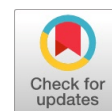


# Digital Marketing and Sublimation User Satisfaction, Piura - Perú



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**Abstract:** The objective of this study was to determine the relationship between digital marketing and the satisfaction of sublimation users in the department of Piura, Peru. For this purpose, a basic type of research was employed, utilising a non-experimental design with a correlational scope and a cross-sectional approach. Users of the Piura sublimation service who are between 18 and 65 years of age will be considered the target population. Likewise, the sample was selected based on statistical calculations, resulting in 384 respondents. The technique applied was the survey, and the research instrument was complemented with two questionnaires based on the Likert scale, whose collected data was processed using the SPSS software. The results achieved demonstrated a relationship between the variables studied. Finally, to reach this conclusion, the non-parametric test of Spearman's Rho was obtained with a p-value equal to 0.000 and a level of connections of 0.839. Finally, the findings obtained in the investigation indicate that there is a high positive confirmation between the variables digital marketing and satisfaction of sublimation users in the department of Piura, this shows that digital marketing offers tools and strategies that are useful to increase user satisfaction, and, therefore, have loyal customers, thus showing better results for the organization.

**Keywords:** Digital Communication, Digital Advertising, Digital Promotion, User Satisfaction.

## I. INTRODUCTION

Digital marketing is relevant because it helps organisations generate higher sales and increase their market visibility. Likewise, it will strengthen the link that the company has with its customers, thus achieving loyalty [15]. It can be indicated that it generates the advantage of reaching many more people and segmenting them, at an affordable cost [16]. Finally, we can infer that it is versatile since it has many tools to meet its objective: web page, social networks and search engines [17]. In the same sense, it has a main characteristic, which is also recognisable in all media. Therefore, it is the constant change that we notice in the way companies are managed. Likewise, as the tools and methodologies for

decision-making have become more flexible, taking advantage of opportunities requires a correct analysis.

Among the interesting figures regarding digital marketing in the world, we have regarding electronic commerce, 51% of people use the Google engine to search for information about what they need to buy online, in the same way, 59% of buyers considers mobile devices as a factor of great importance when deciding a provider of required products [15]. On the other hand, in the Peruvian sphere, the portal [16] mentions that 83.8% of Peruvians use social networks, that is, more than 28 million people, of which 48.2% are women and 51.8% are men.

Among the most prominent opportunities for organisations to reach a wider public are digital marketing, which has been referred to by various names, including online marketing, virtual marketing, and electronic marketing, among others. Therefore, this promising alternative of providing a virtualised approach to the work that companies do to reach their target audience is one of the most revolutionary trends that human knowledge has conceived for accessible use by almost all types of businesses worldwide. World, finds it helpful in small neighbourhood businesses to large corporations worldwide.

It is essential to note that companies are currently encouraging customers to engage in both virtual and face-to-face interactions, implicitly aiming to generate satisfaction through a seamless experience that spans from customer acquisition to the post-sale period. In this sense, a whole pleasant process is directed towards the client, which brings benefits related to loyalty, increased purchase frequency, and increased recommendations. All of this must be achieved through the adequate use of the tools offered in this case—digital marketing. In consideration of the above, we can take into account several authors, articles, and bibliographies in general, which will provide a broader perspective with their different points of view regarding what could be conceptualised as satisfaction.

## II. LITERARY REVIEW

The study employed a positivist paradigm, grounded in the following theories. In the first place, in the theory of quality, quality means fully satisfying the expectations of the customer. For this, the organization must develop and implement activities aimed at improving its effectiveness and efficiency [18]. And secondly, in the theory of modern marketing (Marketing 4.0),

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Which establishes that organizations must make parallel use of traditional marketing strategies and digital marketing to increase the productivity of the organization and satisfy optimal customer needs [19].

According to [5] satisfaction is a key factor frequently used by organizations in the modern world that allows them to have a reference level of how happy the customer is with how the product has been provided, or how they are evaluating the performance of the company at some point is specific, which the results obtained from this measurement will have an impact on the culture of the company; Considering these scopes, among the ways to measure satisfaction, the present alternative can be considered:

Employee report regarding customer contact, market research, focus groups, hidden customer, surveys, dissatisfaction tracking, among others.

Meanwhile [6], emphasizes that satisfaction has to do with the mood of the users who provide their evaluation after having compared the fulfillment of the expectation that they have of a product concerning what the company has offered.

[8] considers satisfaction as a complex process that must take into account aspects such as psychological, physiological, cognitive, among others not manifested, discovered, or considered yet by the information that we currently have. On the other hand, [7] indicates that satisfaction as the response of users or clients with a temporary opinion about the good or service that they value based on the level of pleasure generated by the consumption or use of what is obtained, which, without However, it could change if the good or service undergoes some type of modification that affects or is detectable by its perception.

Finally [9], and state that satisfaction is a consumer reaction in which an individual subjective evaluation has been taken into account. In it, he measures his expectations about the good or service used, bringing his previous perspectives as a reference, resulting in a final assessment that can be satisfactory or unsatisfactory.

The current information and communication technologies offer a wide range of possibilities for accessing markets, establishing connections, facilitating interactions, and utilising various advertising formats, among other aspects, enabling the continuous generation of innovative and effective trends.

[1] considers digital Marketing as the strategic operation to be able to generate marketing actions for goods and services that are offered in digitized media, with the advantage that information can be disclosed in real time, which would allow with greater certainty. For its part, [2] asserts that this type of marketing helps to generate a union of methods and means that were traditionally considered in an earlier stage as the most useful, integrating them now in better possibilities of connecting with users. Digital marketing, according to the contribution of [3], considers that electronic commerce trends are inclusive in terms of all types of applications that are used to market virtually, which means that this contributes to a better connection and interaction of the organization with the client by reducing the barriers that previously existed to be able to interact with them, being an appetizing opportunity to be able to retain clients through the use of the range of possibilities offered by this virtual world. In contrast, we find [4], who asserts that virtual marketing is

identified by using devices such as smart TVs, cell phones, tablets, and video game consoles. This type of marketing is closely tied to digital technology, primarily facilitated by interactive networks that connect information with users, providing them with valuable insights in real-time. In the same sense, various previous investigations were considered where the following subject was covered in the case of:

In a qualitative investigation of [10] on the influence of digital Marketing on the satisfaction of the clients of Caja Arequipa in Tacna 2021, it was concluded that if there is an influence of the first variable on the client, therefore, it is recommended to give it the due value so that the client has a more favourable opinion.

Meanwhile, [11] In his inquiry into the relationship between digital marketing and customer satisfaction of Lemonnier mascotas EIRL, Cieneguilla 2020, in this deepening regarding these two variables it was applied methodology, qualitative cross-sectional, in it it was concluded that there are a positive correlation between these two variables, concerning the company in question. For his part [12] in his research to determine the relationship between digital marketing and customer satisfaction in the commercial company Ate 2022, the same one that was quantitative, transversal, non-experimental, in which the relationship between digital marketing and satisfaction was concluded. The client's..

## III. METODOLOGY

The present study was of a basic type, with a non-experimental design, as it did not involve manipulating the dependent variable, user satisfaction. According to the contribution of [14], it can be affirmed that correlational studies present a level of association between their variables, to demonstrate a simple regression [19]. As indicated above, a cross-sectional and correlational study was carried out [20]. That is to say, the information will be collected in a specific period; in turn, an attempt will be made to prove the incidence of one variable over another [22].

Taking into account the scientific knowledge of the National Council of Science, Technology and Technological Innovation [13], and what was indicated by Hernández and others, the present investigation is quantitative, since numerical data were collected and statistics were used to test the hypotheses. Of study proposals, which are intended to see the interference of one variable on another [21].

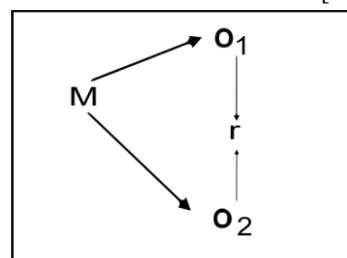


Figure 1.

Nota: Imagen de variables correlacionadas.

**Donde:** M: They are the users who opt for sublimation in Piura, 01: Analysis of variable 1: Digital Marketing, 02: Analysis of variable 2: User satisfaction,  $r$ : Correspondence of variables to be studied [23].

**Population:** made up of users of the service from 18 to 65 years of age from the Piura district, the same ones who used the service, with an infinite population sample and a representative sample, being random, implying that the study subjects have had the same possibility of being part of the service. Of the sample. Finally, the technique employed is a survey, and as an instrument, the questionnaire is used.

#### IV. RESULT AND DISCUSSION

Descriptive and inferential statistics were used to measure the perception of the study based on the link between the variables of digital marketing and complacency. Descriptive statistics are related to ordering and classifying results based on parameters, whereas inferential statistics provide results based on a sample. Among the research-based evidence that we can consider for the following article are those that we present below:

For the fulfilment of the first objective, which consists of determining the relationship between digital communication and sublimation user satisfaction in Piura, the following result was obtained, as evidenced in Table 1.

Table 1.

Rho de Spearman		Satisfacción
Comunicación digital	Coefficiente de correlación	,839**
	P-valor	,000
	N	385

Nota: Datos obtenidos con el cuestionario aplicado

\*\* $p < 0.01$  (altamente significativo)

A significant and revealing correlation was found between digital communication and the satisfaction of the interested parties, as evidenced by a p-value of less than 0.01%; likewise, a high degree of correlation is confirmed ( $r = 0.839$ ). In this sense, the premise that digital communication and user satisfaction are closely linked is accepted.

Regarding objective two, which seeks to verify the link between digital promotion and the satisfaction of customers of the sublimation service in Piura, the following result was reached:

Table 2.

Rho de Spearman		Satisfacción
Promoción digital	Coefficiente de correlación	,755*
	P-valor	,039
	N	385

Nota: Datos obtenidos con el cuestionario aplicado

\* $p < 0.05$  (significativo)

A significant correlation was found between digital promotion and user satisfaction, as evidenced by a p-value of less than 0.05. Similarly, a high correlation ( $r = 0.775$ ) was observed, indicating that the hypothesis that digital promotion and customer satisfaction are related is accepted. Regarding objective three, which investigates whether there is a relationship between digital advertising and the satisfaction of users of the sublimation service in the district of Piura, the following result was reached:

Table 3.

Rho de Spearman		Satisfacción
Publicidad digital	Coefficiente de correlación	,801**
	P-valor	,000
	N	385

Nota: Datos obtenidos con el cuestionario aplicado

\*\* $p < 0.01$  (altamente significativo)

A considerable correlation of digital advertising and customer satisfaction was determined, considering that the p-value is less than 1%; In addition, a high positive correlation is evidenced ( $r = .801$ ), therefore the conjecture that digital advertising and user satisfaction are linked is accepted

#### V. CONCLUSION

The general conclusion regarding the relationship between digital marketing and user satisfaction in the sublimation service in Piura has been that there is a high correlation, as indicated by the results obtained. When compared with other investigations using the same variables, this finding emphasises the importance of periodically evaluating and reinforcing these aspects. It is essential to note that understanding how to utilise the range of possibilities offered by digital marketing effectively is crucial for positively influencing customer satisfaction, which is ultimately what each company needs to retain its customers. It is well-known that the high correlation between digital communication and customer satisfaction ( $r = .839$ ) provides a very accurate reference to the importance of interacting virtually through strategies that generate benefits in this dimension for the organisation.

#### RECOMENNDATIONS

It is recommended to current organizations of all levels, from small enterprises, highly recognized companies, in the field that best suits them, to give due importance to the fundamental role that digital marketing plays in our times in relation to customer satisfaction. This is based on the understanding of the premise that if companies correctly select the electronic tools that are most compatible with their market segment, then they will be able to generate the most satisfactory scenario for their claims.

#### DECLARATION

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Availability of Data and Material/ Data Access Statement	Not relevant.



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