

Digital strategies and their impact on consumer behavior in Tarapoto

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Estrategias digitales y su impacto en el comportamiento del consumidor en Tarapoto

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ABSTRACT

The study analyzed how digital marketing was related to the purchase decision process in customers of the company “Mi dulce Grazia” in Tarapoto in 2023. It was observed that, globally and nationally, companies faced challenges to position themselves, influence purchases and build customer loyalty, in a context where consumers had immediate access to information and product comparisons. The research reviewed theoretical background and evidence that highlighted the importance of effective communication, promotion, advertising and marketing in digital environments. In the case of “Mi dulce Grazia”, problems in dissemination, market segmentation and consideration of psychographic attributes were identified, which limited the impact of its digital strategies. Each phase of the purchase process was studied: identification of needs, information search, evaluation of alternatives, decision and post-purchase behavior. The results made it possible to evaluate whether digital tools facilitated or hindered each stage and whether they generated conversions in online or in-store sales. The research, of a non-experimental cross-sectional correlational type, was validated by experts and supported by digital marketing and consumer behavior theories. Its social relevance lay in showing how the correct application of digital strategies could improve competitiveness, increase sales and strengthen customer loyalty. It was also concluded that the optimization of digital communication, promotion, advertising and marketing represented a key opportunity for the company to adapt to the current market and respond to the demands of increasingly informed and demanding consumers.

Keywords: Digital Marketing; Purchase Decision; Communication; Promotion; Loyalty.

RESUMEN

El estudio analizó cómo el marketing digital se relacionó con el proceso de decisión de compra en los clientes de la empresa “Mi dulce Grazia” de Tarapoto en 2023. Se observó que, a nivel global y nacional, las empresas enfrentaron retos para posicionarse, influir en la compra y fidelizar clientes, en un contexto donde los consumidores tuvieron acceso inmediato a información y comparaciones de productos. La investigación revisó antecedentes teóricos y evidencias que destacaron la importancia de la comunicación efectiva, la promoción, la publicidad y la comercialización en entornos digitales. En el caso de “Mi dulce Grazia”, se identificaron problemas en la difusión, la segmentación de mercado y la consideración de atributos psicográficos, lo que limitó el impacto de sus estrategias digitales. Se estudió cada fase del proceso de compra: identificación de necesidades, búsqueda de información, evaluación de alternativas, decisión y conducta postcompra. Los resultados permitieron evaluar si las herramientas digitales facilitaron o dificultaron cada etapa y si generaron conversiones en ventas en línea o en tienda física. La investigación, de tipo no experimental correlacional transversal, fue validada por expertos y sustentada en teorías de marketing digital y comportamiento del consumidor. Su relevancia social radicó en mostrar cómo la correcta aplicación de estrategias digitales podría mejorar la competitividad, aumentar las ventas y fortalecer la lealtad de los clientes. Asimismo, se concluyó que la optimización de la comunicación, la promoción, la publicidad y la comercialización digital representó una oportunidad clave para que la empresa se adaptara al mercado actual y respondiera a las demandas de consumidores cada vez más informados y exigentes.

Palabras clave: Marketing Digital; Decisión de Compra; Comunicación; Promoción; Fidelización.

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BACKGROUND

Many companies have begun to move forward by developing new business models, processes, and technology.⁽¹⁾ Most others are already seeing the potential of the digital revolution through bold innovation efforts. Players in the digital ecosystem have begun to acquire accurate information about their consumers and are now digitally reforming to successfully achieve their sales and marketing goals.^(2,3) However, many small, medium, and large companies still have problems positioning themselves locally, nationally, and internationally, considering that they have difficulties in reaching consumers, influencing their purchases, and, most importantly, building loyalty so that consumers recognize and identify with them, thus preventing competitors from influencing them.⁽⁴⁾

Consumers have more information at their fingertips to make decisions, with access to other consumers' comments, product features, prices, comparisons, even from other parts of the world, almost in real time.⁽⁵⁾ With all these changes and updates, marketing activities must adapt.⁽⁶⁾ In this regard, Kotler, the father of contemporary marketing, states: "Intelligent information management and its correct use in interaction with customers, supported by technology, are part of the fundamental principles of digital marketing for today's economy." Understanding and applying this change is what makes digital marketing effective.⁽⁷⁾

Therefore, when talking about online marketing, we are talking about the combination of tactics, methods, and coordinated actions using the Internet to increase sales of a good or service. In this process, conventional marketing services are adjusted and enhanced by the opportunities offered by the Internet and the ability to interact with online services. The purpose is to offer products and services that meet the needs of buyers and attract potential customers. The success of digital marketing begins by converting potential customers into loyal, satisfied, and loyal customers. This fosters relationships rather than just transactions, which is possible thanks to technology that brings companies closer to their customers through databases with detailed information.⁽⁸⁾

In the international context, according to the problematic purchasing decision, a study conducted in 2018 in the United States shows that 60 % of buyers opt for purchasing options with a social conscience and 83 % consider it essential to buy socially responsible brands. In response to the global outlook, they would pay a higher price for items or brands that focus on friendly and natural qualities, with 63 % in Latin America and 42 % and 40 % in North America and Europe individually, with the expansion of offerings in brands focused on customary promotion at 1 % and reasonable brands at 5 %.^(9,10)

At the national level, according to an article published in the newspaper *Gestión*⁽¹¹⁾ in the commercial sector, it emphasizes two key factors that influence the buyer's decision to purchase a product: discounts and cash on delivery. On the other hand, it mentions that the quality of the experience is fundamental in persuading the customer to make a purchase, in addition to having a good product with quality and differentiated value.^(12,13) In terms of experience, there is a lot of information on web search engines about items that is not particularly accurate (imprecise), little information about the quality of the items, and shortcomings in logistics (delays or items that are different from what the buyer requested). In this sense, it is clear that, in general, Peruvian MSMEs often place their items in online stores and expect them to sell themselves without much effort,

which sometimes leads to failure in the digital world.⁽¹⁴⁾

Similarly, Prado⁽¹⁵⁾ confirms that in Peru there is a growing number of customers who are confident in their purchasing choices, in contrast to organizations that emphasize friendliness, with buyers becoming more educated and demanding. He found that 66 % of buyers worldwide place more value on items that create social qualities, reaching 73 % among young buyers. When it comes to conscious buyers at the public level in Peru, 62 % of individuals studied in Lima said they would stop buying items because they lacked social qualities, considering that they could stop buying items regardless of whether they liked them and switch to competitors because they were organizations that did not comply with advanced display projects, seeing them as unconscious associations.

According to Tesen⁽¹⁶⁾, companies cannot be successful because they have problems with digital transformation, which leads to a lack of data and, therefore, relevant information on customer behavior, limiting their ability to implement sales strategies and, consequently, the possibility of customers buying more. In other words, companies that do not have platforms other than traditional ones are at a significant disadvantage compared to those that do. This is because consumers are now more demanding in their purchasing decisions, focusing on promotions and the content of the information provided about the good or service.^(17,18)

From a local perspective, and in an intensely competitive and constantly evolving business environment, the company "My sweet Grazia" in Tarapoto faces significant challenges in acquiring and retaining customers. In this context, the need arose to investigate the relationship between the online market and the acquisition process. This was due to the fact that the company's digital marketing presents a series of problems in terms of dissemination, promotion, advertising, and marketing. For example, in the area of dissemination, we sought to understand whether online communication is generating genuine interest in the products or services of "My sweet Grazia" and whether there are obstacles that hinder this communication. In promotion, we are interested in knowing whether online promotions are achieving their goal of attracting consumers and whether certain promotions are more effective than others. In advertising, the aim is to understand how customers perceive and respond to these ads and whether they are contributing to customer conversion. In marketing, the aim is to find out whether the online shopping experience is satisfactory and whether there are any obstacles to navigating the website.

On the other hand, from a more purchase decision-oriented approach, the study integrated issues related to identifying the need for acquisition, searching for data, evaluating options, the moment of purchase, and post-purchase behavior. In this sense, the study seeks to understand how digital marketing helps customers identify their needs for products or services related to "My sweet Grazia." How customers search for information online about "Mi dulce Grazia" products or services and whether digital marketing strategies facilitate or complicate this process. In addition, it seeks to identify the determining factors in the evaluation of alternatives and how digital strategies impact this process. It also seeks to determine whether digital marketing drives online sales conversion or whether customers prefer to visit the physical store. Finally, it seeks to understand whether there are patterns in customer behavior after they have made a purchase influenced by digital marketing, such as

recommendations to other consumers.

As a result, a small percentage of customer relationships are neglected, leading to imminent and prolonged breakups. Although employee commitment is positive, the stability of the company's profitability is variable. Therefore, it is crucial to follow the steps mentioned above. We have conducted research to suggest digital marketing strategies that build trust for better customer purchasing decisions. Thus, given the reality described in the previous paragraphs, there is a need to seek tools that allow small manufacturers not only to withstand the pressure of competition, but also to take a step forward in the POS of their development. To this end, it is important to make a leap in the method of competing, that is, considering both the expense and the knowledge of their customers, but in general those components that together make up the purchase decision. It is therefore crucial to have an idea of where the purchase decision begins, the consolidation cycle and, finally, the consequences of the purchase, all consistently from the customer's point of view.
(19,20)

Currently, the company has invested resources in advanced channels such as web promotion, the use of virtual organizations, for example, Facebook, and the sending of instructional and advertising messages, as they consider social networks to be a showcase, but the question remains as to whether the social network Facebook has any impact on sales and helps consumers in their purchasing decisions.

However, problems were identified in communication, promotion, advertising, and marketing, which may not be carried out correctly, with a division of segments and a failure to consider the psychographic attributes of potential customers. As a result of this problematic reality, the general problem was posed: How does digital marketing relate to the purchasing decision process of customers of the company Mi dulce Grazia, Tarapoto, 2023? And as specific problems: PE1: What is the relationship between communication and the purchasing decision process among customers of the company Mi dulce Grazia, Tarapoto, 2023? PE2: What is the relationship between promotion and the purchasing decision process among customers of the company My sweet Grazia, Tarapoto, 2023? PE3: What is the relationship between advertising and the purchasing decision process among customers of the company Mi dulce Grazia, Tarapoto, 2023? PE4: What is the relationship between marketing and the purchasing decision process among customers of the company My sweet Grazia, Tarapoto, 2023?

Therefore, the research is socially relevant because it deals with a topic that is crucial for the economic advancement of companies at different levels, as evidenced by the benefits of using technological tools in their commercial operations to take into account different needs, as well as the factors that impact customers' purchasing decisions. Similarly, it has theoretical value, as it allows for the review of theories, definitions, and conceptual approaches related to digital marketing and the purchasing decision process, which are variables of interest in contemporary management and marketing processes, in order to take a theoretical-scientific stance on their application in the local and national context. Under this premise, the study includes the valuable contribution of Chaffey and Chadwick, authors who share information about the online market.^(21,22) Meanwhile, Lamb et al.⁽²³⁾ provide theoretical support for the purchase decision variable.

Likewise, its methodological value is highlighted, as

it facilitates the use of measurement tools (techniques and instruments) to collect data quantitatively, achieving accurate and reliable results.^(24,25,26) Furthermore, it is important to note that the study was developed following a methodological process validated by judges and experts, who considered a non-experimental cross-sectional correlational approach appropriate for this type of study.

In terms of practical effects, the results obtained are considered to identify needs for improvements in the creation of digital marketing tactics, which could increase the level of purchase decision-making among customers of the company Mi dulce Grazia. In addition to the practical justification for this study, its ability to help My sweet Grazia optimize its online marketing tactics, improve the customer experience, boost sales, and maintain competitiveness by understanding the impact of digital marketing on purchasing decisions will enable the company to be better prepared to make informed decisions and generate greater value for both customers and the business.

In relation to the above, the general objective was set: To determine the relationship between digital marketing and the purchasing decision process among customers of the company My sweet Grazia, Tarapoto, 2023. The specific objectives are as follows: SO1: Analyze the relationship between communication and the purchasing decision process among customers of the company My sweet Grazia, Tarapoto, 2023. SO2: Analyze the relationship between promotion and the purchasing decision process among customers of the company My sweet Grazia, Tarapoto, 2023. SO3: To analyze the relationship between advertising and the purchasing decision process among customers of the company Mi dulce Grazia, Tarapoto, 2023. SO4: To analyze the relationship between marketing and the purchasing decision process among customers of the company My sweet Grazia, Tarapoto, 2023.

Given the objectives set, the general hypothesis of the study was defined: There is a significant relationship between digital marketing and the purchasing decision process among customers of the company Mi dulce Grazia. Meanwhile, these were the specific hypotheses: HE1: There is a significant relationship between communication and the purchasing decision process among customers of the company My sweet Grazia, Tarapoto, 2023. HE2: There is a significant relationship between promotion and the purchasing decision process among customers of the company Mi dulce Grazia, Tarapoto, 2023. HE3: There is a significant relationship between advertising and the purchasing decision process among customers of the company My sweet Grazia, Tarapoto, 2023. HE4: There is a significant relationship between marketing and the purchasing decision process among customers of the company My sweet Grazia, Tarapoto, 2023.

FINANCING

None.

CONFLICT OF INTEREST

The authors declare that there is no conflict of interest.

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