

Relationship marketing and its influence on purchase motivation in a hardware store in Cercado de Lima, 2025

Milene Nataly Cobos-Cruz, BA*, and Víctor Hugo Fernández-Bedoya, Dr.
Escuela de Administración de Empresas, Universidad César Vallejo, Peru

*Corresponding author: mcobosc@ucvvirtual.edu.pe

Abstract– *The objective of this research was to determine the influence of relationship marketing on purchase motivation (and its dimensions customer service, purchase interest, repurchase action and satisfied desire) in a hardware store in Cercado de Lima, 2025. Research with a quantitative approach, applied, with an explanatory and descriptive level, non-experimental and cross-sectional design. The finite population consisted of 92 customers of the company studied, whose sample amounted to 74 individuals. The technique applied was the virtual survey. The instrument to measure the first and second variable consisted of 8 items each, giving 16 items in total, and demographic data were also collected. Validity was obtained through the judgment of 4 experts (Aiken's V. = 1). Reliability was high for both variables ($\alpha = 0.709$ and 0.805). Results such as demographic information, normality tests, measurement of variables and hypothesis testing were obtained. It was concluded that relationship marketing influences purchase motivation in a hardware store in Cercado de Lima, in the year 2025 (sig. = 0.000; $R^2 = 0.993$).*

Keywords— *Marketing, motivation, willingness to perform, attitude, commercialization.*

I. INTRODUCTION

As a problematic reality, it is essential to detail that relationship marketing is a method of approach to maintain and consolidate the relationship with the customer through a series of strategies. In this sense, it is important to clarify that any company that applies relationship marketing can obtain as a result an improvement in the motivation to purchase in customers [1].

For example, there are successful cases on the study of relationship marketing. Marigold in collaboration with Econsultancy conducted a study where they investigated relationship marketing trends on 200 brands to consumers in the United States, France and the United Kingdom, which inquired about how they are improving their customer experience, concluding and affirming that consumers today, expect to be understood about their needs and desires so that there is a motivation at the time of purchase [2].

Similarly, in the commercial sector, experts such as The Gang mention 3 useful recommendations for good customer loyalty: active listening, idealizing the moment and, above all, building trust. In this sense, this will improve the business-to-customer relationship and will have a positive impact on sales [3].

In the Cercado de Lima, it was possible to observe the existence of a hardware store that wished to increase the index of motivation to purchase in the face of the current competitive market, which proposed as an alternative solution to implement the relationship marketing method. In sum, this thesis proposed sufficient and rigorous evidence for this hardware store to make good, accurate and reliable decisions that include strategies within its commercial plan.

The study is aligned with the Sustainable Development Goal (SDG) number 8 “Decent work and economic growth”. Based on target 8.3 to promote policies aligned with the support of productive activities to create enterprises, jobs and even provide access to financial services for full and economic development, where everyone who engages in formalization can benefit.

For Peñaloza and Mayorga [4], the problem statement consists of the development of a problem or issue to be addressed in order to provide an answer, result and/or intervention based on the approach to be addressed, which must be objective and focus on the consequences of the same. This problem is considered as an opportunity to acquire new knowledge or a gap in existing knowledge.

In this sense, the general problem of the research was: How does relationship marketing influence purchase motivation in a hardware store in Cercado de Lima, 2025?

And the specific problems were:

1. How does relationship marketing influence the attention towards purchase in a hardware store in Cercado de Lima, 2025?
2. How does relationship marketing influence the interest towards purchase in a hardware store in Cercado de Lima, 2025?
3. How does relationship marketing influence the desire towards purchase in a hardware store in Cercado de Lima, 2025?
4. How does relationship marketing influence the action towards purchase in a hardware store in Cercado de Lima, 2025?

Additionally, the general objective of the research was: to determine the influence of relationship marketing on the motivation to purchase in a hardware store in Cercado de Lima, 2025.

And as for the specific objectives, these were:

1. To determine the influence of relationship marketing in the attention towards the purchase in the hardware store in Cercado de Lima, 2025
2. To determine the influence of relationship marketing in the interest towards the purchase in a hardware store in Cercado de Lima, 2025
3. To determine the influence of relationship marketing on the desire to buy in a hardware store in Cercado de Lima, 2025.
4. To determine the influence of relationship marketing on the action towards purchase in a hardware store in Cercado de Lima, 2025.

Therefore, in this study we analyzed previous works that will be useful and of interest to the reader, which are detailed below:

In Bolivar (Ecuador), the authors Miranda et al. [5] presented a study that was published in the scientific journal *Eruditus*. The general objective of this study was to investigate how relationship marketing works as a customer loyalty strategy through social networks. This research presented a quantitative approach with a sample of 250 people. At the same time, they evidenced the use of Spearman's rho statistical test correlating the 4 dimensions of the relationship marketing variable and customer loyalty concluding with a correlation (R) between 0.236 and 0.638 with a significance of 0.01, concluding with the fulfillment of its objective.

In Cuenca (Ecuador), the authors Coronel et al. [6] conducted a research published in the *Social Sciences Journal (Sapientiae)* on the purchase decision and merchandising in supermarkets whose purpose was to analyze the level of incidence in the purchase decision. They presented a quantitative approach taking as a sample 500 prospects who visit supermarkets in the city of Cuenca, using Pearson's correlation between their 4 dimensions of the purchase decision and merchandising, reaching a conclusion of a correlation (R) between 0.493 and 0.822 with a significance of 0.01, concluding with the fulfillment of their objective.

In Piura (Peru), Lequernáque and Méndez [7] presented a research study published in the *Horizonte Empresarial Magazine* on the relationship marketing variable in customer loyalty. The objective was based on determining the same variables mentioned in that company, using a quantitative approach to 136 customers (sample). It was applied to a survey with 23 and 16 items for variable 1 and 2 respectively, using the SPSS program. Likewise, from the previous data, the Spearman's rho statistical test (0.469) is detailed with a significance of 0.05, which allowed accepting the alternative hypothesis and rejecting the null hypothesis of this study.

In Peru, Méndez et al. [8] conducted a research study published in the journal *Laccei* on relationship marketing and customer loyalty in a gastronomic company, whose objective was to determine the relationship between the two variables. He used the quantitative approach to 143 customers (sample)

ranging from 19 to 60 years of age who attend this place, accompanied by the non-experimental design, whose method had a Spearman's rho of ($r=0.900$) and a significance (0.000) validating its objective and initial hypothesis since its significance is less than (0.05).

In Cajamarca (Peru), Caja [9] developed a research study published in the journal *Irocamm*. The general objective of this study was to investigate the relationship between relationship marketing and customer loyalty in a bakery industry. In short, it used a quantitative approach whose sample amounted to 80 customers of the Magdalena bakery and used Spearman's rho statistical test, obtaining as a result a correlation coefficient (r) of (0.245) and a significance of (0.028), concluding with the fulfillment of its objective.

As for the models related to the variables presented, according to Reinares and Ponzoa [10] the relationship marketing orientation has a positioning that can be defined as the relative position that a company, product or service occupies in line with the ideal product that the consumer has; that is, the consumer has an idea in mind, whether conscious or not about the product, as an "ideal image". This consists of three elements:



Fig. 1 Relationship marketing orientation

Quality: this refers to the change of approach, based not only on the characteristics of the product, but also on how the customer perceives it. In this case, the customer values more the process of the product, but not the final result which is created and properly experienced by the customer who values more the complete experience such as: personalization, response time, consistency of service and ease of access. In other words, a customer may receive a technically finished product, but the process involved in acquiring it (treatment) will have a negative perception because there is no accompanying good service that can increase the product's value [10].

Customer service: focuses on establishing lasting and solid relationships for a better interaction with its members, but not only in addressing concerns or solving problems, being service one of the pillars to be considered. In this sense, a service provided and with good management, allows the company a better interaction favoring effective communication and understanding of individual needs, always practicing active listening, a proactive attitude and anticipating expectations [10].

Marketing: this orientation is part of the integration of the three elements that make up relationship marketing, which can only be consolidated by having a clear image of the product. It not only seeks to sell, but in order to build and strengthen long-term ties that support the relationship of the same, to be able to realize it, you must have a clear and striking image of the product aligned to the values that the brand wants to promote which ensures a rewarding experience responding to the emotional needs of the customer [10].

According to Hartline and Ferrell [11] the AIDA model consists of the processes a consumer goes through to finalize their purchase. The role and importance it carries reflects the promotional goals and desired outcomes; however, they may vary along the way. This model leverages the need for what the consumer desires to persuade and convince them to purchase, thus detailing:

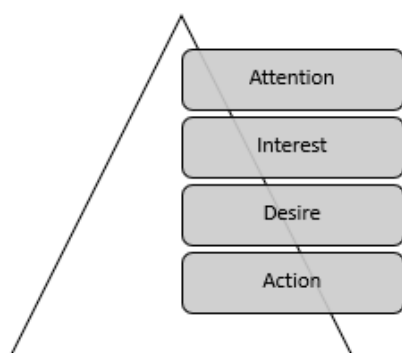


Fig. 2 AIDA model.

Attention: In this step, the attention of the potential customer is captured in order to make known the product to be sold through a promotional medium, since, if this action is not carried out, the customer will never know of the existence of the product. This step is elementary within the advertising strategy that considers as a potential objective to capture the customer's attention before the observation and analysis of the same, which is given by the interest of wanting to know the product using promotional methods such as digital content, advertisements, among others. The relevance of implementing visual, textual or auditory elements containing attractive and striking information is of interest to the reader as it will be positioned in his mind as a brand image. In short, using such elements is not only to demonstrate something eye-catching but also to be able to convey to the customer a clear and attractive message that encourages and arouses interest for future purchasing decisions [11].

Interest: It is not just a matter of attracting the customer only once; in this case, the company must awaken the customer's interest by showing the product's features and making them attractive for purchase. Once the attention has been captured, the customer's interest must be awakened and maintained through the demonstration of the benefits and characteristics of the product. The strategic communication

within it solves the need as well as improves the consumer's life; to make it concrete, it is evidenced through the attributes, functionality, design and exclusivity, which are favorable results for the target audience. Such interest involves connecting emotionally with the consumer and is achieved by aligning the product itself with the consumer's lifestyle and values. A brand that knows well how to connect with its audience manages to create meaningful experiences that go far beyond the purchase [11].

Desire: In addition to the interest, it should stimulate the desire to buy the product again and again. In it, the customer's attention is captured and an interest in it is generated by the striking presentation of the product to then stimulate the desire to want to get it. Apart from stimulating the interest, an emotional and rational motivation is provoked to want to have the product on many occasions or on a recurring basis. This desire arises initially by the idealization that has for the product as it will impact on their daily life or what rewards you get if you acquire it also focuses its success in converting these buyers into loyal customers who can recommend their products to others constantly reinforcing, innovating and maintaining quality [11].

Action: At the end of the attention, interest and desire, the customer must be encouraged to make the final purchase. At this stage, the main objective is to motivate the customer to complete the final step with the completion of the purchase or service offered, it is not enough to feel interest or desire, this needs an intention to be converted into an effective purchase (decision), for this, you must remove those obstacles (doubts) that may possibly have at the time to present possible solutions safely and quickly. In synthesis, it is not only the action of closing the process but also of initiating a possible lasting and long-term relationship with the client whose purpose is to turn him into a loyal consumer [11].

Finally, the general hypothesis was: relationship marketing significantly influences purchase motivation in a hardware store in Cercado de Lima, 2025.

Likewise, the specific hypotheses were:

1. Relationship marketing significantly influences attention towards purchase in a hardware store in Cercado de Lima, 2025;
2. Relationship marketing significantly influences interest towards purchase in a hardware store in Cercado de Lima, 2025
3. Relationship marketing significantly influences desire towards purchase in a hardware store in Cercado de Lima, 2025
4. Relationship marketing significantly influences action towards purchase in a hardware store in Cercado de Lima, 2025.

II. METHODOLOGY

The approach was quantitative. According to Bernal et al. [12] this research approach is distinguished by the collection and analysis of numerical data in such a way that it seeks the relationship between the variables to be studied. In said thesis, the two variables studied were measured: “relationship marketing” and “motivation towards purchase” accompanied by their respective general hypothesis (1) and their specific hypotheses (4).

The type was applied. According to Baas et al. [13] the objective of this type of purpose was based on the establishment and relationship between the existing reality and the theory based on past facts.

The level was explanatory. According to Baas et al. [13] this level of research of this thesis indicated the cause and effect impacting variables. Likewise, the independent variable “relationship marketing” known as (cause) caused the dependent variable “purchase motivation” (effect).

The design was non-experimental. According to Dei [14] this research design of this thesis does not construct the phenomenon to be studied, i.e., there was no intervention and/or manipulation of the researcher, since this thesis was given through observation. Likewise, it presented such designs and their different studies given in a natural context of already existing situations.

The cut was transversal. According to Hernández et al. [15] this research is of unique character and in a single moment when it comes to data collection for the description of variables and their respective analysis in such a way that, the incidence and/or interrelation of the same was observed. In the thesis presented, data were collected from customers only once, by means of a questionnaire.

The independent variable, Kotler and Lane [16] stated that relationship marketing is based on building deep relationships that have long-term durability where the company is responsible for capturing and retaining them in their business. These directly or indirectly influence the successful execution of marketing activities. It also consists of 4 relevant factors: employees, customers, marketing partners (channels, suppliers, distributors, etc.) and members of the financial community (shareholders, investors and analysts). To establish a lasting relationship, it is necessary to understand the customer's capacity and resources, needs, objectives and desires. According to Reinares and Ponzoa [10] they mention three dimensions: customer service, quality and marketing

The dependent variable, Contreras et al. [17] mentioned that customer purchase motivation is internal and drives action, allowing conscious or unconscious decision making, generating behaviors for the acquisition of new products. This action reflects the availability, interest and desire to buy and, in turn, are given through perceived values such as: convenience, opportunity, experience, rewarding and familiarity. According to Hartline and Ferrell [11] the Aida

model consists of the processes that a consumer goes through until finalizing a purchase, where 4 dimensions are mentioned: attention, interest, desire and action. The population was considered finite. According to Arias et al. [18] he mentions that the universe or finite population is constituted by the delimitation and quantification of the elements. Based on this, the population was considered finite due to the fact that there are less than 100 thousand sample elements to be studied and, in addition, the totality of the customers who make their purchases was known.

The population amounted to 92 customers who shop in a hardware store located in Cercado de Lima, whose month and year were given as February 2025. The inclusion criteria were people aged 18 years and older, who in the last 4 months had made purchases in a hardware store.

Another criterion was also considered for the same number of respondents in February 2025. The exclusion criteria were people under 18 years of age, who did not make purchases in the last 4 months and have no knowledge of hardware products; they are also people who do not reside in Cercado de Lima.

According to Gamboa [19] the sample comes from a part of the data of a larger population, which employs a study to investigate and details the final results based on reliability and validity. For that study, the sample amounted to 74 customers who make their purchases in a hardware store and was obtained through the probabilistic method

The technique was the survey. According to Casas et al. [20] they refer to the survey technique as a widely used research procedure due to its rapid efficiency in obtaining and processing data. Likewise, the data collected were analyzed by a group made up of: the population or universe studied, which was intended to be explored, predicted, described and/or explained. For this reason, in the research work, this technique was applied by means of a virtual survey through the Google Forms platform.

The instrument was the questionnaire. According to Meneses [21] the questionnaire as a standardized instrument is the one that employs quantitative data collection carried out by surveys where questions were asked to respondents. This questionnaire measured the variables relationship marketing and motivation towards purchase; it had 16 items.

It is important to consider that the instrument was validated by 3 expert judges, and its reliability was 0.759 and 0.805 for each of its variables by means of Cronbach's alpha.

As for the data collection procedure, a prior coordination meeting was held with the general manager of the business, in order to obtain the corresponding authorization for the execution of the customer surveys.

The data was collected in February 2025 through a virtual survey applied with the “Google Forms” platform. Whose specification of the results were studied by means of the statistical program IBM SPSS Statistics version 21. The method of data analysis was:

- Normality test
- General descriptive statistics
- Measurement of the level of variables and indicators.
- Hypothesis test.

The method of data analysis applied in the research was the normality test with data greater than 50 and to validate whether the data follow a normal distribution and then make use of parametric or non-parametric tests; likewise, general descriptive statistics were used to tabulate the data from the survey and thus make the respective measurements of the variables, dimensions and indicators. Likewise, hypothesis testing was considered using the ordinal regression statistic to contrast them and validate the null or alternative hypothesis.

It includes ethical aspects such as:

Academic honesty: the authorship reflected in the study does not belong to the thesis author; everything was duly cited and referenced, granting authorship to the corresponding author. Likewise, the data presented were clearly extracted from the survey, without any alteration or modification.

Respect for confidentiality: in this study, the respondent's information was not exposed since confidentiality was ensured to preserve and conserve them as only academic data in order not to generate criticism or ridicule by society. Likewise, with respect to the business studied in this research, no information that could damage its corporate image was disclosed.

III. RESULTS

Demographic characteristics of the sample.

They are described in Figure 3, which denotes the segmentation by age through a frequency table detailed below:

The sample presented in Figure 3 is made up of a total of 74 respondents, where the vast majority are in the second column with a range of 26 to 35 years of age and a total of 35 customers, followed by those aged 18 to 25 years with a total of 25 customers, then those aged 35 to 50 years with a total of 11 customers and finally those aged 50 years and over with a total of 3 customers.

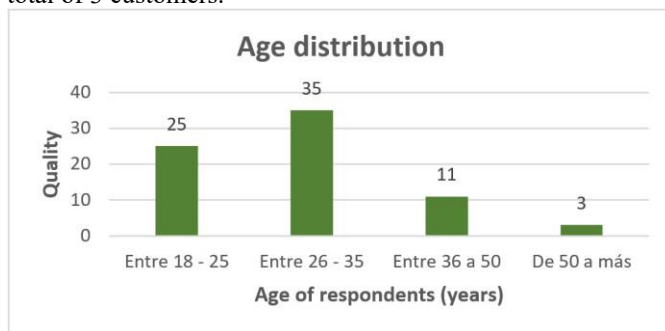


Fig. 3 Age distribution.

They are described in Figure 3, according to the sex of the respondents (clients), it was identified that of the 74 in total, 55, equivalent to 74% of them, correspond to the male sex and

19, equivalent to 26% of the total, correspond to the female sex. This is evidence of the large number of male respondents who were taken for the realization of their opinions.

Sex distribution

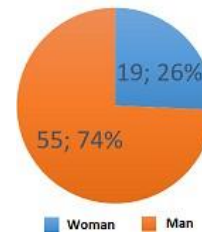


Fig. 4 Sex distribution.

Hypothesis Testing Results.

Details that the thesis is explanatory level and that the normality test (sig. 0.000) does not have a normal frequency; it is necessary to recommend a nonparametric hypothesis test and each hypothesis under the Nagelkerke statistical test.

As for the general hypothesis: relationship marketing significantly influences purchase motivation in a hardware store in Cercado de Lima, 2025. Table I shows the results.

TABLE I
GENERAL HYPOTHESIS TEST

-2 Log Likelihood (intercept only)	-2 Log Likelihood (final)	Chi-square	df	Sig.	Nagelkerke Pseudo R ²
333.583	0.000	333.583	33	0.000	0.993

The following table shows the results of the general hypothesis. In order to validate or reject this hypothesis, an ordinal regression is performed where the value of the likelihood was 333.583 at the intersection and 0.000 at the end.

-2 log. of the likelihood was 333.583 at the intersection and 0.000 at the end, asserting that, the model tends to go down to zero in its totality manifesting itself in an improvement towards the model, whose result amounts to 333.583 belonging to the chi-square.

The bilateral asymptotic significance value was 0.000, affirming the acceptance of the general hypothesis. Therefore, relationship marketing significantly influences purchase motivation in a hardware store in Cercado de Lima, 2025.

Finally, the pseudo R² value amounts to 0.993, that is, the independent variable "relationship marketing" influences the dependent variable "purchase motivation", giving a total of 99.30% in fact.

With respect to the specific hypothesis 1: relationship marketing significantly influences the attention towards purchase in a hardware store in Cercado de Lima, 2025. Table II shows the results.

TABLE II
SPECIFIC HYPOTHESIS 1 TEST

-2 Log Likelihood (intercept only)	-2 Log Likelihood (final)	Chi-square	df	Sig.	Nagelkerke Pseudo R ²
220.159	0.000	220.159	33	0.000	0.984

In the following table the results of the specific hypothesis 1 are shown. To validate or reject this hypothesis, an ordinal regression is performed where the -2 log. value of the likelihood was 220.159 at the intersection and 0.000 at the end, asserting that the model tends to go down to zero in its totality, manifesting itself in an improvement towards the model, whose result amounts to 220.159 belonging to the chi- square.

The bilateral asymptotic significance value was 0.000, affirming the acceptance of the specific hypothesis 1. Therefore, relationship marketing significantly influences the attention to purchase in a hardware store in Cercado de Lima, 2025.

Finally, the pseudo R² value amounts to 0.984, i.e., the independent variable “relationship marketing” influences dimension 1 “attention”, giving a total of 98.40% in fact.

With respect to the specific hypothesis 2: relationship marketing significantly influences the interest towards purchase in a hardware store in Cercado de Lima, 2025. Table III shows the results.

TABLE III
SPECIFIC HYPOTHESIS 2 TEST

-2 Log Likelihood (intercept only)	-2 Log Likelihood (final)	Chi-square	df	Sig.	Nagelkerke Pseudo R ²
212.801	0.000	212.801	33	0.000	0.975

In the following table the results of the specific hypothesis 2 are shown. To validate or reject this hypothesis, an ordinal regression is performed where the -2 log. value of the likelihood was 212.801 at the intersection and 0.000 at the end, asserting that the model tends to go down to zero in its totality, manifesting itself in an improvement towards the model, whose result amounts to 212.801 belonging to the chi- square.

The bilateral asymptotic significance value was 0.000, affirming the acceptance of the specific hypothesis 2. Therefore, relationship marketing significantly influences the interest in purchasing in a hardware store in Cercado de Lima, 2025.

Finally, the pseudo R² value amounts to 0.975, i.e., the independent variable “relationship marketing” influences dimension 2 “interest”, giving a total of 97.50% in fact.

With respect to specific hypothesis 3: relationship marketing significantly influences the desire to purchase in a

hardware store in Cercado de Lima, 2025. Table IV shows the results.

TABLE IV
SPECIFIC HYPOTHESIS 3 TEST

-2 Log Likelihood (intercept only)	-2 Log Likelihood (final)	Chi-square	df	Sig.	Nagelkerke Pseudo R ²
193.032	0.000	193.032	33	0.000	0.967

The following table shows the results of specific hypothesis 4. To validate or reject this hypothesis, an ordinal regression is performed where the -2 log. value of the likelihood was 193.032 at the intersection and 0.000 at the end, asserting that the model tends to go down to zero in its totality, manifesting itself in an improvement towards the model, whose result amounts to 193.032, belonging to the chi- square.

The bilateral asymptotic significance value was 0.000, affirming the acceptance of specific hypothesis 3. Therefore, relationship marketing significantly influences the desire to purchase in a hardware store in Cercado de Lima, 2025.

Finally, the pseudo R² value amounts to 0.967, i.e., the independent variable “relationship marketing” influences dimension 3 “desire”, giving a total of 96.70% in fact.

With respect to the specific hypothesis 4: relationship marketing significantly influences the action towards purchase in a hardware store in Cercado de Lima, 2025. Table V shows the results.

TABLE V
SPECIFIC HYPOTHESIS 4 TEST

-2 Log Likelihood (intercept only)	-2 Log Likelihood (final)	Chi-square	df	Sig.	Nagelkerke Pseudo R ²
210.415	0.000	210.415	21	0.000	0.976

In the following table the results of the specific hypothesis 3 are shown. To give validity or rejection to this hypothesis, an ordinal regression is performed where the -2 log. value of the likelihood was 210.415 in the intersection and 0.000 at the end, asserting that, the model tends to go down to zero in its totality manifesting itself in an improvement towards the model, whose result amounts to 210.415 belonging to the chi- square.

The bilateral asymptotic significance value was 0.000, affirming the acceptance of the specific hypothesis 4. Therefore, relationship marketing significantly influences the action towards purchase in a hardware store in Cercado de Lima, 2025.

Finally, the pseudo R² value amounts to 0.976, that is, the independent variable “relationship marketing” influences dimension 4 “action”, giving a total of 97.60% in fact.

IV. DISCUSSION

Miranda et al. [5] presented a research study that focused on investigating relationship marketing as a loyalty strategy through social networks, while the thesis presented sought to investigate the influence of “relationship marketing” on “purchase motivation”. Both investigations took place in different countries, one in Ecuador, specifically in Bolivar, and the other in Cercado de Lima, Peru. Both had the same approach (quantitative), however, one had a sample of 250 people while the thesis presented had a sample of 74 customers. Miranda et al. [5] used Spearman's rho statistical test with a correlation (R) 0.236 and 0.638 with a significance of 0.01, concluding with the fulfillment of their objective, while the thesis evidenced the significant influence on the motivation to purchase by means of the “linear regression” statistic with 0.000 and Nagelkerke's pseudo R^2 of 0.993, also concluding with the fulfillment of their objective.

The study presented by Coronel et al. [6] which considered in the research the variables “purchase decision” and ‘merchandising’ in supermarkets, with the objective of analyzing the level of incidence in the purchase decision, while the thesis presented had as variables “relationship marketing” and “purchase motivation” with the objective of investigating the influence of the same variables. Both studies took place in different places, one in Cuenca (Ecuador) and the thesis in Cercado de Lima (Peru). Both had a quantitative approach; however, their samples were different, while Coronel et al. [6] presented a sample of 500 prospects who visit the supermarket, the thesis presented a sample of 74 customers who shop at the hardware store. Both performed different statistical tests; one was based on Pearson's correlation, reaching the conclusion of a correlation (R) between 0.493 and 0.822 with a significance of 0.01, concluding with the fulfillment of its objective, while the thesis evidenced the significant influence on the motivation towards the purchase by means of the statistic “linear regression” with a 0.000 and pseudo R^2 of Nagelkerke of 0.993.

On the other hand, Lequernaque and Méndez [7] presented this research with the objective of investigating relationship marketing and customer loyalty in a company, while the thesis sought to investigate the influence of relationship marketing on purchase motivation. Both studies were conducted in the same country (Peru), one in Piura and the other in Cercado de Lima, and shared the same quantitative approach. Lequernaque and Méndez [7] presented a sample of 136 customers with Spearman's rho (0.469) and a significance of 0.005. In the thesis, a sample of 74 clients and a “linear regression” with a 0.000 and pseudo Nagelkerke's R^2 of 0.993 were used.

Likewise, Méndez et al. [8] evidenced their research study on relationship marketing and customer loyalty of a company in the gastronomic sector, while the thesis sought to determine the influence of relationship marketing on the motivation to purchase in a hardware store. Both investigations took place in

the same country (Peru); one does not specify the place of origin; however, in the thesis, it specifies the district of Cercado de Lima. The study by Méndez et al. [8] showed a sample of 143 customers with a Spearman's rho of ($r=0.900$) and a significance (0.000), while the thesis had a sample of 74 customers and a “linear regression” with a 0.000 and pseudo Nagelkerke's R^2 of 0.993. Both validated their objective and initial hypothesis.

Caja [9] on the other hand, presented the objective of investigating the relationship between relationship marketing and customer loyalty in a bakery industry, while the thesis sought to investigate the influence of relationship marketing on the purchase motivation of customers who come to buy in a hardware store. Both investigations took place in the same country (Peru), one in Cajamarca and the other in the district of Cercado de Lima. Likewise, they coincided with the same quantitative approach; the research work had a sample of 80 customers and the thesis had a sample of 74 customers. Regarding the statistical test, both used different methods; in the work of Caja [9] the Spearman's rho statistical test was observed, obtaining as a result a correlation coefficient (r) of 0.245 and a significance of 0.028, and the thesis presented showed a “linear regression” with a 0.000 and pseudo Nagelkerke's R^2 of 0.993. Both concluded with the fulfillment of their objective.

V. CONCLUSIONS

1. Relationship marketing significantly influences purchase motivation in a hardware store in Cercado de Lima, 2025; which was validated through the statistical test “ordinal regression” with a 0.000 and Nagelkerke's pseudo R^2 of 0.993.
2. Relationship marketing significantly influences attention to purchase in a hardware store in Cercado de Lima, 2025; which was validated through the statistical test “ordinal regression” with a 0.000 and Nagelkerke's pseudo R^2 of 0.984.
3. Relationship marketing significantly influences purchase interest in a hardware store in Cercado de Lima, 2025; which was validated through the statistical test “ordinal regression” with a 0.000 and Nagelkerke's pseudo R^2 of 0.975.
4. Relationship marketing significantly influences the desire to purchase in a hardware store in Cercado de Lima, 2025; which was validated through the statistical test “ordinal regression” with a 0.000 and Nagelkerke's pseudo R^2 of 0.967.
5. Relationship marketing significantly influences the action towards purchase in a hardware store in Cercado de Lima, 2025; which was validated through the statistical test “ordinal regression” with a 0.000 and Nagelkerke's pseudo R^2 of 0.976.

VI. RECOMMENDATIONS

First: It is recommended that the marketing manager implement relationship marketing strategies focused on strengthening the creation of bonds with customers through personalized attention, effective and constant communication and loyalty programs. It is of utmost relevance that the hardware store can adopt tools to collect and analyze customer behavior data that allow to offer good benefits that encourage the purchase. This thesis evidences scientific foundations that allow validating the influence of relationship marketing in the motivation towards the purchase in the hardware store.

Second: It is recommended that the sales manager implement strategies that prioritize closeness and personalized treatment with the customer, accompanied by the creation of continuous and direct communication channels to keep the customer informed about product news; likewise, develop programs that build loyalty and recognize the constant interaction with the customer in order to generate greater interest in the purchasing process, because the research determined the influence of the relationship between relationship marketing and attention to the purchase.

Third: It is recommended to the image consultant to implement a solid strategy focused on loyalty and service personalization in order to increase the interest towards purchase, including loyalty programs and personalized communication, since it was found a significance between relationship marketing and the interest towards purchase.

Fourth: The image manager is recommended to apply relational strategies based on the creation of personalized experiences, valuable content and emotional bonds, such as the creation of aspirational content, the creation of storytelling, exclusive and limited promotions, the sense of stimulating the desire to buy from potential customers of the hardware store. This thesis evidences the significant influence between relationship marketing and the desire to buy.

Fifth: It's recommended to implement a digital loyalty system, such as virtual memberships, review rewards, or cumulative discounts. Additionally, maintaining post-sale communication by thanking customers for comments, responding to reviews, and sending personalized promotions will strengthen loyalty and increase repeat visits.

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