

Relationship marketing and its impact on customer purchase motivation in a Retail Store, Puente Piedra 2022

Iris Liz Goñi-Ramírez¹

¹Escuela Profesional de Administración, Universidad César Vallejo, Perú, igonir@ucvvirtual.edu.pe

Abstract– The objective of this research was to determine the impact of relationship marketing on purchase motivation (and its dimensions: purchase need, purchase motive, purchase desire, and purchase decision) in customers of a retail store, Puente Piedra 2022. The methodology had a quantitative approach, applied type, explanatory and descriptive level, non-experimental and cross-sectional design. The population consisted of the company's customers (infinite). The study sample consisted of 384 of the company's customers. The technique applied was the survey. The instrument consisted of 22 items. It was concluded that relationship marketing has a significant influence on customer purchase motivation in a retail store, Puente Piedra 2022 (sig.=0.000; $r^2=0.5670$) as well as on its dimensions purchase need, purchase motive, purchase desire, and purchase decision (sig.=0.000, $r^2=0.5227$; sig.=0.000, $r^2=0.0949$; sig.=0.000, $r^2=0.4160$; sig.=0.000, $r^2=0.2533$) respectively. Finally, a background discussion and final conclusions were drawn.

Keywords– Relationship marketing, purchase motivation, marketing.

I. INTRODUCTION

Highlighting the challenging landscape of today's business environment, it is essential to recognize that relationship marketing has emerged as a highly effective strategy for numerous companies. In the current era, consumers are deeply immersed in social networks, prompting many businesses to invest in innovative technologies that enable efficient interactions with customers regarding products of interest. To achieve this, companies must engage with partners who adhere to high standards and can directly connect with consumers to address their specific needs. As emphasized by Cobo and Gonzales [1], relationship marketing plays a pivotal role as a mechanism that revolves around product sales while ensuring the establishment of enduring connections with consumers for the long haul. Nowadays, companies adapt their business strategies according to consumer characteristics [2], [3].

According to the newspaper of Navarra [4] in the city of Pamplona, service providers have stated that by implementing a proper development of relationship marketing they have increased their sales, in addition it has been possible to observe the importance of the partner for all customers, since a satisfied customer is a happy customer and loyal to the company. On the other hand, the newspaper the opinion de Murcia [5] considers that relationship marketing is very beneficial for organizations, since it can systematically increase the prestige of the brand, with the appropriate use of websites, providing information to customers about discounts and offers, with the sole purpose of retaining customers to increase the attraction of virtual users and thus enhance the brand. Equally important, Redacción Perú 21 [6] points out that 30% of Peruvians make their purchases online, so many companies have chosen to invest in their workers, providing them with all kinds of training and digital courses, thus optimizing their connectivity and interaction with the customer, which ends up forming appropriate relationships with all of them. In the same context Redacción Perú 21 [7] in Peru more and more companies are implementing the use of CRM, especially in SMEs since the purpose of this service is to capture as many customers as possible.

In the district of Puente Piedra, in a retail store, the idea was to develop new tactics related to the motivation of consumers to buy, so the retail store has decided to implement relationship marketing to identify the needs of its consumers, and through this establish a relationship with the buyer and optimize the quality of service.

For Ramírez and Calles [8] the problem statement is detailed when a brief analysis of the studied area is made, which helps to know the problem that most affects the sample or study population. According to Ramírez and Calles [8] he states that the problem statement serves to make more general views of what happens in the area linked to the research, and also guides the student to make excellent research objectives both in general and specific.

To begin with, the general problem of the research was: Is there an impact of relationship marketing on the purchase motivation of customers in a retail store, Puente Piedra, 2022?

And the specific problems, they are:

Digital Object Identifier: (only for full papers, inserted by LEIRD).
ISSN, ISBN: (to be inserted by LEIRD).
DO NOT REMOVE

- a) Is there an impact of relationship marketing on the need to purchase in customers of a retail store, Puente Piedra, 2022?
- b) Is there an impact of relationship marketing on the motive to purchase in customers of a retail store, Puente Piedra, 2022?
- c) Is there an impact of relationship marketing on the desire to purchase in customers of a retail store, Puente Piedra, 2022?
- d) Is there an impact of relationship marketing on the decision to purchase in customers of a retail store, Puente Piedra, 2022?

The general objective of the research is: to determine the impact of relationship marketing on the purchase motivation of customers of a retail store, Puente Piedra 2022.

And as for the specific objectives, these are:

- a) To determine the incidence of relationship marketing on the need to purchase in customers of a retail store, Puente Piedra, 2022.
- b) To determine the incidence of relationship marketing on the motive to purchase in customers of a retail store, Puente Piedra, 2022.
- c) To determine the incidence of relationship marketing on the desire to purchase in customers of a retail store, Puente Piedra, 2022.
- d) To determine the incidence of relationship marketing on the decision to purchase in customers of a retail store, Puente Piedra, 2022.

Finally, the general hypothesis will be: there is a significant impact of relationship marketing on the purchase motivation of customers of a retail store, Puente Piedra, 2022.

The specific hypotheses are:

- a) There is a significant impact of relationship marketing on the need to purchase in customers of a retail store, Puente Piedra, 2022.
- b) There is a significant impact of relationship marketing on the motive to purchase in customers of a retail store, Puente Piedra, 2022.
- c) There is a significant impact of relationship marketing on the desire to purchase in customers of a retail store, Puente Piedra, 2022.
- d) There is a significant impact of relationship marketing on the decision to purchase in customers of a retail store, Puente Piedra, 2022.

II. LITERATURE REVIEW

A. Previous works

In Spain, the authors Caldevilla et al. [9] showed a study whose title is related to technology. In addition, the research approach was qualitative, also, it was considered for the conclusion that the tourism sector makes use of social networks to inform about the promotions of some products and services they offer, in order to establish links and meet their needs of the tourist.

In Ecuador, the authors Cueva et al. [10] published a study developed in Latin America. Regarding the research, they used a quantitative approach in their study, and a sample of 423 Ecuadorians residing in that country was used as a sample. In the same way, they applied Spearman's rho statistical test, and the result was $p = 0.000$, $r = 0.322$. Finally, it was proved that social marketing does not influence or motivate the consumer to buy any product marketed by the company, since its purpose is the welfare of the society.

In Tarapoto (Peru), the authors Hernández and Tiglia [11] presented a study whose title is related to the marketing mix. In addition, the researchers used the quantitative approach in their thesis work, therefore, 183 consumers who chose to buy from the company were developed as a sample. Likewise, the statistical test was Spearman's rho, and the result was $p = 0.000$, $r = 0.612$. However, it was indicated that the marketing mix maintains a connection with the purchase decision variable, since Casamar's consumers focus on the price and quality of the product.

In Huánuco (Peru), the authors Chicoma et al. [12], presented research linked to neuromarketing. In addition, a quantitative approach was developed in this research, where 377 residents were used as a sample. Therefore, the statistical test was Spearman's rho, and the result was $p = 0.001$, $r = 0.415$. However, it was proven that Neuromarketing maintains a link with the purchase decision variable, since both contribute new neuroscience tools, considering satisfying and fulfilling customer demands.

B. Theories related to the subject

Presenting the theory of the first variable of relationship marketing, according to Burgos [13], relationship marketing is constituted by four dimensions that favor organizations and customers, which are the analysis of the situation, the determination of the activity of the company oriented to the customer, the management of communication and the relationship marketing plan. These dimensions will help companies to obtain a good relationship with customers.

- a) **Situation analysis** is the efficient analysis of the consumer, through surveys, where the relationship of each consumer is investigated, as well as the relationship of the personnel within the organization.
- b) **The determination of the customer-oriented** activity is defined as those activities that are analyzed within a customer segment, before being carried out in a given place, in order to achieve efficient interaction with customers, through a good loyalty management.
- c) **Communication management** is defined as the constant, internal and fluid communication that takes place inside and outside a company, where workers, in order to avoid losing the communicative aspect with customers, focus on providing each of them with an adequate service.
- d) **The relationship marketing** plan is defined as all those activities that a company plans to carry out

responsibly in order to obtain customer loyalty in a certain way.

The main theory of the second variable, purchase motivation, according to Borja et al. [14], explains that purchase motivation in customers is the attraction of products, which every person wants to have for their own purpose, which is composed of the purchase need, the purchase motive, the purchase desire and the purchase decision.

- a) **Explains that the need to buy** is the craving, aspirations, attention, striking and preferential attraction on everything that is observed, which every customer wants to obtain as main and vital objectives.
- b) **The purchase motive** he states that is the interest that a customer clearly feels towards a certain product, which every company is influenced by when it activates each of its strategies, in order to properly carry out its purchasing activities.
- c) **Desire is the desired** details that the purchase approach of a customer towards the product, through an adequate search for concreteness, manifesting its desired and psychological characteristics.
- d) **That the purchase decision** is the impulse that guides the customer or user to buy certain products, through an acquisition process to adequately satisfy his needs.

III. METHODOLOGY

The approach was quantitative. For Ñaupas et al. [15], this research approach has been used to know in detail as a result the numerical and statistical data of the evaluated variable. According to Ñaupas et al. [13], he reiterates that in a research, numerical and statistical data are collected to correctly evaluate the general hypothesis. In this research the detailed hypothesis was "there is significant incidence of relationship marketing in the motivation towards purchase in customers of a retail store, Puente Piedra 2022".

The type was applied. Citing Arias and Covinos [16], it states that this type of study has been used to complement alternative and strategic measures, which help to generate and implement within a research new solution that are connected to the objectives. In this study an applied type of research was used because it will complement strategies to generate solutions based on the objectives mentioned in the research.

The level was explanatory. Using the words of Méndez [17], this level of research has been developed in methodological fields with the purpose of understanding the independent variable object that is formed in a causal way and the dependent variable that is formed in terms of verification and in facts. In this study, the explanatory level was considered, with the purpose of determining the incidence of relationship marketing on purchase motivation.

The level was also descriptive. As pointed out by Méndez [17], this level of research was used to know what was relevant in a delimited study, also to specify incidences and unions of

two variables. In this study, the descriptive level was developed because it will make use of a delimited study of the relationship marketing variable and the purchase motivation variable, and also because an incidence and a union of the two variables will be used.

The design was non-experimental. As stated by Arias and Covinos [16], this design was used to obtain simple, clear and quick answers, and it was also verified in the field of study, without modifying any of the two variables. In this thesis the non-experimental design was considered, because the relationship marketing variable and the purchase motivation variable will not be changed or altered.

The cut was transversal. Using the words of Hernandez and Mendoza [18], this research cut was used to obtain data from the sample analyzed in a single period on a predefined population in such a way that it would help in decision making in an efficient way. Therefore, in this study the cross-sectional design was used to obtain recent data from customers of a retail store in Puente Piedra in the year 2022.

According to Ramírez and Calles [8], the population explains that it is a set of measurable calculations based on large numbers, which are focused on a group of beings or objects that play a fundamental role in statistics, where the measurement will be carried out, considering the variation between the objects and the population. Therefore, the population is studied measured and quantified thoroughly detailing content, place and time.

The population consists of all customers in Metropolitan Lima who have made each of their purchases in the retail store between May 1, 2022 and October 31, 2022.

In this study the population is unknown, since it is not known how many customers there are in total.

In this research the population will be infinite. Méndez [15], states that the infinite population is a very significant element in the development of a research, since the size of the population is analyzed considering that it is people or objects that constitute common traits, which defines a large population as an infinite population.

According to Rebollo and Ábalos [19], they state that the sample must be acquired from the population to be analyzed based on the population determined, the sample is only acceptable when it has information from reliable sources regarding the variables and the conclusion obtained will only be from said sample of the population. Therefore, the sample amounts to 384 customers.

In this study we will work with probability sampling, according to Niño [20], who explains that probability sampling is what is done in a way that is considered random in an investigation whose analyzed population has the same characteristics of being able to be one of the many elements chosen. On the other hand, simple random sampling for Niño [20], is an important part of an investigation, since it orients the investigator to take as a sample terms or random elements that lead to the same situation of being chosen.

According to Gonzales [21], indicates that the unit of analysis is determined by a study, where the object with similar characteristics will be developed and analyzed in detail, which became the most important data collection and with it to perform the analysis of the research. It is concluded that the unit of analysis is related to each of the consumers who buy daily in the retail store located in Puente Piedra and those customers who buy in the retail store during the last 6 months.

The technique used was the survey. From the position of Niño [20], where he expresses that the survey is the technique where the data collection is developed, which facilitates the people of a sample population, to know the opinions, assessments, attitudes, behaviors, and that allows to fulfill the objective during the research.

The instrument used was the questionnaire According to Niño [20], questionnaires contain classified and ordered questions to obtain clearly important information from a sample taken during the research. Therefore, the questionnaires are made in written or verbal form according to the research analyzed and to be answered by each individual of a sample population.

Likewise, each teacher, after a thorough verification, attached the forms and validated them with a signature. For this review, therefore, the instrument consisting of 22 items is applicable.

IV. RESULTS

The results of the measurement of the levels of its variables and dimensions are shown below:

TABLE I
MEASUREMENT OF VARIABLE LEVELS (IN UNITS)

Levels	V. Relationship Marketing	V. Motivation to purchase.
High [3.6666-5.0000]	358	364
Medium [2.3333-3.6666]	24	16
Low [1.0000-2.3333]	2	4

TABLE II
MEASUREMENT OF THE LEVELS OF THE VARIABLES (IN PERCENTAGES)

Levels	V. Relationship Marketing	V. Motivation to purchase
High [3.6666-5.0000]	93.23%	94.79%
Medium [2.3333-3.6666]	6.25%	4.17%
Low [1.0000-2.3333]	0.52%	1.04%

According to table 1 and 2, the variable "relationship marketing" was placed in the high level for a considerable sum of respondents (358 consumers, 93.23%), in the medium level it had 24 collaborators (6.25%) and the low level had 2 customers (0.52%). In addition, first of all, it is necessary to understand and identify the data represented by these analyses,

which depends on each survey to determine the organized information of each variable.

However, table 1 and 2 also show that the variable "motivation towards purchase" had 364 customers in the sample with a high-level consideration (94.79%), 16 in medium level (4.17%) and 4 in low level (1.04%). Likewise, for the dependent variable, through an analysis, the same procedure was developed to visualize and include relatively whether or not it is feasible to.

General hypothesis:

There is a significant impact of relationship marketing on the purchase motivation of customers of a retail store, Puente Piedra, 2022.

TABLE III
SPEARMAN RHO STATISTIC FOR THE GENERAL HYPOTHESIS

		V1_Relationship Marketing	V2_Purchase Motivation
Spearman's Rho	V1_ Relationship Marketing	Correlation coefficient	1.000
		Sig. (bilateral)	0.000
		N	384
	V2_ Purchase Motivation	Correlation coefficient	0.753
		Sig. (bilateral)	0.000
		N	384

According to Table 3, the bilateral asymptotic significance calculated for the Spearman rho test was 0.000. This value, being less than 0.05, approves the significance of relationship marketing and validates the alternative hypothesis. Therefore, there is a significant impact of relationship marketing on the purchase motivation of customers of a retail store, Puente Piedra 2022.

TABLE IV
CALCULATION OF THE R² FOR THE GENERAL HYPOTHESIS

correlation coefficient	coefficient of determination
(r)	(r ²)
0.753	0.5670

According to Table 4, the calculated r² was 0.5670, which allows creating a new approach that explains the incidence of the independent variable "relationship marketing" on the dependent variable "purchase motivation" in 56.70% of cases. However, obtaining this data provides very useful information

for individuals, as they employ new tools and innovative ideas, therefore, it is reliable.

TABLE V
CALCULATION OF THE UNSTANDARDIZED COEFFICIENTS FOR THE GENERAL HYPOTHESIS

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Desv. Error	Beta		
1 (Constant)	1.070	0.123		8.675	0.000
V2_Purchase Motivation	0.733	0.028	0.798	25.863	0.000

According to Table 5, the B values for the constant and for the independent variable were 1.070 and 0.733. Therefore, each value describes the amount that was calculated for the sample, so with this information it is possible to generate a formula that shows how the independent variable "relationship marketing" affects the dependent variable "purchase motivation".

$$\text{Purchase motivation} = 1.070 + (\text{relationship marketing} * 0.733).$$

Specific hypothesis 1:

There is a significant impact of relationship marketing on the need to purchase in customers of a retail store, Puente Piedra, 2022.

TABLE VI
SPEARMAN'S RHO STATISTIC FOR SPECIFIC HYPOTHESIS 1

		V1_ Relationship Marketing	D5_ Need to purchase
Spearman's Rho	D5_ Need to purchase	Correlation coefficient	1.000
		Sig. (bilateral)	0.000
		N	384
	V1_ Relationship Marketing	Correlation coefficient	0.723
		Sig. (bilateral)	0.000
		N	384

According to Table 6, the bilateral asymptotic significance calculated for the Spearman rho test was 0.000. This value, being less than 0.05 allows the significant of relationship marketing to validate the alternative hypothesis, these data systematically describe the two variables where the objective of understanding or identifying the importance is determined, therefore, there is a significant incidence of relationship marketing in the need to purchase in customers of a retail store, Puente Piedra 2022.

TABLE VI

CALCULATION OF THE R² FOR SPECIFIC HYPOTHESIS 1

correlation coefficient	coefficient of determination
(r)	(r ²)
0.723	0.5227

According to Table 6, the calculated r² was 0.5227, which allows us to create a new approach that explains the incidence of the independent variable "relationship marketing" on the dependent variable "purchase motivation" in 52.27% of cases. Likewise, it is specified that the r² is called a very advanced analysis, since in this last decade it has contributed with different techniques for the development of relevant information within statistical analysis.

TABLE VII
CALCULATION OF THE UNSTANDARDIZED COEFFICIENTS FOR THE SPECIFIC HYPOTHESIS 1

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Desv. Error	Beta		
1 (Constant)	0.218	0.119		1.835	0.067
V1_Relationship Marketing	0.938	0.028	0.865	33.678	0.000

As for, table 7, the b values for the constant while for the independent variable were 0.218 and 0.938. therefore, each value describes the amount that was calculated for the sample, with such information it is possible to create a form that explains how the independent variable "relationship marketing" affects the dependent variable "purchase motivation".

$$\text{Need to purchase} = 0.218 + (\text{relationship marketing} * 0.938).$$

Specific hypothesis 2:

There is a significant impact of relationship marketing on the motive to purchase in customers of a retail store, Puente Piedra, 2022.

TABLE VIII
SPEARMAN RHO STATISTIC FOR SPECIFIC HYPOTHESIS 2

		V1_ Relationship Marketing	D6_ Reason for purchase
Spearman's Rho	V1_ Relationship Marketing	Correlation coefficient	1.000
		Sig. (bilateral)	0.000
		N	384
	D6_ Reason for purchase	Correlation coefficient	0.730
		Sig. (bilateral)	0.000
		N	384

According to Table 8, the bilateral asymptotic acceptability calculated for the Spearman rho test was 0.000. This value, being less than 0.05, allows the relationship marketing significant to validate the alternative hypothesis, it is important that they learn to identify the data accurately, since it is not the only way to represent and this facilitates the visualization that generates a constant change in the given period. On the one hand, there is a significant incidence of relationship marketing in the purchase motive of customers of a retail store, Puente Piedra 2022.

TABLE VIII
CALCULATION OF THE R² FOR SPECIFIC HYPOTHESIS 2

correlation coefficient	coefficient of determination
(r)	(r ²)
0.723	0.0949

According to Table 9, the calculated r² was 0.0949, which allows the creation of a new method to explain the incidence of the independent variable "relationship marketing" on the dependent variable "purchase motivation" in 9.49% of cases. However, it is found that, in order to verify these values, the absolute frequency of the entire sample involved must be calculated in order to synthesize and interpret the observations of each variable.

TABLE X
CALCULATION OF THE UNSTANDARDIZED COEFFICIENTS FOR THE SPECIFIC HYPOTHESIS 2

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Desv. Error	Beta		
1 (Constant)	-0.303	0.103		-2.928	0.004
1 V1_ Relationship Marketing	1.064	0.024	0.913	43.874	0.000

According to Table 10, the B values for the constant and while for the independent variable were -0.303 and 1.064. Based on the information, it is possible to create a formula that explains how the independent variable "relationship marketing" does not affect the dependent variable "purchase motivation", since it reached a negative result. Likewise, the assumptions can check how useful a graph is, where the level of error can be appreciated and it can be seen that it does.
purchase motivation = -0.303 + (relationship marketing * 1.064)

Specific hypothesis 3:

There is a significant impact of relationship marketing on the desire to purchase in customers of a retail store, Puente Piedra, 2022.

TABLE XI
SPEARMAN RHO STATISTIC FOR SPECIFIC HYPOTHESIS 3

		V1_ Relationship Marketing	D7_ Desire to purchase
Spearman's Rho	V1_ Relationship Marketing	Correlation coefficient	1.000
		Sig. (bilateral)	0.000
		N	384
	D7_ Desire to purchase	Correlation coefficient	0.645
		Sig. (bilateral)	0.000
		N	384

According to Table 11, the bilateral asymptotic significance calculated for the Spearman rho test was 0.000. This value, being less than 0.05 allows the significant of relationship marketing to validate the alternative hypothesis, which these data systematically describe the two variables where the objective of understanding or identifying the importance is determined, therefore, there is a significant incidence of relationship marketing in the desire to buy in customers of a retail store, Puente Piedra 2022.

TABLE XII
CALCULATION OF THE R² FOR SPECIFIC HYPOTHESIS 3

correlation coefficient	coefficient of determination
(r)	(r ²)
0.645	0.4160

According to Table 12, the calculated r² was 0.4160, which allows to create a new method that explains the incidence of the independent variable "relationship marketing" on the dependent variable "motivation to purchase" in 41.60% of cases. Therefore, it should be indicated that the sum of the variation proceeds in each factor of different levels that allows finally to influence the sale and if it is the appropriate one.

TABLE XIII
CALCULATION OF THE UNSTANDARDIZED COEFFICIENTS FOR THE SPECIFIC HYPOTHESIS 3

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Desv. Error	Beta		
1 (Constant)	-0.062	0.090		-0.687	0.492
1 V1_ Relationship Marketing	1.022	0.021	0.927	48.177	0.000

Similarly, for Table 13, the B values for the constant and for the independent variable were -0.062 and 1.022. Based on the information, it is possible to generate a new technique that interprets the independent variable "relationship marketing" as

affecting the dependent variable "purchase motivation". Also, the assumptions can check how useful a graph is, where the level of error can be appreciated and it can be seen that it does comply.

$$Desire\ to\ purchase = -0.062 + (relationship\ marketing * 1.022)$$

Specific Hypothesis 4:

There is a significant impact of relationship marketing on the decision to purchase in customers of a retail store, Puente Piedra, 2022.

TABLE XIV
SPEARMAN RHO STATISTIC FOR SPECIFIC HYPOTHESIS 4

		V1_ Relationship Marketing	D8_ Decision to purchase
Spearman's Rho	V1_ Relationship Marketing	Correlation coefficient	1.000
		Sig. (bilateral)	0.000
		N	384
	D8_ Decision to purchase	Correlation coefficient	0.609
		Sig. (bilateral)	0.000
		N	384

According to Table 14, the bilateral asymptotic significance calculated for the rho Spearman test was 0.000. This value, being less than 0.05 allows the significant of "relationship marketing" to validate the alternative hypothesis, which these data systematically describe the two variables where the objective of understanding or identifying the importance is determined, therefore, there is a significant incidence of relationship marketing in the purchase decision, in customers of a retail store, Puente Piedra 2022.

TABLE XV
CALCULATION OF THE R² FOR SPECIFIC HYPOTHESIS 4

correlation coefficient	coefficient of determination
(r)	(r ²)
0.609	0.2533

With respect to Table 15, the calculated r² was 0.2533, which allows creating a better method that shows the incidence of the independent variable "relationship marketing" on the dependent variable "purchase motivation" in 25.33% of cases. Likewise, it is specified that the r² is called as a very advanced analysis, since in this last decade it has contributed with different techniques for the development of relevant information within the statistical analysis.

TABLE XVI
CALCULATION OF THE UNSTANDARDIZED COEFFICIENTS FOR THE SPECIFIC HYPOTHESIS 4

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.	
	B	Desv. Error	Beta			
1	(Constant)	0.147	0.115		1.282	0.201
	V1_ Relationship Marketing	0.976	0.027	0.881	36.315	0.000

Finally, Table 16, shows the b values for the constant and for the independent variable were 0.147 and 0.976. Therefore, each value describes the amount that was calculated for the sample, and it should be noted that with this information it is possible to create a formula that shows how the independent variable "relationship marketing" affects the dependent variable "purchase motivation".

$$Decision\ to\ purchase = 0.147 + (relationship\ marketing * 0.976)$$

V. DISCUSSION AND CONCLUSIONS

A. Discussion

In the research presented by the authors Caldevilla et al. [9], was developed in the country of Spain; this exploration was developed in Peru, so they have similar realities. Likewise, this project was shown to determine the improvement of strategies regarding the research of, the authors Caldevilla et al. [9], allow us to know in depth the use of social networks focused on tourism. While the thesis developed in Peru worked on two variables "relationship marketing" and "purchase motivation". Regarding the research approach, it is necessary to clarify that there are differences: Caldevilla et al. [9], used a qualitative approach while in this work a quantitative approach was studied, so there is a perspective in the approaches. Therefore, in this developed work 384 consumers of the commercial enterprise were surveyed in a retail store, Caldevilla et al. [9], counted infinite users visiting their website with direct relation to the tourism purchase decision. Therefore, Caldevilla et al. [9], stated that "relationship marketing" helps to improve the direct relationship with users. Finally, this study concluded that "relationship marketing" has an impact on "purchase motivation", where the Spearman rho statistical test was used, determining as a result (p = 0.000; r² = 0.5670), which could be valid for future research.

Cueva et al. [10], explored the main objective by describing the variables "social marketing" and "consumer behavior". This study was conducted in the country of Ecuador, while this thesis was conducted in Peru where the variables "relationship marketing" and "purchase motivation" were explored. Cueva et al. [10], used a quantitative approach, where the population is 423 Ecuadorians; while in the present thesis the sample amounted to 384 consumers. Cueva et al. [10], used the Spearman's rho statistical test where they obtained a result (p = 0.000, r = 0.322), likewise for this study they used the

Spearman's rho statistical test where they determined as a result ($p = 0.000$; $r^2 = 0.5670$). Finally, Cueva et al. [10] concluded that social marketing does not influence or motivate the consumer to buy any product marketed by the company, and it should be noted that this study concludes that "relationship marketing" has a significant impact on the "motivation to purchase" in a retail store Puente Piedra 2022.

Regarding the work investigated by Hernandez and Tiglia [9], their general objective was to analyze the marketing mix, it should be noted that both studies were conducted in Peru, it is important to note that the study of Hernandez and Tiglia [11], was developed in the department of Tarapoto, and the present thesis work was studied in Lima. In addition, both studies have a quantitative approach, which makes them similar: Hernández and Tiglia [11], obtained a sample of 183 clients; for this reason, the present study had a sample of 384 clients. For which Hernandez and Tiglia [9], using the statistical test of rho Spearman, and was achieved as a result ($p = 0.000$, $r = 0.612$.), in addition, that in this exploration the statistic of rho Spearman was used ($p = 0.000$; $r^2 = 0.5670$). Lately, Hernandez and Tiglia [11], determined that marketing mix maintains a connection with the purchase decision variable, since the consumers of the Casamar organization focus on the amount and quality of the product. Likewise, this research concludes that "relationship marketing" has a significant impact on "purchase motivation" in a retail store Puente Piedra 2022.

The research presented by the author Chicoma et al. [12], aims to establish a link with "Neuromarketing and purchase decision in consumers in the Department of Huánuco, Peru". This research was carried out in Lima (Peru), which was used as a basis for the present research that is also being developed in the same city, Chicoma et al. [12], developed a quantitative approach, where the sample of 377 residents; unlike this thesis that also has a similar quantitative approach, with a sample of 384 consumers. Chicoma et al. [12], used the statistical test that acquired as a result in rho Spearman ($p = 0.001$, $r = 0.415$), likewise, in this research the rho Spearman statistic was used ($p = 0.000$; $r^2 = 0.5670$). Definitely, Chicoma et al. [12], conclude that Neuromarketing maintains a link with the variable "purchase decision", since both contribute new tools of neuroscience, considering satisfying and fulfilling customer demands. Likewise, for the present research, it was determined that "relationship marketing" has a significant impact on "purchase motivation" in a retail store Puente Piedra 2022.

B. Conclusions

Using the words of the author Lam [22], where he states that the conclusions are contributions and innovations for the research studied, which allows detailing the results obtained by specifying important aspects of the most relevant information and establishing new suggestions. Likewise, it should be noted that it is a way of expressing the most important points of the whole research allowing the reader to annex the information.

1. Relationship marketing has a significant impact on purchase motivation in customers of a retail store, Puente

Piedra 2022; this was determined by applying the Spearman rho test where ($p = 0.000$; $r^2 = 0.5670$) where it is specified by a formula for purchase motivation = $1.070 + (\text{relationship marketing} * 0.733)$.

2. Relationship marketing has a significant impact on the need to purchase in customers of a retail store, Puente Piedra 2022; this was determined by applying the Spearman rho test where ($p = 0.000$; $r^2 = 0.5227$) is specified by a formula for need to purchase = $0.218 + (\text{relationship marketing} * 0.938)$.

3. Relationship marketing has a significant impact on the purchase motive in customers of a retail store, Puente Piedra 2022; this was determined by applying the Spearman rho test where ($p = 0.000$; $r^2 = 0.0949$) where it is specified by a formula for purchase motive = $-0.303 + (\text{relationship marketing} * 1.064)$.

4. Relationship marketing significantly affects the desire to buy in customers of a retail store, Puente Piedra 2022; this was determined by applying the Spearman rho test where ($p = 0.000$; $r^2 = 0.4160$) where it is specified by a formula posed for the desire to buy = $-0.062 + (\text{relationship marketing} * 1.022)$.

5. Relationship marketing has a significant impact on the purchase decision in customers of a retail store, Puente Piedra 2022; this was determined by applying the Spearman rho test where ($p = 0.000$; $r^2 = 0.2533$) and is specified by a formula for the desire to purchase = $0.147 + (\text{relationship marketing} * 0.976)$.

ACKNOWLEDGMENT

We thank the Universidad Cesar Vallejo for their support to the research. This work was presented and approved as a degree thesis, so it is also being disseminated as a scientific article for further academic reach.

REFERENCES

- [1] F. Cobo and L. Gonzales, Las implicaciones estratégicas del marketing relacional: fidelización y mercados ampliados. *Anuario jurídico y económico escurialense*, (40), 543-568. Available: <https://dialnet.unirioja.es/servlet/articulo?codigo=2267957>
- [2] VH. Fernández-Bedoya, ID. Soto-Rodríguez, JdJS. Gago-Chávez, ME. Meneses-La-Riva, and JA. Suyo-Vega, "Recognition of the consumer's attitude towards organic products and its relationship with the selection criteria for sales personnel in the biggest Peruvian bio-fair," *Academic Journal of Interdisciplinary Studies*, vol. 11, no. 6, pp. 82–91, Nov. 2022. Accessed: Jul. 25, 2023. doi: 10.36941/ajis-2022-0151. [Online]. Available: <https://www.richtmann.org/journal/index.php/ajis/article/view/13103>
- [3] VH. Fernández-Bedoya, JdJS. Gago-Chávez, ME. Meneses-La-Riva, and JA. Suyo-Vega, "Exposure to Anime in Peru and Its Relationship with Demand for Goods and Services Related to Japanese Popular Culture," *Journal of Educational and Social Research*, vol. 12, no. 5, pp. 11–17, Sep. 2022. Accessed: Jul. 25, 2023. doi: 10.36941/jesr-2022-0118. [Online]. Available: <https://www.richtmann.org/journal/index.php/jesr/article/view/13063>
- [4] Diario de navarra "Un estudio propone dar valor añadido al cliente de servicios de creencia". Diario de navarra, 2015. Available: https://www.diariodenavarra.es/noticiasnavarra/pamplona_comarca/2015/09/10/un_estudio_propone_dar_valor_anadido_cliente_servicios_creencia_245479_1002.html

- [5] Diario la Opinión de Murcia “Reconocer la fidelidad de los clientes en las redes sociales ayuda a obtener beneficios”. Diario la Opinión de Murcia, 2015.
- [6] Redacción Perú 21 “Conoce las principales tendencias de marketing que moverán el mercado este 2022”. Redacción Perú 21, 2022. Available: <https://peru21.pe/economia/conoce-las-principales-tendencias-de-marketing-que-moveran-el-mercado-este-2022-marketing-peru-noticia/>
- [7] Redacción Perú 21, “Tendencias y oportunidades de CRM para impulsar el crecimiento de las pymes en el Perú”. Redacción Perú 21, 2022. <https://peru21.pe/economia/crm-clientes-tendencias-y-oportunidades-de-crm-para-impulsar-el-crecimiento-de-las-pymes-en-el-peru-noticia/>
- [8] J. Ramirez and R. Calles, Manual de metodología de la investigación en negocios internacionales. Ecoe Ediciones, 2021
- [9] D. Caldevilla, A. Barrientos, A. Pérez and M. Gallego, “El uso de las redes sociales y su relación con la decisión de compra del turista,” *Vivat Academia*, vol. 157. No. 1, pp 443-458, May. 2021. Accessed: Jul. 25, 2023. doi: 10.15178/va.2021.154.e1360. [Online]. Available: <https://www.vivatacademia.net/index.php/vivat/article/view/1360>
- [10] J. Cueva, N. Sumba and S. Delgado, “Marketing social y su incidencia en el comportamiento del consumidor,” *Revista Venezolana de Gerencia*, vol. 26. No. 95, pp 852-867, Jul. 2021. Accessed: Jul. 25, 2023. doi: 10.52080/rvgluz.27.95.25. [Online]. Available: <https://produccioncientificaluz.org/index.php/rvg/article/view/36306>
- [11] K. Hernandez and F. Tiglia, Marketing mix y su relación con la decisión de compra en los clientes de la empresa Casamar EIRL, Tarapoto 2020, BA Thesis, Universidad César Vallejo, Tarapoto, Perú, 2020. Available: <https://repositorio.ucv.edu.pe/handle/20.500.12692/52505>
- [12] G. Chicoma, C. Martel and N. Martel, “Neuromarketing y decisión de compra en consumidores del Departamento de Huánuco, Perú,” *Desafíos*, vol. 12. No. 1, pp 37-43, Jan. 2021. Accessed: Jul. 25, 2023. doi: 10.37711/desafios.2021.12.1.269. [Online]. Available: <http://revistas.udh.edu.pe/index.php/udh/article/view/269e>
- [13] E. Burgos, Marketing Relacional: cree un plan de incentivos eficaz. Editorial Netbiblo, 2007.
- [14] L. Borja, J. Casanova and R. Bosch. El consumidor turístico. Esic Editorial, 2002
- [15] H. Ñaupas, M. Valdivia, J. Palacios and H. Romero. Metodología de la investigación cuantitativa- cualitativa y redacción de la tesis, 5th ed.). Ediciones de la U, 2018.
- [16] J. Arias and M. Covinos, Diseño y metodología de la investigación. Enfoques Consulting EIRL, 2021.
- [17] C. Méndez, “Metodología de la investigación: diseño y desarrollo del proceso de investigación en ciencias empresariales” (5.ª ed.). Alpha Editorial, 2020.
- [18] R. Hernández and C. Mendoza, Metodología de la investigación: las rutas cuanto cuantitativas, cualitativas y mixtas. McGraw-Hill Interamericana Editores, 2018.
- [19] P. Rebollo and E. Abalos. Metodología de la investigación-recopilación. Editorial Autores de Argentina, 2022.
- [20] V. Niño, Metodología de la investigación: diseño, ejecución e informe (2.ª ed.). Ediciones de la U, 2021.
- [21] D. Gonzales. Identidad Organizacional: un proceso de construcción liminal. Eafit Editorial, 2020.
- [22] R. Lam Diaz, “La redacción de un artículo científico. *Revista Cubana de Hematología, Inmunología y Hemoterapia*, vol. 32, no. 1, pp. 57-69, Jan 2016 <https://revhematologia.sld.cu/index.php/hih/article/view/309/218>