

Digital marketing and its influence on purchase motivation in a medical products distributor, Comas, 2024

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Abstract– Research aligned with SDG 8: "Decent work and economic growth", which set as its objective: to determine the influence of digital marketing on the motivation to purchase in a distributor of medical products, Comas, 2024, The methodology was developed with a quantitative approach, applied type, explanatory and descriptive level, non-experimental design and cross-sectional. The population consisted of customers who make frequent purchases from the company (finite). The study sample consisted of 60 customers. The technique applied was the survey with a virtual process. It was concluded that digital marketing significantly influences purchase motivation in a medical products distributor, 2024 (sig.=0.000; $r^2=0.5929$). Finally, conclusions and recommendations were issued.

Keywords: digital marketing, purchase motivation, marketing.

I. INTRODUCTION

A. Context

The problematic reality of this study focused on the last few years of how digital marketing has grown and impacts when applied in a company, since this system is a branch of marketing that allows to develop promotions of products or a service of a brand, all through the internet network to reach more users and meet the objectives of the company. Currently many companies are making use of this new digital system by which they have had good results to stay in the market [1].

There are successful cases on the use of digital marketing system, SMEs stand out for being active in social networks or digital media to promote the sale of their products, 79.3% of the business world applies marketing strategies [2]. Which allows companies to have communication with their most potential customers, improving, resolving their doubts and motivating them to purchase digitally [3].

Another case where the use of digital marketing is resorted to is the Chamer Group developed in Honduras company responsible for the development and marketing of its pharmaceutical and cosmetic products. The marketing manager mentions that they have been consolidated through innovation and are also committed to investing in digital channels and tools

to improve and grow the business. The company is already positioned in the market using research and development strategies, its digital channels make the customer feel confidence and security motivating them to purchase [4].

Finally, in Peru it is known that 76% of users trust the products and services that are published online and motivates them to purchase, almost 14 million Peruvians make their purchases through digital platforms and it is recommended that professionals are trained in digital marketing [5].

In Comas, a distributor of medical products could increase its sales by motivating other people to buy through the use of digital marketing.

B. Research problem

The problem statement is to explore the reality of the present study to be investigated, in addition the author reveals that a good analysis of the problem statement is constituted by 50% of the solution [6]. Through the problem statement, the following phases of a research project begin.

As for the general problem of this work was: How does digital marketing influence the motivation to purchase in a medical products distributor, Comas, 2024?

C. Justification

Through this study it is theoretically justified: As Fernández (2020) opines, he is known to deepen, investigate and develop with the literature to reinforce the existing knowledge of the study and its justification. It was sought that the study presents theoretical arguments on digital marketing and purchase motivation of different authors to demonstrate how they affect a company.

The study is practically justified. It is a study where it is characterized by being directly related to the problem and that provides solution strategies [7], through the use of digital marketing it has been evidenced that a distributor of pharmaceutical products located in Comas, could influence its customers using new techniques, motivating them to purchase and benefit. That is why the study will evaluate statistical data with the intention of addressing all the purposes that have been established by the same company.

D. Research Objective

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In addition, the general objective for the thesis was: to determine the influence of digital marketing on the motivation towards purchase in a medical products distributor, Comas, 2024.

E. Previous works

In order to carry out the study, we resorted to previous works, for which the following were found the following were found:

In Indonesia researchers Suleman et al. conducted an article which was published in the International Journal of Data and Network Science which is in the SCOPUS program record [8]. Their study was developed in a quantitative approach, showing their variables “digital marketing” and “purchase decisions”. Reflecting in their sample that 160 subjects who shop online and were surveyed were considered. Considering as an acceptable result due to digital marketing if it is linked to some decisions made by the user, especially purchases by digital means.

In Indonesia, Yunus et al. published a research through International Journal of Data and Network Science, which is located stored in SCOPUS database [9]. Their study was mainly characterized by a quantitative approach. They focused on the two variables of “digital marketing” and “online purchase intention” through a survey answered by 150 customers who belong to e-commerce companies in Banda Aceh city. Their results indicated that digital marketing and online trust do have a significant positive influence relationship with CRM.

In India, authors Habib et al. presented an article in the Journal of Mathematics registered in the SCOPUS platform storage [10]. The study was developed in a quantitative approach, in which they explored the variables “digital marketing” and “purchase intention”. It also considered 417 appropriate responses from customers of OTT platforms for its sample. As results, it was obtained that digital marketing has no influence on purchase intention regarding OTT platforms ($b = 0.069$; $p > 0.357$).

F. Theoretical framework

Theory of the 4Fs

According to the theory, the 4Fs are very important in digital marketing, since it is used as a strategy for effective results [11].

Digital marketing is present in companies of different items, and that need to be known in the market, considering having a social factor either through an app or a website that provides information highlighting the company, its products, promotions through campaigns. The variables to consider are flow, functionality, feedback and loyalty [11].

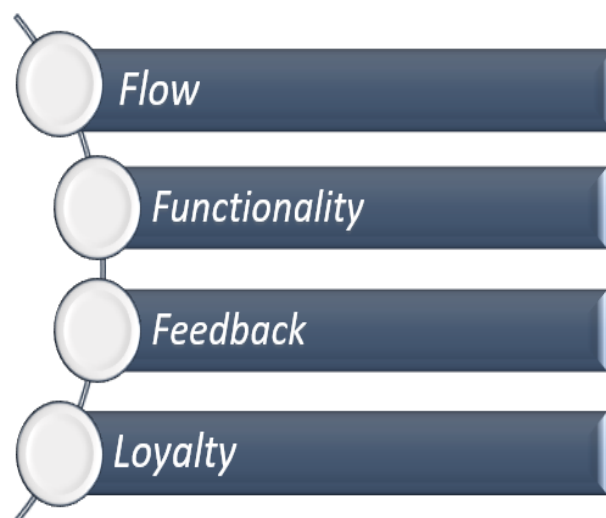


Fig. 1 The 4 F’s of digital marketing.

Flow: It is important to capture the user's attention through a website with added value and provide an experience full of interactivity as it is the first contact, so that the interaction is persistent and continue browsing it [11].

Functionality: It is the important step because it depends on it the use of the website, it is related to how the user sees and feels with the digital media, the structure of a web page, the navigation experience should be simple, useful and understandable [11].

Feedback: It plays an important role as it is essential communication and interaction with the user, where we will be able to know him better through blogs, forms, opinions, etc. With the feedback we can build a relationship based on the user's needs [11].

Loyalty: Finally in this F of Marketing focuses solely on retaining the user by providing them with topics of interest, such as new products, discounts, to meet their expectations [11].

AIDA Theory

According to the AIDA theory, it is a method that is used for digital marketing as it has stages that influence the user to purchase a product [12].

It is a process where the attention between the seller and the buyer is prioritized, since the seller must be able to master the personal sale by applying commercial strategies of convincing to be able to guide the customer to finalize the sale satisfactorily [12].

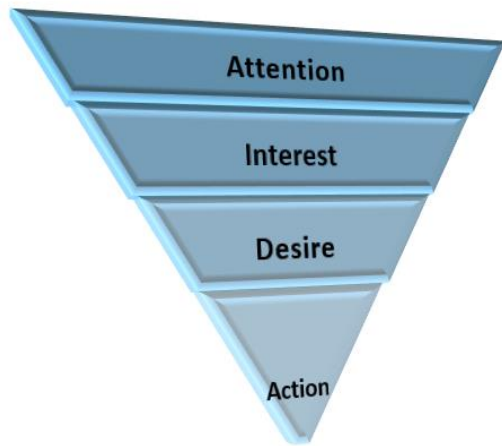


Fig. 2 AIDA model.

Attention: It focuses on attracting the customer, through digital advertisements, which stand out from other competitors to attract more users to know the brand [12].

Interest: In this second step, once the customer's attention is obtained by our page, it will be easier to show the customer our products or offer benefits so the user will want to know more about the brand and its products in general [12].

Desire: In this stage consists of the customer feeling attracted or needing a product and also feeling that it is a necessity [12].

Action: In this last stage after driving the consumer is passed to the action to provide more information about a product, service so that it is done in order to make the purchase is made [12].

G. Research hypothesis

In conjunction, it was proposed as a general hypothesis: digital marketing significantly influences purchase motivation in a medical products distributor, Comas, 2024.

II. METHODOLOGY

A. Study design

The approach was quantitative. This approach is distinguished by using statistical data through a questionnaire [13]. In this study it was elaborated in detail based on the dimensions of the variables of “digital marketing” and “motivation towards purchase” formulating hypotheses which will be resolved.

The type was applied. It determines based on the theoretical study and is applied to the problem [6]. At the end of the bibliographic research, according to the results were applied directly in the field of study of a distributor of medical products.

The level was explanatory. It is a level that focuses on detailing the causes of why a problem occurs [14]. In this research, the independent variable was considered “digital

marketing” and also for the dependent variable “motivation to purchase”.

The design was non-experimental. This design is distinguished by observing the problematic reality focusing on each variable without manipulating to collect data and analyze. In this research the variables were observed in a natural way for their description.

The cut was transversal. This type of research approach is achieved with information about the problematic reality as its population or sample [15]. In this thesis the survey will be conducted only at a single time for data collection.

B. Population and sample size

The population was considered finite. According to Arias (2016) that is characterized as a group in which the number of those who comprise it is recognized, as well as the location.

The population amounts to 60 buyers clients registered in a list with their data, who frequently made their purchases of medical products from the company that were in the months of January until March 2024.

The sample is a census sample. It is a result with accuracy of the population already selected for the study [16]. In which the people who make it up are equal to those subjects who make up the sample.

C. Instrument

The instrument used is the questionnaire. This instrument should be carried out with a great deal of severity, since the results of the study will be used to draw a conclusion to the research [15]. To obtain the data consisted of 19 items for 60 customers of the company through the tool of a questionnaire that allows to measure the variables of “digital marketing” and “motivation to purchase”.

D. Data collection and analysis

Regarding the procedure, the data were collected based on the results of the questionnaire of the customers of a medical products distributor who made purchases between January and March 2024. The survey was applied to 60 customers that make up the sample. The survey will be conducted through the Google Forms option, which will allow the collection of data and the ease of sending the questionnaire virtually.

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

III. RESULTS

A. Measurement of the levels of variables

General hypothesis:

Digital marketing significantly influences motivation towards purchase in a medical products distributor, Comas, 2024.

TABLE I
MEASUREMENT OF THE LEVELS OF VARIABLES

Levels	Digital marketing	motivation towards purchase
High [3.65 – 5.00]	100.00%	100.00%
Medium [2.33 – 3.66]	0.00%	0.00%
Low [1.00 – 2.33]	0.00%	0.00%
Total	100%	100%

As for table I, the data obtained for the two variables of the research were calculated in percentages, it can be seen that “digital marketing” was perceived with a high percentage by 100% of the respondents, medium with 0.00% and low level with the same valuation. Based on the second variable “motivation to purchase” was valued with 100.00% high in subjects.

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

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

Levels	Flow	Functionality	Feedback	Loyalty
High [3.65 – 5.00]	98.33%	98.33%	98.33%	98.33%
Medium [2.33 – 3.66]	1,67%	1,67%	1,67%	1,67%
Low [1.00 – 2.33]	0.00%	0.00%	0.00%	0.00%
Total	100.00%	100.00%	100.00%	100.00%

Table II shows that the marketing dimensions were calculated. For the dimensions “Flow”, “Functionality”, “Feedback” and “Loyalty” all obtained a high level of 98.33% of the respondents, in the medium level 1.67% and in the low level no subject was found, obtaining a score of 0.00%.

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

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

Levels	Attention	Interest	Desire	Action
High [3.65 – 5.00]	98.33%	98.33%	98.33%	98.33%
Medium [2.33 – 3.66]	1,67%	1,67%	1,67%	1,67%
Low [1.00 – 2.33]	0.00%	0.00%	0.00%	0.00%
Total	100.00%	100.00%	100.00%	100.00%

As for the top table III, it covers the results in percentage with the first dimension which is “Attention” in its high level of 98.33%, with medium level 1.67% and in low scale only 0.00%, For the second dimension “Interest” slightly low with 96, 67% of respondents, in its medium level only with 1.67% and low with 0.00 %, “Desire” 98.33% high level, in its medium scale with 1.67% and low absolute 0%, In the last dimension “Action” its high level is 98.33%, medium with 1.67% and low only 0.00%.

D. Hypothesis testing

General hypothesis:

Digital marketing significantly influences motivation towards purchase in a medical products distributor, Comas, 2024.

TABLE IV
SPEARMAN'S RHO STATISTIC FOR THE GENERAL HYPOTHESIS

		Digital Marketing	Motivation towards purchase
Spearman's rho	Digital Marketing	Correlation coefficient	1,000
		p. Value	0,000
		N	60
Motivation towards purchase		Correlation coefficient	0,770
		p. Value	0,000
		N	60

According to the table above IV, it is identified that Spearman's rho statistic was developed in the general hypothesis, in addition to the bilateral significance value of 0.000. Being less than 0.05, the hypothesis is considered valid. Thus, digital marketing has an influence on the motivation to purchase in a distributor of medical products in Comas. On the other hand, it is important to clarify that in its result it achieved a correlation coefficient of 0.770.

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

Correlation coefficient (r)	Determination coefficient (r ²)
0.770	0.5929

With respect to the result in the table above, we identified for the coefficient of determination (r²) the value of 0.770. This value allows the researcher to interpret the study in which digital marketing does have an influence on the motivation to purchase with 59.29% of the scenario under study.

IV. FINAL CONCLUSION AND DISCUSSION

A. Conclusion

It was determined that digital marketing has a significant influence on the purchase motivation of a distributor of medical products, Comas, 2024. This was demonstrated by means of a Spearman's rho statistical test, obtaining a p-value = 0.000. Therefore, the coefficient of determination was measured with a value of (r²) of 0.5929, which determines an influence of 59.29%.

B. Discussion

The study conducted by Suleman et al. focused on Indonesia, whereas the thesis was developed in Comas, Peru, in 2024 [8]. Both studies employed a quantitative approach to measure their variables, as this method provides validity to the hypotheses. While Suleman et al. chose "digital marketing" and "purchase decision" as their variables, the thesis opted for "digital marketing" and "purchase motivation," which are quite similar.

Dede et al. based their research on a sample of 160 frequent online shoppers in Indonesia, whereas the thesis used a sample of 60 buyers from a medical products distributor in Comas. Despite the difference in sample size, both studies aimed to understand the influence of digital marketing. Dede et al. found a significant influence of digital marketing on customers' purchase decisions. They noted that subjects linked their preparedness in selection processes to achieving successful public hiring. Similarly, the thesis concluded a significant influence between digital marketing and purchase motivation, with statistical results showing $p = 0.001$ and $r = 0.770$.

The scientific article by Yunus et al. was developed in Indonesia, while this research was conducted in Comas, Peru, in 2024. Both studies used a quantitative approach to achieve their objectives. In this thesis, the variables "digital marketing" and "purchase motivation" were considered to measure and validate the hypotheses. Yunus et al. investigated the variables "digital marketing" and "online purchase intention," which are quite similar and serve the same purpose.

Yunus et al. based their study on a sample of 150 frequent customers of an e-commerce company in Banda Aceh. In contrast, this thesis used a sample of 60 customers from a medical products distributor in Comas, highlighting a notable difference in sample sizes. Yunus et al. found a positive link between digital marketing and online purchase intention, which generates trust among customers. Similarly, this thesis identified a significant influence of digital marketing on purchase motivation.

The study by Habib et al. was developed in India, while the research for this thesis was conducted in Comas, Peru, in 2024. Both studies used a quantitative research method to measure and validate their hypotheses. Habib et al. investigated the variables "digital marketing" and "purchase intention," whereas this thesis focused on "digital marketing" and "purchase motivation." Although the variables are slightly different, they are very similar in nature.

Habib et al. used a sample of 417 clients and considered all appropriate survey responses in their study. In contrast, this thesis defined its sample as 60 clients who purchase from a medical products distributor and conducted a virtual survey, highlighting a notable difference in sample sizes.

Habib et al. found that digital marketing did not have a significant influence on purchase intention, with results showing ($b = 0.0069$; $p > 0.357$). Meanwhile, this thesis determined through Spearman's rho analysis that there is a

positive correlation between "digital marketing" and "purchase motivation," with statistical results of ($p = 0.001$; $r = 0.770$).

V. RECOMMENDATION

In order to improve purchase motivation, it is suggested to the head of human resources to evaluate the experience of new personnel, in order to identify marketing experience. The present study definitely shows that digital marketing does have an influence on purchase motivation.

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