Exploratory factors structure framework expectancy

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ABSTRACT

A labor framework refers to the dissemination of state institutionalism that moves to the hierarchy of decision-making, the formation of talents and the establishment of collaborative relationships. In the present work, we intend to establish the determining factors based on expectations of future workers with respect to their occupational environment. A non-experimental study was carried out with a non-probabilistic selection of 400 students from a public university around a migrant locality. the results show that six factors prevail relative to the norms, values, beliefs, perceptions, attitudes and knowledge that explained 70% of the variance, suggesting the inclusion of at least other factors that the literature identifies as occupational intentions or academic formative decisions, professional and labor, as well as the contrast of the model in other scenarios and samples around migrant locations.

Keywords: *Entrepreneurship, economy, finance, sales, social, environmental*

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I. INTRODUCTION

The aim of this study is to establish the reliability and validity of an instrument that measures the perception of entrepreneurship in a sample of micro dedicated to the marketing of coffee and its derivatives in Xilitla, town of San Luis Potosi, Central Mexico. The economic census of Mexico in 2009 was carried out with 99.9% (3,587,979) of companies are type and 1% (39.080) is multi-establishment. 17.9% (6979) are national, 15% (5,488) are local and 67.1% (26,246) are multinationals (Garcia, Carreón, Hernandez & Salinas, 2016).

There are 4,145,772 micros, small and medium enterprises employing 19,179,350 5,073,432 employees of which 489.532 companies working in maquiladoras and industrial sector occupy 6,389,648 2,042,641 7,716,270 companies working in commerce and 1,613,601 non - financial private sector. In other words, 21.6% of the companies created in 2013 occupies less than one employee. Micro enterprises account for 95.9% (3,976,912) of the total and occupy 43.7% (12,899,155) of the workforce. Small business accounts for 3% (126.262) and employs 13% (2,496,835) of the workforce and medium enterprises representing 0.7% (27.706) and occupies 10.6% (2,023,676) of the workforce.

In the manufacturing sector micro enterprises account for 93.6% (458.096) and occupy 20.8% (1,057,456) of the workforce, small businesses represent 4.2% (20.455) and employ 8.8 % (446.181) of the workforce and medium - sized enterprises account for 1.5% (7,441) and employ 16.8% (851.506) of the workforce. In the commercial sector micro-enterprises account for 96.9% (1,978,887) and employ 60.5% (3,866,223) of the workforce, small businesses 2.2% (43,967) and employ 11.7% (745.253) of the workforce and medium - sized enterprises represent 0.7% (14.454) and occupy 12% (764.763) of the workforce.

In San Luis Potosi, in central Mexico, 2.1% of MSMEs of which 1.8% are in the maquiladora sector and 2% are in the commercial sector and 2.2% are located in the private non - financial sector. The trade sector accounts for 47.2% (41,640) and occupies 29.7% (124.897), the services sector accounts for 40.9% (36,066) and occupies 32.2% (135.353) and the manufacturing sector 10% (8,852) and occupies 29.7% (125.011) of the workforce.

In the commercial sector micro enterprises account for 96.8% (40.319) and employ 61.9% (77.284) of the workforce, small businesses accounted for 2.2% (928) and employ 12.7% (15.907) of the workforce and medium - sized enterprises account for 0.7% (298) and employ 12.8% (15,949) of the local workforce. As for labor demand, MSMEs warn that mastering a second language is the most required skill *(M* = 3.6), followed by written communication *(M* = 2.64) and easy to relate *(M*= 2.31).

Attitudes are required by MSMEs; international vision *(M* = 2.99), appreciation of culture (M = 2.98) and respect for the environment (M = 2.38).

The state of San Luis Potosi borders the states of Zacatecas, Nuevo Leon, Tamaulipas, Guanajuato, Queretaro, Hidalgo and Veracruz.

The state has 58 municipalities, coordinates what are north (24 degrees and 29 minutes), south (21 degrees and 10 minutes north latitude), east (98 degrees and 20 minutes) and west (102 degrees and 18 minutes west longitude).

Cerro Grande is the highest elevation 3,180 meters, followed by fourteen 3,101 m and 2,810 m Close Coronado. A dry temperate climate predominates with 27.7% followed by a warm semi-dry climate with 20.1% and semi-dry temperate with 12.8%. The average temperature is 25.3 degrees Celsius and the annual average rainfall is 978.8 mm in a land area of 60 982.8 km^2 (3.1% of the country).

The state of San Luis Potosi ranks 19 with a total population of 2.586 million people with a growth rate of 1.4% and a density of 4.2 inhabitants per square kilometer. Real de Catorce have a total population of 9716 inhabitants, of whom 4,932 are men and 4,784 are women. In Xilitla live 51.498 of which 25.484 are men and 26.014 are women. 30.4% of the population is under 15 years. 10.7% of the population is migrated to the state. 3.7% of its population not residing in state and 0.1% of the total migrant population.

10.7% of the population speak a local language, speak Nahualt 137.682, 96.568 speak the Huasteca and Pame 10,807. The birth rate is 20.1 per thousand population, women have on average 2.1 children born alive, of 639 dwellings per thousand inhabitants on average four people inhabit. 7.9% of the total population is illiterate, 90.6% of the population between 5 and 14 years attend school. Women represent 40% of the workforce,

Around the coffee enterprise, the data seem to confirm the assumptions of the theory of entrepreneurship (Vazquez, Barrientos, Quintero and Velázquez, 2016). The -subsidies from federal and local governments to encourage agribusiness and marketing --credits and financial opportunities

from prospective balances and marketing of products and services- economic opportunities determine the perceptions of opportunity - expectations retail sales minims- higher profits to costs (Acar & Acar, 2014).

However, some studies highlight the importance of social entrepreneurship networks as factors enhancing solidarity sale of local products and services before the arrival of transnational corporations and their possible effects on the local economy (Cruz, Arroyo & Marmolejo, 2016).

The theory of entrepreneurship networks warns that cooperation and solidarity scenarios are developing in economic and financial vulnerability (Robles, Alviter, Ortega, & Martinez, 2016). This means that before the onslaught of the transnationals, traders are organized to make a common front in defense of the local market (Hernandez & Valencia, 2016). Thus, leadership and followers information networks structured around selling prices, promotions and added value in terms of transnational competition (Omotayo & Adenike, 2013).

In this sense, entrepreneurship networks highlight the importance of cooperation and solidarity, linking their products and services to other traditional activities of the town (Escobar, 2014). A new type of venture, derived from social networks is the environmental (Mendoza, Ramirez & Atriano, 2016). It is expectations of trade in goods and services based on knowledge of the local climate, spaces and customs of the community (Saansongu & Ngutor, 2012).

Environmental entrepreneurship theory explains the association between traders, diversification of its products and services, as well as their consumption in specific contexts and extreme environmental conditions (Anicijevic, 2013).

Thus, the coffee stands out as a product and adaptable service to the effects of climate change on community health where being active is a requirement for survival against drought, floods, landslides, frost or fire (Quintero, Velázquez, Sales and Padilla, 2016).

Thus coffee is a cultural heritage that explains the economic dynamics, political, social and community of town with extreme climates, social composition migrant solidarity economy and marketing of traditional products and services (Sales, Quintero and Velázquez, 2016).

II. METHOD

The research was carried out in a locality of central Mexico with low level of human development, considerable birth rate, low level of per capita income and professional instruction, as well as high citizen participation in municipal issues of fundraising, social entrepreneurship and innovation in the commercialization of products and services.

A non-experimental, cross-sectional, exploratory and correlational study was carried out with a non-probabilistic selection of 400 students from a public university, considering the system of professional practices and social service, as well as the framework of strategic alliances between the institution and dedicated organizations to the creation of knowledge (see Table 1).

Table 1. Descriptive sample

	Age	Income	Civil Status
Female (55%)	M = 24,3 SD = 2,4	M = 6’823,2 SD = 456,5	Singleness (56%), Married (32%), Other (12%)
Male (45%)	M = 25,4 SD = 3,2	M = 6’789,2 SD = 567,4	Singleness (58%), Married (30%), Other (12%)

Source: Elaborated with data study

The Framework Expectancy Scale of the Garcia (2018) was used, which measures eight dimensions relative to; 1) values, 2) norms, 3) perceptions, 4) beliefs, 5) attitudes and 6) knowledge related to the optimization of resources and process innovation. All reagents are answered with any of the options ranging from 0 "not likely" to 5 = "quite likely".

The Delphi technique was used to select, compare and integrate the allusive reagents to each of the six dimensions, following the evaluations and recommendations of expert judges in the field.

The students were surveyed in the facilities of their university, provided written guarantee of anonymity

and confidentiality of their responses to the possible effects of the results of the investigation.

The information was processed in the statistical analysis package for social sciences (SPSS version 20.0). The parameters of normality, reliability, adequacy, sphericity, validity, fit and residual were estimated in order to contrast the null hypothesis regarding the significant differences between the theoretical relationships of the variables with respect to the empirical relationships to be observed.

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III. Results

Table 2 shows the values of normality, adequacy, sphericity and validity that demonstrate the relevance of carrying out multivariate analyzes in order to anticipate determinant relationships among the six factors. The reliability of the subscales (respective alphas of, 760;, 758;, 742;, 790;, 754;, 753) exceeded the minimum indispensable value (alpha of, 700) to be considered consistent in the measurement of the phenomenon in both scenarios different as in samples different from those of the present work.

Table 2. Descriptive instrument

R	*M*	*S*	*K*	*A*	*F1*	*F2*	*F3*	*F4*	*F5*	*F6*
R1	4,3	1,5	1,5	,72	,61					
R2	4,5	1,1	1,4	,73	,54					
R3	4,8	1,8	1,8	,70	,59					
R4	4,0	1,0	1,0	,76	,53					
R5	4,1	1,3	1,3	,79		,51				
R6	4,3	1,4	1,2	,74		,60				
R7	4,5	1,5	1,5	,76		,62				
R8	4,7	1,2	1,4	,77		,49				
R9	4,8	1,1	1,9	,78			,54			
R10	4,2	1,4	1,8	,75			,51			
R11	4,5	1,8	1,5	,72			,63			
R12	4,4	1,7	1,6	,71			,69			
R13	4,0	1,5	1,4	,74				,54		
R14	4,3	1,0	1,5	,75				,51		
R15	4,6	1,4	1,3	,70				,50		
R16	4,9	1,3	1,6	,72				,62		
R17	4,6	1,5	1,5	,75					,54	
R18	4,5	1,6	1,7	,77					,67	
R19	4,0	1,5	1,0	,79					,50	
R20	4,4	1,9	1,1	,75					,47	
R21	4,1	1,3	1,3	,72						,52
R22	4,2	1,2	1,2	,71						,55
R23	4,3	1,4	1,4	,73						,63
R24	4,6	1,6	1,5	,75						,67

R = Reactive, M = Median, S = Standard Deviation, K = Kurtosis, A = Alpha removed value item. ⌈χ2 = 23,2 /24gl) p < ,01; KMO = ,709⌋Method: Principals; Rotation: Promax. F1 = Values (19% total explained variance), F2 = Norms (15% total explained variance), F3 = Beliefs (13% total explained variance), F4 = Perceptions (11% total explained variance), F5 = Attitude (7% total explained variance), F6 = Knowledge (5% total explained variance). All items are answered with any of the options ranging from 0 = "not likely" to 5 = "quite likely".

Source: Elaborated with data study

The established factors explained 70% of the total variance ⌈χ2 = 1.335 (5GL) p = 0.935; GFI = 0.982; AGFI = 0.947; RMSEA = 0,000, indicating the relevance of including another factor in the model in order to explain the phenomenon of the labor framework, as well as the prediction of performance from the sociocultural variables of values and norms, or, from the sociocognitive variables of perceptions, beliefs, attitudes and knowledge.

IV. Final considerations

The contribution of this work to the state of knowledge lies in establishing the reliability and validity of an instrument that measures five factors related to the perception of entrepreneurship in a town in central Mexico.

Future research regarding other factors that the model did not include nor estimated could be carried out if it is considered that the marketing of products and services derived from coffee is an economic activity driven enterprise development policies and micro financing and part of social and community uses and customs of the area of study.

Besides environmental conditions also play a decisive role in perceptions of entrepreneurship in general agricultural products and services and perceptions of opportunity around coffee.

In this sense, the ecological validity consisting of systematic observation of the habits and customs, as well as their correlation with scales measuring perceptions of opportunity would provide a comprehensive view of the phenomenon which is coffee, environment, management, marketing and consumption.

Therefore, the specification of a model and estimation of it around indicators that explain the peculiarities of entrepreneurial localities confined to coffee is necessary, because although the venture is a structure of perceptions, decisions and strategies, success project depends on local specificity.

This is the case of the sectors dedicated to the sale of coffee and marketing of its products and related services. The characteristics of each sector require a thorough analysis of the customs that make survival possible by selling coffee. In this sense, female heads of household are an example of groups dedicated to retail and entrepreneurship diversified products including coffee.

Exploring values, perceptions and beliefs of the household heads dedicated to coffee explain and anticipate scenarios allow environmental, economic, and social crisis politic, but also of resilience and social entrepreneurship.

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