

## Target Markets, Socialization Channels of Diverse Cultural Expressions in Sustainable Urban Communities

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### Abstract

*This research aimed to analyze the diverse cultural manifestations embedded within communities, particularly as expressed through artistic expressions among the university population of the Sucre Extension. Method: A quantitative and qualitative approach was employed. Data was collected through surveys and analyzed using SPSS 27. The reliability of the instrument was verified using Cronbach's alpha, yielding a coefficient of 0.96. Results and Discussion: The findings confirmed that ancestral ludic expressions serve as a primary channel for defining Montubio identity. If nurtured, these expressions could become a target market that fulfills the need to preserve the historical presence of the culture. This perspective promotes local traditions, including dances, oral traditions, and ancestral gastronomy. The study concludes that culture plays a significant role in target markets, not only for promoting cultural heritage but also for maintaining the ancestral identity of the Z generation.*

**Keywords:** *Culture, Identity, Socialization Channels, Ancestral Expressions.*

### Introduction

Cultural expressions are those that humans use to give reason to what they know, based on their daily practices, thus evidencing their identity. For this reason, it is important to analyze how to maintain these traditions in the new generation, starting from the goal of making culture an artistic expression by seeking spaces for dissemination that help to provide a service by offering a product, such as expressing Montubio cultural manifestations in a playful way as evidenced in the rural area in various communities.

The target market is also referred to as the target audience. This concept is of great importance in the business world as organizations would not have enough capacity to meet the demand of the entire public. Therefore, instead of trying to compete in a complete market, it is appropriate to focus on a specific sector that allows it to obtain better results. Therefore, target markets will refer to a group of people or organizations to which a company directs its marketing plan and all activities with the objective that they choose our services and products (Thompson, 2006).

When we talk about a target market, we also refer to a significant concept for companies, and that is that without this market, these companies could not meet the high demands of the public. For this reason, the target market and culture are highly related, as it is culture that defines people's attitudes and desires and thus influences the improvement of the marketing situation in companies. This is how companies focus on their own concepts based on the knowledge of people's culture and from the intelligence and capacities they have to produce in a much more balanced and different way from others, with the knowledge of the culture in people. It is important to bear in mind that target markets tend to be focused on organizations or groups of people who present their trend plans in their products and everyone can give their own opinions regarding what they are going to launch to the market.

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The target market is defined as "the segment of the market to which a company directs its marketing program." Another definition by the same author states that "a market segment (people or organizations) for which a seller designs a marketing mix is a target market." In addition, it defines the target market or served market as "the part of the qualified available market that the company decides to capture." The qualified available market is the set of consumers who have interest, income, access, and qualities that match the offer of the particular market (Lucich, 2018).

This definition underlines the importance of marketing focus. In a competitive market environment, it is neither feasible nor efficient for a company to try to serve the entire market with the same intensity. Focusing allows companies to concentrate their resources and efforts on a specific segment of the market, where they can better meet the needs and desires of consumers. This strategy not only optimizes resources but also increases the probability of success in penetrating and retaining that segment.

Markets and socialization channels are the process of learning, norms, and values that govern those patterns that emotionally seek their independence from adults. They are also a process that can be conceived as a development and begins from the moment of birth and progresses and evolves throughout all stages of the life cycle. Socialization, therefore, requires adopting certain social patterns as one's own, with the aim of achieving the necessary self-regulation that allows a certain independence when adapting to society's expectations (Yubero, 2006).

Socialization is not only a process of learning norms and values, but also an essential mechanism for personal and social development throughout life. Markets and socialization channels play fundamental roles that facilitate services and function as spaces for social interaction that help communication or cultural exchange to interact better in the society we live in. For this reason, it is necessary to exchange experiences that enable an exchange of ideals that lead to the search for the common good, only then will the culture of each people or nation be strengthened.

In its three continental regions, 14 indigenous nationalities and 18 peoples with diverse traditions and their own worldview coexist. The most well-known Amazonian indigenous nationalities are: Kichwa Amazonian, Huaorani, Achuar, Shuar, Ai Cofán, Siona, Secoya, Shiwiar, and Záparo. The Tagaeri and Taromenane, relatives of the Huaorani, who form another people of the area, were declared "intangible" by the State, in respect for their will to live away from civilization. All these ethnic communities are also protected by the Constitution of the Republic, mainly by recognizing since 1998 collective rights that would facilitate the preservation of their culture and their ancestral territories<sup>1</sup> (Colpari Cruz & Cassol, 2021).

Here, the richness and diversity of these communities are highlighted, as well as the importance of their recognition and legal protection. The existence of multiple nationalities and peoples with different worldviews enriches the national identity and provides valuable perspectives on sustainability and the relationship with the natural environment. The protection of their collective rights through the Constitution is essential to ensure their survival and well-being, guaranteeing that they can continue to develop their lives and cultures in their ancestral territories. This legal framework, therefore, not only benefits indigenous communities but also contributes to the strengthening of diversity and equity in society as a whole.

In different regions, everyone has their own culture and traditions, and in different indigenous communities, they created a circuit to publicize their sales since they make different types of products according to their culture or tradition. A clear example of these traditions is the morada drink prepared on the Day of the Dead, and the carnival is also celebrated every year. The Battle of Pichincha, which took place on May 24th, is a historic date because of the heroes who lost their lives for freedom.

It is a precept that ratifies the idea that it is not necessary to create a new culture to show tourists, but rather to exploit all the potential we have to the maximum, to insert tourists into the culture that is most ours, the more it can show the values from a praxis, developing the knowing, the being and the doing that will redound to the community (Zambrano et al., 2021).

Culture is a very attractive tradition for people, even more so when people come from different places, they arrive with a different feeling with that desire to relive those ancient cultures of the ancestors who left important traces, for this reason it is important to keep culture high so that those traditions that fill people with joy and encourage them to practice it are not lost, also to emphasize and immerse the young people of the new generations so that they represent the values and can define themselves with their being within their communities.

Cultural identity as a millenary tradition in young Manabitas is unstable due to the great foreign distractors that do not allow them to assume their own cultural identity, that is, they do not have their personality defined at a cultural level, due to the processes of formation in the family and in the school, they lead to being fragile to be convinced with the new and novel that foreign marketing presents (Zambrano et al., 2021).

It is a great question today to train young people in cultural identity, because they are influenced by foreign cultures, which do not help to strengthen their own, which leads to a loss of values, so it is necessary from academic, linking and research spaces to strengthen identity starting from playful manifestations that allow them to express their experiences of identity so that they do not move away from their own, based on preserving the deep cultural heritage that has been evidenced in peasants being faithful to their cultural heritage.

## Methods

The research was descriptive in nature, using both quantitative and qualitative methods. The instrument was developed through a survey. The study population was the Laica Eloy Alfaro University of Manabí - Sucre Extension, and a probabilistic sampling method was used to select a random sample of 82 individuals. Data was collected using a questionnaire consisting of 5 questions, including one independent variable and one control variable. SPSS 27 was used for reliability analysis and analysis of the survey questions.

## Results and Discussion

Table 1. Reliability Statistics

Reliability statistics	
Cronbach's Alpha	Number of Items
,963	4

As can be observed in the reliability statistics, the value of 0.963 indicates that the items and the scale are highly reliable.

¿Do you think that when we talk about a target market, we are also referring to a significant concept for companies?

Table 2. Target Market Knowledge

F			%	% v	%A
Válid	M	2	2,4	2,4	2,4
	R	10	12,2	12,2	14,6

	B	35	42,7	42,7	57,3
	M B	35	42,7	42,7	100,0
	<b>Total</b>	<b>82</b>	<b>100,0</b>	<b>100,0</b>	

The table shows that 42.7% (35 respondents) strongly agree that target markets are beneficial for businesses. While 12.2% (10 respondents) were somewhat uncertain, and 2.4% (2 respondents) disagreed. This data clearly indicates that the majority of respondents believe that target markets are crucial for business success, as they help businesses meet customer needs and foster a more competitive marketplace.

¿Do you think that target markets and socialization channels play fundamental roles in facilitating services?

**Table 3. Performance of Target Markets and Socialization Channels in Services**

		<b>F</b>	<b>%</b>	<b>%V</b>	<b>%A</b>
<b>Válid</b>	M	1	1,2	1,2	1,2
	R	18	22,0	22,0	23,2
	B	38	46,3	46,3	69,5
	MB	25	30,5	30,5	100,0
	<b>Total</b>	<b>82</b>	<b>100,0</b>	<b>100,0</b>	

The data reveals that 46.3% (46 respondents) strongly agree that target markets and established cultures are highly significant for family members. While 30.5% (31 respondents) have a positive view, and 22.0% (22 respondents) hold a neutral stance, only a small minority (1.2%) disagree. These findings suggest that a strong consensus exists regarding the importance of target markets and cultures in shaping individual and societal values.

¿Do you think that culture shapes people's attitudes and desires?

**Table 4. Culture as a Definition of Attitudes and Desires**

		<b>F</b>	<b>%</b>	<b>%V</b>	<b>%A</b>
<b>Válid</b>	M	4	4,9	4,9	4,9
	R	15	18,3	18,3	23,2
	B	33	40,2	40,2	63,4
	M B	30	36,6	36,6	100,0
	<b>Total</b>	<b>82</b>	<b>100,0</b>	<b>100,0</b>	

The survey results indicate that 36% of respondents agree that culture defines people's attitudes and desires. While 18% hold a somewhat agreeing view, and 4.9% disagree. This suggests that while culture is seen as a

significant influence on individuals, there is also recognition of individual variation and the potential for personal experiences to challenge cultural norms.

¿Do you think that each region has its own unique culture and traditions?

**Table 5. Regions with Unique Cultures and Traditions**

F			%	%V	%A
Válid	M	1	1,2	1,2	1,2
	R	14	17,1	17,1	18,3
	B	20	24,4	24,4	42,7
	M B	47	57,3	57,3	100,0
	<b>Total</b>	<b>82</b>	<b>100,0</b>	<b>100,0</b>	

As shown in the table, 57.3% (47 people) stated that each region has its own unique cultures and traditions, based on their customs. Meanwhile, 24.4% (20 people) believe that these cultures are important in different regions, while 17.1% (14 people) think it is somewhat regular and disagree to some extent. Only 1.2% (1 person) completely disagreed, suggesting that it is not good for each region to have its own culture and traditions. It is important to emphasize that we should not judge or impose our views on others. If each region has its own definition or culture, it should be respected. This is why it is crucial for people to express these different cultures so that businesses can offer a variety of designs.

¿Do you think that target markets and socialization channels are a learning process within cultures?

**Table 5. Belief in Target Markets and Socialization Channels as a Learning Process in Cultures**

F			%	%V	%A
Válid	NO	14	17,1	17,1	17,1
	SI	68	82,9	82,9	100,0
	<b>Total</b>	<b>82</b>	<b>100,0</b>	<b>100,0</b>	

As shown in Table 5, 82.9% (69 people) agreed that target markets and socialization channels are a learning process within cultures. However, 17.1% (13 people) disagreed. This indicates that while a significant majority recognize the role of markets and channels in cultural learning, there is also a minority that holds a different view. It is important to note that those who believe in this process often highlight how businesses can better meet customer needs by understanding and catering to cultural nuances.

## Discussion

After having analyzed various works referring to the problems dealt with, several investigations have been confronted, such as that of Zambrano et al (2021) where they emphasize the investigation of the consonance of the Montubio culture, to maintain the traditions of the Manabí people that: To raise awareness among the population that they must walk towards the rescue of traditions, that it is worth reflecting on what needs to be rethought to revitalize this tradition and how to project actions that serve as added value to the tourist product, in which the genuine nature of the local culture can be shown to tourists

and involve them as participants in this cultural manifestation. Therefore, it is urgent that it is necessary to seek markets that help to locate the Montubio culture from an economic angle so that it is profitable and at the same time helps to maintain its identity.

The study underlines the importance of preserving and revitalizing the Montubio culture of Manabí. The research highlights the need to raise awareness among the population about the value of their traditions and how these can become a significant tourist attraction. It is proposed to rethink and revalue local traditions, projecting actions that add value to the tourist offer by involving visitors in the genuine culture of the region. For this, it is crucial to identify markets that allow the economic sustainability of the Montubio culture, ensuring its profitability and contributing to the preservation of its identity.

Another of the analyzed works referring to the problem was that of Tylor (1871) who defined culture as "everything complex that includes knowledge, beliefs, art, morals, law, custom and other faculties and habits acquired by man as a member of society". This definition, which would express the point of view of evolutionism, has been synthesized in the affirmation that culture encompasses all kinds of learned behavior.

This evolutionary definition synthesizes the idea that culture encompasses all kinds of learned behavior, distinguishing it as an integral set of elements that make up social life. Tylor emphasized that culture is not innate, but is acquired through interaction and education within society, emphasizing the accumulation and transmission of knowledge and practices over time. Thus, his vision provides a broad basis for understanding culture as a dynamic and holistic phenomenon, essential for the cohesion and evolution of human societies.

In addition, Moya Espinosa (2015) states that the knowledge about target markets and market segmentation; defines the target market as "the segment of the market to which a company directs its marketing program". Another definition by the same author states that "a market segment (people or organizations) for which a seller designs a marketing mix is a target market". Furthermore, he defines the target market or served market as "the part of the qualified available market that the company decides to capture" (pág. 3).

The incorporation of different cultures is of crucial importance within target markets so that it can focus on marketing the type of designs or marketing that people like and have much more ease when promoting their products. Moya also points out that the target market is the part of the qualified available market that the company decides to capture. This understanding is crucial for designing effective strategies that adapt to the specific needs of consumers and maximize the impact of marketing.

Macías (2002) said that it was clear that the best-educated people are those who think about their history. Today, tomorrow and always to continue with the cultures that have come from the ancient ancestors, that is, from generation to generation to the present (pág. 19).

Although most cultures can be said to have modernized, that is, customs are being lost, a clear example of Manabí cultures is Lent, which previously had a lot of respect for the beliefs that were said, and now in the present it has become a holiday in which people no longer believe in the Catholic beliefs of Holy Week and in the same way there are different cultures that have been modernizing over time.

After having analyzed several topics of target markets and socialization channels of the diverse cultures settled in the communities regarding the problems that target markets have, it has been possible to confront several investigations of the commercializations of product exchanges to the communities (Bravo, 2002).

Markets are the result of interpersonal bonds and social meanings. These oppose a hegemonic vision of studying markets from the perspective of economic theory, where culture and social life are dissociated from economic phenomena. In that sense, the objective of the present is to understand how markets that have a deep rooting in culture and social ties towards those markets that provide greater opportunities for the products offered by the organization of producers and small and medium-sized rural companies that

you advise and accompany and also including the organization with which you are involved in the marketing of target markets in the socialization channels of the diverse cultures in the communities.

Markets are, simply put, the physical or virtual space in which various products and services are bought or sold. The target market is an organization that allows suppliers or sellers and demanders or buyers to establish a commercial link in various ways according to the exchange of products or services carried out by the different agents that participate in a productive chain of marketing.

## Conclusiones

The research findings indicate that a significant majority of respondents believe that target markets and culture are closely interconnected. This highlights the importance of understanding and adapting to diverse cultures in order to effectively meet consumer needs.

Furthermore, the study reveals that target markets and socialization channels play pivotal roles in providing the goods and services that communities require and value. This interaction not only contributes to local economies but also helps preserve and revitalize cultural traditions.

Although there was some diversity of opinion, the majority of respondents acknowledged that culture influences people's attitudes and desires. This finding reinforces the notion that culture shapes individual identities and influences consumer preferences and market behavior.

The research demonstrates a widespread recognition that each region possesses its unique culture and traditions. This understanding is crucial for developing marketing strategies that respect and promote local cultural diversity, benefiting both communities and businesses operating within those markets.

Most respondents agreed that target markets and socialization channels are processes of cultural learning. This conclusion underscores the importance of respectful and participatory interactions between businesses and communities to effectively integrate products and services into specific cultural contexts.

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