

Digital Marketing and Service Experience in a Peruvian Information Services Company

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Abstract - This study seeks to relate digital marketing and customer experience in an information services company in the northern region of Peru. Under a quantitative approach, of basic type, descriptive correlational level with a population of 249 participants; it was obtained as results that the perception of digital marketing recognizes low levels with 53.4% (n=133), regarding the service experience, customers perceive low levels with 54.2% (n=135) and with a significance level of 0.000; and a correlation coefficient of 0.364 Spearman's Rho, a low positive correlation was obtained. It is concluded that companies that provide information services, although they offer IT solutions to improve internal and external communication, need to be vindicated in the face of different phenomena, including marketing and customer loyalty.

Keywords: Digital Marketing, Service Experience, Information Service, Peru

I. INTRODUCTION

Companies that provide services have deficiencies in the use of digital marketing (Blazic et al., 2023). These deficiencies manifest themselves in different ways. First, many companies do not take full advantage of the digital platforms available to promote their services. They do not use effective online marketing strategies, such as the use of social networks, blogs or paid advertisements, to reach their target audience. This limits the ability to keep customers informed about new experiences. In Peru and worldwide, it is a common denominator that more companies are now starting to employ digital marketing tools, but the customer experience and loyalty aspect is not yet recognized (Gonzales Sanchez, 2022).

Tenesaca Atupaña, (2022) evaluated the connection between customer loyalty and retention in a company, finding that the results revealed that the relationship between information and customer retention is 0.73, indicating a high direct

connection. Ariaz Ramos, (2020) sought to establish the relationship between marketing mix and customer loyalty, where the main result revealed a correlation coefficient of 0.766 between both variables. Romero, (2019) found that there is a significant relationship between the level of digital marketing and the level of positioning. The above studies demonstrate the importance of providing different companies with the opportunity to identify deficiencies in their digital marketing strategies, encouraging the improvement of conditions for customer loyalty.

Digital marketing focuses its theories, which are described as the diffusion of innovation theory refers to a theoretical framework that explores how and why new ideas, products or practices spread among members of a social group or a society in general. The theory proposes that the adoption of an innovation follows a sequential process, in which different groups of individuals adopt the innovation at different times (Bricio Samaniego et al., 2018). Rogers identifies five categories of innovation adopters: innovators, early adopters, early majority, late majority and laggards. In addition, the theory also highlights the importance of communication channels, the characteristics of the innovation and the characteristics of the adopters as factors that influence the diffusion process (Rogers, 2003). Digital marketing can be defined as the set of strategies and tactics used by companies to promote, market and sell products and services through digital media, such as the Internet, social networks, mobile devices and other digital channels. It is also considered as the process of planning, implementation and control of marketing actions carried out in digital (Oleksandr et al., 2024) environments in order to achieve the business (Iryna et al., 2024) objectives of an organization (Nehme et al., 2024). It includes activities such as search engine optimization, online advertising, content marketing, social media and email marketing, among others (Pitre-Redondo et al., 2021).

It refers to the set of strategies and actions implemented by a company to generate loyalty in its current customers, with the objective of maintaining a long-term relationship and promoting repeat purchases. This involves providing a satisfactory experience, providing excellent customer service, offering incentives and rewards, and establishing effective (Podvalny et al., 2021) communication with customers, in addition, it is the process by which a company manages to strengthen the bond with its existing customers, increasing the likelihood that they will choose to repeat their purchases in the future and recommend the company to others (Castillo-Jiménez & Gallardo-Echenique, 2020).

Given the above, the following objective is presented, which seeks to determine the relationship between digital marketing and customer experience in a company that provides information services.

II. METHODOLOGY

The research was a quantitative, basic, non-experimental, cross-sectional approach. Two questionnaires were used to quantify the variables; in addition, a direct analysis of the respondents was carried out through observation and analysis.

The study presented a finite population of registered clients of a company that provides information services (n=705), using a simple random sample, 249 participants were obtained, who were part of the client registry between January and May.

Through the survey technique and the use of two questionnaires, both variables were measured. For the measurement of digital marketing, 15 items were constructed, distributed in three dimensions: 1) flow, 2) functionality and 3) feedback questions. For the second dimension customer loyalty, 12 items were constructed, distributed in three dimensions 1) customer-oriented culture 2) customer experience and 3) relational strategy. For both questionnaires a Likert-type rating was obtained with answers: 1 = Never, 2 = Almost never, 3 = Sometimes, 4 = Almost always, 5 = Always). The validation of both instruments was carried out by means of expert judgment, obtaining an Aiken V value of 0.92 and 0.90 respectively.

All respondents received informed consent before the application of the instruments, respecting the principles of fairness, honesty and beneficence; in addition to respecting the scientific writing considering the citations and bibliographies in a correct manner.

III. RESULTS

Table I based on the perception of digital marketing shows that 53.4% (n=133) customers are at a low level; 42.2% (n=105) customers are at a medium level. Regarding the dimensions of flow, functionality and feedback the perception of customers is overwhelmingly at a low level.

TABLE I LEVEL OF THE DIGITAL MARKETING VARIABLE AND DIMENSIONS

Variable 1 and dimensions	Under		Medium		High	
	n	%	n	%	n	%
Digital marketing	133	53,4	105	42,2	11	4,4
Flow dimension	140	56,2	102	41,0	7	2,8
Functionality dimension	121	48,6	115	46,2	13	5,2
Feedback dimension	136	54,6	98	39,4	15	6,0

Table II, based on the perception of service experience, shows that 54.2% (n=135) customers are at a low level; 40.6% (n=101) customers are at a medium level. Regarding the dimensions of customer-oriented culture and relational strategy, the perception of customers is mostly at a low level, while in the dimension of customer experience the medium and high level is represented by 58.2% and 17.7% respectively.

TABLE II LEVEL OF SERVICE EXPERIENCE VARIABLE AND DIMENSIONS

Variable 2 and dimensions	Under		Medium		High	
	n	%	n	%	n	%
Service experience	135	54,2	101	40,6	13	5,2
Customer-oriented culture dimension	193	77,5	50	20,1	6	2,4
Customer experience dimension	60	24,1	145	58,2	44	17,7
Relational strategy dimension	162	65,1	71	28,5	16	6,4

Through the normality test, the Kolmogorov Smirnov test was used, allowing the choice of Spearman's Rho statistic for the execution of the hypothesis tests to determine that there is a normal distribution in the data.

Table III shows the correlation analysis between digital marketing and customer service experience, where a significance level of 0.000 was identified, and a correlation coefficient of 0.364 Spearman's Rho, thus obtaining a low positive correlation. With respect to the dimensions, the existence of a significance level of .000 with a low positive correlation statistic is also observed.

TABLE III CORRELATION ANALYSIS BETWEEN DIGITAL MARKETING AND SERVICE EXPERIENCE DIMENSIONS.

	Service experience	
	Correlation	Sig.
Digital Marketing	,364	,000
Flow dimension	,339	,000
Functionality dimension	,339	,000
Feedback dimension	,310	,000

IV. DISCUSSION

The research demonstrates the existence of a correlation between digital marketing and service experience where it was identified at the significance level of 0.000; and a correlation coefficient of 0.364. For (Gomez Torres, 2021) found a moderate relationship between the variables of digital marketing and customer loyalty, determining that both dimensions analyzed show an average significant correlation. The personalization of digital marketing becomes a strategic approach that seeks to adapt and personalize interactions and experiences, preferences and individual behaviors of consumers. For Núñez Ramírez, (2024) the relationship between Digital Marketing and Customer Experience is

important for the success of every company, becoming an important role of management and experience improvement. Gallardo-Tello et al., (2024) mention that customers prefer to have direct marketing strategies in relation to the service they requested, finding that there is a moderate positive correlation of 0.785 with a significance value of 0.000 between the dimensions sales promotion, direct marketing, personal selling and brand positioning. Thus, Ramos & Neri, (2022) mention that the branding of a product is based on customer knowledge and positioning as a communication exercise that satisfies customer needs and experiences.

This study based on the perception of digital marketing shows that 53.4% of customers have a low level of perception of this variable. Santes et al., (2017) indicates that digital marketing becomes a key and innovative piece that supports different enterprises and institutions. Different results are found (Calderón Subia & Serrano Alcántara, 2022) where they conclude that digital marketing is an effective tool for attracting customers, who seek to face the competition of the technological domain. Campines, (2023) points out that 67% of customers use digital media to make purchases, being digital marketing, through social networks, the most common way in consumer behavior to share opinions and experiences about products and services.

Regarding the perception of the service experience, 54.2% of customers report a low level of perception. For (Alcaide & Merino, 2011) customer experience is conceived in an integral manner, including all those management elements that provide a highly positive experience for the customer; however, if they are neglected, the experience may be reflected as a negative aspect for the institutions. This concept is reinforced (Simó, 2002) who recognizes that satisfaction in the satisfaction process is explained by dissatisfaction; it is the consumers who experience pleasure in the development of the service. In the case of information services, the customer experience responds to service management and the interaction of social processes, considering the human relationship an essential element in the quality of the service and the development of competencies (Pinto-Molina, 1999).

V. CONCLUSIONS

Companies that provide information services offer IT solutions to improve internal and external communication, having IT services becomes an essential priority, so companies around the world have sought to reinvest themselves, innovating in their processes.

Digital marketing is very important since its different strategies allow companies to achieve a better positioning in the market, through this research it was possible to recognize that there is a significant correlation between digital marketing and customer experience. In addition, the levels of both variables are low, this would mean the need to further enhance both models to obtain a better perception of the services offered by Peruvian information services companies.

RECOMMENDATIONS

This study recognizes the importance of proposing digital marketing strategies to improve the quality of services and the loyalty of customers who attend companies that provide information services, thus seeking that those responsible and leaders of these organizations, seek resources and means to influence consumer decision making allowing them to interact and generate a positive and loyal experience towards the brand.

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