

MARKETING AND TECHNOLOGY: MARKETING DISRUPTION AND BUYING CULTURE CHANGE

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Abstract

The present investigation is oriented to identify the disruption of marketing and the change in the culture of purchase in Ecuador in the last three years, for this purpose an exploratory, descriptive - explanatory methodology was applied, the technique used was the survey of 1000 users (clients) and 500 companies through purposeful sampling. The results determine a digital disruption of marketing interrelated with the rise of electronic commerce. Currently, 80% of the companies surveyed carry out digital marketing three years ago, this figure was (33%), 76% affirm that sales increased and 67% differ lower costs in reference to traditional marketing, the popular channels are networks Social media in free version (100%) and paid for advertising (50%), web pages (75%), email marketing (61%). Users reflect a change in the online shopping culture from 30% (three years ago) to 63% today, the type of purchase is for convenience (51%) and occasional (22%), the factors that influence the online purchase decision is prices and promotions (42%), convenience (27%).

Keywords: Disruption, marketing, technology, e-commerce, online shopping.

1. INTRODUCTION

The world has evolved and along with technology; The way of communicating, doing and seeing things has been transformed by the technological boom, breaking barriers of time and space, in a globalized and hyper-connected world. Marketing is no exception, companies are in a constant struggle to reach new market segments, where consumers are experts in purchasing products online, online purchase and payment methods are used with greater demand, for this reason This is why companies should focus on creating strategies that reach customers, appearing in the media where the customer spends most of their time.

Approximately 300 million digital shoppers reside in Latin America, a region that is expected to grow more than 20% in 2025. Although e-commerce adoption is lower than in other emerging regions, online retail sales in Latin America are expected to double in 2025. (Universidad Espíritu Santo, 2022: p.7)

In this sense, in Ecuador, the disruptive point of marketing is attributed to the covid-19 pandemic, social isolation marked a before and after, a large part of the companies closed due to the economic situation and opted for ecommerce or electronic commerce, offered their products through social networks, or by creating their website, there was a large investment in platforms that allow the customer to place their order and receive it at home, currently despite the fact that there are no imposed social distancing regulations, companies and consumers maintain online purchase, updated companies no longer invest all their resources in physical marketing, they bet their strategies on digital marketing, this due to the change in purchasing culture that consumers

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reflect in recent years, where online purchase is in boom, the development of mobile applications where the customer can order, pay and receive the products at the door of his house is a reflection of the disruption of marketing and purchasing habits, there are currently companies dedicated to promoting products online with immediate home delivery, in this sense, companies have been able to take advantage of the changes that consumers have reflected in their habits and use the different communication channels that technology currently offers.

2. DEVELOPMENT

Commerce adapts to generational and technological changes. Economic phenomena such as globalization and the Internet have given rise to electronic commerce. (Heredia & Villarreal, 2022: p.5)

In recent years, the Internet has achieved an amazing position in society, despite being created for academic and military purposes, its use covers wide fields, such as information, entertainment, communication and, of course, advertising. In the field of advertising, it acts in two ways, first as a distribution channel and second as a communication channel. (Blázquez et al., 2008, citing Robayo, 2020: p.10)

(...) Ecuador is above the regional (76%) and global (63%) average for Internet access, occupying the fifth position of service availability in South America. (Ecuadorian Chamber of Electronic Commerce, 2022: p.12) This is a favorable aspect that promotes the growth of Ecuadorian electronic commerce by using social networks and other platforms as communication and interaction channels (purchase - sale). (Ibidem) affirms that the participation of social networks continues to grow. At the beginning of 2022, the platforms with the highest participation in the country are: Facebook 71%, YouTube 65% and Instagram 34%.

According to Ekos (2021), 2020 marked a before and after in online commerce. The context forced brands and professionals in the sector to make efforts to adapt at full speed to the new reality and to the new consumption. To graph this explosion, two pieces of information are enough:

- 1 in 3 buyers chose the online channel for the first time to generate their purchases.
- An 800% growth in visits to websites and 44% in orders was reported compared to 2019, according to the latest statistics from the Ecuadorian Chamber of Electronic Commerce (CECE).

Disruptive marketing

The term disruption has been associated with technological innovations and had a significant boom when innovative models of companies called technological start-ups entered, understood as a large company in its early stage whose business, unlike an SME, uses digital technologies. as a way to scale more quickly and easily. (Mansell, 2018, cited by Montalvo & Orozco, 2020: p,17)

Companies need to integrate original actions into their strategies that attract the attention of the consumer and generate interest in the brand. This is the objective of disruptive marketing: to get out of monotony and make the brand feel different and original by posing new challenges. Montecelo, 2018, citing Lozano 2020: p.34). "This disruptive thinking designs new marketing and business management strategies, providing success and fostering creativity, which seeks to create value in the goods and services that are provided, all of which is enhanced with the use of technology." (Varón et al., 2017: p.2)

Social networks and digital marketing

The appearance of social networks that have later become electronic commerce networks, since the greater the number of followers, it is likely that there will be a certain number of regular customers in different areas of business. These networks such as Facebook, Instagram, YouTube, and the WhatsApp messaging network mainly host a large amount of information and advertising that have lowered the costs of traditional advertising media such as radio, press, and television, becoming the search engine. Heredia & Villarreal, 2022: p.8)

Digital marketing refers to a broad communication channel (social networks, emails, web pages, text messages, WhatsApp, among others) that seeks to optimize processes that generate better

results in the marketing of products or services. The main purpose of digital marketing is to build brand loyalty with the customer, through a company-user relationship where distances are shortened and bonds are strengthened. (Maridueña and Paredes, 2015, quoted by Vargas, 2020: p.48)

3. METHODOLOGY

An exploratory and descriptive investigation was developed, the data collection was carried out through the survey technique of a sample of 1000 people selected by intentional sampling, taking into account as inclusion characteristics that they are Ecuadorian, Internet user and social networks. To describe buying habits and the factors that affect their buying decision, it is explanatory because, in addition to describing the situation regarding the disruption of marketing and the buying culture, it seeks to determine an acceptable cause that justifies the study paradigm. In addition, the same methodology was applied with a sample of 500 randomly selected companies.

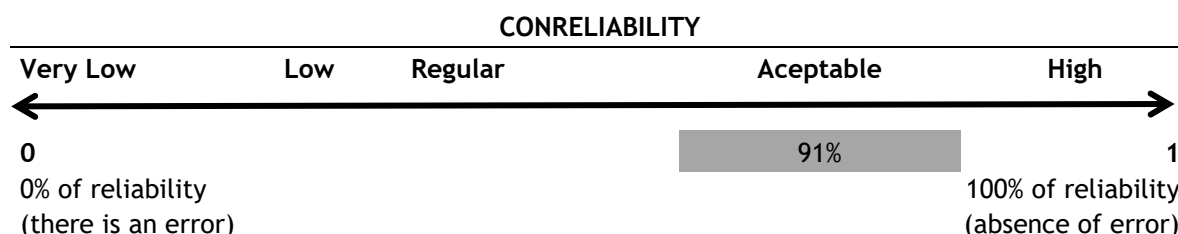
The applied instrument reflected an acceptable reliability of 91% by calculating the Cronbach's alpha coefficient.

Figure 1
Cronbach's Alpha

VARP ITEMS				
I	II	III	IV	V
1.598	1.141	1.482	1.141	1.482
$\square Si^2$			6.844	
$\square\square\text{Items}$			18896	
S_T^2			25.31	
K:	The number of items			5
$\square Si^2:$	Sum of VARP			6.844
$S_T^2:$	The Variance of the sum of items			25.313
$\square\square\square$	Cronbach's Alpha Coefficient			0.91

Note: Own elaboration.

The closer to 1 is a, the higher the degree of reliability, as shown below the reliability obtained is acceptable



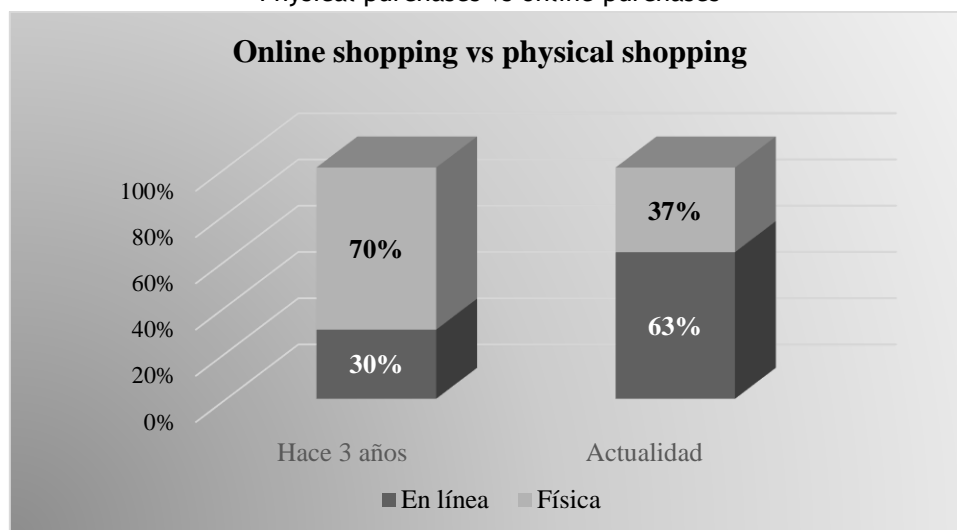
4. RESULTS

After applying the instrument (survey) to 1000 users and 500 companies, the following results were obtained:

- Users (customers)

Three years ago people who only made physical purchases represented 70% of those surveyed, currently this figure has dropped to 37%, online purchases have become popular before three years ago only 30% made some purchase online in Currently, 63% of those surveyed make purchases through electronic commerce, it should be noted that social distancing was the disruptive point, for the boom in electronic commerce and online purchases. For security reasons, people began to carry out these operations online, leaving aside the fear they felt for this type of transaction. Confidence increased due to a greater perception of security captured by users (customers). A change in culture has been achieved in the way of buys.

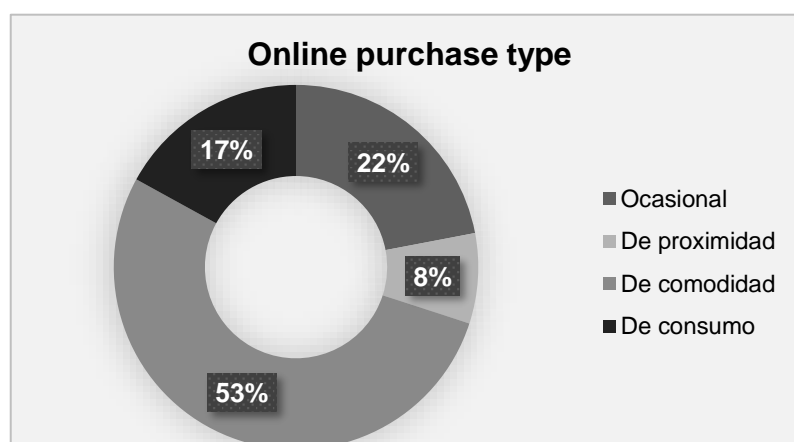
Figure 2
Physical purchases vs online purchases



Note: Own elaboration.

Online purchases in 22% are occasional, while 53% focus their purchases online for convenience, technological progress and the use of the Internet, it allows real-time communication by shortening barriers of time and distance, the consumer acquires their products through your phone or computer and receive it in the comfort of your home.

Figure 3
Online purchase type



Note: Own elaboration.

Purchasing habits are those behaviors or trends that customers reflect to purchase a product or service. Of the 1,000 respondents, 30% make suggestive purchases. In this sense, marketing plays a

fundamental role, and on the web there are different products with advertising that It really causes an impact on the consumer. An example of this is the promotions and offers that companies offer when buying online. Many stores maintain permanent offers on their virtual pages as a sales strategy.

20% make impulse purchases, 17% recall in this type of purchase, marketing is the fundamental pillar because the client may not remember the need for a product, but the web is a space where they offer the client exactly what they need, This, due to the permissions granted by the user, could have referred to a certain product in a chat or a random search, and the social networks or platforms present that product to them, encouraging their purchase. Only 7% of respondents make complex purchases where they study different offers, product characteristics before buying them, in this aspect they are products that they do not consume regularly, among these we can mention the purchase of a car (new or used), the consumer He usually studies for a period of time before making his purchase.

Figure 4
Online shopping habits



Note: Own elaboration.

Regarding the products they most frequently purchase online, 27% of those surveyed consume food (prepared food), another 27% buy clothes, they affirm that clothing maintains more attractive offers and prices if they are purchased online, the purchase of technology and entertainment, as well as services represent 13% respectively, while vehicles and medicines reflect 7%.

A relevant point is to emphasize that many companies have opted for online sales, have directed their resources to the acquisition of digital platforms, web pages, and their online marketing strategies are increasingly efficient to connect customers, much of the The population currently handles a smartphone, increasingly from younger ages, for this reason companies seek to offer their products and services in the media where consumers spend most of their time.

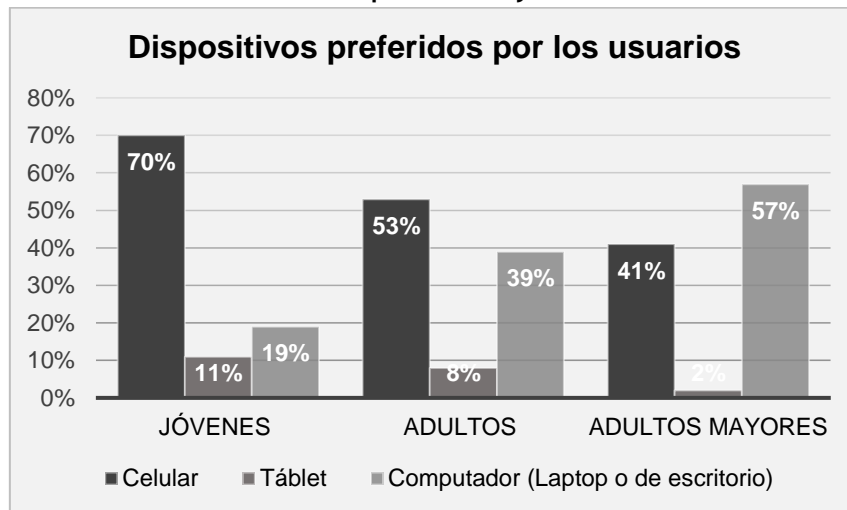
Figure 5
Products that buy online



Note: Own elaboration.

Regarding the devices preferred by users, it can be mentioned that depending on the age range to which the respondents belong, it varies, young people prefer the cell phone (73%), the computer (19%), the tablet (11%); adults use the cell phone (53%), the computer (38%) and the tablet (8%), older adults prefer the computer (57%) and the cell phone (41%). With these data, a trend in the use of cell phones is observed at younger ages, as the years progress, users change their preference for the computer.

Figure 6
Devices preferred by users



Note: Own elaboration.

The factors that influence the trend of maintaining online purchases are due, according to those surveyed, 42% to the prices and promotions that companies maintain for online purchases, this is a strategy to promote electronic commerce and encourage to maintain the culture of online purchase by consumers, 27% affirm that they prefer to buy online for the convenience it represents since the user can choose, request, pay and receive the products in the comfort of their home.

13% for the method of payment, with electronic commerce payments by credit or debit card, this has become popular due to the trust that these transactions have gained in recent years, 10% affirm that they received an excellent service before and after. post sales, this is an important aspect since marketing is not only to promote and sell but rather to generate a long-term relationship with the client and the opinion that post-purchase users have in a favor that serves to achieve loyalty of the customer, in this sense the sale is not the end but rather the beginning of the company-client relationship.

Figure 7
Factors that influence the online purchase decision

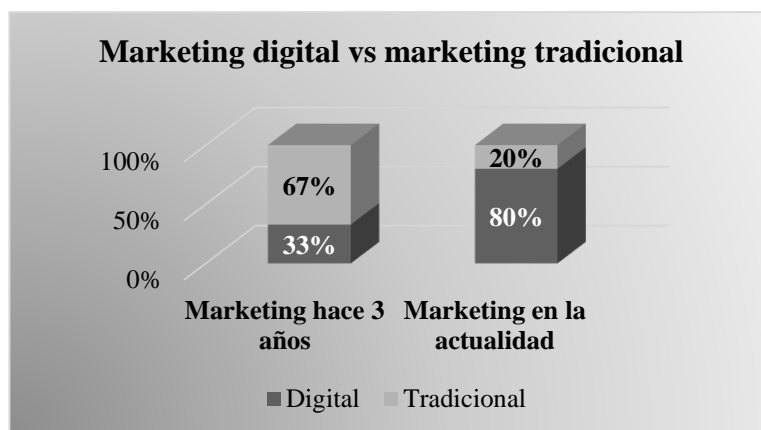


Note: Own elaboration.

•Companies

Companies, like consumers, in the last three years have shown a trend towards digital marketing, promoting their products strategically through the different tools offered by the internet. Currently, 80% of companies surveyed are committed to digital marketing, as opposed to 33% who have been doing so for three years.

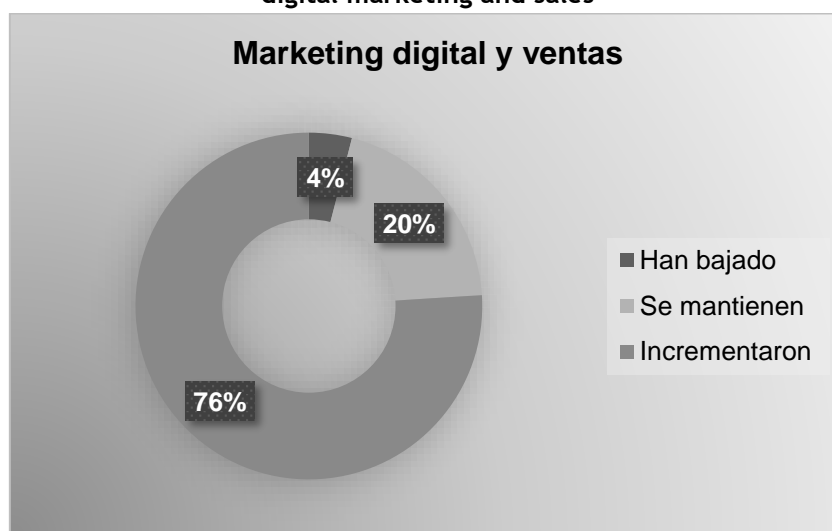
Figure 8
Digital Marketing vs. Traditional Marketing



Note: Own elaboration.

The companies that have introduced digital marketing as a strategy, affirm in 76% that their sales have improved, 20% state that it remains in the same proportion as with traditional marketing and 4% identify a drop in sales.

Figure 9
digital marketing and sales

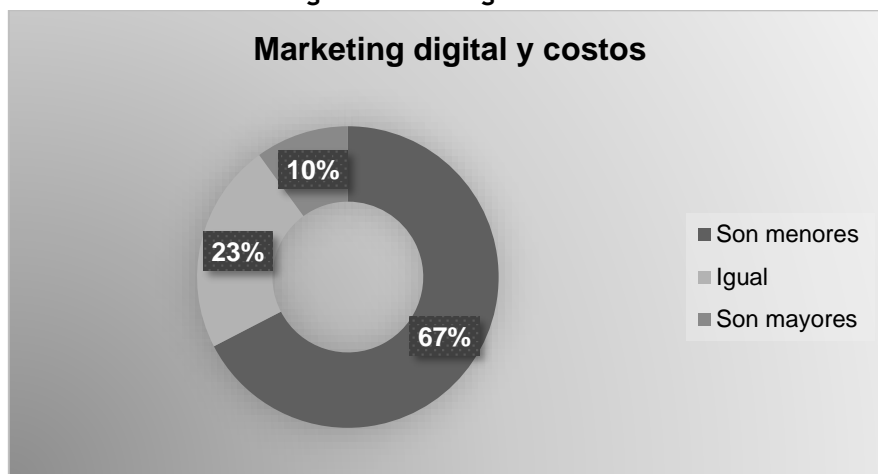


Note: Own elaboration.

Regarding costs, 67% of the companies affirm that it is much cheaper to carry out a digital campaign than in the traditional way (print media), 23% identify similar costs and 4% perceive higher costs for digital marketing. It is important to mention in this regard that social networks are an efficient tool to reach a large number of audiences for free, there is also the possibility of payment that has a greater reach, the percentage of companies that use social networks for free is detailed later. and those that invest budget.

Figure 10

Digital marketing and costs

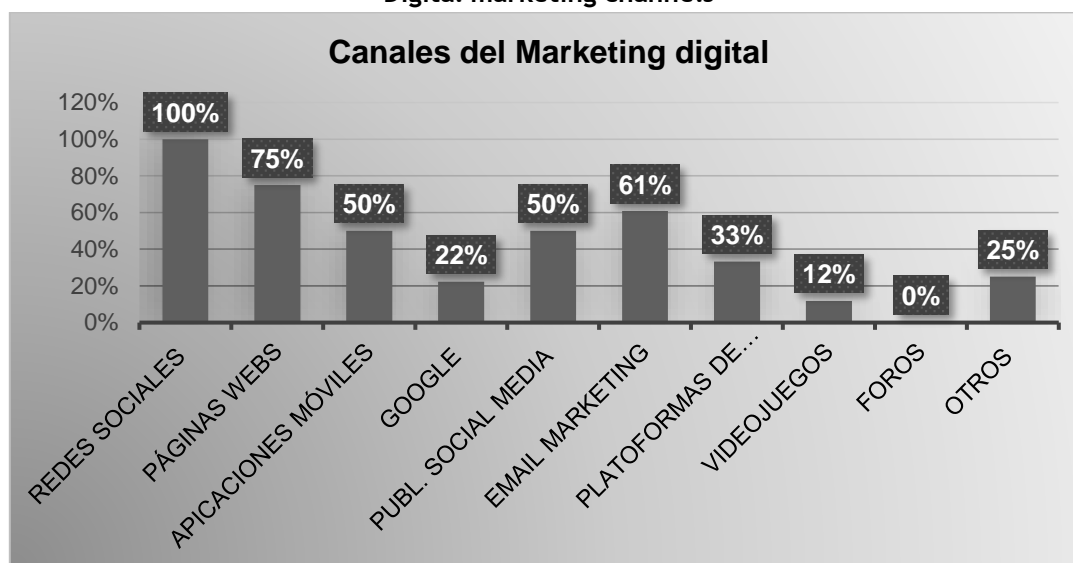


Note: Own elaboration.

The channels most used by companies for digital marketing are social networks, 100% of those surveyed state that they use Facebook, WhatsApp, Instagram, Twitter, Pinterest, etc. as an electronic commerce medium, they affirm that it is accessible and the results are fast and efficient, it should be noted that the option of social networks for free, when companies invest a certain budget in social networks in order to reach more audiences and promote with The greater scope was called social media advertising. This modality is used by 50% of the companies surveyed. Web pages are a frequent tool, various companies have chosen to create web pages, some even opt to maintain online businesses because it is much more accessible to rent or create physical infrastructure. Email marketing is a popular medium for business marketing, currently with social networks it has lost popularity, but it is still efficient to reach customers, 61% of respondents say they use this medium. Video platforms such as You Tube are notorious in terms of ads, the advertiser pays when the user (customer) chooses to view their video, the initial five seconds are free and only if the user decides to view the full ad is the advertiser charged 33% use them as a marketing channel.

Figure 11

Digital marketing channels



Note: Own elaboration.



5. CONCLUSION

Technological advances and the rise of digital transformation have brought with them a paradigm shift in all areas of companies and in consumer culture. This was accentuated three years ago with the arrival of the pandemic, companies popularized trade. With this, digital marketing catapulted, leaving traditional print marketing aside, online users became consumers and developed an online shopping culture, the system generated trust by improving the digital customer experience, increasing transactions of this nature.

In line with the above, companies identified the opportunity to scale through the digital environment and opted for digital marketing, there being a disruptive point that took place as a sudden event, due to the arrival of the pandemic, the truth is that a correlation is reflected between consumer behavior regarding the buying culture and the trend of companies towards digital marketing and electronic commerce, in the last three years.

The reality is that the company currently needs to apply an omnichannel approach and use the different means offered by the digital environment to be in contact with its customers and generate a balance between the online and offline aspect, the rapid technological scale encourages it to stay at the forefront. Both companies and consumers, in the era of digitalization, it is imperative to adapt because when talking about a disruption, reference is made to an irreversible change, to a transformation of the way things were done and marketing is proof of it.

In the investigation, it was possible to reference the disruption from two perspectives: customers and companies, for their part, customers had a change in the purchasing culture from physical purchases to online purchases and payments, in this sense the factors that influence the purchase decision is the prices and promotions, the comfort of being able to choose, ask to pay and receive the products in the comfort of your home is a strong point of this type of transaction, the user experience has definitely improved, strengthening confidence in the system enabling the rise of electronic commerce; companies have opted for digital marketing for the online offer, ensuring that sales have increased and the costs of undertaking a digital campaign are lower than those incurred in traditional marketing, social networks play an important role in digital marketing allow to maintain permanent interaction with customers and reach potential customers. Today the well-known phrase "who is not on social networks does not exist" is relevant.

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