

ORIGINAL

Digital marketing positioning in a retail sector company

Posicionamiento en marketing digital en una empresa del sector retail

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How to cite: León-Zevallos, L. ., Espinoza Casco, R. J. ., & Macha-Huamán, R. . (2024). Digital marketing positioning in a retail sector company. Edu - Tech Enterprise, 2, 11. <https://doi.org/10.71459/edutech202411>

Submitted: 20-04-2024

Revised: 12-08-2024

Accepted: 29-12-2024

Published: 30-12-2024

ABSTRACT

The present study aims to analyze digital marketing and delineate the relationship with the customer and positioning that arises from the use of this tool for a retail business, presenting the following hypotheses: a) Digital marketing improves the relationship with customers; and b) Digital marketing contributes to the company's positioning. Additionally, the selected methodology was a quantitative approach, using a survey technique with a questionnaire of 19 questions for a sample of 100 people, obtaining results that digital marketing achieves a better relationship with the customer and allows for better market positioning through tools such as social networks. In conclusion, digital marketing serves as an alternative for retail to achieve a closer connection with users and, through this marketing, obtain better market participation due to a good image that positions the brand ahead of others.

Keywords: Digital Marketing; Customer; Positioning; Retail; Social Networks.

RESUMEN

El presente estudio tiene como objetivo analizar el marketing digital y delimitar sobre la relación con el cliente y posicionamiento que surge a raíz de la utilización de esta herramienta para un negocio retail, además, presentándose bajo las siguientes hipótesis: a) El marketing digital mejora la relación con los clientes; y b) El marketing digital aporta al posicionamiento de la empresa. Asimismo, la metodología seleccionada fue a través de un enfoque cuantitativo, utilizando como técnica la encuesta con un cuestionario de 19 preguntas hacia una muestra de 100 personas, obteniendo como resultados que el marketing digital logra obtener una mejor relación con el cliente y permite un mejor posicionamiento dentro del mercado a través de sus herramientas como redes sociales. En conclusión, el marketing digital permite ser una alternativa para el retail en lograr obtener una conexión más cercana con los usuarios e incluso a través de este marketing poder obtener una mejor participación dentro del mercado debido a una buena imagen que transmite que posicionaría a la marca frente a otros.

Palabras clave: Marketing Digital; Cliente; Posicionamiento; Retail; Redes Sociales.

INTRODUCTION

Marketing is the set of strategies and tools that the organization uses to achieve its objectives with the help of digital and telecommunications technologies; companies are even opting for innovative tools to be able to mix the traditional and the digital (Kotler, 2015); example, when Web 1.0 emerged, it popularized web browsers and email, after which Web 2.0 appeared, Web 2.0, which facilitated advertising through social networks, allowing interaction with users, thus giving rise to digital marketing to provide companies with the opportunity to establish a closer connection with

their audience (Camejo et al., 2020; Medina, 2011); therefore, these social platforms became a tool with space for interaction under a social profile as part of a digital strategy facilitating communication and interaction with the public (Herrera, 2012). In other words, marketing uses digital strategies to achieve commercial objectives, and technology establishes a closer connection with its audience.

Digital marketing is defined as the use of the Internet as a source of advertising and communication to increase sales of the products and/or services offered (Perdigón et al., 2018); furthermore, there is an effectiveness within its digital tools and applications that are used to improve the goals and strategies established by the organization (Nuñez Cudriz & Miranda Corrales, 2020); even social networks within digital marketing are tools that allow for low-cost positioning, which favors the organization that implements it (Zúñiga Oscoco et al., 2021); for example, Facebook, Instagram, and TikTok have been gaining relevance as a means of marketing, creating content, and offering a good image in digital media (Ankuash-Kaekat et al., 2021; Bricio Samaniego et al., 2018); therefore, digital marketing brings about change by introducing new tools to reach, educate, engage, offer, and market products and services to customers (Kim et al., 2021). Consequently, digital marketing allows for direct contact with potential consumers and improves goals and strategies through technology and its tools.

Likewise, when advertising through digital marketing, more users manage to visualize the brand, either voluntarily or involuntarily, because users frequently visit these platforms (Gazca Herrera et al., 2022); therefore, the company integrates digital marketing to generate impactful campaigns, these same campaigns to create sales or make the brand known through promotional messages.

(Borja, 2021; Jarrar et al., 2020); for example, it is the brands that seek a theme and content to go viral according to the user's criteria that define their position within the market, either positively or negatively (Zambrano, 2022); at the same time, promotional videos are a well-known form of advertising in digital media; since, an elaborate, edited message is constructed and in turn produced through seconds or minutes to an audience that they would recommend to others (Dafonte-Gómez, 2014; Cabrejos, 2002). In short, digital marketing allows brands to reach a wider audience through digital platforms, whether through campaigns or promotional videos; therefore, advertising in the media increases visibility and has a more significant impact on the digital market than the competition.

Positioning has become an increasingly important strategy within companies, as it is essential for competing in the current environment (Torres Moraga & Navarro, 2006); likewise, this position is worked on for the image that the company presents and how it communicates with its target audience (Olivar Urbina, 2021); being, a fundamental factor within marketing because the mentality of the public is driven by different factors that would even determine a change (Chacón Arenas, 2018); therefore, positioning within social networks is becoming increasingly relevant as they enable companies to obtain an active member for their communities by providing valuable data for marketing strategies (Morales, 2010); therefore, achieving the correct position requires these tools to form an image in the consumer's mind to predominate in the market (Temporal, 2002). In other words, positioning is essential for companies within their sector because their image and communication influence their audience. In addition to doing this through social networks, it is an option to form a positive image in the consumer and stand out in the market.

En base a los párrafos anteriores, se ha predeterminado que el marketing digital utiliza diferentes canales como las redes sociales, estas son claves para que las empresas realicen mejores estrategias e interactúan con su público objetivo; además estos medios digitales juegan un papel importante ya que a través de ello puede influir en la percepción del consumidor, permitiendo así un posicionamiento positivo; por lo que, para presentarse como la mejor opción debe realizar estrategias dentro de estos medios.

The impact of digital marketing on customer relations

It is important to establish a solid relationship with users; for this reason, the aim is to successfully carry out activities related to digital marketing (Perdigón et al., 2018) since consumers currently have experiences within social networks and, if these experiences are positive, they will recommend other potential users (Bigné et al., 2013). Digital marketing has made more progress than traditional marketing; the changes in the digital age allow companies to communicate, share, and even allow users to make online purchases, being part of their routine (Medina et al., 2022); in addition, there is a better relationship with the customer, since interaction and personalization are obtained in response; for example, one study shows that personalization increases sales within a single channel by 5% to 15% (Boudet et al., 2019); in addition to this, it is the users themselves who interact and initiate the first contact with their brands through this new space, which allows it to be a new space for communication between brand and consumer (Pretel Jiménez et al., 2018). Therefore, digital marketing stands out for its ability to strengthen a better relationship with its customers by offering them personalized experiences and facilitating direct interaction.

O1: Analyze the association of digital marketing and customer relations.

H1: Digital marketing presents an association with customer relations.

Digital marketing as a positioning factor for companies

One study concluded that these social platforms help brands to position themselves in the digital world and make their proposed marketing strategies more effective (Marín-Palacios & Fullat, 2022). Likewise, knowing how to position

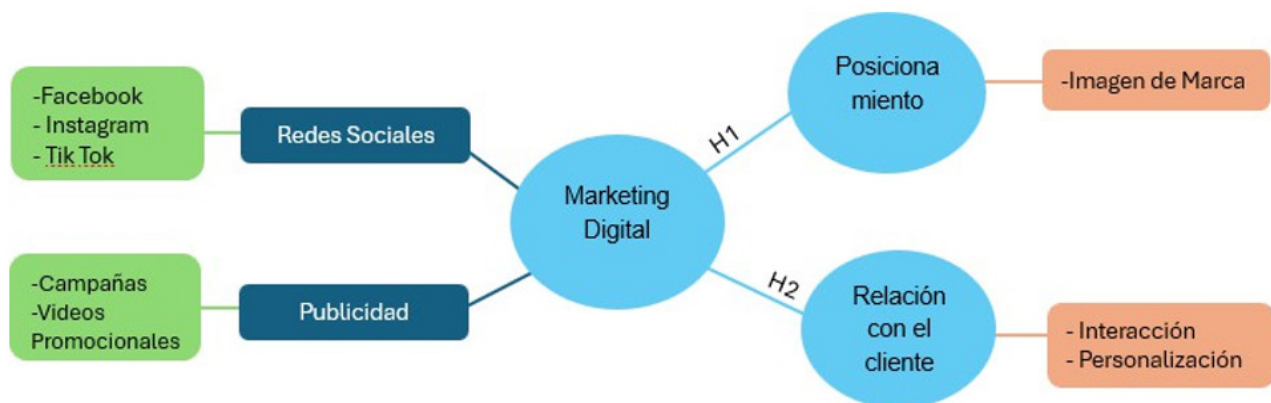
oneself is of utmost importance for any business since it is necessary to understand the elements that contribute to this positioning (Feitosa et al., 2018). Furthermore, these social networks manage to have an impact that generates a brand identity, which customers value through their purchasing decisions or their preference for the company and, consequently, for its products and/or services (Urrutia-Ramírez & Napán-Yactayo, 2021). In other words, social networks are crucial when referring to the positioning and effectiveness of marketing strategies because they allow these brands to generate an identity valued by customers.

O2: Analyze the relationship between digital marketing and brand positioning.

H2: Digital marketing is related to brand positioning.

Figure 1

Proposed Model



METHOD

The present research is based on a quantitative approach, supported by the measurement of phenomena that study data through strict procedures that guarantee the accuracy of their results (Sánchez Flores, 2019); likewise, it was developed through the survey technique that will collect data from the present investigation, using as a resource the questionnaire that presents a list of questions about the variables of interest in the study (Casas Anguita et al., 2003). In addition, the work aims to have 100 clients, representing a sample with specific similar characteristics (Salinas, 2004). The following characteristics are presented by the sample: (1) being of legal age, (2) being a follower of the company, and (3) having a presence within social networks. Likewise, the Google Forms collection instrument allows the survey to be sent through a link to a specific audience and to collect information effectively (Leyva López et al., 2018). Finally, as a quantitative approach, the SPSS tool will be implemented, which is a statistical package that will analyze the data obtained to perform a statistical analysis that helps the researcher (De Ramírez & Ortiz Buitrago, 2007).

RESULTS AND DISCUSSION

The results obtained using the SPSS tool are detailed below, as it is necessary for the descriptive and inferential data collected.

Therefore, table 1 indicates that the participant sample for the present investigation was a total of 100 people, ranging in age from 18 to 49 years. Likewise, it can be seen that 36% of the respondents are between 18 and 29 years old, 37% are between 30 and 39 years old, and the remaining 27% are between 40 and 49 years old.

Table 1
Age of participants

| Age | Frequency | Percentage |
|-------|-----------|------------|
| 18-29 | 36 | 36% |
| 30-39 | 37 | 37% |
| 40-49 | 27 | 27% |
| Total | 100 | 100% |

Furthermore, table 2 indicates that the sample is mostly female, with 64 women responding to the survey and the remaining 36 men, making a total of 100 people who responded to the research form.

Table 2
Gender

| Gender | Frequency | Percentage |
|-----------|-----------|------------|
| Masculine | 36 | 36% |
| Feminine | 64 | 64% |
| Total | 100 | 100% |

Similarly, table 3 shows that 29% of those surveyed have a “secondary” level of education and the rest have a “higher” level, with a total of 71%.

Table 3
Level of Education

| Level of Education | Frequency | Percentage |
|--------------------|-----------|------------|
| Secondary | 29 | 29% |
| Superior | 71 | 71% |
| Total | 100 | 100% |

Furthermore, table 4 shows that about 12 people agree with the digital marketing carried out by the retail company and the rest of the sample, a total of 88 people, totally agree with what the retail company has been doing on its platforms. Therefore, it could be said that the total number of respondents agree or totally agree with what the company has implemented with regard to its digital marketing.

Table 4
Level of agreement on digital marketing

| Level of Agreement | Frequency | Percentage |
|--------------------|-----------|------------|
| Agreed | 12 | 12% |
| Strongly agree | 88 | 88% |
| Total | 100 | 100% |

In table 5, it was observed with respect to the second variable Relationship with the Customer, where a total of 16 people consider that the communication carried out by the retail is fair, however, there are 84 people who mention that the interaction on the part of the company is good. Therefore, the perception is one of a good relationship with the customer, and this is even improved by the user’s experience with the company.

Table 5
Level of perception of the relationship with the client

| Level of Perception | Frequency | Percentage |
|---------------------|-----------|------------|
| Regular | 16 | 16% |
| Good | 84 | 84% |
| Total | 100 | 100% |

Table 6
Positioning probability level

| Probability Level | Frequency | Percentage |
|-------------------|-----------|------------|
| Likely | 10 | 10% |
| Very likely | 90 | 90% |
| Total | 100 | 100% |

Similarly, in table 6 it was observed that around 10 people probably have retail positioned among their options and a total of 90 people are very aware of retail, making it very likely that it is among the best for the customer. This indicates that the positioning worked on by retail allows users to remember it and have a better appreciation of the rest. On the other hand, the normality test was run for the three variables to certify the variables presented. As seen in table 7, the results obtained from the Sig. on the normality test were less than 0,005, meaning that the data does not present a normal distribution. Therefore, as the data does not present a normal distribution, we will use the non-parametric test, which can correlate under Spearman's Rho together with scales.

Table 7

Proof of normality of digital marketing, customer relations and the Kolmogorov-Smirnov and Shapiro-Wilk

| | Kolmogorov-Smirnov ^a | | | Shapiro-Wilk | | |
|--------------------|---------------------------------|-----|-------|--------------|-----|-------|
| | Statistician | gl | Sig. | Statistician | gl | Sig. |
| Digital Marketing | 0,235 | 100 | 0,000 | 0,820 | 100 | 0,000 |
| Customer relations | 0,149 | 100 | 0,000 | 0,936 | 100 | 0,000 |
| Positioning | 0,202 | 100 | 0,000 | 0,849 | 100 | 0,000 |

a. Lilliefors significance correction

In addition, table 8, based on hypothesis test 1, would accept the alternate hypothesis, whereby the first variable, Digital Marketing, presents a relationship of 0,762 with the second variable, Customer Relationship. Even when there is a correlation between the two, this is classified as a "robust positive correlation," a range classified by Sampieri & Collado (cited by Mondragón, 2014) because it is between +0,76 and +0,90 as a result of the correlation. Likewise, the table shows that it is significant because the Sig. Gave an effect of 0,00, less than 0,05, about which the null hypothesis is rejected, and the hypothesis would be accepted. Therefore, the digital marketing carried out by retail improves the relationship with its customers through its platforms, which indicates that by executing a good interaction and personalization to its users.

Table 8

Correlation of Variable 1 and Variable 2

| | | Digital Marketing | Relationship with the cliente |
|--------------------|-------------------------|-------------------|-------------------------------|
| Marketing Digital | Correlation coefficient | 1,000 | 0,762** |
| | Sig. (two-tailed) | | 0,000 |
| Spearman's rho | N | 100 | 100 |
| Customer relations | Correlation coefficient | 0,762** | 1,000 |
| | Sig. (two-tailed) | 0,000 | |
| | N | 100 | 100 |

**The correlation is significant at the 0,01 level (two-tailed).

According to the following table, it can be seen that the correlation coefficient between the digital marketing variable and the positioning variable resulted in the acceptance of the alternative hypothesis test due to the result of 0,689, which is close to 1. Also, a correlation classified by Sampieri & Collado (cited by Mondragón, 2014) is presented, this being a "Considerable positive correlation" because it is presented between the range of +0,51 to +0,75. Furthermore, it is significant because the Sig. This resulted in 0,00, which is less than 0,05, rejecting the null hypothesis and accepting the proposed hypothesis. Therefore, digital marketing contributes to the company's positioning by being present as an option for the customer about the market, which relates to the brand image because it is influential for customers and potential customers who hear something about the company.

Therefore, a pilot test was carried out with 19 questions for a total of 16 respondents who met the characteristics mentioned above; therefore, to define the reliability of the data obtained, the reliability was analyzed through Cronbach's Alpha.

Table 9
Correlation of Variable 1 and Variable 3

| | | Positioning | |
|-------------------|-------------------------|-------------|---------|
| Digital Marketing | Correlation coefficient | 1,000 | 0,698** |
| | Sig. (two-tailed) | | 0,000 |
| Spearman's rho | N | 100 | 100 |
| | Correlation coefficient | 0,698** | 1,000 |
| Positioning | Sig. (two-tailed) | 0,000 | |
| | N | 100 | 100 |

** The correlation is significant at the 0,01 level (bilateral).

Table 10
Data processing SPSS

| Cases | Quantity | Percentage |
|----------|----------|------------|
| Valid | 16 | 100% |
| Excluded | 0 | 0% |
| Total | 16 | 100% |

Note. Table of results with the 16 respondents

Likewise, the reliability score was 0,937, which is higher than 0,7, meaning that the survey can be used for a sample size of 100 people and the research can be carried out.

Table 11
Reliability chart

| No. of items | Cronbach's alpha |
|--------------|------------------|
| 19 | 0,937 |

Note. Taken from the pilot test and SPSS Version quadrant 25.

Likewise, table 12 presents the reliability of the three variables used for the research, these were executed under the Cronbach's alpha coefficient, yielding results for each variable, corresponding to the questions asked. Firstly, the Digital Marketing variable recorded a reliability coefficient of 0,863. Secondly, with 4 items, the second variable, Customer Relations, obtained a result of 0,748. And finally, the Positioning variable, with 2 items, obtained a Cronbach's Alpha result of under a total 0,509.

Table 12
Variable reliability

| Variables | Cronbach's alpha | Item No. |
|--------------------|------------------|----------|
| Digital Marketing | 0,863 | 13 |
| Customer relations | 0,748 | 4 |
| Positioning | 0,509 | 2 |

Note. Taken from the pilot test and produced by the author using SPSS version 25.

DISCUSSION

The research highlights the connection between digital marketing and its customers, an aspect presented for hypothesis 1, where tools such as social networks allow the target audience to obtain greater reach and visibility and

not just be a means of the digital sales channel. Furthermore, it becomes an emotional link between brands within the digital space, classifying them in connection, affection, passion, and loyalty. Digital marketing even allows for a better relationship due to adequate response and being in line with trends presented within its platforms under advertising, thus generating the ability to continue to be profitable and competitive in the market. The use of tools within digital marketing allows for growth in potential customers, reach, and user acquisition to achieve remarkable interaction and personalization along the customer journey, aspects found within the research and identified in several investigations (Zambrano Macias, 2022; Gazca Herrera et al., 2022; Jarrar et al., 2020; Pretel Jiménez et al., 2018; Moschini, 2012).

Likewise, concerning hypothesis 2, it was determined that digital marketing contributes to the positioning presented by the company. This aspect has been evidenced in previous research, showing that the brand is related to better optimization within digital marketing. Even with the emphasis on generating value in the company's content, it increases its positioning within the sector. In addition, positioning within these digital tools allows for a better visual and brand image for better results

since the messages sent will likely remain in the consumer's mind; these messages can be positive or negative. Therefore, the company takes advantage of the relationship it has on the internet through the use of its tools for better dissemination of the company's products and/or services (Urrutia-Ramírez & Napán-Yactayo, 2021; Chacón Arenas, 2018)

CONCLUSIONS

According to the data collected, it was concluded that digital marketing is presented as another alternative for businesses in terms of their relationship with their customers. This is the case: tools like these social platforms are crucial in reach, user interaction, and brand interaction. Likewise, by having different social networks, the content to be produced allows for a better opening to new potential customers and the satisfaction of those who are already loyal. Therefore, based on the first hypothesis, it was possible to identify that this type of marketing boosts companies within the retail sector, allowing other types of businesses in different sectors to improve their connection with their customers and achieve better efficiency through advertising to improve the proposed results.

By hypothesis 2, it was concluded that good positioning improves the brand's image and influences user perception, so management within digital marketing is fundamental for a better content strategy. Furthermore, taking advantage of this medium allows the company to better disseminate and extend its image in the market to other users. Therefore, companies that do not yet use digital marketing or do not produce any digital content should do so to achieve better results expected by the company in its sector.

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FINANCING

None.

CONFLICT OF INTEREST

None.

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