# Evidence of the influence of digital marketing on the motivation towards purchase in the service sector in Latin America, 2019- 2021

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*Abstract– The objective of this research was to gather evidence on the influence of digital marketing on the motivation towards purchase in the service sector in Latin America, 2019- 2021. The information questions were formulated: what are the evidences of the influence of digital marketing on the motivation towards purchase in the service sector in Latin America, 2019- 2021? Which countries do they come from, in which scientific journals or academic repositories were they published? What research approaches did they employ? And finally, what conclusions and results did they have? The research approach was qualitative, the level was exploratory, retrospective longitudinal nonexperimental design. The databases "La Referencia", "Redalyc", "ScienceDirect", "Scielo", "Google Scholar", "Proquest", "EBSCO Host", and "Gate Academic One File" were explored. Six scientific evidences were identified. The country where the records came from was Peru (six cases). The repository where most of the theses or articles came from was the Universidad César Vallejo (four cases). Regarding the research approach, most of them were quantitative (five cases). In general terms, it is possible to affirm that digital marketing has an influence on purchase motivation in the service sector in several cases observed in Latin America*

*Keywords-- Digital marketing, motivation towards purchase, marketing, literature review.*

## I. INTRODUCTION

Digital marketing research is an important topic in the current context. During the pandemic era caused by COVID-19, many companies closed down [1], while others managed to carry on with their operations by adapting to the new reality [2], [3]. Because of the epidemic caused by the Sars-Cov-2 virus (COVID-19), companies have seen the need to reformulate their processes, creating new goals through digital marketing.

Back in 2000, Paul Fleming introduced "The Four Fs" concept in digital marketing, which emphasized the transition from conventional marketing to the digital realm. He outlined the fundamental principles of this innovative approach to advertising and promotion, shedding light on key aspects that have become the foundation of this new marketing paradigm. His insights paved the way for businesses to harness the potential of the digital landscape, effectively connecting with and captivating their target audiences.

To take advantage of the new Internet advertising, Fleming [4] gives four important keys to work with digital marketing. We find the flow, functionality, feedback and loyalty, points that will provide the organization with new opportunities to reach potential customers.

a) *Flow*: It refers to the moment when an Internet user becomes fully immersed in an online experience, actively engaging and interacting with the content on the web. It is the point where the individual is so engrossed that they lose track of time and feel a sense of enjoyment and fulfillment during their digital interactions.

b) *The functionality*: To create anticipation and captivate the user's attention effectively, a tribute must be carefully crafted and alluring. It should be well-structured and appealing, ensuring a seamless flow of engagement. This will ultimately capture the user's interest and keep them engrossed in the content.

c) *Feedback*: This is the stage where the connection begins to develop, and the user enters a state of flow. It's a crucial moment as it allows for the establishment of a dialogue with our clients, enabling us to understand them better. Through these interactions, we can personalize the page according to their specific needs and preferences, enhancing their overall experience on the website.

d) *Loyalty:* the personalized dialogue established with customers based on their preferences is a powerful tool for fostering loyalty. When users feel understood and catered to on an individual level, it creates a sense of connection and value. By tailoring the user experience to their specific needs, interests, and preferences, businesses can build trust and foster a deeper relationship with their customers. This level of personalization can significantly increase customer loyalty, as clients are more likely to return

and engage with a brand that genuinely understands and meets their expectations.
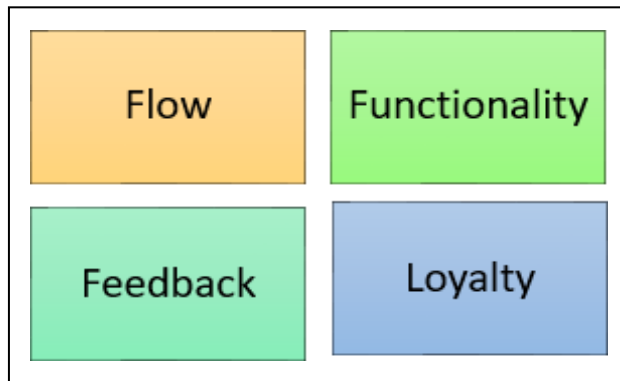

Fig. 1 Digital marketing.

Amid the unprecedented crisis sparked by the Sars-Cov-2 virus (COVID-19), the exploration of purchase motivation has emerged as a pivotal factor. With lockdown measures confining people to their homes, organizations have encountered substantial challenges, compelling them to thoroughly rethink their strategies and methods to achieve sales objectives. Consequently, placing a strong emphasis on promoting customer purchases through digital channels has become an indispensable and strategic priority for businesses. The shift toward online platforms has proven not only crucial for survival but also as an opportunity to adapt to evolving consumer behaviors and preferences. Amidst the uncertainty, companies are adeptly utilizing digital marketing, leveraging technology, and engaging with customers innovatively to ensure enduring growth and resilience.

In 2019 Roberto Espinosa explains that the model still in force AIDA, is paramount in the development of marketing and sales. Espinosa [5] mentions that the AIDA concept is an acronym formed by the Anglo-Saxon terms: attention (attention), interest (interest), desire (desire) and action (action). For a sale of a product or service to take place, we must always guide the customer through these four sequential stages.

a) *Attention*. In this first stage, the objective is to attract the customer's attention to the product or service we offer.
b) *Interest*. Once we capture the customer's attention, we must generate expectation in the customer whether it is an opportunity, charming price, promotion, etc.
c) *Desire*. Once the customer is predisposed to purchase, we must show him a solution to his needs and the benefits he will obtain only if he makes the purchase.
d) *Action.* At this point, with the customer already convinced, the purchase action must be taken and the longed-for sale must be closed.
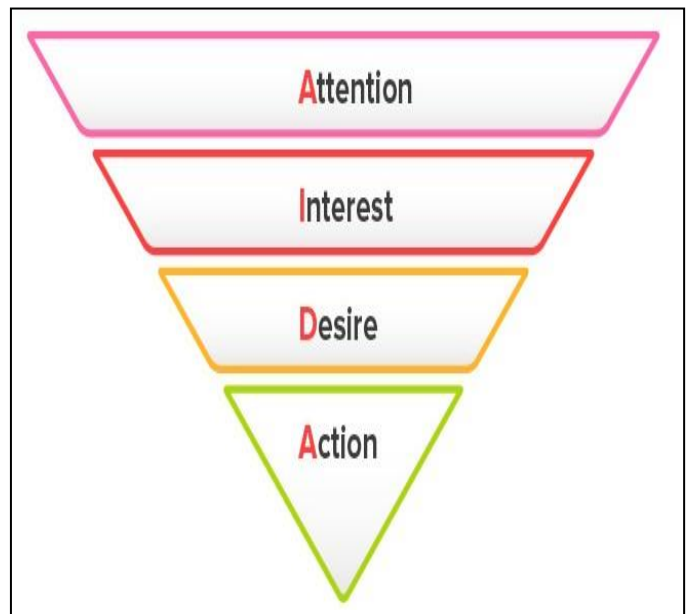

Fig. 2 AIDA model.

In that sense, the general problem of the research was: what is the evidence of the influence of digital marketing on the motivation towards purchase in the service sector in Latin America, 2019- 2021?

And as for the specific problems, they were:

a) From which countries does the evidence of digital marketing influence on the motivation towards purchase in the service sector in Latin America, 2019-2021?
b) In which scientific journals or repositories was the evidence of digital marketing on the motivation towards purchase in the service sector in Latin America, 2019-2021 published?
c) What research approaches were used in the evidence on the influence of digital marketing on the motivation towards purchase in the service sector in Latin America, 2019-2021?
d) What results and conclusions were obtained in the experience evidence on the influence of digital marketing on the motivation towards purchase in the service sector in Latin America, 2019-2021?

The research was justified theoretically. According to Mendez [6] this type of justification is given when the purpose of the research is to generate reflection and contrast results on existing knowledge. In this literature review, evidence of the influence of digital marketing on the motivation towards purchase in the service sector in Latin America in the years 2019- 2021 was identified, identifying the theories explored and generating academic discussion.

Finally, the general objective of the research was: to identify which are the evidences of the influence of digital marketing on the motivation towards purchase in the service sector in Latin America, 2019- 2021.

And as for the specific objectives, they were:

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a) To identify from which countries the evidence of digital marketing influence on the motivation towards purchase in the service sector in Latin America, 2019-2021 came from.

b) To identify in which scientific journals or repositories the evidence of digital marketing influence on the motivation towards purchase in the service sector in Latin America, 2019-2021 was published.

c) To identify what research approaches were used in the evidence on the influence of digital marketing on the motivation towards purchase in the service sector in Latin America, 2019-2021.

d) To identify what results and conclusions were obtained in the experience evidence on the influence of digital marketing on the motivation towards purchase in the service sector in Latin America, 2019-2021.

## II. METHODOLOGY

As for the research approach, it was qualitative. According to Flick [7], this research approach is characterized by accessing experiences, interactions and documents in their natural context. This research presents qualitative approach because non-standardized data is collected and evaluated.

Regarding the level of research, this was exploratory. According to Hernández [8], this level of research is characterized by examining a topic or problem that has been little studied. This research presents exploratory level because it studies a problem and collects information for further research.

Regarding the research design, this was non-experimental. According to Hernández [8], this research design is characterized by managing the research without controlling factors. This research presents non-experimental design because there is no alteration of the research object.

Regarding the research cut, this was retrospective longitudinal. According to Davis [9], this research cut is characterized by observing individuals over time in a repeated measures design. This research presents a retrospective longitudinal cut because it analyzes data collected through specific times to make inferences regarding the determinant change and consequences.

As for the technique, this documentary review. According to Valencia [10], this technique is characterized by collecting written information to provide the direct or indirect relationship between the variables with the established topic. This research used the documentary review because articles and theses were analyzed for the research.

As for the instrument, this was the registration form. According to Gómez [11], this research instrument is characterized by collecting and storing information. This research used the content card because the articles and theses used in the research were stored and ordered sequentially.

Regarding the collection procedure, the following databases were used: "Redalyc", "Scielo", "La Referencia", "ScienceDirect", "Google Scholar", "EBSCOHost", "Proquest", and "Gale Academic OneFile".

In addition, information was collected in scientific articles and theses that included the variables "digital marketing" and "motivation towards purchase". Similar variables were also included.

Then, the processing involved the application of filters necessary to collect scientific articles and theses that could provide information that would answer the research study questions. Given the case, the following was determined:

Only evidence from Latin American countries was considered.

Only evidence disseminated between 2019 and 2021 was considered.

Only scientific articles and theses were considered.

Regarding the analysis, for each of the evidences found, the following information was collected:

a) Authors.
b) Title of the document.
c) Year.
d) Type.
e) Scientific journal or repository.
f) Country.
g) Focus.
h) Level.
i) Sample (in case of quantitative approach).
j) Statistical test (in case of quantitative approach).
k) Statistical result (in case of quantitative approach).
l) Results and conclusions.

## III. RESULTS

General objective:

To identify what is the evidence of digital marketing influence on the motivation towards purchase in the service sector in Latin America, 2019- 2021.

TABLE I
GENERAL OBJECTIVE

| Reference | Authors | Document title | Year |
|-----------|---------|----------------|------|
| [12] | Claudia Alejandra Chumacero Valle & Yovanny María Purizaca Vite | Marketing Digital y su Impacto en las Ventas del Hotel Navego Lobitos en tiempos de Covid-19 | 2021 |

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| Reference | Author | Title | Year |
|---|---|---|---|
| [13] | Juan Carlos Aguinaga Gonzales | "Marketing digital y su influencia en la gestión de ventas de la empresa Telecable Soritor S.A.C., 2021 | 2021 |
| [14] | Alejandro De la Vega Chávez & Diego Manuel Ruiz Ponce | Facebook en el marketing digital y su relación con las ventas en un gimnasio de la ciudad de Puno 2021 | 2021 |
| [15] | Leonardo Javier Hernandez Almengor | Marketing digital y su influencia en el proceso de decisión de compra de los clientes del Bar Restaurante Don Cucho de Chepén, 2020 | 2021 |
| [16] | Percy Roger Marin Pumarrumi | Dimensiones del marketing digital para incrementar las ventas de una mype del sector de servicios de seguridad integral | 2020 |
| [17] | Liset Sugeily Silva Gonzales & Emma Verónica Ramos Farroñam | Estrategia de marketing digital para mejorar la captación de alumnos en la escuela de administración, modalidad virtual, Universidad Señor de Sipán, Perú. | 2019 |

According to Table 1, 6 scientific evidences were found whose authors are Claudia Alejandra Chumacero Valle & Yovanny María Purizaca Vite [12], Juan Carlos Aguinaga Gonzales [13], Alejandro De la Vega Chávez & Diego Manuel Ruiz Ponce [14], Leonardo Javier Hernandez Almengor [15], Percy Roger Marin Pumarrumi [16], Liset Sugeily Silva Gonzales & Emma Verónica Ramos Farroñam [17].

Specific Objective 1:
To identify from which countries the evidence of digital marketing influence on the motivation towards purchase in the service sector in Latin America, 2019- 2021, comes from.

TABLE II
SPECIFIC OBJECTIVE 1

| Reference | Country |
|---|---|
| [12] | Peru |
| [13] | Peru |
| [14] | Peru |
| [15] | Peru |
| [16] | Peru |
| [17] | Peru |

According to Table 2, all the evidence was developed in Peru.

Specific Objective 2:
To identify in which scientific journals or repositories the evidence of the influence of digital marketing on the motivation towards purchase in the service sector in Latin America was published, 2019- 2021.

TABLE III
SPECIFIC OBJECTIVE 2

| Reference | Type | Scientific Journal or Repository |
|---|---|---|
| [12] | Thesis | Universidad César Vallejo |
| [13] | Thesis | Universidad César Vallejo |
| [14] | Thesis | Universidad César Vallejo |
| [15] | Thesis | Universidad César Vallejo |
| [16] | Thesis | Universidad Nacional Mayor de San Marcos |
| [17] | Scientific journal article | Epistemia |

According to Table 3, of the 6 pieces of evidence identified, 5 were theses published at the Universidad César Vallejo and 1 article published in the journal Epistemia.

Specific Objective 3:

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To identify which of research approaches were employed in the evidence of digital marketing influence on the motivation towards purchase in the service sector in Latin America, 2019-2021.

TABLE IV
SPECIFIC OBJECTIVE 3

| Reference | Approach |
|---|---|
| [12] | Quantitative |
| [13] | Quantitative |
| [14] | Quantitative |
| [15] | Quantitative |
| [16] | Quantitative |
| [17] | Qualitative |

According to Table 4, of the 6 evidences identified, 5 were quantitative approach and 1 was qualitative approach.

Specific Objective 4:
Identify what results and conclusions were obtained in the experiences evidences of the influence of digital marketing in the motivation towards purchase in the service sector in Latin America, 2019- 2021.

TABLE V
SPECIFIC OBJECTIVE 4

| Number | Results and general conclusions |
|---|---|
| [12] | It was detailed that there is a highly positive impact of digital marketing on Navego hotel sales (rho=.696 and p=.000). Whether there is influence of digital marketing on sales management in the company Tele cable Soritor S.A.C., 2020 (0.883; high positive correlation, p-value $\leq$ 0.05). |
| [13] | Thus, as the company manages to increase the development of digital marketing to its sales-related activities, it will be able to improve sales management, which will provide a fundamental resource to |
| | contribute to sustained business profitability by increasing sales. |
| [14] | There is a high positive correlation in the variables with a significance value of 0.02, with a Spearman's Rho rank correlation coefficient whose value was r=0.814, accepting the alternative hypothesis and rejecting the null hypothesis, in which it was concluded that digital marketing has a high influence on sales. |
| [15] | It is confirmed that digital marketing influences the purchasing decision process of the consumers of Bar Restaurante Don Cucho. |
| [16] | The dimensions of digital marketing significantly influence the increase in sales in an MSE in the comprehensive security services sector; with a confidence level of 95%. |
| [17] | Through the theoretical investigation of digital marketing, it becomes evident that it is a dynamic process that has revolutionized the field of marketing. Empowered by technology, it unveils a realm of opportunities for the market, users, and entrepreneurs alike. |

## IV. CONCLUSIONS

1. Six scientific evidences were found. The authors are Claudia Alejandra Chumacero Valle & Yovanny María Purizaca Vite [12], Juan Carlos Aguinaga Gonzales [13], Alejandro De la Vega Chávez & Diego Manuel Ruiz Ponce [14], Leonardo Javier Hernandez Almengor [15], Percy Roger Marin Pumarrumi [16], Liset Sugeily Silva Gonzales & Emma Verónica Ramos Farroñam [17].
2. The country of origin of all evidence is Peru.
3. The journals or repositories from which the scientific evidence was collected were the Repository of the Universidad César Vallejo (five cases) and the journal Epistemia.
4. The most frequently used approach was quantitative (5 cases), while the qualitative approach was only used on one occasion.
5. In general, it was found that there is scientific evidence that supports an influence between the digital marketing variable and purchase motivation, since six cases presented valid hypotheses in their development.

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