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Scientific Articles

El marketing digital y su repercusión en las ventas de las micro y pequeñas empresas

Digital marketing and its impact on sales of micro and small businesses

Marketing digital e seu impacto nas vendas de micro e pequenas empresas

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Resumen

Actualmente el marketing digital ha cambiado la manera de promocionar los productos y servicios de las empresas, así como también la forma de comunicarse con los clientes, principalmente por el auge que han tenido las redes sociales, de ahí que la presente investigación tenga por objetivo analizar la repercusión del marketing digital en las ventas que registran las micro y pequeñas empresas del Estado de México. El estudio tiene un alcance descriptivo y correlacional, de enfoque cuantitativo, con diseño no experimental de tipo transversal. La herramienta de recolección de datos fue el cuestionario. Además, se utilizó el muestreo por cuotas y cada cuota estuvo conformada por 32 micro y pequeñas empresas. Los resultados del análisis ANOVA señalan que el valor de “p” es 0.000 y por tanto $p < 0.05$ lo que permite establecer la evidencia estadística de que existen diferencias en las ventas de las micro y pequeñas empresas entre las distintas categorías de uso del marketing digital. Por otra parte, el coeficiente de correlación rho de Spearman (0,718) indica la existencia de una correlación positiva alta entre la frecuencia de uso del marketing digital y las ventas en las micro y pequeñas empresas. Lo anterior permite concluir que el marketing digital genera variabilidad en las ventas de las micro y pequeñas empresas. Además, existe una relación positiva alta entre el marketing digital y las ventas de las micro y pequeñas

empresas, esto quiere decir que a medida que aumenta el uso del marketing digital, también aumentan las ventas.

Palabras clave: e-marketing, marketing 4.0, marketing digital, microempresas, pequeñas empresas, redes sociales, ventas.

Abstract

Currently, digital marketing has revolutionized the way of promoting companies' products and services, as well as the way of communicating with customers, mainly due to the rise that social networks have had, hence the objective of this research is to analyze the effect that digital marketing has on the sales recorded by micro and small businesses in the Estado de Mexico. The study has a descriptive and correlational scope, with a quantitative approach, with a non-experimental cross-sectional design. The data collection tool was the questionnaire. In addition, quota sampling was used and each quota was made up of 32 micro and small businesses. The results of the ANOVA analysis indicate that the value of “p” is 0.000 and therefore $p < 0.05$, which allows establishing statistical evidence that there are differences in the sales of micro and small businesses between the different categories of use of digital marketing. . On the other hand, Spearman's rho correlation coefficient (0.718) indicates the existence of a high positive correlation between the frequency of use of digital marketing and sales in micro and small businesses. The above allows us to conclude that digital marketing generates variability in the sales of micro and small businesses. In addition, there is a high positive relationship between digital marketing and sales of micro and small businesses, this means that as the use of digital marketing increases, sales also increase.

Keywords: e-marketing, marketing 4.0, digital marketing, microbusinesses, small businesses, social networks, sales.

Resumo

Atualmente, o marketing digital revolucionou a forma de promoção dos produtos e serviços das empresas, bem como a forma de comunicar com os clientes, principalmente devido à ascensão que as redes sociais têm tido, daí o objetivo desta investigação ser analisar o efeito que o digital marketing tem nas vendas registradas pelas micro e pequenas empresas no Estado de México. O estudo tem escopo descritivo e correlacional, com abordagem quantitativa, com delineamento transversal não experimental. O instrumento de coleta de

dados foi o questionário. Além disso, foi utilizada amostragem por cotas e cada cota foi composta por 32 micro e pequenas empresas. Os resultados da análise ANOVA indicam que o valor de “p” é 0,000 e portanto $p < 0,05$, o que permite estabelecer evidências estatísticas de que existem diferenças nas vendas das micro e pequenas empresas entre as diferentes categorias de utilização do marketing digital. Por outro lado, o coeficiente de correlação rho de Spearman (0,718) indica a existência de uma correlação positiva elevada entre a frequência de uso do marketing digital e as vendas nas micro e pequenas empresas. O exposto permite concluir que o marketing digital gera variabilidade nas vendas das micro e pequenas empresas. Além disso, existe uma relação altamente positiva entre o marketing digital e as vendas das micro e pequenas empresas, isso significa que à medida que aumenta o uso do marketing digital, as vendas também aumentam.

Palavras-chave: e-marketing, marketing 4.0, marketing digital, microempresas, pequenas empresas, redes sociais, vendas.

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Introduction

Micro and small enterprises are key to local economies, generating jobs, helping to combat poverty and promoting economic development through a more equitable distribution of income (Chiatchoua and Lozano, 2021; Santos and Guzmán, 2017). Therefore, micro and small enterprises can become an important tool to combat poverty and it is worth mentioning that one of the objectives of the 2030 Agenda is to eradicate poverty.

Despite the important role played by micro and small businesses, they are unfortunately characterized by low productivity. According to Calderón and Ferraro (2013), in Mexico a micro business hardly reaches 16% productivity compared to a large company and a small business only reaches 35%, which makes it clear that there is a large productivity gap. For this reason, micro and small businesses are required to implement strategies that allow them to reduce this gap and increase their productivity and, therefore, their competitiveness, especially in a scenario marked by globalization and accelerated immersion of technologies (Armijos-Solórzano *et al.*, 2020).

Something that will contribute to micro and small businesses increasing their competitiveness is the adoption of technologies, because digital transformation has become a key factor in the success of companies (Baiyere *et al.*, 2020; Jafari-Sadeghi *et al.*, 2023; Wimelius *et al.*, 2021).



Today, digital transformation is a source of opportunities for many companies; however, it also represents a threat to the survival of those that resist or do not have the capacity to adapt (Del Do *et al.*, 2023). According to Schwartz (2001), companies that manage to adapt and have the capacity to respond to new technologies are those that will remain and those that do not will probably fall. Digital transformation refers to the changes brought about in business models by new digital technologies (Hess *et al.*, (2016). Undoubtedly, digital transformation is practically forcing companies to do things differently, as they have never done before, for example, changing the way they relate to customers and the way they make their products and services known through digital technologies, because customers have changed and are now more digital.

As a result of the above, traditional marketing has evolved, giving rise to digital marketing, which has emerged due to the emergence of new technologies that surround the population (Cantillo, 2013). Globally, people spend on average almost 7 hours a day on the Internet and the most visited social networks in the world are YouTube, Facebook and Instagram (We are Social and Hootsuite, 2021). Therefore, it is necessary to adapt traditional marketing to new sales and business models, including digital technology for better business performance (Kunhai , 2021). *et al.*, 2024).

Digital marketing, also known as e-marketing, involves the use of the Internet, social media, mobile devices, and search engines to reach different customers through an innovative strategy (Mena *et al.*, 2019; Membiela-Pollán and Pedreira-Fernández, 2019). Different authors define digital marketing as marketing through digital devices; that is, companies have a presence in virtual environments thanks to the use of technologies that facilitate the interaction of users with the company (Carrasco, 2020; Chaffey and Ellis-Chadwick, 2019; Uribe and Sabogal, 2021).

In fact, digital marketing is breaking traditional marketing schemes (Paris *et al.*, 2016) and can be used by any company, whether in the tourism, commerce, services, educational sectors, among others (Luque-Ortiz, 2021).

Indeed, digital marketing is an innovative strategy that helps increase the visibility of the company, through web sites, blogs, social networks, among others. In Mexico alone, digital advertising expenses in 2021 exceeded 56 billion Mexican pesos, which represents an increase of almost 37% compared to the previous year (Statista, 2023). Evidently, these data indicate that digital marketing has become a key ally for many companies (Bautista-Ordoñez and Santamaria-Manobanda, 2023) because it facilitates their presence in new markets both

locally, regionally, nationally and internationally, without this implying an increase in their costs (Calderón *et al.*, 2023; Pitre, *et al.*, 2021).

The above is thanks to social networks, which are a powerful digital marketing tool, as they have become the most important means of communication and a different way of reaching customers, but cheaper than traditional marketing, and the number of social media users increases every day, making these digital platforms a key factor in business management (Aucay and Herrera, 2017; Bricio *et al.*, 2018; Claro, 2016; Hernandez *et al.*, 2017; Kaplan and Haenlein, 2010; Rodríguez, 2014). On the other hand, digital marketing allows customers to learn about the company's advertising campaigns and its products without having to physically go to the store or establishment. In addition, it facilitates and speeds up communication between the company and its customers, which contributes to improving market positioning and differentiating itself from competitors (Encalada *et al.*, 2019).

Digital marketing has undoubtedly become an important and indispensable key for any type of business (Núñez and Miranda, 2020). Thus, the objective of this research is to analyze the impact of digital marketing on the monthly sales of micro and small businesses. Therefore, it will be found out whether sales vary according to the frequency of use of digital marketing and the relationship between sales and the frequency of use of digital marketing will also be examined.

Methodology

Scope, focus and research design

The scope of the study was descriptive and correlational, with a quantitative approach and its design was non-experimental and cross-sectional, this because the researcher did not manipulate the variables and the data was collected at a single time.

Study variables

The study variables that were considered for this research are:

- Dependent variable: monthly sales in pesos, it is a scalar variable.
- Independent variable: frequency of use of digital marketing, it is an ordinal variable.

The categories are: low, moderate and high.

Analysis of Variance (ANOVA) Hypothesis

H_o : There are no statistically significant differences between the means of the three categories. Therefore, the low, moderate and high categories record the same sales.

H_a : There are statistically significant differences between the means of the three categories. Therefore, the low, moderate and high categories do not record the same sales.

Spearman's Rho Correlation Hypothesis

H_o : There is no correlation between the frequency of use of digital marketing and sales.

H_a : There is a correlation between the frequency of use of digital marketing and sales.

Sample

The sampling used was non-probabilistic, specifically quota sampling, for which the study population was divided into three categories:

1. *Low frequency*: companies that never or rarely implement digital marketing.
2. *Moderate frequency*: companies that only use digital marketing sometimes.
3. *High frequency*: companies that always and frequently use digital marketing.

The quotas were then chosen, that is, the number of companies that would participate in the research. In this case, there were 32 companies from each group with activities in the south of the State of Mexico. As for the inclusion criteria, companies of any economic activity were considered, as long as they were micro and small companies, that is, they did not exceed 50 workers.

Ethical considerations

For the purposes of this research, informed consent was obtained from the owners or managers of the businesses participating in the study, assuring them of the confidentiality of the information provided and the protection of their privacy.

Instrument

The instrument used was a questionnaire designed with a Likert scale, which evaluated and confirmed the frequency with which micro and small businesses use digital marketing. An open question was also included regarding average sales recorded on a monthly basis. To

evaluate the reliability of the questionnaire, the statistical measure Cronbach's Alpha was used, yielding a value of 0.851, which means that the level of reliability of the items is good.

Information analysis

The information was analyzed using descriptive statistics, and an Analysis of Variance (ANOVA) was applied to validate the hypotheses. In addition, it was necessary to perform a Spearman's Rho Correlation Analysis. To carry out these procedures, the statistical software SPSS v.23 was used.

Results

The aim is to find out whether monthly sales vary according to the frequency of use of digital marketing. To do this, the average monthly sales in pesos and the frequency of use of digital marketing (low frequency, moderate frequency and high frequency) will have to be compared. The results are shown below:

Table 1. Descriptive statistics

	Average	Standard deviation	Standard error	95% confidence interval for the mean		Minimum	Maximum
				Lower limit	Upper limit		
Low	12465.63	1628.102	287,810	11878.63	13052.62	10000	18000
Moderate	13167.19	2038.801	360,413	12432.12	13902.25	10000	18400
High	22223.13	4211.269	744.454	20704.80	23741.45	13400	29100
Total	15951.98	5287.913	539.695	14880.55	17023.41	10000	29100

Source: Prepared by the authors with data processed in SPSS

In the third column of Table 1, the measurements for each group regarding the frequency of use of digital marketing are observed and it can be seen that as the use of digital marketing increases, the measurement of monthly sales in pesos also increases. Companies that have a low frequency or that never use digital marketing have an average of 12,465.63 pesos per month ; for those with moderate frequency; that is, those who sometimes implement digital marketing, their average is 13,167.19 pesos and; those with a high frequency, in other words, those who always use digital marketing, have an average of 22,223.13 pesos. Therefore, micro and small companies that have a high frequency of use of digital marketing in their businesses record a greater number of monthly sales and those with a low frequency

of use have a lower number of sales. Next, the ANOVA test was performed to determine if there are statistically significant differences between the means of the three categories.

Table 2. ANOVA test.

	Sum of squares	gl	Root mean square	F	Next.
Between groups	1895584002.083	2	947792001.042	115.857	.000
Within groups	760808521.875	93	8180736.794		
Total	2656392523.958	95			

Source: Prepared by the authors with data processed in SPSS

In the table above, it can be seen that the “p” value for significance is 0.000, therefore $p < 0.05$ indicates that the differences in monthly sales in pesos between the three categories of the frequency of use of digital marketing are significant. With the findings presented above, the null hypothesis is rejected and it is concluded that there is a significant difference between monthly sales and the frequency of use of digital marketing.

The presented results of the ANOVA analysis show statistical evidence that there are differences in monthly sales of micro and small businesses between some of the categories of frequency of use of digital marketing, but now it is necessary to know between which categories there are differences. Therefore, the *post-hoc* analysis will be carried out, but first it will be necessary to review the homogeneity of variances test, in order to determine the type of test that should be applied to know between which categories there are differences.

Table 3. Test of homogeneity of variances.

Levene's statistician	gl1	gl2	Next.
10.965	2	93	.000

Source: Prepared by the authors with data processed in SPSS

The Levene test indicates that the value of “p” is 0.000 and is less than 0.05, so there is a significant difference between the variances. This result confirms that the data do not have equal variances, that is, the variances lack homogeneity. For this reason, the Games-Howell *post-hoc* test will be used, the results of which are presented in Table 4.

Table 4. Post-hoc test Games -Howell.

Level of use of the Digital Marketing		Difference of means (IJ)	Standard error	Nex t.	95% confidence interval	
					Lower limit	Upper limit
Low	Moderate	-701.563	461,229	.288	-1810.42	407.29
	High	-9757.500 *	798.152	.000	-11700.02	-7814.98
Moderate	Low	701.563	461,229	.288	-407.29	1810.42
	High	-9055.938 *	827.109	.000	-11060.87	-7051.00
High	Low	9757.500 *	798.152	.000	7814.98	11700.02
	Moderate	9055.938 *	827.109	.000	7051.00	11060.87

*. The difference in means is significant at the 0.05 level.

Source: Prepared by the authors with data processed in SPSS

The results of Table 4, from the Games -Howell test, reveal that there is a difference in means between those who have a high frequency of use of digital marketing in their businesses, compared to those who have a low and moderate frequency of use. However, there are no differences in means between those with a low frequency and those with a moderate frequency. The above can be affirmed with a confidence interval of 95%.

To quantify the differences between the different categories of frequency of use of digital marketing, the confidence intervals in Table 4 were analyzed; for example, between the low level and the high level the minimum difference is 7814.98 up to a maximum of 11700.02 with a confidence interval of 95%.

On the other hand, the relationship between the monthly sales variable and the frequency of use of digital marketing was also examined. For this purpose, the Spearman Rho correlation analysis was performed, which measured the strength and direction of association between the two variables.

Table 5. Spearman's Rho correlation.

		Sales	Digital Marketing
Spearman's Rho	Sales	Correlation coefficient	1,000
		Next (bilateral)	.
		N	96
	Digital Marketing	Correlation coefficient	.718 **
		Next (bilateral)	.000
		N	96
**. The correlation is significant at the 0.01 level (two-tailed).			

Source: Prepared by the authors with data processed in SPSS

In Table 5, it can be observed that the correlation is significant at the bilateral 0.01 level and the significance value found is 0.000, being less than 0.01, which indicates that the correlation is significant. For this reason, the null hypothesis is rejected and it is concluded that there is a correlation between the frequency of use of digital marketing and the sales of micro and small businesses. In turn, the Spearman's Rho correlation coefficient between the frequency of use of digital marketing and sales is 0.718, which is a high positive correlation. In other words, there is a high positive correlation because as the use and implementation of digital marketing in companies increases, their sales also increase.

Discussion

This research analyzed whether monthly sales vary according to the level of frequency of use of digital marketing. The results indicated that there are differences in monthly sales between those who have a high frequency of use of digital marketing in their businesses, compared to those who have a low and moderate frequency of use. Different studies indicate that the use of digital marketing helps to increase sales and stand out from competitors (Londoño *et al.*, 2018; Orozco *et al.*, 2022; Sainz, 2018). This is because digital marketing helps companies to position themselves better in the market, thanks to their digital presence through social networks and web sites, thus achieving a greater reach among people (Hoyos and Sastoque, 2020).

On the other hand, the relationship between the monthly sales variable and the frequency of use of digital marketing was also examined. The results showed that there is a high positive correlation, since as the use and implementation of digital marketing increases, monthly sales also increase. These findings coincide with the results presented by Céspedes

(2023), showing a high positive correlation between digital marketing and sales. Similarly, Barrera *et al.* (2022) in their research point out the existence of a medium positive correlation between digital marketing and the purchase decision. In the case of Pérez and Nauca (2022), they mention that the more digital platforms and tools are used, the greater the number of customers.

Likewise, Gazca *et al.* (2022) consider that digital marketing gives companies a huge advantage compared to those that use traditional marketing, since it is more efficient. Indeed, the results show that micro and small companies that continue to use traditional marketing recorded a lower number of sales. According to Orozco *et al.* (2022), companies that do not use digital marketing have a low positioning in the market, causing a reduction in sales and the results of this research confirm that as the use or implementation of digital marketing decreases, sales also decrease, making the company less competitive.

Conclusions

In summary, the study statistically demonstrated that digital marketing generates variability in sales; only micro and small businesses that have a high frequency of use of digital marketing are those that registered the highest sales.

Additionally, a high positive relationship was found between the frequency of digital marketing use and sales recorded by micro and small businesses. As micro and small businesses use digital marketing more frequently in their businesses as an advertising and promotion strategy, their sales tend to increase.

These findings reveal information about the important role of digital marketing, because the less companies use it, the more the risk of having their sales decline and the more difficult it is to reach new customers. It is recommended that micro and small businesses stay up to date and take advantage of digital marketing, since many of its tools are free, such as social networks where they can upload content about the company's goods and services in different formats such as videos, photographs, texts, audios, links, etc.

Future lines of research

One of the limitations of this research was determining the appropriate quotas, which could have led to a non-representative sample. Therefore, it is recommended that larger samples be used in future studies in order to increase the level of confidence in the results.

On the other hand, it is recommended that future studies investigate the effectiveness of each of the different social networks in sales, to determine which is the most effective social network. It is also suggested to study the most effective type of content for social networks and which works best as a digital marketing strategy. Likewise, to investigate the reasons or motives why some entrepreneurs of micro and small businesses do not use digital marketing.

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