9781>

- 107415324.004
7. Escobal J. Competitiveness and efficiency in wholesale food marketing in Peru. Andina Peruvian News Agency; 2019. Available:<https://doi.org/10.1017/CBO9781107415324.004>
  8. León J. Entrepreneurship of own businesses in Peru: the role of personal sociodemographic factors at the department level. Management Studies. 2018;34:19–33. Available:<https://doi.org/10.18046/j.estger.2018.146.2810>
  9. Grisales, H. Proposal for a support model for entrepreneurship that generates synergy with social innovation. Trends Magazine of the Faculty of Economic and Administrative Sciences. University of Nariño. 2020;1:157–174.
  10. Duran P. Business of sale of fruits and vegetables with differentiation. 2018;1–114.
  11. Si S, Ahlstrom D, Wei J, Cullen J. Business, Entrepreneurship and Innovation Toward Poverty Reduction. Entrepreneurship and Regional Development. 2020;32 (1–2):1–20. Available:<https://doi.org/10.1080/08985626.2019.1640485>
  12. García D, Duarte C. Business Plan "La Cafeteria." Thesis; 2018 Available:<https://doi.org/10.1017/CBO9781107415324.004>
  13. Hurtado D. Business plan of the healthy food marketing company frestoo fusagasugá. Thesis; 2018.
  14. Crisolago M. Entrepreneurial behavior and competitiveness in the Great Wholesale Market of Lima, Santa Anita 2019. Thesis;2019.
  15. Cordova M. Study of the level of entrepreneurship of the merchants of the Cuglievan platform of the model market - Chiclayo. Tesis;2019.
  16. Armendariz C, Aguilar P, Duchi B. Microcredit as activator of entrepreneurship in Guayaquil. University and Society. 2018;10(5):232–237. Available:<http://rus.ucf.edu.cu/index.php/rus%0ARESUMEN>
  17. Martínez N, Dutrénit G. Nature of innovation and business model in innovative entrepreneurship. Development Problems, Latin American Journal of Economics. 2019;50(199):68–72.
  18. Martinez G. Entrepreneurship and international competitiveness in Mexico. 3C Company. Investigación y Pensamiento Crítico, 2019;2:108–121. Available:<https://doi.org/10.1177/147524002764248158>
  19. Orellana F, Maximiliano N. Business plan for the commercialization of fresh fruits and vegetables in the department of Zacapa, Guatemala. Thesis;2018.
  20. Bayona F. Eco-efficiency and entrepreneurship in traders in the Buenos Aires Nuevo Chimbote food market; 2019. Tesis.

© 2021 Cabanillas; This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

*Peer-review history:*

*The peer review history for this paper can be accessed here:  
<http://www.sdiarticle4.com/review-history/70496>*