

Online marketing and business competitiveness of a retail, Los Olivos, 2023

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Abstract-- Research aligned with SDG 8: “Decent work and economic growth”, (its dimensions: Views, Permanence, Reputation, Quality, Service and Price) of a retail store in Los Olivos, 2023. The methodology was quantitative approach, applicative type, explanatory and descriptive level, non-experimental design and cross-sectional. The population consisted of 60 regular customers of the company (finite). The study sample consisted of 60 customers of the company. The technique applied was the survey. The results Spearman's rho statistic was used for the general hypothesis. According to the results obtained, a bilateral asymptotic significance of 0.003 was shown. It was concluded that online marketing significantly influences the business competitiveness of a retailer in Los Olivos, 2023. (sig.= 0.003; $r^2=0.1466$). Finally, conclusions and recommendations were issued.

Key words- online marketing, business competitiveness, marketing.

I. INTRODUCTION

A. Context

Today, marketing plays a crucial role in promoting products and services globally [1], [2]. In online marketing, utilizing resources optimally can yield significant results. Although outcomes may vary over different periods, leveraging marketing tools extensively is essential to achieving the company's goals [3]. Whether small, medium, or large, companies that employ effective market strategies remain at the forefront of their industries [4], [5]. One key strategy is transitioning to the digital world, where websites, social networks, and AI-driven electronic tools are widely used [6], [7].

In order to enhance creativity in a web page digital site, it will become a 60% more competitive opportunity, so other companies will be focused on other things, you are taking the digital command. In this marketing war it is important to manage resources in an optimal way [8]. Many companies fail not only to globalize their brand but also due to poor management of resources. This research is in marked in the SDG 8: Decent work and economic growth.

B. Research problem

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The problem statement indicating that in this new generation internationally in the business world, brands propose ways to promote their products or services, with this digital era with better technological tools, is becoming present as, for example, tick toks, transmission via streaming, as well as gadgets [9].

The competitiveness in the business environment is part of a phenomenon that unleashes by the total control or better segmentation of each company, it can be a competition regulated by both parties, as without any limitation, it exercises the power or image that sells to the customer, how it manages both its strategies, resources, opportunities before the competition, to continue in the line of

In the digital world, we must be aware of what is happening in every situation, since we can know everything through the Internet, whether it is a trend, a fashion, a celebrity or a well-known influencer, it moves the masses, today all of this handles 65% of the active demand, if we manage to take advantage of this situation in favor of the company through strategies we will achieve immediate results, the management of networks is basic today [10].

To stay competitive in today's digital landscape, businesses must focus on innovative content creation and effective use of digital marketing tools [11]. Engaging and creative content can significantly increase a company's visibility and attract a broader audience [12]. Companies that invest in unique digital experiences, such as interactive websites and personalized social media campaigns, can differentiate themselves from competitors [13], [14]. The use of AI and data analytics also plays a crucial role in understanding consumer behavior and tailoring marketing strategies accordingly [15], [16]. By harnessing these technologies, businesses can optimize their marketing efforts and achieve better results.

Moreover, the rapid pace of technological advancements requires companies to be agile and adaptable. Keeping up with digital trends and continuously updating marketing strategies is essential for maintaining relevance. For example, leveraging the power of video content on platforms like YouTube and Instagram can enhance brand engagement. Collaborating with influencers and leveraging user-generated content can also boost brand credibility and reach [17], [18]. Companies must also focus on building a robust online presence through search engine optimization (SEO) and effective use of social media

platforms. By doing so, they can enhance their visibility, drive traffic to their websites, and ultimately increase sales and customer loyalty.

Therefore, the following general problem was formulated: What is the relationship between online marketing and retail business competitiveness, Los Olivos 2023?

C. Justification

The research project has a theoretical justification, focusing on the organization of community managers. The important basis for achieving the objectives of companies is related to each type of technological tools [19]. This study has a theoretical justification, since it provides changes of adaptability and time optimization for each management, before that related theory we apply in a micro starting with low budget, in the long term it would generate profitability.

The research project has a practical justification since part of the study is based on the everyday starting, from the purchase and sale of a product in the digital or face-to-face of, it establishes marketing to the step.

This study has a theoretical justification because whether it is a product or service, it is achieved to visualize along presential or virtual free market.

D. Research objective

The general objective is to determine the relationship between online marketing and retail business competitiveness, Los Olivos 2023.

E. Theoretical framework

Online marketing theory

Companies must integrate an organizational plan that goes beyond a job opportunity, it must create needs according to the consumer of Marketing reality, well-structured organizational plan, mainly with knowledge or tools that enhances each strategy, oriented to the new consumer needs [20].

Business competitiveness theory

Theory of business competitiveness, basically it is not casual, nor spontaneous, it is a process that comes through learning or negotiation, which is why collective groups intervene, with a clear vision of their organizations, whether shareholders, managers, customers, staff, competition, government, suppliers, etc. [21].

Online marketing, or digital marketing, has transformed the way businesses connect with their audiences [22]. With the rise of the internet, traditional marketing methods have evolved to meet the demands of the digital age, offering a more precise and trackable approach. From search engine optimization (SEO) and pay-per-click (PPC) advertising to content marketing, social media marketing, and email marketing, the tools available are vast [23]. These strategies allow businesses to reach people around the globe, understand their behavior, and tweak their campaigns in real-time, making online marketing an essential asset for companies of all sizes.

A key element of online marketing is search engine optimization (SEO), which helps businesses improve their visibility on search engines like Google [24]. By enhancing their website's content and structure, companies can attract more visitors naturally. Pay-per-click (PPC) advertising complements this by letting businesses bid on keywords to display ads to potential customers [25], [26]. Social media marketing uses platforms like Facebook, Instagram, and Twitter to engage with audiences, build brand awareness, and drive traffic to websites. Meanwhile, content marketing focuses on creating and sharing valuable content to attract and keep customers, helping to build trust and establish authority in the market.

Data and analytics are the backbone of successful online marketing [27]. Businesses can gather a wealth of information about customer behavior, preferences, and interactions across various digital channels [28]. Analyzing this data provides insights into what works and what doesn't, enabling continuous improvement of marketing strategies [29]. Tools like Google Analytics, social media insights, and email marketing metrics offer detailed information on campaign performance, helping businesses make smart decisions. By using data effectively, companies can tailor their marketing efforts to individual customer needs, enhancing the overall experience and boosting conversion rates. The ability to measure and adjust strategies in real-time is a major advantage of online marketing, keeping businesses agile and competitive in a fast-changing digital world.



Fig. 1 Digital marketing model.

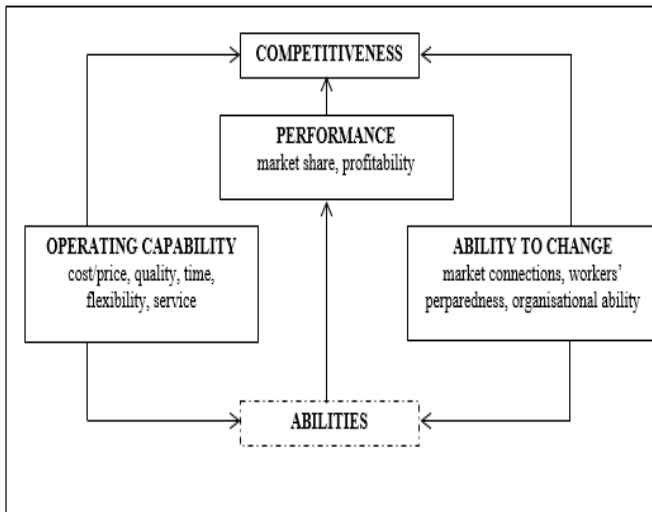


Fig. 1 Abilities model.

F. Research hypothesis

As a general hypothesis of the research, we have: There is a significant relationship between online marketing and business competitiveness of a retailer, Los Olivos 2023.

II. METHODOLOGY

A. Study design

The approach was quantitative, meaning the study focused on collecting and analyzing numerical data to identify patterns, relationships, and trends. This method allows for objective measurement and statistical analysis, providing a clear, data-driven understanding of the research question [30]. The research was applied, indicating it was conducted to solve a specific, practical problem rather than to develop theoretical knowledge [19].

The study was conducted at a correlational level, which means it aimed to determine the relationship between two or more variables without manipulating them. This type of research helps to identify associations and predict outcomes based on observed correlations [31]. The design was non-experimental, implying that the researchers did not intervene or control variables but rather observed and analyzed them in their natural settings. This approach is often used when manipulation is not possible or ethical [32].

B. Population and sample size

The population was considered finite 180 which is the object of study of the research was made up of customers of a store located in the district of Los Olivos.

The sample was an average of 60 customers from one of the stores in the district of Los Olivos, province of Lima and department of Lima, because it is a type of non-probabilistic sample. It cannot be calculated with probability, so there are no statistics or results that are distinguishable from that,

therefore, as the population is small, the sample will be the same of 60 customers who will be selected by criteria [32].

C. Instrument

The instrument used in this research was a questionnaire created by the authors, tailored to gather specific data relevant to the study's objectives. The technique employed was a survey, a common method in quantitative research, allowing for efficient collection of data from a large sample. This combination of a custom questionnaire and survey technique ensured that the data collected was both comprehensive and directly aligned with the research goals.

D. Data collection and analysis

Regarding the procedure for the collection of information, a data analysis was performed using the Likert scale, on the level of satisfaction and experience.

In the data collection, we first took into consideration the number of regular, fixed customers, and then continue with the elaboration of questions necessary to meet our objective.

A descriptive analysis was performed, with the purpose of describing the required data through the surveys, knowing what the digital era is nowadays and, bar graphs and tables with information will be elaborated, highlighting the required results.

The method of data analysis includes hypothesis testing using Spearman's rho statistic.

III. RESULTS

A. Measurement of the levels of variables

TABLE I
MEASUREMENT OF THE LEVELS OF VARIABLES

Levels	ONLINE MARKETING	BUSINESS COMPETITIVENESS
High [3.65 – 5.00]	32%	13%
Medium [2.33 – 3.66]	60%	78%
Low [1.00 – 2.33]	8%	8%
Total	100.00%	100.00%

According to Table I, the percentages obtained for each variable were calculated.

“Online marketing” was determined as medium level above with 60% of respondents, high by 32% and low by 8%. However, “Business competitiveness” was also shown with the medium level high by 78% of individuals, thus high level with 13%, as low level with 8%.

B. Measurement of the levels of dimensions (independent variable).

TABLE II
MEASUREMENT OF THE LEVELS OF DIMENSIONS (INDEPENDENT VARIABLE).

Levels	Views	Permanence	Reputation
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High [3.65 – 5.00]	48%	32%	18%
Medium [2.33 – 3.66]	45%	50%	70%
Low [1.00 – 2.33]	7%	18%	12%
Total	100%	100%	100%

In Table II the percentage obtained for each dimension of “Online Marketing” was calculated, it was determined from 100% of respondents the dimension “Views” the high level of valuation was 48%, followed by 45% with the medium level and with a low level of 7% valuation. On the other hand, in the “Permanence” dimension the medium level was valued at 32%, followed by the high level with 50% and the low level with an estimate of 18%. Finally, in the “Reputation” dimension, we found that the medium level was more highly valued with 70%, followed by the high level with 18% and finally the low level with 12%.

C. Measurement of the levels of dimensions (dependent variable).

TABLE III
MEASUREMENT OF THE LEVELS OF DIMENSIONS (DEPENDENT VARIABLE).

Levels	Quality	Service	Price
High [3.65 – 5.00]	38%	28%	15%
Medium [2.33 – 3.66]	48%	60%	68%
Low [1.00 – 2.33]	13%	12%	17%
Total	100.00%	100.00%	100.00%

Table III shows the percentage obtained for each dimension of “Business Competitiveness”. Of the 100% of respondents in the “Quality” dimension, the medium level was obtained with a valuation of 48%, followed by the high level with 38% and the low level, which does show a drop of 13%. On the other hand, the “Service” dimension indicates a medium level of 60%, followed by the high level with 28% and the low level with 12%. Finally, the “Price” dimension shows a rating of 68% for the medium level, followed by the low level with 17% and the high level with 15%.

D. Hypothesis testing

General hypothesis:

There is a significant relationship between online marketing and the business competitiveness of a retailer, Los Olivos 2023.

TABLE IV
SPEARMAN'S RHO STATISTIC FOR THE GENERATING HYPOTHESIS

		Variable Online marketing	Variable Business competitiveness
Spearman's rho	Brand management	1.000	0.383
		p. value	0.003

		N	60	60
Commercial positioning	Correlation coefficient	0.383	1.000	
	p. value	0.003		
	N	60	60	

Spearman's rho statistic was used for the general hypothesis. According to the results obtained, a bilateral asymptotic significance of 0.003 was shown. This value, being less than 0.05, allows us to consider the hypothesis formulated as valid, so that Online Marketing has a significant relationship with the Business Competitiveness of a Retailer, Los Olivos, 2023. It is important to clarify that a correlation coefficient of 0.383 was obtained.

TABLE V
IDENTIFICATION OF THE CORRELATION COEFFICIENT (R) AND DETERMINATION COEFFICIENT (R²)

Correlation coefficient (r)	Determination coefficient (r ²)
0.383	0.1466

As for the results in Table V, the coefficient of determination (r²) was found to be 0.1466. This shows that Online Marketing has a significant relationship with Competitiveness in 14.66% of the case studies.

IV. FINAL CONCLUSION AND RECOMMENDATION

A. Conclusion

It was determined that there is a significant relationship between online marketing and the business competitiveness of a retailer, Los Olivos 2023. Therefore, through Spearman's rho statistical test, according to the results obtained, showed a bilateral asymptotic significance of 0.003. This value being less than 0.05, followed by a coefficient of determination (r²) of 0.1466 showing an influence of 14.66%.

B. Recommendation

It is recommended to the sales manager in hiring specialists on online marketing, lectures or individual workshops, demonstrating an impact between online marketing and business competitiveness with the aim of improving sales. With the purpose of staying in time, it is recommended to the Marketing Manager an exhaustive renovation of image before the competition, improving a visual perspective of the client.

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