

ORIGINAL ARTICLE

Digital marketing and sales at hardware store Conex Distribuciones S.A.C., Juliaca - Peru

ABSTRACT

This research seeks to determine the relationship between digital marketing and sales at hardware store Conex Distribuciones SAC in Juliaca. This study uses a correlational design with a quantitative and non-experimental approach, with cross-sectional data collection. The population consisted of 293 customers, with a sample of 167. A questionnaire was used as the main instrument to collect data, applying the survey technique. Data processing was executed using SPSS software. Prior to analyzing the relationship between variables, a normality test was applied, which indicated that the data did not follow a normal distribution. This allowed us to select Spearman's correlation coefficient as the appropriate statistical method for the study. It was evident that digital marketing presents a significant positive correlation with sales ($Rho = 0.692$), as well as with sales management ($Rho = 0.599$), types of sales ($Rho = 0.669$), and added value ($Rho = 0.594$). Likewise, sales showed a positive relationship with factors such as functionality ($Rho = 0.636$), feedback ($Rho = 0.599$), and loyalty ($Rho = 0.596$). In conclusion, digital marketing maintains a positive and significant relationship with sales. These results underscore the importance of implementing effective digital marketing strategies and ensuring quality customer interactions, which not only drives sales growth but also strengthens the company's long-term sustainability and competitiveness.

Keywords: clients; digital marketing; sales.

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INTRODUCTION

According to Blanchard (2018) and Alonso-González (2017), cited by Núñez and Miranda (2020), in current business paradigms, organizations face diverse needs, which requires leaders to use methods and tools that allow them to adapt to changes in the global environment. The search for innovation in areas such as marketing, through digital tools, has become a key element to support business strategy. Various authors agree that the business world is advancing at an accelerated pace, driven by technological advances, globalization and sociopolitical factors that influence the economic and administrative development of companies.

Yuwana (2022) conceptualizes digital marketing as the application and exploitation of technology in marketing strategies. Rajshree (2017) defines marketing as a strategy that uses digital channels, such as display advertising, search engines, social media, and mobile advertising, to promote products and connect with consumers. Its impact continues to grow, even affecting traditional retail formats. For Yulian (2023), digital marketing is a system that employs online platforms to drive business growth, standing out as an effective tool for promoting products and facilitating transactions, benefiting both buyers and sellers.

According to Supriyatin and Wissha (2022), digital marketing is a strategy that uses online media, such as social media, to build customer relationships, increase sales, facilitate access to product information, and conduct online transactions. Muhammad and Rusdi (2023) say that digital marketing involves the use of digital platforms and technologies to promote products and achieve marketing objectives, adapting business strategies as needed.

The implementation of marketing strategies has become essential for all types of entities, whether profit-making or not, around the world (Moreno *et al.*, 2022). This is due to the need to meet the demands of potential customers and, consequently, boost sales levels. Likewise, Dašić *et al.* (2023) argue that digital marketing has replaced traditional advertising and marketing techniques, highlighting its

ability to increase administrative efficiency and contribute to economic recovery.

Digital marketing is essential for increasing companies' sales due to its ability to reach a wider and more targeted audience through digital media. According to Lozano *et al.* (2021), the increasing use of digital technologies has allowed organizations that employ digital marketing to increase their sales by being able to access a large number of users. For his part, Dwivedi *et al.* (2021) highlight that the internet and social media have transformed consumer behavior and business activities, offering digital marketing opportunities such as cost reduction, greater brand visibility, and increased sales.

Digital marketing allows companies to reach consumers at the right time, with the right message, and through the right channels, increasing the likelihood of achieving positive results. It also offers analytics and tracking tools that allow campaign performance to be measured and adjusted as needed to optimize results. In short, this strategy boosts brand visibility, increases customer engagement, and significantly contributes to sales growth.

According to Tabiat (2022), in recent years, digital marketing has emerged as a fundamental strategy for promoting products or services through electronic media, with the aim of attracting consumers and encouraging brand interaction. Regardless of their size, companies seek to improve their profitability by allocating part of their marketing budget to promotion, in order to increase sales. Jamil and Adinugraha (2024) point out that entrepreneurs who have integrated digital platforms into their product promotion have experienced an increase in sales, thanks to greater reach. This approach facilitates both the sales process for sellers and the acquisition of products for consumers.

On the other hand, Hawaldar *et al.* (2022) highlight that digital marketing is relevant due to the wide variety of alternatives faced by consumers and the importance of understanding the value proposition in their decision-making. Cham *et al.* (2022) state that digital marketing on social media has evolved from being a social interaction platform to becoming a key

tool for companies to communicate with customers and develop marketing strategies, where user-generated content acts as an information disseminator, thus increasing the return on investment. Jaiwant (2023) mentions that, in order to maintain a competitive advantage, companies must integrate digitalization with traditional business strategies, as the digital revolution has transformed marketing by driving consumers to search for products online and share their opinions.

Several previous studies have demonstrated the effectiveness of digital marketing in increasing sales. In this regard, Lockett (2018) found in his research that small retail business leaders can increase sales by 25% in six months through the use of online marketing strategies, such as social media and electronic word-of-mouth marketing (EWOM). Communicating with customers and establishing community connections are key to strengthening the brand and fostering growth. Haque (2020) revealed that digital marketing has a significant impact on sales performance, improving it by 41.8 %, and that the use of promotional media increases sales by 43.2%. The combination of both factors generates an even stronger effect, with a 52.4% increase in sales performance.

Similarly, Dolega *et al.* (2021) found that social media campaigns, especially on Facebook, can increase orders and profits, although their effectiveness varies depending on the type of product. Likewise, Adiyono *et al.* (2021) demonstrated that social media is essential in digital marketing to increase sales for online businesses, as it allows for effective promotion and economical market reach. However, it also faces challenges such as negative comments, cybersecurity risks, and difficulties in measuring advertising success. Despite these challenges, digital marketing remains a powerful tool due to its cost-effectiveness and rapid transmission of information.

On the other hand, Santana *et al.* (2022) found that Instagram is the main channel for discovering new stores, and that customers prefer to make purchases due to the variety of products and the good quality-price ratio. They highlighted the importance of the quality of product images in the purchasing decision

and recommended investing in digital marketing to improve customer relationships and strengthen market competitiveness. For their part, Palupi and Sulistyowati (2022) noted that digital marketing has a significant and positive effect on increasing sales, especially among women ages 29 to 34. Every 1% increase in marketplace use by female employees increases sales by 22.6%.

For their part, David *et al.* (2022) revealed that ShopRite in Akure prefers digital marketing, especially email and social media, due to its ease of measurement, low cost, and wide reach. These methods are more effective in increasing sales, reducing costs, and strengthening online presence, with a significant impact on sales performance. Similarly, Carrasco and Samaniego (2022) showed that digital marketing has a significant impact on increasing sales ($\text{Rho} = 0.853$), confirming that a well-adapted strategy can significantly increase sales.

However, Hawaldar *et al.* (2022) found that B2B startup sales in South Asia are strongly influenced by digital media, especially word-of-mouth marketing on social media, although the effectiveness varies by country, which makes it necessary to adapt digital marketing strategies to local contexts. Meanwhile, Tabiat (2022) showed that social media increases brand visibility through communities and posts, with a positive impact on sales performance.

Likewise, Wida *et al.* (2023) showed that the correlation between digital marketing and sales volume in the Cibodas cottage industry is moderately positive (0.570), with a coefficient of determination of 0.325, indicating that digital marketing explains 32% of the variation in sales. The t-test showed a value of 3.594 with a significance level of 0.000, surpassing the table t-value of 1.677, confirming a positive and significant effect of digital marketing on sales volume. Therefore, an increase in digital marketing leads to an increase in sales volume and vice versa.

Alimudin's studio *et al.* (2023) found a significant impact of Instagram on YouTube and sales, while a website and YouTube did not show significant direct effects on sales. This suggests that digital marketing strategies should focus on Instagram to influence sales.

Khamidah *et al.* (2023) revealed that a 1% increase in digital marketing increases sales by 0.656, with a significant impact. Digital marketing explains 29.6% of the variation in sales for SMEs in Cimanggis, Depok.

For his part, Wan (2023) demonstrated that digital marketing strategies improve brand recognition, increase sales, and foster customer engagement by offering personalized content and leveraging digital channels. Companies must understand their audience, choose the right platforms, and continually evaluate the impact of their strategies. Finally, Mendoza *et al.* (2023) demonstrated in their study that digital marketing has a positive influence on sales. This finding confirms its effectiveness in improving sales through social media among entrepreneurs in Tumbes.

In contrast, Ramesh and Pragya (2023) verified in their study that digital marketing has a significant impact on sales, highlighting the influence of factors such as security, ease of purchase, and digital promotions on purchasing decisions. They also emphasized the role of transparent product information and video advertising. Similarly, Venkat *et al.* (2023) identified that digital marketing strategies, such as mobile marketing, social media marketing, and search engine marketing, improved the sales performance and sustainability of MSMEs, with social media marketing being the most relevant factor for the future success of these companies.

On the other hand, Purnomo (2023) demonstrated in his study that digital marketing strategies, such as SEO, content marketing, social media, paid advertising, and content personalization, are essential for increasing sales conversions in e-commerce. These techniques significantly improve traffic, engagement, and sales. For their part, Tarazona-Montoya *et al.* (2024) showed in their research that digital tools improve customer access and market knowledge, and that combining these tools with a robust website strengthens customer trust and facilitates sales. Microenterprises should analyze their market, choose the right platforms, and consider belonging to a cluster to improve their resources and online visibility.

In Peru, many businesses were severely affected by the COVID-19 pandemic. In various regions, a high percentage of microenterprises adopted digital marketing to promote their products and services, aiming to increase sales and remain competitive in the market. This shift reflects a transformation in the Peruvian landscape, where consumers now demand more from companies, especially in the digital environment. Therefore, it is crucial for companies to understand their customers' perceptions and adapt their digital strategies to offer satisfactory products and online shopping experiences, which can have a direct impact on sales and improve the company's image (Guerra, 2024).

In Juliaca, digital marketing is still a strategy that is under-adopted by companies, although some are beginning to use it to improve their competitiveness in the local market. However, many face significant challenges due to a lack of comprehensive knowledge and control over digital strategies. This situation creates uncertainty about the effectiveness and profitability of digital investments, making it difficult to leverage them in a market in transition to a digital strategy (Guerra, 2024).

According to Cari (2023), digital marketing has begun to gain relevance in the Puno region, driven by the need to offer and purchase products and services, especially after the changes brought about by the COVID-19 pandemic. Many local businesses have adapted digital methods and strategies to increase their sales, focusing on valuable content, social media, and inbound marketing, with the aim of adapting to new market demands and taking advantage of online opportunities. Cari (2023), in his study carried out at Out City Tours S.A.C. in Puno, showed that the implementation of digital marketing has a positive and significant relationship with the increase in the company's sales level.

Investigating the relationship between digital marketing and sales is key to understanding how digital strategies impact a company's commercial performance. These studies provide insight into how digital marketing activities affect purchasing decisions and consumer behavior. By analyzing this relationship,

companies can optimize their strategies, improve their competitiveness, and foster sustainable economic growth. Furthermore, it allows them to identify effective tactics to attract and retain customers, maximizing the return on investment in digital marketing. For this reason, this study poses the main question: Is digital marketing related to the sales of hardware store Conex Distribuciones S.A.C., Juliaca? The main objective was to determine the relationship between digital marketing and sales at hardware store Conex Distribuciones S.A.C., Juliaca. The study aims to provide a deeper understanding of how digital marketing strategies directly impact a company's sales performance.

METHODS

This study adopted a quantitative, non-experimental correlational design, collecting data cross-sectionally over a single time period. According to Guillen *et al.* (2020), correlational studies measure the level of relationship between two or more variables, with the aim of determining whether there is an association between them. Hernández *et al.* (2014) highlight that the quantitative approach validates the hypothesis through numerical measurements and statistical analysis, which allows patterns to be identified and theories to be contrasted. For their part, Arispe *et al.* (2020) point out that, in non-experimental research, variables are observed in their natural environment without manipulation, which facilitates an in-depth understanding of the phenomena. Finally, Arias and Covinos (2021) explain that cross-sectional research collects data at a single point in time; this approach can have exploratory, descriptive, and correlational scopes.

The non-experimental design is appropriate for this study because it analyses the relationship between digital marketing and sales at the hardware store to be analyzed without directly intervening in the variables. This approach focuses on observing how variables interact in their natural context, without manipulating other conditions that could alter the results. It is ideal for correlational studies, where the objective is to measure the relationship between variables without implying

causality. The non-experimental design allows for obtaining real-time data on the impact of digital marketing on sales without influencing the hardware store's commercial decisions, ensuring that the results are representative of market reality.

According to Hadi *et al.* (2023), the research population refers to the set of individuals or elements about which information is sought in a scientific study. In this research, the study population consisted of 293 frequent customers of hardware store Conex Distribuciones S.A.C., located in the city of Juliaca. Hadi *et al.* (2023) mention that the research sample is a selected group of individuals from a population for study, and it is essential that this sample be representative and of an adequate size to make accurate inferences about the population.

To determine the population sample size, the finite population sampling formula was used, considering a 95% confidence level and a 5% margin of error, which resulted in a sample of 167 frequent customers. The simple random sampling method was used, where each member of the population has the same probability of being selected (Gallardo, 2017). The unit of analysis for this study consisted of 167 customers. For Ñaupas *et al.* (2018), the units of analysis in a research study are elements with similar characteristics within a specific context.

A systematic process was followed to select the 167 clients. First, a complete list of all clients in the population was obtained. Second, a unique number was assigned to each client on the list. Subsequently, using a random number generator in Excel, 167 numbers were selected between 1 and the total population, which in this case was 293. Each number generated corresponded to a specific client on the list. This process ensured that all clients had an equal chance of being selected to participate in the study, thus ensuring the representativeness and randomness of the sample.

For data collection, a questionnaire was used as an instrument, using the survey technique. The instrument selected for this research was the questionnaire designed by Rodriguez (2022) in his research work entitled *El marketing digital y su relación en las ventas de la*

ferretería OBRAS C y J S.R.L., Ilo 2022. This questionnaire consists of a total of 24 questions, distributed in 12 items that evaluate the digital marketing variable and 12 items that measure the sales variable. The measurement scale used is an ordinal Likert type, with alternatives ranging from Never (1) to Always (5).

In this research, the questionnaire was applied without any changes. To ensure its validity, three marketing experts were asked to evaluate it. They confirmed that both the content and structure of the instrument were appropriate and relevant for use in the context of the study. Furthermore, to ensure its reliability, a pilot test was conducted with 50 customers of another hardware store. Cronbach's alpha coefficient was applied, yielding a value of 0.912, indicating high instrument reliability. These results suggest that the questionnaire can be used reliably and consistently to measure the study variables.

Statistical software was used to analyze the data obtained. First, a normality test was performed to determine the distribution of the data. Since the sample size was greater than 50, the Kolmogorov-Smirnov normality test was used. The results of this test yielded

a p-value of 0.006, which is less than 0.05. Therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted, indicating that the data do not follow a normal distribution.

After confirming that the data did not have a normal distribution, it was decided to apply non-parametric statistics, specifically Spearman's correlation coefficient (Spearman's Rho).

RESULTS

Demographic results

According to the data presented in Table 1, it is highlighted that 58.7% of the respondents are men, while 41.3% are women.

According to the data presented in Table 2, 24% of respondents were between 46 and 52 years old, while 22.8% were between 32 and 38 years old. Likewise, 22.2 % of participants were between 39 and 45 years old, and 16.2% were 53 years old or older. Meanwhile, 11.4% of respondents were between 25 and 31 years old, and finally, 3.6% were between 18 and 24 years old.

Table 1
Sex of respondents

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Male	98	58.7	58.7	58.7
	Female	69	41.3	41.3	100.0
	Total	167	100.0	100.0	

Note. Prepared by the authors, 2024.

Table 2
Age of respondents

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	From 46 to 52	40	24.0	24.0	24.0
	From 32 to 38	38	22.8	22.8	46.7
	From 39 to 45	37	22.2	22.2	68.9
	From 53 and over	27	16.2	16.2	85.0
	From 25 to 31	19	11.4	11.4	96.4
	From 18 to 24	6	3.6	3.6	100.0
	Total	167	100.0	100.0	

Note. Prepared by the authors, 2024.

Correlation Results

According to the results presented in Table 3, it can be observed that the Spearman's Rho value is 0.692, which indicates that the relationship between the variables is direct and of high degree. This means that as investment or activity in digital marketing increases, sales tend to increase proportionally. The digital marketing strategies implemented by the company have a significant and positive impact on sales. This finding underscores the importance of continuing or even expanding the digital approach, as it can be a key driver for further boosting commercial performance and ensuring sustainable company growth.

According to the results presented in Table 4, it can be observed that the Spearman correlation coefficient (Rho) is 0.599 for the

relationship between digital marketing and sales management, suggesting a direct association of moderate degree. Similarly, a Rho value of 0.669 is observed for the relationship between digital marketing and types of sales. This indicates that the relationship between these variables is direct and of high degree. Furthermore, the analysis shows a correlation coefficient of 0.594 between digital marketing and value added. Thus, the relationship between these variables is direct and of moderate degree.

Digital marketing significantly impacts sales and business sustainability in three key ways. First, it improves sales management, optimizing customer acquisition and conversion, which increases revenue-generating opportunities and strengthens business stability.

Table 3

Correlations: digital marketing and sales

		Digital marketing	Sales
Spearman's Rho	Digital marketing	Correlation coefficient	1.000
		Sig. (two-tailed)	.
		N	167
	Sales	Correlation coefficient	.692 **
		Sig. (two-tailed)	.000
		N	167

Note. **. The correlation is significant at the 0.01 level (two-tailed). Prepared by the authors, 2024.

Table 4

Correlations: The digital marketing variable and the dimensions of the sales variable

		Digital marketing	D.1. Sales management	D.2. Types of sales	D.3. Added value
Spearman's Rho	Digital marketing	Correlation coefficient	1.000	.599 **	.669 **
		Sig. (two-tailed)	.	.000	.000
		N	167	167	167
	D.1. Sales Management	Correlation coefficient	.599 **	1.000	.751 **
		Sig. (two-tailed)	.000	.	.000
		N	167	167	167
	D.2. Types of sales	Correlation coefficient	.669 **	1.000	.710 **
		Sig. (two-tailed)	.000	.	.000
		N	167	167	167
	D.3. Added value	Correlation coefficient	.594 **	.608 **	1.000
		Sig. (two-tailed)	.000	.000	.
		N	167	167	167

Note. **. The correlation is significant at the 0.01 level (two-tailed). Prepared by the authors, 2024.

Second, it influences sales types, diversifying channels such as online sales, which expands reach and generates higher revenue, increasing business resilience. Finally, digital marketing highlights added value, such as quality and customer service, fostering loyalty and reducing the need to constantly invest in acquiring new customers. Together, these factors contribute to a company's long-term growth and sustainability.

According to the results presented in Table 5, it can be observed that the Spearman correlation coefficient (Rho) is 0.636 for the relationship between functionality and sales, suggesting a direct and high-degree association. Similarly, a Rho value of 0.599 is observed for the relationship between feedback and sales, indicating that the relationship between these variables is direct and high-degree. Furthermore, the analysis shows a correlation coefficient of 0.596 between loyalty and sales, indicating that the relationship between these variables is direct and moderate.

The results show that, for companies, improving the functionality of their processes and platforms is strongly related to an increase in sales (Rho = 0.636). Furthermore, responding appropriately to customer feedback (Rho = 0.599) has a significant positive impact on

sales. Loyalty also plays an important role, with a moderate positive relationship with sales (Rho = 0.596). In summary, optimizing functionality, leveraging customer feedback, and fostering loyalty are key factors in improving a company's commercial performance.

DISCUSSION

The results of the study indicate that digital marketing has a strong positive correlation with sales, with a Spearman coefficient (Rho) of 0.692. Furthermore, digital marketing was found to have a moderate correlation (Rho = 0.599) with sales management, a high correlation (Rho = 0.669) with sales types, and a moderate correlation (Rho = 0.594) with added value. On the other hand, digital marketing dimensions such as functionality (Rho = 0.636), feedback (Rho = 0.599), and loyalty (Rho = 0.596) demonstrated a positive relationship with sales.

The research background revealed a convergence of findings that support the positive influence of digital marketing on business performance. The research shows that digital marketing has a positive relationship with sales. This is consistent with the results of studies such as Dolega *et al.* (2021), which have highlighted the effectiveness of digital

Table 5

Correlations: dimensions of the digital marketing variable and the sales variable

		Sales	D.1. Functionality	D.2. Feedback	D.3. Loyalty
Spearman's Rho	Sales	Correlation coefficient	1.000	.636 **	.599 **
		Sig. (two-tailed)	.	.000	.000
		N	167	167	167
	D.1. Functionality	Correlation coefficient	.636 **	1.000	.629 **
		Sig. (two-tailed)	.000	.	.000
		N	167	167	167
	D.2. Feedback	Correlation coefficient	.599 **	.629 **	1.000
		Sig. (two-tailed)	.000	.000	.
		N	167	167	167
	D.3. Loyalty	Correlation coefficient	.596 **	.654 **	.604 **
		Sig. (two-tailed)	.000	.000	.
		N	167	167	167

Note. **. The correlation is significant at the 0.01 level (two-tailed). Prepared by the authors, 2024.

marketing strategies in increasing sales, with findings that support the significant correlation between these variables. Likewise, Haque (2020) revealed in his study that digital marketing has a significant impact on sales performance, explaining 41.8% of the variability, and that the use of promotional media also shows a considerable influence on sales performance, explaining 43.2% of performance. The combination of digital marketing and the use of promotional media explains 52.4% of the variability in sales. On the other hand, Wida *et al.* (2023) demonstrated in their research that the correlation between digital marketing and product sales volume is 0.570, reflecting a moderate positive relationship. Therefore, an increase in digital marketing leads to an increase in sales volume, and vice versa.

However, it is interesting to note that, although the results of this study show a strong positive correlation, the coefficients obtained are in the moderate-high range, with a Spearman's coefficient (Rho) of 0.692 between digital marketing and sales, which may contrast with some previous studies that report even more significant impacts. For example, Carrasco and Samaniego (2022) found a high correlation (Rho = 0.853) between digital marketing and increased sales, with significant impacts in dimensions such as marketing (Rho = 0.989 with knowledge) and advertising (Rho = 0.969). These differences could be attributed to variations in the research contexts, the methodologies used, or the specific characteristics of the sectors analyzed. Additionally, Adiyono's study *et al.* (2021) highlights that, despite the benefits of digital marketing, challenges such as negative feedback and cybersecurity risks exist. Although this study does not address these specific aspects, they are crucial to consider for effective digital marketing implementation.

Rodriguez's (2022) study on hardware store Obras C y J.S.R.L. in Ilo reveals a moderate positive relationship between digital marketing and sales, with a Pearson correlation coefficient of 0.657. These results are similar to those obtained in the present research, where digital marketing was shown to have a strong positive correlation with sales (Rho = 0.692). This suggests a more significant impact of digital marketing on the sales of hardware

companies. Furthermore, although Rodriguez found correlations of 0.776 for functionality, 0.853 for feedback, and 0.773 for loyalty, our results also indicate positive relationships with these variables, albeit with slightly lower coefficients (Rho = 0.636, 0.599, and 0.596), which could be attributed to geographical differences and the specific characteristics of the companies investigated.

Cari's (2023) findings from his study conducted at Out City Tours S.A.C. in Puno showed that the implementation of digital marketing is positively and significantly related to increased sales. These results are consistent with those obtained in this research, reinforcing the idea that, in the Puno region, companies should prioritize digital marketing strategies to strengthen their market positioning and improve their financial performance. This highlights the need to adopt technological tools and innovative approaches that allow them to take advantage of the opportunities offered by the digital environment.

Other studies also suggest that the effectiveness of digital marketing can vary depending on the channel used. For example, Santana *et al.* (2022) found that Instagram is a crucial channel for increasing visibility and sales (73 %), while Google (12 %) and recommendations from friends (8%) have less influence. Customers value quality (33%) most %) and the price (30 %) when shopping online; the quality of photos influences the purchasing decision (58 %), and a good logo attracts customers (59 %). For his part, Alimudin *et al.* (2023) highlighted the importance of Instagram over other platforms such as YouTube and websites. This finding is relevant, as it could explain why some dimensions of digital marketing have variable correlations in our study. On the other hand, Palupi's study and Sulistyowati (2022) and that of Khamidah *et al.* (2023) show that digital marketing has a significant effect on increasing sales, especially for certain demographic groups. Likewise, Hawaldar *et al.* (2022) highlight the need to adapt digital marketing strategies to regional particularities to optimize their effectiveness.

These findings are consistent with the results obtained in our study and reinforce

the idea that digital marketing is an effective tool for improving sales in different contexts. Furthermore, it was shown that digital marketing is linked to sales management, types of sales, and added value. Furthermore, it was shown that functionality, feedback and loyalty are positively related to sales. These findings underscore that effective integration of digital marketing, with a focus on functionality, feedback, and loyalty, can significantly impact sales growth. Companies should consider these factors when developing their digital marketing strategies to maximize their commercial benefits. However, it is important to consider previous studies that indicate that the effectiveness of digital marketing can vary depending on the channel used and that it tends to have a more significant impact on certain demographic groups. Therefore, it is crucial to adapt strategies to regional specificities to optimize their effectiveness.

Limitations

Specific context: The results of the study are limited to a particular context, which could restrict the extrapolation of the conclusions to other sectors, regions or business models.

Measurement variability: Although the research uses Spearman's coefficient (Rho) to assess correlation, other analytical metrics could provide alternative interpretations.

Factors not considered: The study does not consider external variables, such as competition or seasonality, which could affect the results of digital marketing.

Subjectivity in responses: The subjective nature of participants' responses is a potential limitation. Individual perceptions and opinions can influence the interpretation of questions and responses, which could introduce bias into the data collected.

Digital marketing challenges: While the study highlights the positive correlation between digital marketing and sales, it does not delve into the challenges inherent to this strategy.

Focus on correlations: Research focuses on correlational relationships without demonstrating causality, which limits the possibility of establishing cause-and-effect links.

Sample and representativeness: The sample used may not be completely representative of the general population, which restricts the generalizability of the findings. Although an adequate sample size was calculated to ensure representativeness, the risk of selection bias persists. Some population groups or segments may have been underrepresented, which could have influenced the results obtained.

CONCLUSIONS

First, the results presented in the correlation tables confirm a significant positive association between digital marketing and sales, with a Spearman's coefficient (Rho) of 0.692 and 99% confidence interval. This finding supports existing literature, which suggests that a well-designed and executed digital marketing strategy can have a positive impact on increasing sales, demonstrating its effectiveness in improving business performance. Furthermore, it is observed that certain aspects of digital marketing, such as functionality, feedback, and loyalty, are directly related to sales. This indicates that not only online presence, but also the quality of interaction and the ability to retain customers are key factors in driving sales through digital marketing.

The high correlation found between digital marketing and specific variables, such as sales direction, types of sales, and added value, supports the idea that these strategies impact not only total sales but also specific aspects of the sales process and customers' perception of value. This study reinforces the importance of digital marketing as an effective tool for improving sales and business performance. These findings have significant implications for businesses, as they highlight the need to invest in well-planned digital marketing strategies tailored to the specific needs and characteristics of the market and target audience. The implementation of digital marketing is recommended as a fundamental strategy for improving business performance and increasing sales. In an increasingly digitalized market, digital marketing offers tools and tactics tailored to the specific needs of each business and provide a significant competitive advantage.

For future studies on the impact of digital marketing, it is essential to broaden the scope

of research, including a variety of sectors and regions, and to use varied measurement methods to improve the accuracy of the results. It is also crucial to consider external factors, such as competition and seasonality, and address challenges such as negative feedback and cybersecurity risks. Comparing the effectiveness of different digital marketing channels and conducting causal analyses can provide deeper insights. Furthermore, it is recommended to develop guidelines for adapting strategies to local contexts, keeping data up-to-date, and ensuring sample representativeness.

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Conflict of Interest

The author has no conflicts of interest to declare.

Author Contributions

Jhon Bruce Murga Machaca (lead author): conceptualization, data curation, formal analysis, funding acquisition, investigation, methodology, project administration, resources, software, supervision, validation, visualization, writing (original draft, review and editing).