

INDUSTRIALIZATION AND PRODUCTIVITY OF THE TRADITIONAL CLOTHING OF SANTO TOMÁS OCOTEPEC, OAXACA.

INDUSTRIALIZATION AND PRODUCTIVITY OF THE TRADITIONAL CLOTHING OF SANTO TOMÁS OCOTEPEC, OAXACA

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Abstract - The subject of this research arises from the problems of the textile sector in the community of Santo Tomas Ocotepec, Tlaxiaco, Oaxaca. The community is known for its artisans who produce textiles, clothing that characterizes the population. Traditional textile production is a slow and laborious process, since they use artisan techniques that require a high degree of dexterity and manual skill, it is not profitable for the artisans, and this trade is being abandoned. The objective was to analyze the industrialization of the production process in traditional clothing and its impact on productivity.

The research project was non-experimental since the study variables were not controlled or manipulated, qualitative and quantitative variables were analyzed, and the results obtained were based on an SPSS version 25 analysis.

A bivariate correlation analysis and simple linear regression analysis were performed to obtain the degrees of association between variables.

Agencies were visited to learn about the cultures, artisanal process and propose strategies for the rescue of the clothing.

A 31-item questionnaire was used, with a sample of 13 artisans, as an instrument to measure DV, which is effectiveness, efficiency and quality, as well as VI, with the dimensions of resources, economy and administrative process, in which they have a positive impact with a correlation coefficient of 0.712, which is strong positive, DV explains 50.7% of VI, so the hypothesis is accepted.

Key words: Industrialization, Production, Textile, handicraft, Productivity and Traditional clothing.

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INTRODUCTION

Traditional dress is a cultural expression that reflects the identity of a people or community. In Mexico, traditional dress is diverse and rich in symbolism. In the state of Oaxaca, traditional dress is an important part of the local culture.

Industrialization has had a significant impact on the production of traditional dress in Mexico. Artisanal production of traditional dress has been largely replaced by industrial production, resulting in a number of challenges, such as loss of employment, decline in product quality and erosion of traditional culture.

The purpose of this research is to analyze the impact of industrialization on the production of

traditional clothing in the state of Oaxaca, specifically in the Mixtec region.

The production of traditional clothing in Mexico has a long history. In the past, the production of traditional clothing was an artisanal activity carried out in homes. The materials used for the production of traditional clothing were natural, such as cotton, wool and linen.

The industrialization of the production of traditional clothing began in Mexico in the 19th century. Industrialization took place due to a number of factors. The industrialization of traditional dress production has had a number of consequences. On the positive side, industrialization has increased the production of traditional dress and made it more accessible to a greater number of people. However, industrialization has also had a number of negative consequences, such as loss of employment, decline in product quality and erosion of traditional culture. But based on industrialization in traditional apparel according to Gereffi, (2010, p.5) "The apparel industry is identified as a chain led by business intermediaries that has three main types of firms: retailers, brand merchandisers and brand manufacturers. As apparel production has become globally dispersed and competition among these firms has intensified, each type of leading firm has developed new international networks to source from." As mentioned, the production of clothing has become fashionable and has been an international process that has improved in several aspects, social, economic, political, etc. Santo Tomas Ocotepc is recognized for some cultural factors, but one of the most significant productions is the traditional clothing, mainly the women's huipil (**Figure 1**).



Figure 1. Dress of Santo Tomas Ocotepc.
Source. Taken by Aguilar Sánchez Omar (p.241).

The Municipality of Santo Tomás Ocotepc belongs to the District of Tlaxiaco in the Mixteca region of Oaxaca. It is located in the Upper Mixtec Region and has an area of 72.72 square kilometers, which represents 0.08% of the total land area of the state. At a distance of 30 kilometers from the Heroic City of Tlaxiaco.

To mitigate the challenges generated by industrialization, se have proposed a series of

strategies, : supporting artisans, promoting the consumption of handcrafted textile products, and developing new technologies to preserve the quality of handcrafted textile products. This topic analyzed the impact of a systematization on the productivity of the artisan sector. Its objective is to benefit both the 's inhabitants, giving an enhancement to their traditional clothing, and therefore greater demand and future profits.

Likewise, it contributes to a better productivity in its production process in order to innovate the process, improve time, provide the necessary machinery for the purpose of man-machine work.

Among the studies found, we can highlight the following with greater relevance to the research: Aguilar (2020) had as purpose or the most important findings the reintroduction of the Mixtec codices, within it is mentioned about the rescue of the traditional clothing of Santo Tomas Ocotepc, which also makes mention of the people that for the productivity of this clothing is through the backstrap loom, highlights that it is in order to generate income, and mentions that incentives are needed to be able to promote productivity not only within this municipality but also outside of this eh here where the industrialization of the process enters, of course without altering the originality and quality of the product.

Zapata (2012) proposed a methodology to develop a model of the traditional huipil of San Andrés Chicahuaxtla, Putla Villa de Guerrero, Oaxaca. As well as describing the most important elements that should be considered to represent this huipil, also the terminology used in this regard, taking into account the normative framework and the analysis of the interviews that were conducted for this research. The instrument used for this research was the deductive method in which one of the important steps to consider is to recover information through interviews with a group of craftswomen who perform the work of backstrap loom, mentioned that through the study of the traditional Triqui huipil of the indigenous community of San Andrés Chicahuaxtla, Putla Villa de Guerrero, Oaxaca, it is intended to seek a methodology which is for the design of a domain . This analysis was made from works that could make the description of cultural objects, as well as the oral tradition from interviews with informants of the region that were three craftswomen who are dedicated to the backstrap loom of this town.

History

Likewise, Gracia (2001) sustains that "The textile and apparel industry in the State of Oaxaca faces a historical challenge in the process of trade liberalization; it is one of the few Mexican States with an artisanal textile and apparel sector, with a centuries-old history that is still maintained to this day" (p.24).

Industrialization had its origin in the industrial revolution of the past eighteenth and nineteenth centuries, to methods of production that, with the peculiarity of the social and technological conditions of the time, had taken place in pre-commercial times, for example, within the battle in pre-commercial times, as for example within the French-English war, where the huts have been English, where prefabricated wooden pavilions have been built and transported in ships. Another instance in the records that could subscribe to this thesis is found within the sixteenth century.

In the same sixteenth century, while Leonardo da Vinci was commissioned to create new cities within the place of new cities within the place of Loie, for which he proposed in each metropolis proposed to establish manufacturing centers in which a chain of simple, manufactured fundamental factors, pre-elaborated for the development of a variety of constructive typologies in each city.

Types of Industries

There are numerous forms of companies, depending on unique area of manufacturing. Some of the most recognized are heavy industry, metallurgical, chemical, petrochemical, food, textile, pharmaceutical, automotive, food, textile, pharmaceutical, weapons, computer, mechanical, energy and finally fur. The concepts of each of them will be given below. Heavy Industries. They use large quantities of raw materials and energy, and are usually engaged in iron and steel and metallurgy, as well as other sports that generate semi-finished substances, which in turn are inputs for the basic industries.

Food Industry, Pharmaceutical Industry, Mechanical Industry, Energy Industry.

Knowing all the types of industries and knowing their concepts, it focused on the Textile Industry, since this is the one that is related to our main topic of Industrialization and productivity of traditional clothing.

Textile industry

It originally referred to the weaving of fabrics from fibers, but today it encompasses a wide range of processes, such as knitting, carpet knotting, felting, garmenting, among others. Millions of people have a relationship with the textile that depends on the market driven by the textile industry. Hundreds of thousands of households are part of the entire production method generated with the help of this financial sector, which is one of the most critical in the world.

This dependence also means that salaries and operating conditions are not as honest as possible, leading to social inequalities and excessive operating conditions.

Mexico is the 14th largest country in the world and has a GDP of US\$22 billion. Free Trade Agreements have been signed with the United States and Mexico.

United States and forty-six different nations, which has driven the drift of the country's imports and exports, especially within the textile region.

Mexico's textile industry has been characterized by the knowledge of corporations dedicated to the manufacture of synthetic fibers, clothing, footwear, toiletries and fabric.

It is essential to note that, in recent years, the number of imports has exceeded the number of exports.

The textile and apparel industry in the State of Oaxaca faces a historic task within the liberalization method of change. It is one of the few Mexican states with an artisan textile and clothing region, with a history that continues to this day.

Many of the people integrated into the world of sewing contribute sources of income to the family circle, most of them are women, who from their personal homes deal with their children and elaborate the products that they will offer to the state, national and world market; this was perceived in groups such as Santo Tomas Jalietza, Teotitlán del Valle and Santa Ana del Valle. In the global environment of strong opposition, the fabric and clothing companies in Oaxaca have to be green, to achieve this it is very necessary to use systemic techniques, that is to say, to work the seen and invisible structures of the financial system, which allows to create efficient and effective groups in the national and global financial system.

Materials

More and more forms of fabrics and substances are used to make garments: vegetable, synthetic, artificial, animal materials, etc. For this reason, we will analyze all the substances and materials, choosing those used to make conventional clothing in the municipality of Santo Tomas Ocotepc. Cotton

The first type of material for making clothes we talked about is cotton, the fabric par excellence. This has become a traditional fabric because of infinite variety of finishes, which can be found in all types of garments.

In addition, without a doubt, one of its maximum quality houses is that it does not produce allergies, so it is suitable for all people.

Lana

It is known another of the quintessential materials. It may also was one of the first to be used in the records for the manufacture of clothing.

When we talk about wool, we usually think of the "hair" that covers the sheep's frame, however, there is also llama or alpaca wool, among other animals.

Some of its most important characteristics are its warmth, its thermal insulation capacity and the fact that it is a water-repellent fabric.

In short, wool is a fabric used in the manufacture of clothing almost since the beginning of time.

Silk

Silk is a material used for hundreds of years by the upper classes, which makes it an image of difference and energy. It originates from China and is produced by the famous silkworm, which, by consuming mulberry leaves, produces liquid silk that hardens into filaments to form its cocoon. It is a fabric characterized by an excessive softness and intense luster that dyes effortlessly. In addition, it adapts very well to warm climates and also presents a warm temperature in uncrowded climates.

Productivity

Knowing the company's productivity is an essential element to achieve business success. It is one of most relevant indicators to evaluate organizational performance, therefore, the design of plans and strategies can improve performance and efficiency. In other words, productivity corresponds to a metric that defines how much of a product or service is produced in a given period for each resource used in production, whether, time and capital, among others. Thus, through the calculation of productivity it is possible to determine the efficiency of an organization in production.

DEVELOPMENT

Type of Research

This research project adopted a deductive approach since information on the subject was collected and structured, starting from the general to the particular.

Likewise, the methodological perspective is of a mixed type, since both qualitative and quantitative research was carried out, but with a nested approach, the dominant approach is the quantitative one, since questionnaires will be designed for the artisans, thus results on the variables will be obtained.

The research project is non-experimental since the variables of the study are not controlled or manipulated, the depth of the topic or knowledge was descriptive since both qualitative and quantitative variables were analyzed, as well as correlational and explanatory since the incidence of industrialization and the productive process of the clothing of Santo Tomas Ocotepec was determined. Likewise, it is of a transversal type since it focused on a single evaluation moment.

Hypothesis the hypothesis was stated as follows: H_1 :

Industrialization has an impact on the productivity of the traditional clothing of Santo Tomás Ocotepec, Tlaxiaco, Oaxaca.

Conceptualization and Operationalization of Variables

Industrialization: An organization that applies the best methods and technologies to the integral process of demand, design, manufacturing y construction, constituting a state of development of production that carries with it a new or different mentality (Royal Institute of British Architects [RIBA], 2007).

Table 1. Operationalization of the Independent Variable (Industrialization)

Variable	Dimensions	Indicators
Industrialization	Resources	Labor Material Machinery Method Design Process innovation
	Economy	Marketing Manufacturing costs per unit Operating costs Distribution Demand
	Process administrative	Organization Planning Address Integration Supply chain

Source: Own elaboration

Productivity: Productivity is known as the relationship between total volume of production and the resources used to achieve this level of production, i.e. the ratio between outputs and inputs. It is understood the way in which production factors are used during the production of products and services to satisfy the needs of society and adds that it is a strategic element in organizations, since products and services cannot be competitive if they are not produced with high productivity standards. Usually when talking about productivity refers to some process in which elements and activities are involved to obtain a result, when there are improvements, these translate into the fact that, with fewer or the same resources, the same or greater results respectively (products and services) can be obtained (Medina, 2010 cited in Fontalvo et al; 2018).

Operationalization of the Dependent Variable (Productivity)

Operationalization of the Dependent Variable (Productivity).

Variable	Dimensions	Indicators
PRODUCTIVITY	Efficiency	Total production Productive time Capacity Resource optimization Suppliers
	Efficiency	Time available Downtime Results achieved Profitability

		Institutional support
	Quality	Product innovation Customer satisfaction Aesthetic quality Defects Competitive advantages

Source. Own elaboration.

Population and Sample

This population is made up of artisans from Santo Tomas Ocotepec, Tlaxiaco, Oaxaca, with 65 artisans.

Sampling Technique

A non-probabilistic purposive sample was used and 20% of the population was taken into account, leaving a sample of 13 craftsmen.

Data collection instrument

The instrument chosen for the research project is the questionnaire, with polytomous questions to obtain data collection. The questionnaire has 31 questions, of which 16 were for the industrialization variable with the dimensions: resources, economy and administrative process and 15 for the productivity variable with the dimensions: effectiveness, efficiency and quality multiple choice answers, scale.

DISCUSSION AND ANALYSIS OF RESULTS

After the results obtained from the statistical analysis are presented, which allowed the verification of the hypotheses established for the research.

This section is divided into two sections: the first one presents a descriptive analysis of the study subjects; in order to understand the characteristics of the artisans who were surveyed such as age, sex and the agencies of Santo Tomas Ocotepec. Subsequently, we show the reliability analysis using Cronbach's alpha, which is analyzed in our results matrix.

Consequently, the results obtained from the statistical analysis are presented, which allowed the verification of the hypotheses established for the research, supported by correlation analysis and linear regression.

Study Subjects

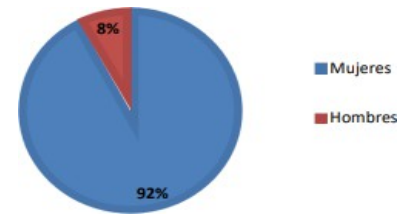
Within the sample obtained for the development of this research, descriptive statistics were used to characterize the sample, which was made up of 13 artisans from the municipality of Santo Tomas Ocotepec.

Within this study, we analyzed the artisanal process and the how industrialization affects this process. A sample of 13 artisans was obtained, of which 12 are women and one is a man (see Image 2).

that 92% are female and 8% are male and 8% are female.

male.
This section presents with a logical sequence. Important observations are highlighted. important observations are highlighted. See

discuss the results of the tests. The results should respond to the objectives. The discussion should be relevant and brief to avoid prolixity.



Distribution of the sample by gender.

Source. Own elaboration.

Variable treatments

Reliability Analysis

With data obtained from the 31-item questionnaire, a matrix was made to analyze the data, which collects data for the reliability analysis based on Cronbach's alpha.

It is an analysis that was carried out where the cronbach reliability of 0.70995 was obtained.

With the following formula:

$$\alpha = \frac{k}{k-1} [1] - \frac{\sum Vi}{Vt}$$

α = alpha
 k = # Items

Vi = variance of each item Vt = total variance.

This helped to corroborate a reliability analysis, first the matrix is elaborated for the subsequent analysis;

1. The items are placed in the matrix row, which in our case was 31 items, and the respondents in the column, which in our sample was 13.
2. The matrix is integrated with respect to the answers of the questionnaires on a scale where 1 is the highest value and 3 is not at all.
3. The data from both columns and rows are added together to subsequently obtain the total variance, which in the case of the column data used is the total variance: 48.86 and the variance of each item is 14.35.
4. Cronbach's formula is applied

$$\alpha = \frac{k}{k-1} [1] - \frac{\sum Vi}{Vt}$$

$$\alpha = \frac{31}{31-1} [1] - \frac{\sum 35503}{8698}$$

5. The coefficient obtained represents a high reliability of the measurement construct.

Correlation Analysis

Correlation analysis was used to measure the degree of association between the independent variable and the dependent variable and thus accept or reject the research hypothesis.

Correlation and simple linear regression analysis was used with SPSS version 25 software.

Pearson's r was used as a statistic to determine the bivariate correlations between the variables. This correlation coefficient made it possible to measure the degree of association between the variables; its values are between -1 and 1, where a value closer to zero indicates a lower correlation of the variables (Castañeda et al., 2010).

In the analysis of the correlation coefficients obtained with the SPSS program, $r = 0.712^{**}$, reflecting a strong positive correlation.

Correlation analysis between dimensions

The correlation analysis showed that the labor indicator is most strongly correlated with the Machinery dimension ($r = 0.675^{**}$), with T. Sales/month ($r = 0.579^{**}$).

P. People dimension ($r = 0.483^{**}$), with Personnel Training ($r = 0.579^{**}$), and so on.

In the analysis of the correlation coefficients obtained was $r = 0.712$, which reflected that there is some correlation between the variables. Analyzed in the SPSS version 25 program, it was necessary to perform a linear regression to determine to what extent one variable affects another and to test the research hypothesis. linear regression presents its strongest correlation with the quality/resources dimension ($r = 0.696^{**}$) and likewise the correlation coefficients with the Administrative/Resources dimension ($r = 0.562^{**}$), Efficiency/Resources ($r = 0.562^{**}$), Efficiency/Resources ($r = 0.712^{**}$), and the correlation coefficients with the Administrative/Resources dimension ($r = 0.712^{**}$) were also analyzed. ($r = 0.324^{**}$), Efficiency/Administrative ($r = 0.324^{**}$), the correlation is significant at the 0.05 level (bilateral), the correlation is significant at the 0.01 level (bilateral). (See Table 4).

Table 3. Correlation of dimensions.

		RESOURCE S	ECONOMICAS	ADMINISTRATIVE	EFFICIENCY	EFFICIENCY	HEAT D
RECURSOS	Correlation of Pearson	1					
ECONOMICAS	Pearson's correlation	-0.379	1				
ADMINISTRATIVE	Pearson's correlation	.562*	-0.379	1			
EFFICIENCY	Pearson's correlation	0.324	0.077	0.324	1		
EFFICACY	Correlation of Pearson	.604*	-0.541	0.43	0.079	1	
QUALITY	Pearson's correlation	.696**	-0.368	.620*	.633*	0.424	1

Source. Own elaboration in SPSS version 25.

Regression Analysis

With the interpretation of the matrix, it is possible to analyze that the research hypothesis

Hi: Industrialization affects the productivity of traditional clothing in Santo Tomás Ocotepec, Tlaxiaco, Oaxaca.

Linear regression is determined on the basis of the scatterplot

$$Y = 31.92 + 2.79(x)$$

Where B_0 is the constant $B_1 X_1$ is the linear effect X_1 , which can be interpreted with Table 3.

Table 3. Linear Regression.

Model	R	R square	R square adjusted	Standard error of the estimation	Statistics of change
					Change in R square
1	.712a	0.507	0.462	2.87977	0.507

Source. Own elaboration in SPSS version 25.

With the data obtained, the linear regression analysis is performed, which indicates that the research hypothesis is accepted, since a considerable positive correlation coefficient is obtained. As well as the correlational linear regression coefficient of 0.507.

The dependent variable explains 50.7% of the independent variable.

With the data obtained in the regression analysis, the histogram was elaborated, as shown in the image below.

3. where it can be observed that the data are within the normal distribution curve.

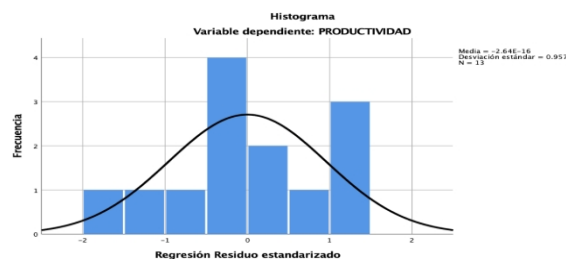


Image 3. Histogram.

Source. Own elaboration

Therefore, the linear trend obtained is shown in Figure 4 and demonstrates that the data come from an approximately normal distribution when placed on the line, which allows us to visualize the distribution of the data in terms of its central tendency, shape and dispersion.

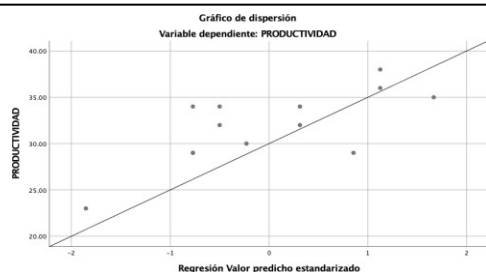


Image 4. Dispersion.
Source. Own elaboration.

The analysis that allowed the testing of the hypotheses of this research.

As mentioned by Flores (2009), artisan work since ancient times refers to an activity in which the raw material is transformed through physical, mental and manual labor, which allows the final result or product to acquire the category of handicraft. In Santo Tomás Ocotepec, almost all the craftswomen use raw materials such as wool, cotton, etc. This is done by means of artisan techniques that require a high degree of dexterity and manual skill. In addition, proposals were made to help improve productivity through the production process in order to innovate, improve time but without losing the identity and ancestral and cultural processes, supported by Gereffi (2010) in his study where his analysis of value chains in the textile industry allows understanding how industrialization has reconfigured the dynamics of production and marketing of traditional clothing, impacting on various socioeconomic and cultural aspects.

CONCLUSIONS

In this research, a descriptive analysis of the artisans and craftsmen and craftswomen was presented.

The industrialization and productivity of the traditional clothing of Santo Tomás Ocotepec, in order to know the characteristics such as age, participation by gender in each and every agency of the municipality.

In the same way, the impact of industrialization on productivity was made known, and the following conclusions were obtained:

Based on the results obtained in the research, it can be concluded that the specific objectives were fully met.

To determine the productive process of the traditional clothing of Santo Tomás Ocotepec, Tlaxiaco, Oaxaca, which are:

- Preparation process: Selection of raw material, washing and drying of the fabric.
- Elaboration process: Cutting, assembly and decoration of the garment.
- Marketing process: Sale and distribution of clothing.

Based on the results obtained in this study, it can be concluded that industrialization has a significant impact on the productivity of traditional clothing in Santo Tomás Ocotepec, Tlaxiaco, Oaxaca. The correlation analysis yielded a correlation coefficient of 0.712, which indicates that there is a considerable positive correlation between the variables. This means that there is a relationship between industrialization and productivity, but this relationship is very weak and not significant.

The linear regression analysis also confirmed these results. The correlational linear regression coefficient was 0.507, which indicates that the dependent variable explains 50.7% of the independent variable. This means that industrialization only explains a considerable part of the variation in productivity, but it can be determined that the hypothesis is accepted.

These results may be due to several factors. First, it is possible that industrialization has not been adequately implemented in Santo Tomás Ocotepec. Second, it is possible that the productivity of traditional clothing is determined by other factors, such as the quality of the raw material, the skill of the artisans, or market demand.

This research proposes new lines of research that contribute to the understanding and analysis of phenomena such as: Sustainability and social responsibility to evaluate the environmental and social impact on the industrialization of traditional clothing, which would consist of proposing measures to reduce the waste of materials. It can also be approached from the technological innovation by investigating new technologies and tools that can be applied to the production of traditional clothing.

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