
Consumption factors of the regional drink Bacanora from a gender perspective

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Abstract:

Objective: to analyze the factors associated with the consumption of bacanora and the existence of differences according to gender (male and female), considered a regional alcoholic beverage. **Methodology:** quantitative, descriptive-comparative with the t test for independent samples. A sample of 337 subjects was obtained through non-probabilistic convenience sampling. **Results:** significant differences in the consumption of bacanora in cultural factors. **Value:** methodological contribution in the study of the dimensions of bacanora consumption, empirical evidence regarding significant differences in bacanora consumption associated with cultural factors by gender. **Limitations:** limited resources. **Conclusions:** existence of significant differences in the factors associated with consumption in cultural factors by tradition and by trend or fashion, that is, the male gender consumes more bacanora unlike the female gender associated with this factor, while no differences were found in personal factors. nor psychological purchasing decisions.

Keywords: consumption, purchasing factors, bacanora drink

Introduction

Developing a study from a gender perspective is focused on understanding and analyzing the inequalities and power relations that could exist between genders, viewing them in different social, cultural and economic contexts, that is, focusing on how norms, roles and expectations influence people's lives and the opportunities they have (Lagarde, 1996). In this context, it is important to promote gender equality by recognizing the specific experiences and needs of women and men.

Alcohol consumption is a social phenomenon that affects people of all ages and genders, however, the dynamics surrounding this behavior can vary significantly depending on gender, different social, cultural and economic contexts (White, 2020). Thus, understanding alcohol consumer behavior under the focus of a regional drink called "bacanora" requires an analysis of those elements that act on purchasing behavior; a task that becomes complex, since the desires and needs of customers are usually very changeable, this naturally derived from human evolution; therefore, it is necessary to delve into the factors according to needs, desires, perceptions, preferences and purchasing behavior (Gómez & Sequeira, 2015).

In this context, customers are the main focus of the business and are considered as a source of income for the organization. Where the term consumer behavior is associated with the conduct that satisfies the needs of customers when they examine, compare, buy, use, value products and services from a certain region, where the most influential factors in the purchase decision making are: social, personal and cultural (Díaz, Hernández, Ibarra, 2012; Raiteri, 2016).

In this sense, to enrich the studies and develop the bacanora industry, the present research work is carried out, which has as its main objective to analyze the factors that influence the purchasing behavior of consumers of the drink called bacanora, since studies reveal the existence of an increase in consumption of alcoholic beverages such as mezcal or bacanora in women (Garcés, Avitia & Ramírez, 2021), in addition to international studies (Moinuddin and Goel, 2016; White, 2020, National Institute on alcohol abuse and alcoholism, 2023), mention that the gap in alcohol consumption between the male and female genders is increasingly reduced. For the study, results from 337 subjects are observed and additionally a statistical analysis is carried out in which the cultural, personal and psychological factors of the purchase decision are evaluated to see if there are differences in consumption between the male and female genders.

The work is divided into four blocks: the first is a review of the literature on the subject; the second presents the methodology applied as an analytical strategy to study the phenomenon; the third block analyzes the empirical results on the observed factors, which influence the consumption of bacanora, and the fourth point presents the final reflections of the results obtained.

Development

Origin of the regional drink Bacanora

Mexico has a great wealth of Mexican beverages derived from the agave plant (Salazar, 2007). Agave is classified from the extraction of sugars, after extracting the stem (aguamiel and pulque), and the one that comes from the cooking of the stem, heads, and the base of the leaves of the plant, to obtain the distilled beverage known as mezcal. The variation of the types of mezcal depends on the region where they come from, the type of agave plant and species, the technique used for its manufacture, or the method of maturation. The same happens with the drink called tequila in Jalisco; in western Michoacán and Nayarit, tuxca and quitupan in Colima are known as raicilla; in Guerrero it is called sihuaquio, in Michoacán turicato and in Yucatán sisal. On the other hand, mezcal in Chiapas is called comiteco; and in Sonora it is known as bacanora. So bacanora is a type of mezcal and it is the one we will study in depth in the rest of the document. However, the origin of the name Mezcal was designated to recognize it as a traditional liquor in the states of Guerrero, Oaxaca, Zacatecas, Durango, and San Luis Potosí, according to the results of the Mexican Institute of Industrial Property, published on November 28, 1994. In other words, that name was assigned to recognize the designation of origin for those states of the Mexican Republic described above.

For the present study it is important to identify the regional context of bacanora, the origin of this product arises from the result of the encounter of two cultures, America and Europe, a spirit recognized as ancestral for 300 years, since, before the arrival of the Spanish, the Opata Indians who inhabited the mountains of Sonora created it and used it for their parties and celebrations.

By the time the missionaries arrived, the drink began to be known and popularized. With the experience of making wine, the Spanish taught the Opata Indians to incorporate the distillation process with the still, which is where the pre-Hispanic Sonoran culture learned to distill liquor. With the aforementioned, the drink that is known today as "Bacanora" arose, which means reed slope in the Opata language, and is named in honor of the municipality of the same name, which was one of the municipalities where production began (Turismo Rosario Tesopaco, 2023).

Due to its popularity, the government of the state of Sonora in 1915, through the governor of that time, General Plutarco Elías Calles, promulgated the prohibition law, thus prohibiting the production and commercialization of the product. Causing the clandestine sale of the drink. But thanks to the struggle of the producers to authorize the production of the product, in 1992 the authorization of the production and sale of Bacanora was achieved (Gutiérrez et al., 2007). It was not until November 6, 2000 that the designation of origin was granted to Bacanora and it was recognized as a regional alcoholic beverage of the state of Sonora, Mexico, which is obtained

through the distillation and rectification of musts, prepared directly and originally through the sugars extracted from the grinding of the mature heads of the Agave *Angustifolia* Haw.

Eight years later, in 2008, there was progress in regulation and the "Law of Promotion of the production, industrialization and marketing of Bacanora in the state of Sonora" whose objective is based on "*creating a framework to promote in a sustainable manner, the production and industrialization of Bacanora in its area of designation of origin, in the same way the sale in local, national and international businesses*" also promoting the Bacanora regulatory council (LFPICB, 2008).

Thus, this alcoholic beverage is specifically from the region of the state of Sonora, from the mountainous area of the 35 municipalities that include the designation of origin and is obtained through cooking, grinding, fermentation and distillation of the mature heads of Agave (Turismo Rosario Tesopaco, 2023).

This drink is the result of a constant struggle to keep the tradition alive, inherited from generation to generation; there were many years of struggle because for 77 years its production and commercialization was prohibited Gutiérrez et al, (2007); however, now the story is different, it has recovered its identity.

Likewise, the authors Clark, Esparza & Rodríguez (2021), in their research, point out that Mexico has 17 designations of origin recognized by the Mexican Institute of Industrial Property (IMPI), throughout the Mexican territory. The state of Sonora has a protection and is named "Bacanora" is a regional alcoholic beverage, and has an alcohol content that varies from 38 to 55 degrees depending on the brand and that is allowed by NOM-168 (2005) that includes instructions for preparation, packaging and labeling, to produce bacanora.

This drink has represented a development opportunity for the tourism industry, generating economic and social growth for the mountainous region of Sonora, mainly in some of the 35 municipalities that have the designation of origin, given that the main producers of bacanora are located in these municipalities, which means that 48% of the state's territory has the protection to produce bacanora, mostly livestock municipalities.

Given the limited promotional and dissemination actions around the Bacanora drink, the municipality of Rosario Tesopaco has implemented actions to link with academic institutions (such as the Technological Institute of Sonora) and with the producers of that municipality. In this sense, it began with the creation in 2019 of the cultural festival called "Bacanora Fest", a specialized event which revolves around the bacanora with a duration of 3 days and which includes cultural, academic, children's, shows and business activities as a tourist product, promoting the identity and local pride of this emblematic drink, generating an average influx of more than 3,000 visitors per day (Clark et al. 2021).

The bacanora fest has served as inspiration for other destinations since "bacanora" is the theme of the meeting and from these actions new destinations have emerged in urban cities that have implemented and organized events around the drink, such is the case of the cities of the state such as Obregón, Nogales, Hermosillo, San Carlos and Navojoa; so despite being a drink that has existed for many years but in recent years has gained popularity due to the promotion in these events and has increased its forms of consumption, but, the factors associated with the consumption of this regional drink are unknown, that is why it is of interest to analyze the reason for purchase and consumption of bacanora, what are the factors associated with consumption, if differences in consumption by gender are found in this research, since tourism and the production of this drink are industries that are currently in the process of development, and it is important to generate knowledge and study the phenomenon of what is happening within the sector.

According to the regulation of the NOM-168-SCFI-2004 mentioned by Gutiérrez et al. (2007), bacanora is classified in the national and international market into four categories: "White Bacanora", "Young or Gold Bacanora", "Aged Bacanora", "Extra-Aged Bacanora". The

differentiation of this distillate compared to other agave distillates such as tequila and mezcal lies in the variety of agave types used and in the process of its production.

Consumer theory

To understand the development of the economy over the years, it has been essential to study the consumer in the market and their behavior, and several theories have emerged that support economics as a science. According to León (2019), consumption originates from the moment the individual has to cover his basic needs such as food, clothing and implements to survive and raise a family. As human beings evolve, their consumption needs increase over time, so new forms of payment emerge, creating rules and regulations to exchange items and be able to cover their needs. In the 18th century, the economy emerged, driving significant changes for the capitalist world, creating economic laws, under the macroeconomic approach until reaching microeconomics (Romero, 2014).

By the 19th century, the contributions made to human behavior related to consumption were the following theories: psychological theory of marginal utility, subjective theory of value, price structure, and general theory of economic equilibrium, which describes methods to determine the contrasts between pure economics and applied economics, including welfare and monetary theories (Romero, 2014).

Under the approach of Rivera, Arellano and Molero (2000), consumer theory is oriented towards the way people face their purchasing choices with available means and on the causes that intervene in this decision, cited by Ponce et al. (2012). The causes or factors can be:

Cultural: influences people's tastes and desires. Culture includes preferences and values that influence a family's behavior when obtaining goods or services.

Social: focuses on contemporary social classes that have different consumption patterns, such as: brand, food, clothing, family group.

Personal: it is according to the appreciation of health, beauty, physical condition, and age of each person.

Psychological: Regarding individual preferences, consumer behavior is studied based on what influences the products purchased. Psychology and Maslow's motivational theory come into play here (Ponce et al., 2012).

In this sense, people are rational when deciding to purchase goods and services, according to traditional economics. However, depending on the number of different causes or factors that influence purchasing decisions, analyzing consumer behavior must also be supported by psychology, anthropology and neuroscience, since it is necessary to know the behavior of consumers when making decisions. For a long time, this case is only rational, but it can be influenced by social, emotional or cognitive aspects (Santos, 2019).

For example, a study conducted by Alvidrez and Nuñez (2022), carried out on a sample of 101 people in Ciudad Obregón, revealed the preference for Bacanora consumption in restaurants and bars in the city. The following results were found; 93.1% of respondents knew about Bacanora liquor, but 68.3% had only tried it. Since there are no previous studies on Bacanora, there is no idea of the number of people who consume it. In this study, 40% responded that they rarely consume it, 32.9% consume it once or twice a year, and only 27.1% consume it one to four times a month. On the other hand, 67.6% of people say that the quality of the liquor is what most motivates them to buy a bottle or a drink prepared with Bacanora. The second most significant factor is the price and its recommendation, which have a value of 35.2%. However, the price and recommendation had the same percentages. In addition, 60.6% consider Bacanora to be an expensive drink, while the rest think the opposite, 97.2% would like it to be more recognized at a national level.

Classical consumer theory

The rise of Western capitalism in Europe during the 18th century coincided with the abandonment of monarchies and the development of classical consumer theory. The primary aim is to illustrate how the concepts of value, price, supply, demand and distribution work in reality. Adam Smith's work, *The Wealth of Nations*, written in 1776, is widely considered the most important literary work of that period.

This theory is a conceptual framework used to explain how consumers make rational purchasing decisions, considering their preferences, budget constraints, and utility.

Neoclassical consumer theory

At the end of the 19th century, utilitarianism emerged and challenged the utilitarian stances of classical economists such as Adam Smith. In this new school of thought, the price is stipulated by the consumer based on his or her consideration of what the product is worth. The theory of consumer behavior suggests that the driving force behind the purchase would be personal satisfaction. Furthermore, the value, supply and demand of a product or service would not be determined solely by its production costs, according to classical theory. What is crucial in this regard is the consumer's perspective when determining the price of the product or service. A clear example can be seen in the purchase of luxury brands, where people consider that the money spent is worth it, since these organizations create experiences, making people feel special.

Post Keynesian consumer theory

Fields of knowledge such as economics, marketing, sociology and psychology have had a significant impact in the 20th century, as academics have used them to explain how someone behaves when purchasing a product or service.

This theory provides a broader perspective of consumer behavior, going beyond the maximization of individual utility and considering a series of institutional, psychological and social factors that influence consumption decisions.

Current theories of consumerism (21st century)

According to Lavoie and Seccareccia 2022, the fundamental cause of post-Keynesian consumer theory is mainly the principle of subordination, which lies in the utility index because it cannot be represented by a scalar curve, which continuously accelerates without any prospect of an end. That is, when it cannot be conceived that a person will always need a product or service and that companies will always produce it uninterruptedly.

In the 21st century, several theories and approaches have emerged to understand consumer behavior. The most relevant ones are listed below:

Behavioral economics:

It combines psychology and economics to study how emotions and other psychological causes influence consumer decisions; this perspective recognizes that consumers do not always make decisions rationally, so it seeks to understand the causes that influence their behavior.

Experiential marketing

It focuses on creating positive experiences for consumers when purchasing and using a product or service. This theory recognizes that emotional experiences significantly impact customer purchasing decisions and loyalty.

Conscious consumerism

It focuses on consumer decisions that take into account, in addition to price and product quality, their social and environmental impact. Conscious consumers seek products and brands that align with their ethical and sustainable values.

Theory of authenticity

It focuses on how consumers seek authenticity and emotional connection in their interactions with brands and products. Consumers increasingly value transparency, honesty and authenticity from companies and seek out brands that align with their personal identities and values.

Influencer marketing

This perspective focuses on how celebrities, *influencers* and other individuals with large audiences can influence consumers' purchasing choices through online recommendations and promotions of various products.

For this research, consumer theories are used as theoretical support, since it seeks to generate an analysis to clearly understand the purchase decision based on the preferences of consumers of the alcoholic beverage called Bacanora with a gender perspective to find out if there are differences and what are those factors associated with consumption. Thus helping to generate marketing and pricing strategies for producers and distributors.

Thus, consumer theories as branches of microeconomics help in the analysis of buyers for the choice of the product under study. On the series of preferences, on the choice of what to buy, what is sought to satisfy the purchase, in addition to the preference of prices, quality, customs or traditions, ages, gender, etc.

Through this study, consumer theory in general supports the understanding of the variables that generate an effect on product consumption, or the possible changes in people that affect their purchasing behavior.

Keynes theory

This theory is observed from the approach that consumption depends on the person's current (present) income level (Keynes, 1976, as cited in Ruperti, Zambrano, and Molero, 2019). This is known as absolute income, which explains that when there is an increase in current income, consumers spend mostly on the purchase of goods and services. Consequently, expenditure on aggregate consumption requires aggregate current income, thereby showing adequate estimates of consumption habits (De Gregorio, 2007; Casas and Gil, 2011; Pozo, 2013; Márquez and Contreras, 2013; Betancourt, 2013).

Given the above, consumption, under Keynesian philosophy, is a variable for determining spending and the product (income) of the economy. Thus, when demand is not sufficient, it may be due to a lower level of consumer spending or a lower level of investment spending, or both.

Consumer behavior models

Consumer behavior models under the behavioral-psychological and cognitive approach.

It refers to the study of consumer behavior under psychological analysis, where the main variables are cognitivism vs. behaviorism, allowing us to understand the stimulus of the consumer's purchasing act. There is still a dilemma about the contributions that psychology makes to marketing (Quintanilla and Bonavía, 2005). There are various studies under this approach (Peter and Olson, 2010; Alonso, 2013; Engel, Kollat, and Blackwell, 1968; Nicosia, 1966; Bettman, 1979; Kim, Ferrin, and Rao, 2008; Kenning, 2008).

Accurate models of consumer behavior regarding the consumption of alcoholic and non-alcoholic beverages.

There are research works to determine those variables that explain the behavior of adults in the consumption of alcoholic beverages (Bigné, Küster & Hernández, 2013; Peeters et al., 2013; Curcio & George 2011; Cooper, Russell et al., 1992; Cox & Klinger, 1988). The results so far have clarified the reasons for drinking or abstaining from alcoholic beverages, as well as the drink preferences (Brache & Stockwell, 2011).

Another important reference to cite is Peter & Olson (2010), which explain the existence of three models of approaches to the analysis of consumer behavior.

1. "The interpretive approach is based on theories and methods of cultural anthropology in order to deepen the understanding of consumption and its meanings" (p. 14).
2. "Traditional approach, based on theories and methods of cognitive, social and behavioral psychology, also in sociology, in order to develop theories and methods that describe decision making and consumer behavior" (p. 14).
3. "The marketing science approach is based on theories and methods of economics and statistics" (p. 14).

These approaches show the data needed to understand consumer behavior and different marketing tactics, seeking answers to the reasons for people's purchasing decisions and social influence on their behavior.

It should be noted that, for the present study, the consumer behavior models presented help to contextualize the results of the analysis that have been generated on the consumer behavior of the alcoholic beverage called Bacanora, since through them it is possible to explain why and how customers, from a gender perspective, make purchasing decisions, helping to understand the incentives for purchasing and consuming the product.

In this way, consumer habits models are useful for understanding and retaining customers, helping in marketing strategies, as well as influencing the improvement of predictive analysis.

Alcohol consumption from a gender perspective

Gender roles are represented by a set of different roles and expectations for men and women that influence the way people differentiate themselves (Fernández & Corral, 2018). In this sense, Goyzueta & Torrico (2022), mention that among the aspects that have the greatest influence on consumer decisions is gender, coinciding with Peña, Gil & Rodríguez (2018) who affirm that this has a moderating effect on consumer behavior.

In the practice of alcohol consumption, gender has been a factor in the development of research on this phenomenon. According to Fernández & Corral (2018), the consumption of alcoholic beverages has predominated more among the male gender, this is because the male sex receives an implicit education about consuming alcohol from childhood.

In another study carried out on consumption patterns, developed by Ramírez-Toscano et al. (2023), they identified that in the Mexican adult population, alcohol consumption in general is 55.5%. Where consumption in the male gender (67.3% [95% CI: 65.4,69.2]) predominates compared to the female gender (44.6% [95% CI: 42.6,46.7]). Regarding the current frequency of consumption in a year, it turned out that 19.2% of the adult population presented a monthly frequency of consumption, where the male gender has a frequency of 23.7% and the female gender 15.0%.

Another important point for the present investigation are the results of the national survey on drug, alcohol and tobacco consumption within the period 2016 to 2017, presented by the Secretary of Health in Mexico indicate that 71% of the population has ever consumed alcohol (80.1% male and 62.6% female), likewise the National Institute of Public Health, 2021, with results of the National Health and Nutrition Survey (Ensanut) 2020 on COVID-19, refers that 623 thousand 202 adolescents consumed alcoholic beverages during isolation. Of them, 414 thousand 300 belonged to the male gender and 208 thousand 903 to the female gender. These results show the increase in the female gender in alcohol consumption.

Likewise, in the state of Sonora there is an increase in alcohol consumption among young students, who represent 42.3% of secondary and high school students (44.1% male and 40.5% female). In addition, there is data on young people from rural areas, which indicate that they start drinking alcohol at an earlier age (15 years) compared to young people from urban areas (at 17 years).

On the other hand, with data from the National Survey on Drug, Alcohol and Tobacco Consumption (Encodat, 2017), it can be stated that 53% of the population in Mexico begins consuming alcohol from the age of 17 or before. Where the female gender makes up 43%, and this figure has increased to 47% between 18 and 25 years of age. However, in the state of Sonora, 9% of the population consumes it constantly, that is, at least once a week. In Hermosillo, a third (28%) of people from 18 to 65 years of age consume it regularly, where 22% are female.

From this data, it can be seen that in recent decades, women have experienced changes in their alcohol consumption patterns. In various cultures, the consumption of alcoholic beverages such as beer, whiskey, wine and traditional drinks by women has increased, thereby challenging traditional stereotypes. Even so, they continue to face social stigmas regarding heavy consumption, which can influence their behavior and how they perceive themselves.

The gender dynamics regarding alcohol consumption in Sonora is a complex issue because it reflects cultural norms and inequalities; traditionally, consumption has been associated with masculine behavior, where men tend to have greater social acceptance for drinking compared to women, since they could face negative judgments.

However, in recent years there have been changes within this dynamic; the observed statistical data show that more and more women are breaking with stereotypes and participating in alcohol consumption, either in social contexts or at celebrations. This may be related to the increase in the search for personal autonomy and gender equality. Despite these changes, it is also important to consider associated risks, which may affect men and women differently, where women may be more vulnerable at a physical or social level. Thus, the dynamics in Sonora in relation to equality in the consumption of traditional and regional alcoholic beverages is evolving and for this it is necessary to monitor consumption habits.

A recent study (Bahena, 2024) indicates that in the last five years the consumption of alcoholic beverages has increased, motivated by the use of regional or local ingredients, in addition to inclination or trends. For example, alcoholic beverages show an annual growth of 3% taking as a reference from 2018 to 2023. With this data, the benefit that producers or the alcoholic beverage industry have obtained can be observed. That is, there has been a sales growth of 11.2%, according to the Pan American Health Organization. In addition, it is mentioned that every three people of legal age consume an alcoholic beverage, which observed from the gender perspective, 23% corresponds to women and the remaining 43% to men.

According to Bahena (2024), among the alcoholic beverages with a designation of origin that seek to win over consumers is Bacanora, understood as a regional alcoholic beverage. Therefore, it is of interest to analyze which factors are associated with consumption and whether there are differences in the factors by gender, which is why the following hypotheses have been raised.

Hypothesis:

H¹. There are significant differences in the consumption of bacanora between the male and female genders in relation to cultural factors.

H². There are significant differences in the consumption of bacanora between the male and female genders in relation to personal factors.

H³. There are significant differences in the consumption of bacanora between the male and female genders in relation to the psychological factors of the purchase decision.

Methodology

For the present investigation, a quantitative methodology with a descriptive-comparative cross-sectional design was used. As an empirical test, a sample of 337 subjects was obtained through a non-probabilistic sampling where the selection of the subjects depended on causes associated with the particularities of the investigation (Hernández Sampieri et al. 2006). The criterion used was that the subjects had consumed or bought Bacanora at some time and that they were willing to collaborate. The sampling was carried out through an electronic survey

where the subjects were asked to read and accept the informed consent, publishing it through the Rosario Tesopaco Tourism page, as well as sharing it with groups related to the investigation, ensuring that the established criteria were met. For the analysis of the variables, the "t" test was used, which is through comparison of means for independent samples, in order to find discrepancies in the cultural, personal and psychological factors of purchase decision that influence consumption by gender. The study instrument was based and adapted from the work of Rivera, Arellano & Molero (2000). The scale used to measure the variables was a Likert type with five response options, which ranged from 1 (Totally disagree) to 5 (Totally agree), with a higher score indicating a higher value attributed to each of the questions.

The operationalization of the variables was carried out, as can be seen in Table 1, where the consumption of bacanora is studied in three dimensions: cultural factors, personal factors and psychological factors of purchase decision, each with reagents according to what is to be tested.

Table 1. Operationalization of the variable

Variable	Dimensions	Reagents	Cronbach's alpha
Consumption of Bacanora	Cultural factors	By tradition By trend or fashion By recommendation By acceptance of friends	.744
	Personal factors	Pure or natural For pleasure For its flavor	.784
	Psychological factors in purchasing decisions	Price Presentation Brand Product familiarity	.785

Source: own elaboration.

SPSS software version 21 was used for processing and analyzing the data collected; to test the hypotheses, validity and reliability tests of the instrument were carried out, applying the exploratory factor analysis technique by principal components with varimax rotation, since the aim is to maximize the weights at the factor level in order to reduce the number of items to the maximum within each factor (Martínez & Sepulveda, 2012).

Once the test was performed, the data yielded a Kaiser-Meyer-Olkin index of 0.816 and a Bartlett sphericity test ($X^2 = 1002.689$, $gl = 55$, $p < .000$), which indicates that the sampling was carried out correctly. Likewise, factor loadings greater than 0.515 were obtained in all the questions, which are acceptable for studies in social sciences according to (Hair, Anderson, Tatham, and Black 2000).

Obtaining a similar result, 3 factors account for 61.49% of the total variance (see table 2). These dimensions correspond to the bacanora consumption construct that encompasses the dimensions of cultural factors, personal factors and psychological factors of purchase decision according to the literature review.

Table 2. Total explained variance of the analyzed instrument.

Total variance explained									
Component	Auto initial values			Sums of squared saturations of extraction			Sum of the squared saturations of the rotation		
	To tal	% of varian ce	% accum ulated	To tal	% of varianc e	% accumul ated	To tal	% of varian ce	% accumu lated
1	3.983	36.212	36.212	3.983	36.212	36.212	2.468	22.439	22.439
2	1.609	14.623	50.835	1.609	14.623	50.835	2.167	19.696	42.135
3	1.173	10.663	61,498	1.173	10.663	61,498	2.130	19.363	61,498
4	.753	6.844	68,342						
5	.689	6.263	74.605						
6	.651	5.920	80.525						
7	.563	5.114	85.639						
8	.449	4.078	89.718						
9	.436	3.960	93,678						
10	.370	3.365	97.043						
11	.325	2.957	100,000						

Extraction method: Principal Component Analysis.

Source: own elaboration.

To determine the reliability analysis, a second test was performed to measure the internal consistency of the items that make up the dimensions by calculating Cronbach's Alpha statistic. In all the dimensions evaluated, expected results were obtained with coefficients greater than .7 and that according to George & Mallery 2003 are acceptable coefficients (see tables 1 and 3).

Table 3. Values of the expected coefficients of Cronbach's Alpha

Coefficient	Worth
Alpha coefficient >.9	Excellent
Alpha coefficient >.8	Well
Alpha coefficient >.7	Acceptable
Alpha coefficient >.6	Questionable
Alpha coefficient >.5	Poor
Alpha coefficient <.5	Unacceptable

Source: George and Mallery (2003). p.231

Results

Below are the results of the research, which are presented in two sections. The first part presents results that are related in descriptive statistics and the second displays the statistical findings that allow the established hypotheses to be verified.

3.1 Descriptive results

The results obtained after performing the descriptive analysis are presented in Table 4. It can be observed that the sample analyzed was 70% female, while 30% was male, the average age of the respondents was 39 years old and the two age range groups that predominated were the range from 22 to 30 years old with 31% and from 31 to 40 years old with 26%; on the other hand, with respect to occupation, the groups that predominated were employees with 30% and students with 20%. Regarding the level of education, 51% have a bachelor's degree and 20% a postgraduate level, so it is inferred that they are people who have higher education, so they are trained and prepared people who consume bacanora mainly.

In another of the descriptive variables, the subjects were questioned regarding how they found out about the bacanora drink, finding that 80% responded that it was through friends and family, which infers that this drink is still widely consumed regionally; on the other hand, regarding the question of where they buy bacanora, 55% buy it directly from a producer, while 23% mainly at fairs and tourist exhibitions; and with less weight, they buy it at points of sale of a brand, online or some other option, which means that reality shows an area of opportunity to further formalize this activity, since there are few options at a national or international level where they can buy it, this shows an area of convenience in order to expand the market and reach more consumers.

Regarding the question of frequency of consumption, the sample analyzed mostly opted for the other option, which represents that 56% consume it once a year, on special occasions or as a gift, followed by 23% who consume it once a month.

In another of the questions to be analyzed, they were asked if they preferred any particular brand for purchase and consumption, 80% responded that they have no preference for any, but rather that they look for something cool, while 20% do prefer it.

The other question was to ask them to select the reasons why they buy bacanora, finding that 77% buy it for personal reasons, 57% as a gift or souvenir, 8.3% as an ingredient to make other products and 7.1% to resell it.

Table 4. Sample characterization

Characteristics	N	%
Gender		
Female	237	70
Male	100	30
Age		
18-21	47	14%
22-30	105	31%
31-40	88	26%
41-50	64	19%
51-60	20	6%
61-70	7	2%
More than 70	3	1%
They didn't say their age	3	1%
	39 years average age	
Occupation		

Teaching	34	10%
Business owner	40	12%
Employee	101	30%
Student	67	20%
Professional	51	15%
Other	44	13%
Level of education		
Degree	172	51%
Postgraduate	67	20%
Preparatory	64	19%
Secondary	17	5%
Other	17	5%
How did you hear about Bacanora?		
Friend or family member	279	80%
Social networks	131	39%
Other	40	12%
Television	13	4%
Where to buy bacanora		
Direct with some producer	185	55%
Fairs and exhibitions	77	23%
Point of sale of some brand	40	12%
Online	34	10%
Other	51	15%
Frequency of Consumption		
1 time per month	125	37%
Other (1x a year, special occasions, gift, quarterly, semi-annual)	189	56%
1 or 2 times a week	13	4%
Diary	10	3
Prefers a particular brand		
No	270	80%
Yeah	67	20%
Reason for purchase		
Personal consumption	260	77%
Gift or souvenir	172	51.3%
Ingredient for making other products	27	8.3%
Resell	24	7.1%

Source: own elaboration.

In relation to the study variables, descriptive statistics were generated for the established parameters according to their level of measurement, finding in the analyzed sample that 77% of people who consume bacanora highly consider personal factors, likewise they also highly consider psychological factors and purchase choice with 71% and they rarely consider cultural elements with 42% in general without making differences by gender (see table 5).

Table 5. Descriptive statistics of study variables
Variables to measure Bacanora consumer behavior

	Bit	Regular	A lot	Average	Std. Dev.	Median
Response ranges						
Variables	1-2	3	4-5			
Cultural factors	41%	32%	27%	3.1	1.08	3
Personal factors	6%	17%	77%	4.3	.84	4.6
Psychological factors in purchasing decisions	6%	23%	71%	4.1	0.85	4.2

Source: own elaboration.

3.2 Statistical results

This section presents the statistical results related to the study variables. To evaluate the hypotheses raised, a test of comparison of means for independent samples, known as "t-test", was carried out in order to identify the differences in the cultural, social and psychological factors that influence the purchase decision according to gender.

First, the normality tests of the quantitative variables (cultural, personal and psychological factors in the purchasing decision) were carried out by analyzing the Kolmogorov-Smirnova test, which gave us a statistical significance of .000 in the groups to be compared by male and female gender, as well as the homogeneity of the variance, which is significant and therefore meets the assumptions to proceed to carry out the t test between the groups to be verified.

Table 6. Independent samples T test

T-test for equality of means		F	T	gl	Next (bilateral)
Personal Factors	Equal variances have been assumed	.077	-1.37	335	.170
	Equal variances have not been assumed		-1.34	177,7	.180
Cultural Factors	Equal variances have been assumed	2.296	-2.06	335	.040
	Equal variances have not been assumed		-1.99	174,3	.047
Psychological factors	Equal variances have been assumed	.59	-.292	335	.771
	Equal variances have not been assumed		-.292	186,5	.771

Source: own elaboration.

To test the hypotheses raised in the research, the test was carried out, finding significant differences in the cultural factors with a p value of .040, which means that there are differences in the consumption of bacanora in this variable between the male gender and the female gender, therefore H¹ is approved.

To test H² if there are differences between the male gender and the female gender in relation to personal factors, a statistical significance of .170 was obtained, therefore H² is rejected since no significant differences were found, finally, to test H³ if there are significant differences in the consumption of bacanora between the male gender and the female gender in relation to the

psychological factors of purchase decision, a statistical significance of .771 was obtained, therefore H³ is rejected since no differences were found.

To verify and corroborate H¹ and find which indicators predominate in the cultural factors as variables of differentiation in consumption between the male gender and the female gender, it can be observed that in Table 7 the items of tradition and trend or fashion turned out to be the indicators of differentiation with a p value of .05.

Table 7. T test for independent samples by cultural factors

T-test for equality of means						
			t	gl	Next (bilateral)	
Consume Bacanora for ACCEPTANCE OF FRIENDS	Equal variances have been assumed		-1.591	335	.113	
	Equal variances have not been assumed		-1.567	180.261	.119	
Consume Bacanora BY RECOMMENDATION	Equal variances have been assumed		.231	335	.817	
	Equal variances have not been assumed		.229	181.354	.819	
Consume Bacanora BY TRADITION	Equal variances have been assumed		-1.897	335	.059	
	Equal variances have not been assumed		-1.971	203.557	.050	
Consume Bacanora BY TREND OR FASHION	Equal variances have been assumed		-2.705	335	.007	
	Equal variances have not been assumed		-2.579	168.222	.011	

Source: own elaboration.

Conclusions and discussions

The results showed that there are significant differences in the consumption of bacanora between the male and female genders associated with cultural factors, that is, the male gender consumes bacanora by tradition while the female gender by trend or fashion. The above coincides with the research of (Moinuddin et al., 2016; Goyzueta & Torrico 2022) which establishes that alcoholic beverages are often linked to specific cultural practices and gender norms.

Regarding personal and psychological factors in the decision to purchase bacanora, no significant differences were found by gender in a sample of consumers of this drink. This suggests that, in terms of individual preferences and psychological motivations, both the male and female genders can be equally influenced by factors such as taste and flavor. This coincides with Solomon (2017) who explains that preferences can be similar between genders, despite cultural differences or as Gil & Rodríguez (2018) mention, that gender could have a moderating effect.

However, it is important to note that, despite the absence of gender differences in this analysis, personal factors remain key determinants in the purchasing decision. Individual preferences for the taste, quality and overall consumption experience of bacanora are aspects that affect all consumers, regardless of their gender. This shows that, although consumption patterns may vary between genders due to cultural and social factors, personal motivations related to taste and appreciation of the product are consistent between the male and female genders. In this sense, Schiffman (2010) argues that, in motivations, gender differences may be less relevant in certain consumption contexts.

On the other hand, the findings on gender differences in bacanora consumption were interesting. In the practice of alcohol consumption, gender has been a differentiating factor in studies on the consumption of alcoholic beverages, where it has predominated more over the male gender, this is because they receive implicit education from childhood on consuming alcohol (Fernández and Corral, 2018). In this sense, bacanora consumption turned out to be higher in the male gender by tradition.

In relation to the above results, it is worth highlighting that, in many cultures, including the Sonora region, the male socialization process is linked to norms and expectations that promote alcohol consumption as an act of virility and strength. According to Fernández and Corral (2018), masculinity is often associated with characteristics such as bravery, willingness to try new experiences, resistance to pain, and the ability to control emotions. These cultural expectations foster the idea that alcohol consumption, including bacanora, is a way to demonstrate these qualities.

In the case of bacanora, consumption has historically been higher among the male gender due to these cultural norms and tradition. This drink is not only consumed in rituals and celebrations where the male gender has predominant roles, but it is also associated with the construction of a masculine identity in the region. This tradition reinforces the pattern and reflects how gender norms influence cultural practices related to alcohol, unlike Glick et al (2001) who suggest that these differences are more influenced by biological and evolutionary factors than by cultural and social norms.

Although personal factors such as taste and quality are important in purchasing choices, as previously mentioned, cultural context and gender perspectives also play a crucial role. Differences between the male and female genders can be seen as a manifestation of how gender norms affect social practices and the consumption of traditional products such as bacanora.

This study offers valuable contributions to the understanding of bacanora consumption, highlighting relevant discrepancies related to gender and cultural factors. The first empirical contribution that the study reveals is that there are marked differences in bacanora consumption according to gender. The results indicate that men tend to consume bacanora out of tradition, rooted in cultural practices and norms of masculinity that associate the consumption of this drink with virility and belonging to a social group. In contrast, women have begun to consume bacanora more out of trend or fashion, especially in urban contexts where exposure to new experiences and products may be more pronounced.

Furthermore, the study shows that demand for bacanora has been increasing, particularly in urban areas, where modern trends and the product's growing popularity are influencing consumption patterns. This shift in demand may reflect a cultural transition in the way bacanora is perceived and consumed, suggesting an evolution in gender-linked consumption practices.

It is crucial to clarify that, although these results provide a valuable empirical contribution, they cannot be generalized to the entire population. The sampling used in this study was not probabilistic, which limits the ability to extrapolate the findings to other regions or contexts outside the sample studied. Therefore, the results should be interpreted with caution and as a basis for future research that can validate and expand these findings in larger and more diverse samples.

The study has made a significant methodological contribution to the investigation of the dimensions of bacanora consumption, as well as to the operationalization of the variables. These contributions enrich the understanding of the phenomenon, but also open up opportunities to deepen and validate the current findings.

For future research, it is recommended to consider incorporating other elements that may support bacanora consumption, in addition to those already analyzed. In particular, the use of additional statistical techniques, such as linear regression, could be beneficial to corroborate the claims presented and the hypotheses tested in this study. Linear regression, for example, would allow the relationship between independent and dependent variables to be explored in a more detailed manner, providing greater insight into the factors that affect bacanora consumption.

Furthermore, it is suggested that a relationship analysis be conducted between the variables investigated to identify possible interactions and combined effects that may not have been evident in the current study. This would include examining how gender variables interact with other factors, such as social and economic variables, to better understand the complex dynamics of bacanora consumption.

It would also be valuable to explore other variables that may influence bacanora consumption. Additional social, economic, and cultural factors could provide a broader and more detailed context, allowing for deeper insights into consumption motivations and patterns. For example, investigating the impact of urbanization on consumption trends or how economic changes influence demand for bacanora could offer new insights.

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