The impact of insecurity and violence on the sales of Micro and Small companies in the city of Valle de Santiago, Guanajuato

El impacto de la inseguridad y la violencia en las ventas de las Micro y Pequeñas empresas de la ciudad de Valle de Santiago, Guanajuato

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Abstract

Nationwide, 63.0% of companies consider insecurity and crime as a major problem that affects them. (INEGI, 2018). On 2018 in Guanajuato, 93.3% of companies considered it unsafe, with an increase of 38.3% over 2016 (INEGI, 2018). Their municipalities are no exception, in the case of Valle de Santiago, we seek to analyze the relationship between insecurity and violence with respect to annual sales of micro and small enterprises, the research is conducted through a cross-descriptive design, with a quantitative approach, through the questionnaire as an instrument, obtaining a sample of 550 companies. As a result of the research it was obtained that 90.7% of the directors of the micro and small companies express to be worried by the insecurity and violence that occurs in the municipality and therefore an impact is observed in the annual sales according to the calculation of the R square, obtaining 0.765. Given the importance that micro and small enterprises have for the economic development of the municipality, the issue of insecurity and violence must be considered a priority due to its growing incidence, not only at the local level.

Insecurity, Violence, Sales

Resumen

A nivel nacional el 63.0% de las empresas considera la inseguridad y delincuencia como un problema importante que les afecta. (INEGI, 2018). En el año 2018, en Guanajuato el 93.3% de las empresas lo consideraron inseguro, con un incremento del 38.3% con respecto al 2016 (INEGI, 2018). Sus municipios no son la excepción, en el caso de Valle de Santiago, se busca analizar la relación que existe entre la inseguridad y violencia con respecto a las ventas anuales de las micro y pequeñas empresas; la investigación se realiza a través de un diseño transversal-descriptivo, con un enfoque cuantitativo, mediante el cuestionario como instrumento, obteniendo una muestra de 550 empresas. Como resultado de la investigación se obtuvo que el 90.7% de los directivos de las micro y pequeñas empresas manifiestan estar preocupados por la inseguridad y violencia que se vive en el municipio y por ende se observa un impacto en las ventas anuales según el cálculo del R cuadrado, obteniendo un 0.765. Dada la importancia que las micro y pequeñas empresas tienen para el desarrollo económico del municipio, el tema de la inseguridad y la violencia debe ser considerado prioritario por su creciente incidencia no solo a nivel local.

Inseguridad, Violencia, Ventas

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Introduction

According to the World Health Organization (WHO), the term violence can be defined as the intentional use of physical force, threats against oneself, another person, a group or a community that has as a consequence or is very likely that result in trauma, psychological damage, developmental problems or death. (World Health Organization, 2019).

The issue of violence in the world is so ingrained that it can be considered part of the human condition, an almost unavoidable social problem that generates great repercussions and knows no borders, affects men and women, young and old and is present in homes, in the streets and in the works, 15 years ago more than 1.5 million people lost their lives violently and although these figures have been reduced, in the last 5 years globally, in part, due to the increase in the population, in Latin America it has been increasing since this region currently has the highest homicide rate derived from factors such as organized crime, inequality, unemployment, corruption and political instability.

In 2008, Mexico ranked 88th, currently occupies 140th place of 162 in the world peace ranking, considering it a dangerous country (Expansión, 2019), in the last 3 years the rates of violence in the country have increased from alarmingly since only 10 states have decreased or maintained rates of insecurity and violence, while in the remaining 22 they have increased, some of the main indicators of violence in Mexico is the homicide rate caused by organized crime, assaults and impunity.

In economic terms, in 2018 the impact of violence amounted to 5.16 billion pesos, which represents 24% of the Gross Domestic Product (GDP), 10% more compared to 2017, this implies that, if in Mexico it reduce the levels of violence to the equivalent of its 5 states with the best peace index, a dividend of 2.5 billion pesos per year equivalent to 11% of GDP would be generated.

In the state of Guanajuato, there was a general deterioration in its general rates of violence, but the most alarming was in homicides, registering a 127% increase in 2018 (Institute for Economics and Peace, 2019). According to official data in 2017 from the National Institute of Statistics and Geography (INEGI), 34% of the Guanajuato population was the victim of a crime, the most frequent being robbery or assault on the street or public transport, extortion and theft Total or partial vehicles in that order, on the other hand, 71% of the population stated that the most worrying problem is insecurity, which has caused changes in their behaviors, such as not allowing minor children to go outside or the use of jewelry, and in economic terms, the cost of household insecurity amounts to almost 11 million pesos in this federative entity. (INEGI, 2018).

Valle de Santiago is a municipality located southwest of the state of Guanajuato, its main economic activities are: agriculture, livestock, commerce and in recent years has opted for foreign investment in the industrial sector. In this municipality the increase in violence and insecurity has been caused mainly due to the theft of hydrocarbons, occupying the place 31 of 234 in the table of municipal violence in Mexico (Citizen Council for Public Security and Criminal Justice A.C., 2019).

The objective of this research is to analyze the relationship between insecurity and violence regarding the annual sales of micro and small businesses in Valle de Santiago, Guanajuato.

The main hypothesis planted considers that insecurity and violence is a factor that impacts the annual sales of micro and small businesses in Valle de Santiago, Guanajuato.

In this way, a study was carried out with a sample of 550 micro and small companies from the city of Valle de Santiago, Guanajuato; In the year 2018, through an investigation carried out through a transversal-descriptive design, with a quantitative approach, through the questionnaire as a research instrument.

A positive result was obtained regarding the correlation between the factors studied, a situation that resembles the national and state landscape that most economic sectors in Mexico are going through, showing the urgency of generating strategies and mechanisms that contribute to reducing this problematic.

Theoretical framework

Violence and business insecurity in Mexico

The Royal Spanish Academy (RAE) defines the term insecurity as lack of security, which in turn means everything that is free of danger, harm or risk, or that is true, firm and inducible. Therefore, insecurity implies the existence of a danger, damage or risk. At a national level, 63.0% of economic units consider insecurity and crime as the most important problem that affects them, followed by the low purchasing power of the population with 35.4% and the lack of government support with 33.4 percent. (INEGI, 2018)

Entrepreneurs in Mexico have had to endure the increase in violence since 2006, reflecting aspects such as extortion and the payment of the so-called "right of floor", which especially affects entrepreneurs, especially those who have greater weaknesses such as they are small and medium-sized entrepreneurs and their businesses or SMEs (Carreón & De la Cruz, 2012), resulting in an increase in insecurity that affects the capacity for business growth, as well as the activity of organized crime and with it actions against cartels of drugs, not only politically affects countries and their rulers, but above all impacts on the physical integrity, lifestyle and property of people (Magaloni, Díaz, & Romero, 2014), in this way this type of criminal actions affects the current business environment to the point of causing a large number of entrepreneurs and entrepreneurs to be affected by bankruptcy, forced to close their organizations and in the case of Micro, Small and Medium Enterprises (MSMEs) trying to emigrate to safer places. The crime of business extortion has become a type of double tax obligation, where organized crime defies businessmen, who cannot rely on property rights included in the law, unable to achieve negotiation against the authority of the cartels, victims of the insecure environment, generating strategies that allow them to try to improve the situations that afflict them.

According to the study carried out by (Muñiz & Ramírez, 2015), the types of crime or violence that entrepreneurs suffer are: 1) Violence against Small and Medium Enterprises (SMEs): The violent and criminal acts that covered this factor were: "Direct extortion of SMEs", "total or partial theft of materials", "destruction of property" and "robbery or assault" 2) Violence against entrepreneurs: The violent and criminal acts that made up this factor were "theft or assault (in the street or by public transport) ", "physical aggression injuries ", "kidnapping "and" murder ".

It is very clear that by fostering an environment of trust and security among entrepreneurs and entrepreneurs, fostering an environment of business optimism, translating into higher levels of investment, which is reflected in job creation and thus an impact on economic growth. According to data from (COPARMEX, 2018), where the criminal victimization that employers face is identified, 57.9% of the members of the Employers' Confederation of the Mexican Republic (Coparmex) reported being a victim of the crime, identifying an increase in 4.9 points compared to the previous year (July 2018), in terms of the percentage of companies victims of crime by size; the micro reported 32.9%, small businesses 51.4% and medium-sized companies 61.5%. (COPARMEX, 2019).

Impact of violence and business insecurity in Mexico

The relationship between violence and development is complex, since economic growth is possible amid high rates of violence. But at the same time, precisely because of this, violence is more expensive than in countries with less dynamic economies and puts a stop to what, potentially, would be even greater growth, (Villamarín, 2011).

The average cost of crime per company is \$ 66,031 pesos per year, this represents a change of 14.3% compared to the average cost of 2015 that was \$ 57.779 pesos (COPARMEX, 2019).

The crime imposes significant economic costs: loss of life, disruption of productive activities, less savings and investment, stress, and the focus of public and private efforts towards security activities, he says (Feliz, 2012), likewise the criminal activity reduces the product of the economy directly because it reduces the time allocated to production and indirectly reducing investment, and in its research where it refers it finds a negative, statistically robust relationship between economic growth and the homicide rate that is used as an indicator of criminal activity, as a reduction in the annual GDP per capita growth rate of 0.21% is observed, resulting in a “cumulative loss of 1.5% in the period 2003-2010, equivalent to a third of the growth observed in the period”(Happy, 2012).

According to the National Survey of Victimization of Companies (ENVE) 2018, it is estimated that 33.7% of the economic units of the country were victims of a crime during 2017, where 38.4% of the economic units of the commerce sector were victims of the crime, 30.6% of the industry sector and 29.3% of the services sector, of which 59.3% were large, 61.5% of medium-sized, 51.4% of small and 32.9% of micro and economic consequences in 2017, the total cost to consequence of insecurity and crime in economic units represents an amount of 55.8 billion pesos, that is, 0.86% of GDP with a monetary loss due to victimization in economic units, that is, those losses as a result of having been the victim of one or more crimes, amounted to 155.8 billion pesos. (INEGI, 2018).

The Institute for Economics and Peace (IEP) estimates that the economic impact of violence in Mexico in 2017 was 4.72 billion pesos (21% of GDP), with an increase compared to 2016 of 15%, equivalent to 634 billion pesos. And in 2016, 16% of managers reported that their companies invested more than 5% of their annual security operating budget; for 2017, the percentage rose to 38%, that is, it more than doubled, likewise, the main concern is the integrity of the employees (51.6%), the security of their information (36%) and cargo transport (35.7%), crime (35.3%) and the security of its facilities (34.1%) (American Chamber of Commerce of Mexico, 2018).

For (Robles, Gustavo, Calderón, & Magaloni, 2013), violence does not necessarily have a linear effect on economic performance. Below a certain threshold it is possible for companies to internalize their costs through payments of floor rights, theft, technology to increase their protection (such as cameras in trailers), rescues, bodyguard costs, among others. Under these conditions, violence could marginally affect both demand and labor supply. Smaller companies could stop operating causing labor demand to contract.

For (Soria, 2017), it is important to detect the most insecure states, which makes it possible to point out the federal entities in which it is necessary to prioritize strategies to limit violence and insecurity, and establish institutional improvement programs at both state and municipal levels.

Violence and business insecurity in Guanajuato

At the national level, 64.5% of the population 18 years of age and over considers insecurity and crime as the most important problem facing their federation today, followed by the price increase with 36.3% and unemployment with 33.2 percent. (INEGI, 2018). In the case of Guanajuato, 83% of the population considers it to be an unsafe state, committing a total of 1,141, 848 crimes in 2017, occupying eleventh place nationwide.

With respect to business violence, 3,347 companies affected by any crime were presented in 2017, especially in terms of extortion and theft or assault of merchandise, money, supplies or goods, with an average cost of crime per economic unit of 52,465 pesos. (INEGI, 2018).

Among the main crimes that are committed in Guanajuato companies is 11.8% for vandalism, in this way 93.3% of companies in 2018 consider it to be an unsafe federative entity, with an increase of 38.3% compared to 2016 (INEGI, 2018), observing a high trend. It should not be forgotten that the state of Guanajuato is part of the main industrial corridor that is characterized by a strong attraction of investments, supporting the generation of jobs and with it economic development, for this reason the companies that are in this area generate an impact of development and growth; not forgetting that according to (American Chamber of Commerce of Mexico, 2018),

“The companies that we invest in Mexico recognize the great value and economic potential of the country. Macroeconomic and political stability, the demographic bonus and the human talent we have, among others, are strengths that generate confidence for investment. However, security and respect for the rule of law are great challenges for the competitiveness of Mexico from today. The operations of our companies and the confidence of investors are greatly affected by the high levels of insecurity, corruption and impunity, which deteriorate the social fabric and generate very high costs for our businesses”.

Given the impact presented, concrete and effective strategies will have to be designed to reduce the rates of both violence and crime, as well as strengthen the security aspect of the entity and thus seek a coordinated action of all the organs of the social fabric with the objective of attacking insecurity as a complex problem, and with a multifactorial approach that helps maintain the path of development and economic growth that impacts the state and the country.

Security and violence in Valle de Santiago

Valle de Santiago is a municipality located to the southwest of the state of Guanajuato, with a population of 142672 inhabitants with an average age of 28 years; For every 100 people of productive age there are 56.1 in economic dependency age. The economically active population PEA is 41.6% and the non-active 57.9%. (INEGI, 2015). The municipality has 5283 economic units which have as main turn agriculture, livestock, trade and in recent years has opted for foreign investment in the industrial sector, of these 5246 are micro and small companies, representing 99.3 % (INEGI, 2016). Unfortunately, this municipality has also been hit by the wave of violence and insecurity that most of the state and the country is going through, in the specific case of this municipality and some neighbors such as: Salamanca, Irapuato, Pénjamo and Celaya, the increase in Violence and insecurity are due to the theft of hydrocarbons that are distributed through the Pemex pipelines to much of the country and from which the “huachicoleros” illegally extract fuel, this activity has increased the struggle of the cartels to take the control of this area for this profitable business.

According to the Citizen Council for Public Security and Criminal Justice (CCSPJP), in 2018 the municipality of Valle de Santiago ranked 31 of 234 in the table of municipal violence in Mexico with a total of 46.88 points compared to the first one Tecomán, Colima with 89.45 points, this in the crimes of homicides, kidnappings, rapes, injuries, robbery with violence and extortion, and took the place 24 of the 234 specifically in the crime of homicides with a rate of 61 per 100 thousand inhabitants (Citizen Council for Public Security and Criminal Justice AC, 2019).

It is important to mention that, regarding the subject addressed, there is a lack of reliable literature that provides information concerning the insecurity and violence that affects the business sector of the municipality of Valle de Santiago, being considered an area of opportunity within the research work.

Methodology to be developed

Method

The research is carried out through a cross-descriptive design, with a quantitative approach, using the questionnaire as a research tool. (Mendoza G. P., Uribe, Ramírez, & Bravo, 2018).

Instrument

The questionnaire was designed to be self-administered by the executives of micro and small companies formed for study in the first part by general characteristics with the item: annual sales and in the section valuation of the environment with the item: concern about insecurity and the violence. (Posada, Aguilar, & Peña, 2016).

Sample

In order to have a statistically representative sample, the sample size was determined considering a 95% confidence level, a maximum error of 5% and the expected proportions were estimated at 50%, from which a sample of 550 was obtained. micro and small businesses.

Hypothesis

The main hypothesis planted considers that insecurity and violence is a factor that impacts the annual sales of micro and small businesses in Valle de Santiago, Guanajuato.

Results

Sociodemographic characteristics of the participants

Of the 550 entrepreneurs interviewed, 50.2% are women who are 43 years old on average; 73% of respondents are married. As for schooling, 6% of entrepreneurs did not have primary school completed; 15% studied primary school, 32% secondary school, 29% high school; 15% finished the degree, and only 3% have postgraduate studies. Regarding the time dedicated to the company, an average of 59 hours per week was obtained.

Table 1 shows the 10 activities that occur most frequently in the municipality of Valle de Santiago. Of the participating micro and small companies, 25% started operations between 2000 and 2009 and 57% in the period from 2010 to 2017; 18% arose before the year 2000.

Activities	Quantity	Percentage
Retail sale in non-specialized stores (such as miscellaneous)	71	14.1
Retail sale of food, beverages and tobacco in specialized stores (not restaurants)	55	10.9
Retail sale of other products in specialized stores	48	9.5
Food Products Processing	39	7.7
Retail sale in stalls and markets	32	6.3
Retail sale of hardware, paints and glass products in specialized stores	21	4.2
Wholesale of clothing, footwear and textiles	20	4
Retail sale of textile products in specialized stores	14	2.8
Other personal service activities	14	2.8
Wholesale of food, beverages and tobacco	12	2.4

Table 1 Main activities of the municipality of Valle de Santiago
Source: (Mendoza G. P., Uribe, Ramírez, & Bravo, 2018)

Once the analysis was carried out, it was determined that there is a moderate positive correlation of .609 between the study variables: annual sales and concern about insecurity and violence.

Model Summary				
Model	R	R square	R squared squared	Standard error of the estimate
1	.875 ^a	.765	.765	.494

Table 2 Model Summary Source: self made

When making the adjustment, according to the calculation of the R square, a 0.765 was obtained. Which means that it is a model whose estimates are adjusted to the real variable, thus deducing that the annual sales of micro and small companies in the city of Valle de Santiago are affected by insecurity and violence in said municipality.

This is reflected in the perception of micro and small business managers, since 90.7% say they are worried about insecurity and violence.

Conclusions

Considering that micro and small enterprises represent 99.3% of the economic units in the municipality of Valle de Santiago and which contribute mostly to the generation of employment and its economic development, it is important to analyze any factors that threaten the permanence and Their growth in the market and one of these aspects is precisely insecurity and violence.

The problems of insecurity and violence in the municipality of Valle de Santiago were decisive actors in the closure of more than 80% of micro and small companies in 2017. (Mendoza P., Uribe, Bravo, & Ramírez, 2017)

Therefore, the planted hypothesis is accepted since insecurity and violence impact the annual sales of micro and small businesses in the municipality.

Therefore, it is suggested to create strategic alliances between the business sector, society and government that help to combat insecurity and violence that surround the environment with the objective of better economic conditions and promote social welfare.

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