

Strategy Aimed at Improving the Contribution of the Property Tax of Cuautempan, Puebla, México

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ABSTRACT: This document presents a Strategy Aimed at Improving the Property Tax Contribution of the Municipality of Cuautempan, Puebla, Mexico. The strategy is based on training on the importance of paying property tax to increase revenues in the City Council once taxpayers have become aware of the issue. The loan of the Municipal Auditorium is managed to give the training, a marketing plan is designed and developed which is implemented in social networks, of the municipality, as well as the distribution of brochures for those who were not able to attend the event. For the study, a sample of thirty people was taken, achieving an increase in income for this concept of 15.76%.

KEYWORDS: Income, Property Tax, Training.

Date of Submission: 05-12-2022

Date of Acceptance: 19-12-2022

I. INTRODUCTION

Due to the lack of interest and the little tax culture of people with the payment of property tax, the Municipality of Cuautempan, Puebla, México, has had a decrease in income in recent years, as observed in the years 2018, 2019, 2020 2021 and part of 2022 of the public account.

Table 1: Property Income of the Municipality of Cuautempan. Source: Public accounts of 2018-2022.

Year	Income: concept of Property Tax Payment \$
2022	350,000
2021	598,242
2020	334,689
2019	406,934
2018	486,832

According to data from the public account of the year 2021 of the Municipality, 2.44% of its total income was collected; The problem detected is that there is not enough economic resource to be allocated to the economic development of the region, this is because people do not know the importance of being up to date with their payments, to have quality public services that benefit their inhabitants.

The objective of this study is to propose and implement a strategy based on training to improve, raise awareness among the population about the impact of making property tax payments, create a good habit among the community, motivate citizens to regularize their properties for the benefit of the region.

Hypothesis: It is possible that through the implementation of a strategy aimed at improving the contribution of the property tax, a 10% increase in income from this concept will be achieved in the Municipality of Cuautempan.

Sánchez's proposal is being studied, in 2022; Property tax and its impact on the collection of the Decentralized Autonomous Government Municipality of Ambato, periods 2017-2019. The methodology it occupies is mixed since it handles qualitative and quantitative information. It uses statistical prediction to determine property tax based on collection. Macedo & Quispe, in 2022; describe how the tax culture relates to the Property Tax. In their study they affirm that there is a moderate and significant positive correlation between the tax culture. Gonzales, in 2021; They present in their research that culture is positively related to the tax collection of property tax. Martinez & Cano, in 2022. They reveal the relationship between property tax and municipal institutional capacities: the case of Hidalgo, Mexico. They consider more flexible mechanisms or

procedures to streamline administrative processes and procedures and thus strengthen the public finances of the municipalities of the state of Hidalgo. Ortiz & Cumbe, in 2021, they carry out a comparative analysis of tax problems according to tax legislation in the countries of Colombia, Chile and Mexico; They describe the problems of evasion and variables that seek to optimize collection.

To improve property tax collection; Romero, in 2022; proposes social marketing as a strategy to generate economic income in the district municipality of Colquamarca, province of Chumbivilcas - Cusco, by applying this strategy changes the attitude and social behavior of the inhabitants. Another strategy studied is that of Maclare, in 2022; who designs a digital marketing plan, for the promotion of tax culture; This in order to avoid incurring crimes and strengthen the public finances of the City Council and citizens. Vasquez & Vasquez, in 2022; They determine the collection and property tax management of the Provincial Municipality of Jaén, Peru. They point out that the municipality guides taxpayers on the administrative and legal consequences of not paying taxes. They take as a strategy to collect in the established terms the debts generated by property tax.

According to Caldas & Tinta, in the, 2021. Tax strategies and their impact on property tax collection of the Provincial Municipality of Barranca 2019. They take the discount for prompt payment in the collection of taxes; The discount percentages are according to the way they want to regularize or update their debt; they also make raffles to good taxpayers delivering appliances. These tax strategies have a positive impact on property tax collection. Alberto-García, et al. are consulted in 2021; on their study of the tax strategies, they apply in local government; the degree of incidence, relationship of tax strategies and property tax collection. It establishes that there is a direct and significant relationship between the work capacities of working personnel and tax collection.

II. METHODOLOGY

This research deals with tax management under the following three phases: Initiation, development of actions and procedures; and completion. The type of research is experimental, the instruments used to evaluate the proposal is the survey. Software tools such as: Microsoft Excel, Sagnet (Automated System of Administration and Government Accounting used by the Municipality) and Geogebra were used. At the beginning of the study, a diagnosis of the current situation was made, the treasury files were consulted, the color labeled and the financial statements were ordered by year to make them easier to locate, the public accounts from 2018 to 2022 were analyzed, to observe the behavior of income and plan the procedure to follow. Triptychs were elaborated as seen in figure 1, with information to raise awareness among the population about the importance of being aware of the payment of the property tax which were left at the reception of the City Council so that people who were not able to take the training find out about the benefits they have by being up to date in their property tax payments.

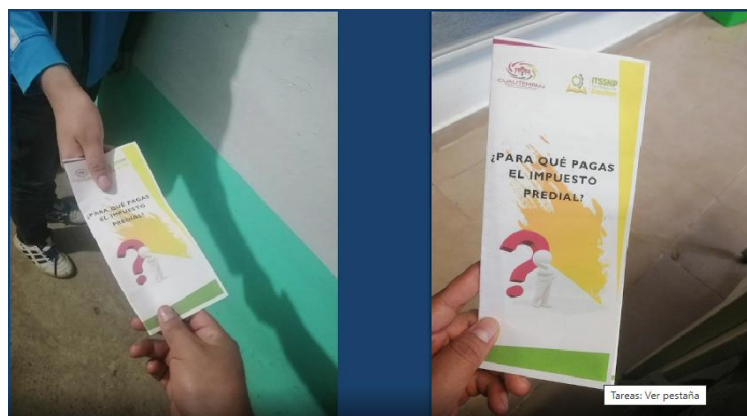


Figure 1: Brochures that were distributed at the entrance of the City Council of the Municipality of Cuautempan, Puebla

In the development of the actions and procedures, the database of the property tax collection system of the Municipality of Cuautempan, Puebla, was ordered. To know the degree of knowledge that citizens have regarding the benefits of being up to date with their property tax payment, an initial survey is applied to 30 people over 25 years of age in the streets of the Municipality; In this survey, a series of questions is formulated in order to measure how much they know about the property tax and how they rate the attention of the Treasury window personnel, as can be seen in Figure 2.



Figure 2: Initial survey applied to people in the Municipality of Cuautempan, Puebla.

The social networks team of the Municipality was asked to invite citizens to attend the training on what property tax is and its importance, where it is announced how the money is used, taxpayer benefits, how to regularize a property and how your tax is calculated, in the Municipal auditorium of the town as shown in figure 3.



Figure 3: Invitation to citizens to take a Training on what is the property tax and its importance in social networks Municipio de Cuautempan, Puebla.

An official letter was written to the Municipal President to request permission to occupy the auditorium and thus be able to give the training; In the same way, an office was directed to us where we were granted permission, as well as the support of furniture, computer equipment to develop the training; The activity took place on November 15 of this year as shown in Figure 4.



Figure 4: Training on what property tax is and its importation to residents of the region.

At the end of the training and with the help of the staff of the City Council, the application of the second survey was completed in order to observe if there was an improvement in the knowledge of the property tax in taxpayers as seen in figure 5.

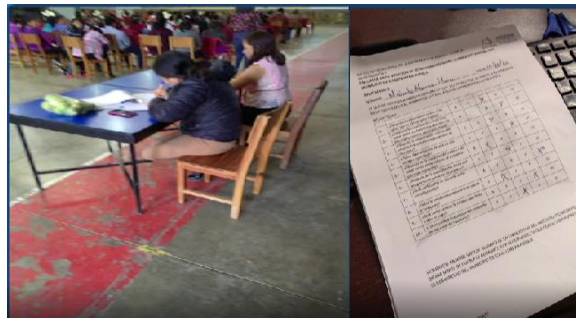


Figure 5: Completion of the second survey on Training the importance of property tax.

In the final phase, citizens were invited to go to the window to ask their current situation and if it was within their possibilities to regularize and pay the laggards, as shown in figure 6. We were granted recognition for training the taxpayers of the Municipality of Cuautempan Puebla, on the importance of paying property tax, signed by the President and the Treasurer of the Municipality. Of the 30 people trained, 15 paid their property tax.



Figure 6: Citizens going to the window and regularizing their payment corresponding to the property tax

III. RESULTS

From the initial survey applied to 30 citizens of the Municipality, the data shown in Table 2 was obtained. Where 37% of the population does not have much knowledge about property tax, 57% do not know the benefits of their contribution, which properties are taxed, which law obliges them to contribute to public spending, how to calculate the tax, more than half of the people are interested in knowing about the issue of taxes and people think that the window service is not good, 6% do not have a good perception to want to contribute, so they are not considered good taxpayers.

Table 2: Measures of central tendency in the initial phase of the study

Middle	Mode	Median	Standard deviation
72.5	72	72	3.09

The data of the second survey applied to 30 taxpayers after the training are observed in table 3 and show that 57%, of the people assimilated with the training, the benefits of paying the property tax, know that properties are taxed, that law obliges us to contribute with the tax, how to calculate their tax, have a better perception to contribute, are considered better contributors, regarding the attention at the window improved by 23%, the favorable perception that taxpayers have about taxes increased by 1%, citizens who are interested in knowing more about the subject of taxes 19%.

Table 3: Measures of central tendency in the final phase of the study

Middle	Mode	Median	Standard deviation
88.26	90	89	3.619

With the data obtained in the initial and final survey, the hypothesis test is graphed which is shown in figure 7, accepting the alternative hypothesis and rejecting the null hypothesis.

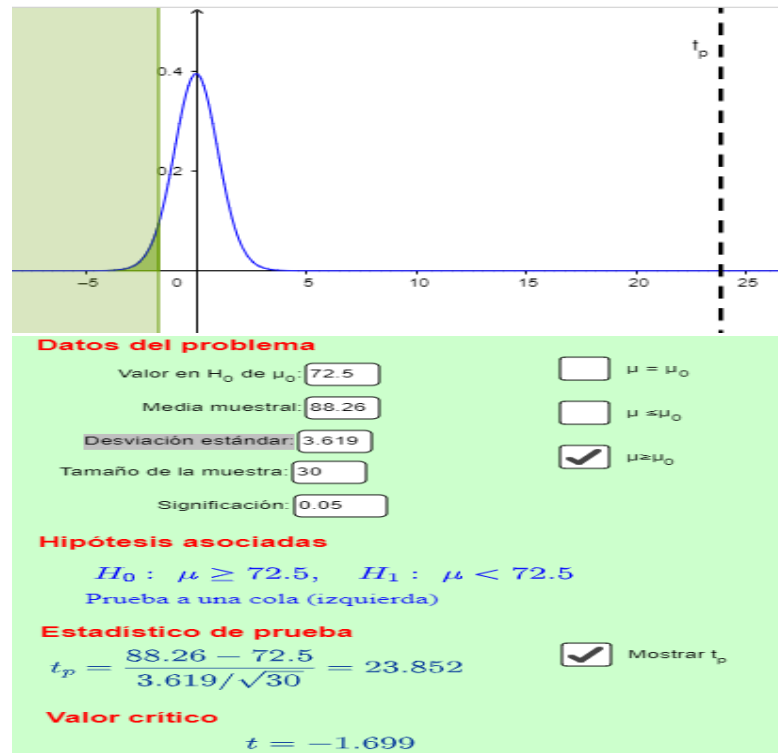
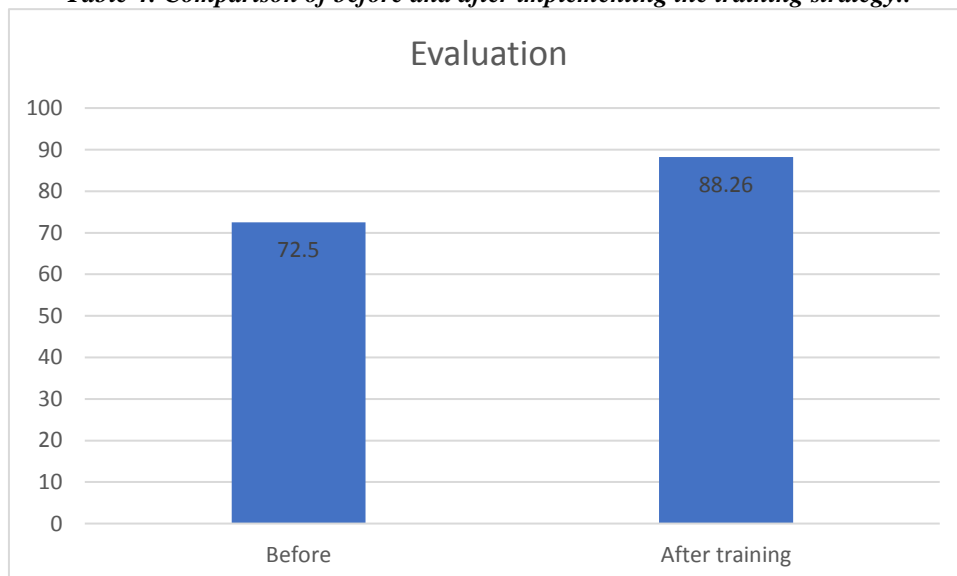


Figure 7: Hypothesis testing.

Table 4 shows that the payment of property tax increased by 15.76% after applying the training strategy on the amount of property tax.

Table 4: Comparison of before and after implementing the training strategy..



IV. DISCUSSION

Sánchez, in 2022; it only occupies the statistical prediction to determine the property tax, while we applied the strategy of training citizens which allowed us to increase the property tax by 15.76% of the Municipality of Cuautempan, Puebla, Mexico. It is agreed with Gonzales, in 2021, with Macedo & Quispe, in 2022, because the tax culture is related to the property tax, because knowing its importance there is a positive

correlation. Romero, in 2022, occupies the marketing strategy and in this study in addition to occupying marketing, we give training on the importance of property tax changing the behavior and attitude of taxpayers. Maclare's proposal, in 2022, is considered of paramount importance; when designing the Digital Marketing Plan, with which we agree, but nevertheless we implemented to achieve an increase in the tax culture the design and delivery of brochures, informing citizens about the importance of catching up in the payment of property tax.

The proposal of Cruz & Delgado was analyzed, in 2022, taking into account to guide the inhabitants on the legal consequences of not being up to date with their payments, through the training carried out, however the strategy of collecting in installments the debts generated by this concept was not taken into account. According to the study conducted by Alberto-Garcia, et al; In 2021, there is a relationship between the labor capacities of workers in charge of tax collection because in our study the perception of taxpayers regarding the service presented by window employees improved by 23% only after implementing the training strategy.

V. CONCLUSION

The strategy in the Municipality of Cuautempan, Puebla, implemented was: analyze the public accounts from 2018 to 2022, planning was developed to carry out a training for taxpayers to increase their awareness of the importance of making the payment of property tax, how your money is used, the benefits of contribute, how to regularize their properties, how the property tax is calculated, the law that obliges to contribute to public spending, a marketing plan is implemented in social networks of the City Council where the training is disseminated, brochures are designed, elaborated and distributed promoting the tax culture, managing to increase the income from property tax by 15.76%; The perception of taxpayers regarding the service presented by window employees is improved by 23%. Therefore, the null hypothesis is rejected and we accept the alternative hypothesis. The z-score of 12.26 is in the rejection area. The cut-off point is 1.645. Any z-score above 1.645 will be rejected. Since 12.26 is greater than 1.645, we reject the null hypothesis.

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Humberto Mendez-Santos, et. al. "Strategy Aimed at Improving the Contribution of the Property Tax of Cuautempan, Puebla, México." *International Journal of Humanities and Social Science Invention (IJHSSI)*, vol. 11(12), 2022, pp 95-100. Journal DOI- 10.35629/7722