INDUCTION OF MARKETING IN THE USE OF INNOVATIVE PRODUCTS TO LOSE WEIGHT

PhD. Raúl Antonio Díaz Vega (raudiazu@uv.mx)
B. Yareni Johana Bezares Luengas (yareni21@gmail.com),
PhD. Cinthia Macossay Moreno (cmacossay@uv.mx),
Lic. B. Cecilia Díaz Diez (cecy_dd@yahoo.com.mx),
M. S. Raymundo Guillermo Pineda (rapineda@uv.mx)

Abstract
The individuals, at the different stages of the evolutionary process, acquire habits and customs, however, the excess of information given by social interaction, disrupts this process by creating disorder and confusion distorting the truth, there are theorists who argue that as the level of information rises, the level of reflective and critical knowledge decreases, resulting in a memory block and neutralization of critical judgment. To introduce in the market the use of innovative products for weight loss, generally, companies hire Nutrition specialists with no ethics, to sell their image, without caring about the public health problems they can cause, placing drugs and favoring the existence of a potential captive market, to distribute innovative products that promise to alleviate these ills quickly and effectively, without the person having to change their eating habits or lifestyle and without making any effort, hence they have been called miracle products.

INTRODUCTION:
Marketing science is a discipline of short history and little application in Mexico, country where geographic, economic, social and cultural heterogeneity of its population prevails. It is one of the most used tools in the contemporary world either to introduce products to the market or to offer services, likewise, marketing is used to raise awareness and achieve corporate goals or business, because through it, companies manage to influence changes in the behavior of individuals, their personal image and corporate perception. In the diffusion of public policies, products and health services are not exempted of using marketing strategies to address behavioral change, this is why the progress and welfare depend on marketing, which is used to promote the utilization of innovative products, hence the importance of identifying how much marketing has influenced in the consumption of innovative products to lose weight in the metropolitan area of Veracruz- Boca del Río, as these can represent a risk to health.

Nowadays various media disseminate information about innovative medicines to lose weight of several laboratories and prices, in Mexico drug companies have become a monopoly so medicine costs are high, besides there is little regulation on the quality of generic drugs, which are those who may have access most of the population, however, exists in the market available to consumers the-counter medications, which may represent a health risk because of self-medication that could cause irreversible damage.

These days we have seen the mayhem existent in some media where they offering medicines, drugs or products that cure everything, or lose weight in short time, without theoretical and scientific support, representing a scam to the consumer, these were the words used by the president of the Federal Commission for Protection Against Health Risks (COFEPRIS, Miguel Ángel Toscano, to alert against the lack of regulation that exists in the field of the so-called "miracle products". According to the body responsible for
the regulatory functions to protect the health of the population, these products are made from plants and natural substances or with a basis of various nutrients that are non-toxic, still, it is necessary to be careful, because although its components are not harmful to health, it does not mean they are effective. Given the issues raised, students of the University “Universidad Veracruzana”, Veracruz campus of the Nutrition Faculty, along with faculty members, conducted this research involving the application of surveys.

**METHODOLOGY**

The present investigation with analytical character was retrospectively performed with a cross-section during the period February to August 2012 to demonstrate the great impact it has had the products advertised in the mass media, through the use of surveys in the metropolitan area of Veracruz- Boca del Rio, to identify in existing media how much innovative products are spreading and which of them have more impact on the consumer as a measure to lose weight easy.

**PROBLEM**

According to the National Health Survey conducted in 2012, a combined prevalence of overweight and obesity in adults of 73% for women and 69.4% for men in Mexico was revealed, similar condition prevails the state of Veracruz, which ranks first in overweight and obesity. Because of its infrastructure and tourist features the metropolitan area of Veracruz- Boca del Rio is influenced by the media and plenty of advertisements, affecting the perception of individual welfare, seeking to reach the prototype sent, corresponding to lean individuals, which leads to the use of innovative products as tools to influence in the health problems described above. In a world characterized by rapid, paradoxical and complex change, where competitiveness and globalization are imperative, industries are having an increasing need to address the issues in a creative and innovative way. Today, companies seek by all means to persuade the general public, so that people will be influenced to get their products to lose weight in a "quick and easy manners". However, one of the weaknesses of public policies focused on health services is the lack of recruitment of qualified staff that can compete with marketing strategies prompted by large multinationals, which promote homogenization of consumption patterns that often neglect basic needs and local cultural reality, to address behavioral changes becoming a tool to achieve the highest quality of services and the best result in health programs.

**OBJECTIVE**

Demonstrate that mass media induces the use and consumption of innovative products to lose weight in the metropolitan area Veracruz-Boca del Rio, detecting which is the most used advertising medium to disseminate the use and consumption of these products, in order to meet the impact on health.

**DEVELOPMENT**

First of all, we need to establish that information and communication is not the same, communication goes from the organized data to comprehensive summarized interpretation, the primary units of information are converted into higher units of communication, because of this, memory becomes more fragile and can be concluded that, even growing your horizon of development is not enough space for multiple growth of the broadcast messages, as stated Gilles Lipovetsky in the empire of the ephemeral. Considering the cultural and ideological habits and customs of Mexico, big corporations use marketing to the introduction of innovative products for weight loss, taking into account that this discipline, despite being of short history and little application in Mexico, is one of the most used tools in the contemporary world either to introduce products to the market or to offer services, likewise, marketing is used to raise awareness, sensitize the population and
achieve corporate goals or business, as through it, they manage to influence changes in the behavior of individuals, their personal image and corporate perception. Nowadays various media disseminate information about innovative medicines to lose weight of several laboratories and prices, in Mexico drug companies have become a monopoly so medicine costs are high, besides there is little regulation on the quality of generic drugs, which are those who may have access most of the population, however, exists in the market available to consumers the-counter medications, which may represent a health risk because of self-medication that could cause irreversible damage.

These days we have seen the mayhem existent in some media where they offering medicines, drugs or products that cure everything, or lose weight in short time, without theoretical and scientific support, representing a scam to the consumer, these were the words used by the president of the Federal Commission for Protection Against Health Risks (COFEPRIS, Miguel Ángel Toscano, to alert against the lack of regulation that exists in the field of the so-called "miracle products". Information overload creates disorder and confusion hiding or distorting its own truth, there are theorists who argue that as the level of information increases geometrically, decreases the level of reflective and critical knowledge, resulting in a memory block and neutralization of critical judgment, media is now integrated to the economic and political system of each country, currently the system operates according to a set of practices and principles that emerged after the second world war, global and regional agencies created during that time, with the explicit or tacit approval of the few countries that then made up the international community. Communications have served the expansionist societies as tools for marketing and implementation of habits and customs, and as an aid to commercial enterprises of their own nations, the expansion of transnational corporations, promote homogenization of consumption patterns that often neglect basic needs and local cultural reality.

Marketing in health

Next, we provide the elements about the origin of social approach to marketing closely related to health, marketing is one of the most used tools in the contemporary world, both in the area of products and services and behavior changes, social causes, personal image and corporate and political campaigns. The health sector and the Secretary of Health as a pioneer and responsible individuals are not exempt to use marketing strategies to address the behavioral changes induced by multinationals, threatening to introduce innovative products in which are unknown the harmful long-term effects they may cause, so it is essential or indispensable, to develop marketing strategies that address the problems of obesity and overweight or just the most difficult of all, marketing ideas associated with healthy behaviors. Marketing became a tool to achieve the highest quality of services and the best result of the programs, while facilitating the optimal use of human and material resources. The lack of knowledge of marketing management and strategy of selling health products and services is common denominator in an important part of health workers and professionals, while in the contemporary world is an increasingly known and used tool in all spheres of society and the economy.

The first known projects of social marketing strategies were contramarketing to cigarettes and alcohol. Later addressed topics such as nutrition and family planning, although these works were made by United Nations’ agencies that were not closely linked to health organizations, to the consumer that represented a fair and credible information for the transparency in the trade relationship, so as well, to eliminate misleading advertising about products that already existed convictions that were harmful to health. The health professionals are not the ones better prepared to approach marketing strategies that enable rational consumption and tribute to health, none the less, they are being used by big corporations, for the introduction of innovative products, without fully considering the risks they represent, with the sole interest
of gaining benefits and increasing their profits, that is why health professionals should be formed with more ethics and responsibility to be vigilant to this type of marketing that threatens the health of the user.

**RESULTS**

As a result of the analytical retrospective cross-section research conducted in the media: newspaper, television and radio, to determine the use of these as a tool to induce people susceptible to consume innovative products for weight loss in the metropolitan area of Veracruz- Boca del Rio in the period February to August 2012. Taking nine representative sample media: two audiovisual (Televisa and TV Azteca), two newspapers (NOTIVER and AZ) and five radio stations (Beat, Ya FM, XEB, Radio Formula and 101.7).

There is not a well-defined variant regarding the frequency with which companies are turning to the media, as it depends heavily on the budget, the type of product in question and the impact it is having on the market due to the type of viewers, readers and listeners, aspects that according to the results of the investigation could establish the time and the transmission time to achieve business purposes and have greater consumer demand for advertised products, which allows us, to know the ideal time to look counteract the harmful effects or risks that can bring the use innovative products. Finding that the most used was the audiovisual, taking into account that of an established relationship between the population total corresponding to 593,181 inhabitants in the metropolitan area Veracruz - Boca del Rio, 1.4 per 10,000 people are at risk of being influenced by advertising receiving the impact of the message, and therefore are at risk of consuming any of these products, bringing the risk of unwanted effects that threaten the health of consumers.

**Graphic 1**

**RADIO STATIONS.**

Radio Communication Companies (radio) that use publicity to promote innovative products for weight loss in the Metropolitan area Veracruz - Boca Del Rio February- August 2010.

![Graphic 1](image)

**Graphic 2**

**TELEVISION.**

Audiovisual Communication Companies (T. V) that use publicity to promote innovative products for weight loss in the Metropolitan area Veracruz - Boca Del Rio February- August 2010.

![Graphic 2](image)
CONCLUSIONS

Once the field investigation was finished, the vulnerability and susceptibility to where we are can be establish, because we are all individuals exposed unilaterally when we receive information about certain products and even though there is legislation regulating the marketing of these products, there are organizations, institutions, agencies or universities with case law and competition, however his work allows the free market of information and activities that do not neutralize the inimical and indiscriminately way in which they promote products only looking for their economic benefits.

According to observations, it is necessary for governments, institutions as well as public and private universities, which are required to ensure the health, education and personal growth, support with adequate disclosure.

The television media used more publicity used to promote businesses to market their products within the period February to August 2012, and with this was determined that the broadcast media had the greatest influence. Printed media used less airtime commercials, but with more frequency but shorter duration.

References
   Diccionario terminológico de ciencias económicas y empresariales.