

VALIDITY OF A *HABITUS* MODEL OF COFFEE ENTREPRENEURSHIP

(Validez de un modelo *habitus* de emprendimiento cafetero)

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ABSTRACT. The entrepreneurial coffee grower *habitus*, emerging in a context of cultural interrelation, supposes the advent of a local development process focused on the management, production and transfer of knowledge. The objective of this work refers to the establishment of an instrument and a model for the study of the phenomenon. Non-experimental, cross-sectional and exploratory work was carried out with 90 coffee growers. From a structural model [$X^2 = 124.24$ (22gl) $p = 0.010$; GFI = 0.995; CFI = 0.970; RMSEA = 0.008] it was observed that the vertical *habitus* reflected the entrepreneurial factor of coffee growing (0.41) with respect to the horizontal *habitus*, inherited and learned. In reference to the type of study, sample selection and statistical analysis, the limits and scope of the work are discussed, suggesting its extension to other contexts and different study samples.

Keywords: acculturation, coffee growing, *habitus*, interculturalism, multiculturalism.

RESUMEN. El *habitus* cafetero emprendedor, emergente en un contexto de interrelación cultural, supone el advenimiento de un proceso de desarrollo local centrado en la gestión, producción y transferencia de conocimiento. El objetivo de este trabajo se refiere al establecimiento de un instrumento y modelo para el estudio del fenómeno. Se realizó un trabajo no experimental, transversal y exploratorio con 90 cafetaleros. De un modelo estructural [$X^2 = 124.24$ (22gl) $p = 0.010$; GFI = 0.995; CFI = 0.970; RMSEA = 0.008] se observó que el *habitus* vertical reflejaba el factor emprendedor del cultivo del café (0,41) con respecto al *habitus* horizontal, heredado y aprendido. En referencia al tipo de estudio, selección de la muestra y análisis estadístico, se discuten los límites y alcances del trabajo, sugiriendo su extensión a otros contextos y diferentes muestras de estudio.

Palabras clave: aculturación, cultivo de café, *habitus*, interculturalismo, multiculturalismo.

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1. Introduction.

The objective of the present work is to establish the hypotheses related to the theoretical, conceptual and empirical trajectories around the coffee entrepreneurship through some Information and Communication Technology (ICT) or electronic device in order to specify a model for the study of the phenomenon.

In the framework of the presidential elections, the inauguration and the beginning of the US administration, this study aims to study the effects of nationalist and protectionist policies on three select groups of migrants from Mexico, the United States and Canada dedicated to the coffee marketing.

Donald Trump assumed the presidency of the United States in a framework of commercial exchange focused on the state of Texas that explains 35.4% of exports and 45.3% of total imports.

Commercial exchange, according to President Donald Trump, is asymmetric and therefore his policies affect his country through instruments such as tariffs, but in terms of employment, during the period from 2007 to 2015, the total of Immigrant workers went from 7,188 to 7,633 and in the same period, the wage bill went from \$ 199,793 million to \$ 197,112 million. Regarding gender identity, 5,087 immigrant men worked in 2007 and they were reduced to 4,908 men. This involved \$ 151,526 million of salary mass at the beginning of the period and was reduced to \$ 144,552 million of salary mass. Lastly, with respect to immigrant women, they went from 2,101 in 2007 with a salary mass of 48.267 million dollars to 2,454 immigrant workers with a salary mass of 52,560 million dollars

Regarding the percentage of remittances with respect to the Gross Domestic Product, Mexico ranked eighth with 4%, the first place is for Honduras with 23 % followed by El Salvador with 17% of GDP. Regarding coffee growing, Mexico occupies eighth place as a producer and exporter of coffee with 3900 quintals. The first site is for Brazil with 43.342 quintanals, followed by Vietnam with 27,500 quintanals.

Based on this economic, political and social scenario, this study assumes that cooperativism is the key to economic relations and

exchange between nations and migrant sectors dedicated to coffee farming. The impact of labor companies: limited, anonymous and cooperative on local development implies the participation of seed capital and social entrepreneurship which, in the case of ex-migrants, are its main attributes (Yepes, 2014).

However, there are significant differences between each of the three types of companies. In principle, the membership number for each of the limited companies is one, but in the case of cooperatives it is at least three. Regarding seed capital, there are minimum requirements for limited companies and corporations, although in the case of cooperatives it is determined by their internal statutes. The total contributions must be disbursed in the case of limited companies, 25% for corporations and cooperatives, but the difference between the last two is that the contributions can be voluntary in the case of cooperatives (see Table 1).

Table 1. Limited companies, corporations and cooperatives.

	<i>Limited</i>	<i>Anonymous</i>	<i>Cooperatives</i>
<i>Nature</i>	Trade	Trade	Specific regime
<i>Incorporation process</i>	Public deed registered in the commercial register	Public deed registered in the commercial register	Registration in cooperative societies
<i>Governing Bodies</i>	General meeting, sole administrator	General meeting, sole administrator, governing council and auditors	General assembly, governing council
<i>Partner Configuration</i>	Minimum 2 and maximum of 25	Minimum 5 and maximum infinity	Infinite
<i>Associates' liability</i>	Limited to the amount of contributions, except labor, tax, overvaluation and bankruptcy obligations	Limited to the amount of contributions, except unpaid obligations and overvaluation of contributions	A person a vote regardless of their contribution of capital, remuneration for work and not for capital,
<i>Capital representation</i>	Participations	Registered and bearer shares	Registered securities and participation books
<i>Capital minimum</i>	60 thousand pesos	120 thousand pesos	Determined by internal statutes
<i>Disbursement minimum</i>	100%	25% mandatory payment in money or kind	25% compulsory or voluntary disbursement in money or kind

Source: prepared from the Secretary of Labor and Social Security (2015).

The transition from cooperative societies to strategic alliances involves balancing demands, resources, and capabilities. These are three visible dimensions in objectives, tasks and goals (see Table 2).

Table 2. Establishment of strategic alliances between coffee micro-enterprises.

<i>goals</i>	<i>Chores</i>	<i>Goals</i>
<i>Customer satisfaction</i>	Distribution agreements, alignment proposal, brand cooperation	Market expansion, local-global presence and capacity, contact lines and points of sale, mutual reference, brand relevance
<i>Product / service development</i>	Joint project, technology license	Using external capacity and technology
<i>Creation of competitive advantages</i>	Shared investment, reciprocal use of staff, supply risks	Economics of scale, experience and external benefits

Source: self-made (2020).

In the framework of the information society and socio-digital networks, the management of the State and the self-management of the community have been differentiated in terms of objectives, tasks and goals. In this sense, from the social sciences, comprehensive models have been constructed such as socio-state co-management consisting of 1) the diagnosis of the social representations of the State and citizens indicated by the establishment of a public agenda in the matter of security-sustainability, 2) the dissemination of information about trust, commitment, entrepreneurship, innovation and satisfaction. as determining factors of the social representations of the State and citizenship; 3) the evaluation of the diffusion of the determining factors of the representation of the State and the citizens.

In this way, social entrepreneurship refers to civil initiatives and citizen proposals regarding security and sustainability in order to integrate such amendments into the political agenda, government policies, crime prevention programs and justice and sustainability delivery strategies. However, the construction of a civil agenda or social self-management supposes the informative diffusion of the demands and resources, opportunities and capacities, since it is the digital networks that question the public agenda, or else strengthen it.

Therefore, the coffee business refers to the intensive use of Information and Communication Technologies, as well as electronic devices for setting an agenda towards a figure or process of commercialization and sale of organic coffee.

2. Theory of the entrepreneurial *habitus*.

The present study will focus on former migrant cooperatives dedicated to the sale of the coffee product and related services. For this purpose, a theoretical and conceptual framework referring to multiculturalism, interculturalism, entrepreneurship and cooperativism will be used.

The theory of multiculturalism warns that there are significant differences between native minorities with respect to migrant cultures that, far from establishing relationships of trust, generate conflicts derived from the inequalities between their members (Renteria, 2015). It is a multicultural pluralism in which a dominant culture and migrant communities limited to it prevail. The main consequence of such asymmetries lies in the reification of the dominated into economic instruments, exotic characters and religious folk. In the case of coffee growing, the uses and customs of migratory flows in terms of cultivation and commercialization are far from the needs and preferences of local consumers.

The theory of interculturalism will be a proposal more in line with the understanding of integration, assimilation, adaptation, selection and identification between local cultures. The groups are assumed as inter-ethnic, intra-linguistic and inter-religious relationships (Gutiérrez, 2013). He warns that there is a heterogeneous dialogue, but with principles of equality, difference and positive interaction such as emancipation or vindication and recognition. In this way, coffee farming around ex-migrant capital involves negotiation, mediation, conciliation, arbitration and prosecution between the actors regarding their differences and similarities, opportunities and capacities, knowledge and knowledge.

The theory of social entrepreneurship warns that there are three phases; the first refers to the formation of a social network regarding the production of opportunities; the second phase suggests the formation of a business or networks of interests and proposals around the formation of a business; The third and last phase involves the formation of a strategic network with respect to other similar and potentially competitive proposals (Long, 2013). In the case of entrepreneurial coffee farming, it begins with the formation of networks and migratory flows that form relationships of trust, commitment and entrepreneurship. During their stay, the migrants feed the social entrepreneurship network with their contributions to the locality, but it is in the return that the former migrants bring not only the seed capital, but also the entrepreneurship and negotiation strategies required for local development.

Cooperativism theory maintains that local development does not lie in norms and values as in solidary lifestyles, the climate of relationships and teamwork. In this way, the key to development does not lie in the demands or opportunities, not even in the resources, but in the talents, capacities, abilities and knowledge of those who make up a cooperative society. In this sense, the theory anticipates a cooperation scenario whenever there is a climate of relationships centered on supports and collaborative work (Rodríguez, 2009). In other words, an individual will adopt a solidary style and will join a cooperative group if he observes that help and support prevail in non-profit or vested interests. In the case of coffee growing, the sale of the product or derived services does not obey a profit logic, but rather a group identity and an attachment to the uses and customs related to the sale and consumption of coffee.

3. Studies of the entrepreneurial *habitus*.

Studies of the farmer entrepreneurship have focused their interest on the differences and similarities between migrant cultures with respect to the native cultures that, in the case of management,

production and transfer of the knowledge related to coffee production, and research Stas has shown that Knowledge and intentions revolve around a dominant conception of values and norms (see Table 3).

Table 3. Entrepreneurship studies.

<i>Year</i>	<i>Author</i>	<i>Sample</i>	<i>Instruments</i>	<i>Findings</i>
1999	Meliá	429 workers	Response of supervisors and middle managers towards safety, responses towards the safety of colleagues, behavior towards insecurity, job strain, baseline risk, real risk, accident rate and organizational safety climate.	The organizational climate determined the responses of security (adjusted $R^2 = .65$), on the safety of colleagues (adjusted $R^2 = .30$) and on safety behaviors (adjusted $R^2 = .36$).
2007	Lau et al.,	Review of studies (N = 111)	Meta-analysis	They demonstrated minimal effects of dirty campaigns against a candidate or party through the recollection of proposals, interest in the campaign, knowledge of the candidacy, involvement in the elections, affection for the attacker, need for affection, intention to vote and change of electoral preference.
2009	Áslund et al.,	Students (N = 5396)	Survey of Adolescent Life in Vastmanland	Impairment and low social status experiences interacted with depression. The most vulnerable group was that of boys and girls with respect to other age ranges. With greater experiences of impairment, the probability of depression increases in groups with low economic status.
2009	García	119 students	Scales of perception of police action, public insecurity, mediation of police action, mediation of government action.	The media perception of government actions was related to the perception of public insecurity ($\beta = .36$; $p < .01$)
2009	Zacarés et al.,	383 teens	Identity Scale	The moratorium identity was explained by self-esteem ($\beta = -.37$; p

				<.05). Peer support influenced achievement identity ($\beta = .19$; $p <.05$). Diffusive identity was affected by age ($\beta = -.25$; $p <.05$). Age also influenced closed identity ($\beta = -.26$; $p <.05$).
2010	Bolivar et al.,	Students (N = 227)	Theft Attitude Scale	They established significant differences between men and women ($F = 8.09$; $p = .005$), as well as between interviews and focus groups ($F = 49.61$; $p = .000$) regarding theft.
2010	Elizalde	Teachers (N = 130)	Stress Coping Modes	It established significant differences between age and sex regarding styles of coping with violence; social support, self-control, confrontation, responsibility, distancing and avoidance.
2010	Fernández et al.,	Students (N = 8)	Content Analysis	The immediate and deferred emotions (nervousness, anxiety, disgust, disgust, horror, anger, fear, catharsis and insensitivity) of the television content propitiate narratives of responsibility and guilt. They are constructions derived from media discourses in which values, attitudes and actions are linked. The first reaction to insecurity and violence is emotional. .
2010	Gibson et al.,	Residents (N = 8772)	Self-Control Temperament Instrument	They found significant effects of the neighborhood context on self-control, although individual characteristics in interrelation with neighborhood characteristics diluted the explained variance. In the case of the parental styles of supervision ($r = .07$), enthusiastic ($r = -.08$) and hostile ($r = -.10$)

				significantly correlated with self-control.
2010	González et al.,	246 couples	Evaluation of the Attributive Dimensions of Instrumentality and expressiveness (Díaz- Loving, 2007)	The frequency of violent episodes was influenced by the belief that being a man is better than being a woman ($\beta = -.20$; $p < .05$) and the belief that a good husband is the provider of the household had a positive incidence ($\beta = .17$; $p < .05$)
2010	Leaf Van Boven et al.,	Students	Experiments	People stigmatized materialistic individuals more than those who approach non-materialistic experiences. The second activity was mostly preferred over the first.
2010	Malone	Students	Latin American Public Opinion Project	In cities with a high crime rate, trust in the justice system is determined by fear of local crime ($\beta = -.146$; $p = .000$), evaluation of institutional action ($\beta = .737$; $p = .000$), age ($\beta = -.0004$; $p = .05$), the size of the municipality ($\beta = -.052$; $p = .05$). Trust towards the police is influenced by personal victimization ($\beta = -.175$; $p = .000$), local crime ($\beta = -.154$; $p = .0000$), evaluation of government action ($\beta = .437$; $p = .001$). Confidence in human rights is influenced by local crime $-.091$; $p = .0000$, institutional evaluation ($\beta = .558$; $p = .000$), male sex ($\beta = -.158$; $p = .000$) and size of municipality ($\beta = -.046$; $p = .05$). In the case of cities with a low crime rate, the evaluation of institutions stands out as a predictor of trust in the justice system ($\beta = .585$; $p = .000$), the police ($\beta = .567$; $p = .000$) and human rights ($\beta = .324$; $p =$

2010	Oliva et al.,	Residents (N = 825)	State Trait and Anger Expression Inventory (STAXI-2)	<p>.000). Attention to the news on the radio had an impact on confidence in the system ($\beta = .078$; $p = .010$) and human rights ($\beta = .112$; $p = .05$). In the case of monitoring crime in the press, it negatively influenced trust in the system ($\beta = -.091$; $p = .05$), the police ($\beta = -.092$; $p = .05$) and human rights ($\beta = -.129$; $p = .05$).</p> <p>Desires to express anger correlated with the external expression of anger (.616; $p < .05$) and with the external control of anger (-.271; $p < .05$). The feeling of anger with the angry temperament (.598; $p < .05$) and with the external control of anger (-.301; $p < .05$). The angry temperament with the external expression (.618; $p < .05$) and with the external control (-.387; $p < .05$). The reaction of anger with the external expression (.479; $p < .05$) and with the external control (-.142; $p < .05$). The internal control with the external expression (-.209; $p < .05$). Finally, the inner expression with the outer expression (.412).</p> <p>They found significant differences between men and women with respect to the feeling of anger ($t = 1.992$; $p < .05$), irate temperament ($t = -2.112$; $p < .05$) and internal control ($t = -2.965$; $p < .05$).</p>
2010	Ramírez et al.,	Students (N = 376)	Likert Scale of Violence in Dating Relationships	<p>They established the social perception of dating violence from semi-structured interviews in</p>

2010	Romeu et al.,	Notes from El Clarín y La Nación	Content Analysis	<p>which they discovered that this perception is distorted and confused to such a degree that the interviewees failed to recognize a situation of violence.</p> <p>The Clarín adopted a logic of verisimilitude and La Nación a logic of verification. Both logics complement each other since they relate the acts of homicidal violence in a popular and objective way in both newspapers.</p>
2010	Ruiz	Residents (N = 400)	Collective Efficacy Scale, Citizen Culture Scale, Emotional Climate Scale, Diffuse Fear of Crime Scale, Police Satisfaction Scale, Concrete Fear Scale, Victimization Scale	<p>Socioeconomic level correlated with fear of crime (-.149), collective efficacy (.191), citizen culture (.269), victimization (-.117), emotional climate (.274). Likewise, victimization was associated with fear of crime (.201), collective efficacy (.258), citizen culture (.223), satisfaction with the police (-.136), emotional climate (.3999). For their part, fear of crime was related to collective efficacy (-.264), citizen culture (-.315), satisfaction with the police (-.242), victimization (.170) and emotional climate (-.475). Collective efficacy was linked to citizen culture (-.554), satisfaction with the police (.229) and emotional climate (.382). Citizen culture correlated with satisfaction with the police (.358), victimization (-.142) and with the emotional climate (.567). Police satisfaction was associated with victimization (.114) and emotional climate (.333). Finally,</p>

2010	Sánchez et al.,	Students (N = 426)	Bullying Test		victimization with the emotional climate (-.295). They found differences between aggressors and victims. The former manifested economic and social needs for school integration and the latter manifested parental affective needs. As the characteristics of sex, age and schooling are met, the probability of risk and vulnerability to bullying violence increases.
2010	Silveira et al.,	Students	Quasi-experiment		The crime prevention program implemented in a medium violence favela was not significant in other more violent favelas in the city of Belo Horizonte. The number of homicides before and after the program did not vary significantly.
2010	Velandia et al.,	Spanish residents (N = 100)	Likert Scale and Semantic Differential of Female Stereotypes and Consumption Preference		They established significant associations between consumption preferences and female stereotypes. Thus, the sexy woman was associated with male preference and the intelligent woman with female preference. The housewife stereotype was not associated with any type of male or female preference.
2011	Álvarez et al.,	Students (N = 638)	Revised School Violence Questionnaire		They established positive correlations between daily violence and violence through Information and Communication Technologies. They found significant differences between the sexes and between the center and the spatial periphery.
2011	Gervais	Students	Experiments		The anti-atheism is lower in countries atheists, atheism is prevailing prejudices associated

				with anti-atheists. Memories of atheism are associated with mistrust of atheists.
2011	King et al.,	Students (N = 316)	Rosenberg Self-Esteem and Life Satisfaction Scale	Self-esteem directly determined life satisfaction ($\beta = 0.51$; $p < 0.01$). Similarly, emotional intelligence in its category of damage repair had an impact on self-esteem ($\beta = 0.23$; $p > 0.01$) and on life satisfaction ($\beta = 0.15$; $p < 0.05$)
2011	Vaughn et al.,	Students	Diagnostic and Statically Manual of Mental Disorder IV	Dependence on addictive substances and crime are determined by lifestyles.
2011	Vázquez et al.,	Students (N = 229)	Stereotyping Index	Occupation and performance information influences biased judgments
2012	Badejo et al.,	Residents (N = 90 men and 60 women)	Youths Involvement in Electoral Violence Questionary	Differences by gender regarding unemployment ($t = 5.98$) and weapons ($t = 5.18$)
2012	García	188 students	Scales of perception of police action, public insecurity, mediated by police action and mediated by government action.	The media perception of government actions had a positive impact on the perception of public insecurity ($\beta = .36$; $p < .001$)
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2012	Jamshidi et al.,	Students (N = 170)	Questionnaire Self-efficacy	Awareness of whether it had an impact on emotional intelligence ($\beta = 0.88$) followed by self-motivation ($\beta = 0.79$). Self-regulation ($\beta = 0.69$) and social skills ($\beta = 0.63$).
2012	Osakpa	Teachers (N = 48)	Likert Rating Scale	There is a relationship between socio-political violence and school education.
2013	Fabricant et al.,	Mestizo and white communities	Depth interviews	The protest strategies built a dissident identity to the local and federal

		of Bolivia			governments around the distribution of resources for agricultural development in the region. Hunger strikes were found to be effective in building a victimized identity that blurs inequalities in access to credit.
2013	García	111 press releases	press	Content analysis	The bias of the print media regarding immigration insecurity was characterized by a significantly smaller frame in reference to the framing around other areas of national and regional security.

Source: self-made (2020).

Studies related to return migration warn that these are talents with seed capital willing to reactivate the local economy, or to enhance regional development (Carreón, Hernández & García, 2015). In this sense, the former migrant is the bearer of entrepreneurial ideas where the opportunities and capacities required for success in the commercialization of a product or service are identified.

In this way, together with entrepreneurship, cooperativism is assumed as a consequence of the perception of opportunities and capacities around the sale and consumption of coffee (Carreón, Morales, Rivera, García & Hernández, 2014). In that sense, the cooperative movement in migrants is likely to establishing an agenda on trust, commitment and satisfaction of life, but also about an agenda with topics of multicultural differences that often and capital proposals ex Migrants have greater acceptance than ideas and native capital (Fuentes and Sánchez, 2010).

Furthermore, the relationship between entrepreneurship and cooperativism is not the result of a relationship climate in which emotions prevail more than the logic of profit (Yuangion, 2011). In other words, limited and public limited companies are more likely to structure an innovative venture than cooperative societies closely linked

to values of solidarity and support (García, Carreón, Hernández, Aguilar, Rosas & Bustos, 2015).

3.1 Formulation.

What are the dependency relationships between the variables used in the theoretical, conceptual, and empirical frameworks that will best fit the empirical observations in three locations in the US, Mexico, and Canada regarding coffee entrepreneurship?

3.2 Hypothesis.

Since the coffee entrepreneurship is due to the management, production and transfer of knowledge and knowledge between migrant and native cultures, it will be possible to observe that the theoretical relations used will adjust to empirical observations as long as it continues in each of the three localities of I study the process that goes from rationality, deliberation, planning and systematization of differences as the similarities between the actors.

In this way, acculturation, which consists of the significant relationship between values, beliefs and native perceptions regarding migrants, will have a direct impact on motives, attitudes and knowledge, but indirectly on the intentions of carrying out management, production and transfer of knowledge required for entrepreneurship.

From the theoretical, conceptual and empirical review it was possible to establish a model for the study of coffee entrepreneurship. The proposal includes three explanatory hypotheses of the dependency relationship trajectories between the factors established as determinants in the consulted literature.

Hypothesis 1. Values, beliefs and perceptions related to needs, expectations, demands, opportunities and available resources for security and sustainability as determinants of the attitudes, motives and knowledge of entrepreneurship indicated by management, production and transfer.

Hypothesis 2. Values, beliefs and perceptions that determine attitudes, motives and knowledge that affect entrepreneurship.

Hypothesis 3. Indirect determinant values, beliefs and perceptions of entrepreneurship through attitudes, motives and knowledge determining intent.

4. Method.

4.1 Design.

A non-experimental, cross-sectional and exploratory study was carried out.

4.2 Sample.

In the first phase, four female entrepreneurs and heads of families were interviewed in order to establish the reagents for the development of the instrument (see Table 4).

Table 4. Descriptives of the sample of interviewees.

<i>Entrepreneur</i>	<i>Sex</i>	<i>Age</i>	<i>Scholarship</i>	<i>Status</i>	<i>Foundation</i>	<i>Alliances</i>	<i>Collaborations</i>	<i>Innovations</i>
<i>Candidate</i>	Female	27	Bachelor's degree	Single	2014	1	1	0
<i>Micro</i>	Female	33	Bachelor's degree	Single	2010	two	3	0
<i>Little</i>	Male	41	Bachelor's degree	Married	2009	4	5	0
<i>Medium</i>	Male	52	Bachelor's degree	Married	2006	6	7	1

Source: elaborated with the study data (2020).

Habitus central and peripheral around the farmer entrepreneurship among female heads of households interviewed. It is possible to observe that the horizontal dimensions (cooperative entrepreneurship) with respect to the vertical dimension (hierarchical entrepreneurship) refer to continuous versus discontinuous learning. In the learned and inherited dimensions, the knowledge transferred from generation to generation is distinguished with respect to the skills learned in the labor dynamics.

In the second phase, a non-probability selection of 90 ex-migrants was carried out; dedicated to the organic coffee trade, located in San Luis Potosí (Mexico), Texas (EU) and Ontario (Canada).

4.3 Instrument.

Discourse analysis matrices were used to delineate the Coffee Entrepreneurship Scale, which includes 28 items related to vertical, horizontal, learned and inherited *habitus*. Each item includes five response options ranging from 0 = not at all like my situation to 4 = much like my situation.

4.4 Procedure.

In-depth interviews were conducted among ex-coffee farmers, assuming their life story and micro-narrative-narrative regarding opportunities, capacities, demands, resources, abilities, knowledge and knowledge regarding the sale and consumption of coffee. From the homogenization of the meanings, a scale of perceptions of opportunity and efficiency was constructed with respect to coffee growing, entrepreneurship and cooperativism.

I was business interviews of former migrant farmers, prior consent and guarantee of confidentiality. The information will be processed in the Qualitative Data Analysis software (QDA, version 3.0) and the Statistical Package for Social Sciences (SPSS, version 18.0). Statistical tests of reliability and validity will be carried out, as well as correlation, regression and trajectory analysis.

5. Results.

Table 5 shows the values of internal consistency, which barely exceeded the required minimum of 0.700 (general alpha of 0.796 and specific alphas of 0.792 for vertical *habitus*, alpha of 0.704 for horizontal *habitus*, alpha of 0.781 for inherited *habitus* and alpha of 0,756 for *habitus* learned.

Table 5. Instrument descriptions.

	<i>Item</i>	<i>M</i>	<i>FROM</i>	<i>TO</i>	<i>F1</i>	<i>F2</i>	<i>F3</i>	<i>F4</i>
<i>HV1</i>	Coffee cultivation in orchard	3.24	1.01	0.791				0.636
<i>HV2</i>	Coffee sale in tianguis	3.45	1.02	0.781				0.638
<i>HV3</i>	Coffee packaging in boxes	3.74	1.03	0.761				0.627
<i>HV4</i>	Coffee growing at home	3.05	1.04	0.761				0.694
<i>HV5</i>	Garage coffee sale	3.59	1.05	0.782				0.605
<i>HV6</i>	Promotion of dissolved coffee	3.12	1.07	0.795				0.604
<i>HV7</i>	Coffee service in pot	3.26	1.08	0.756				0.601
<i>HHO1</i>	Solidarity coffee cultivation	3.67	1.09	0.745			0.504	
<i>HHO2</i>	Cooperative coffee sale	3.04	1.02	0.761			0.501	
<i>HHO3</i>	Joint promotion of coffee	3.12	1.01	0.764			0.592	
<i>HHO4</i>	Collective coffee service	3.25	1.07	0.732			0.501	
<i>HHO5</i>	Consensus packaging of coffee	3.46	1.04	0.746			0.539	
<i>HHO6</i>	Agreed cultivation of coffee	3.49	1.02	0.782			0.501	
<i>HHO7</i>	Solidarity packaging of coffee	3.04	1.09	0.781			0.504	
<i>HHE1</i>	Ancestral coffee cultivation	3.16	1.00	0.729		0.403		
<i>HHE2</i>	Traditional coffee sale	3.84	1.01	0.783		0.406		
<i>HHE3</i>	Coffee fair	3.95	1.11	0.743		0.493		
<i>HHE4</i>	Festive coffee service	3.05	1.01	0.784		0.493		
<i>HHE5</i>	Commemorative coffee packaging	3.81	1.03	0.704		0.403		
<i>HHE6</i>	Promotional coffee sale	3.20	1.14	0.782		0.492		
<i>HHE7</i>	Festive coffee cultivation	3.04	1.12	0.715		0.415		
<i>HA1</i>	Coffee diversification	3.05	1.17	0.728	0.392			
<i>HA2</i>	Innovation in the sale of coffee	3.48	1.21	0.783	0.382			
<i>HA3</i>	Coffee marketing	3.25	1.13	0.792	0.391			
<i>HA4</i>	Coffee sponsorship	3.56	1.15	0.793	0.304			
<i>HA5</i>	Added value of coffee	3.47	1.56	0.792	0.394			
<i>HA6</i>	Competitive advantage of coffee	3.92	1.02	0.783	0.305			
<i>HA7</i>	Organic Coffee Sale	3.04	1.07	0.712	0.302			

Extraction method: main axes, promax rotation. Adequacy and Sphericity [$X^2 = 521.34$ (35gl) $p = 0.003$; $KMO = 0.718$] $M =$ Mean, $DE =$ Standard Deviation, $A =$ Alpha, quantifying the value of the reagent. $F1 =$ *habitus* vertical (alpha 0.792 and 31% of the total variance explained), $F2 =$ *habitus* horizontal (alpha 0.704 and 24% of the total variance explained), $F3 =$ *habitus* Inherited (alpha 0.781 and 18% of the explained variance), $F4 =$ *Habitus* Learned (alpha of 0.756 and 11% of the total variance explained). Each item includes five response options: 0 = does not look anything like my situation, 1 = looks very little like my situation, 2 = looks little like my situation, 3 = looks something like my situation, 4 = knows It looks a lot like my situation.

Source: elaborated with the study data (2020).

Partnerships between the second - order factor *caficultor* venture for the four factors set: *habitus* vertical, *habitus* horizontal, *habitus* inherited, and *habitus* learned, the first being the highest correspondence (0.41).

The values of the adjustment and residual parameters [$X^2 = 124.24$ (22gl) $p = 0.010$; $GFI = 0.995$; $CFI = 0.970$; $RMSEA = 0.008$]

suggest acceptance of the null hypothesis regarding the fit of theoretical relationships with respect to empirical observations.

6. Discussion.

The contribution of this work to the state of knowledge lies in the specification of a model that includes three explanatory hypotheses of the trajectories of relationships between the determinants of entrepreneurship, but unlike the social entrepreneurship that involves the construction of a public agenda based on empathy, commitment, innovation and cooperation, the coffee entrepreneurship assumes that civil initiatives and proposals are born from mistrust and aggression towards their authorities, in the same way as by following up or supporting political figures or processes .

However, studies of mass communication warn two logics that consist in the credibility of state propaganda and the verifiability of its achievements spread in the media, aspects that the model does not include, but that it should consider in scenarios of government reports or electoral contest.

7. Conclusion.

The coffee entrepreneurship suggests a process of formation of inherited and learned knowledge and knowledge in a vertical and horizontal way in terms of communication and motivation between migrant cultures with respect to native cultures, but the type of study, the type of sample selection and the type The analysis limits the findings to the study context.

Therefore, it is required to extend the research to different contexts and samples, as well as the comparison between migrant and native cultures in different latitudes in order to develop the instrument.

In relation to theoretical, conceptual and empirical frameworks, it is necessary to deepen the relationship between vertical *habitus*, a kind of management, production and transfer of knowledge and knowledge related to coffee growing from one dominant culture to another migrant culture.

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