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Villacis Zambrano, Lilia Monserrate; Lemoine Quintero, Frank Ángel; Montesdeoca Calderón, María Gabriela; Zambrano Alcívar, Katty Gisella; Zamora Cusme, Yesenia Aracely; Mendoza García, Karen Alejandra

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Evolución del marketing tradicional al marketing digital como proceso formativo

Lilia Monserrate Villacis Zambrano
lilia.villacis@uleam.edu.ec

Universidad Laica Eloy Alfaro de Manabí, Ecuador

Frank Ángel Lemoine Quintero flemoine1964@gmail.com

Universidad Laica Eloy Alfaro de Manabí, Ecuador

María Gabriela Montesdeoca Calderón
mmontesdeoca@espam.edu.ec

Universidad Laica Eloy Alfaro de Manabí, Ecuador

Katty Gisella Zambrano Alcívar
katty.zambrano@uleam.edu.ec

Universidad Laica Eloy Alfaro de Manabí, Ecuador

Yesenia Aracely Zamora Cusme yzamorac@espam.edu.ec

Escuela Superior Politécnica Agropecuaria de Manabí, Ecuador

Karen Alejandra Mendoza García
karen.mendoza@uleam.edu.ec

Universidad Laica Eloy Alfaro de Manabí, Ecuador

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Abstract: The research was developed in the canton Sucre with the objective of analyzing the evolution of traditional marketing to digital marketing within the training process, to verify how the ability to surprise the consumer has been lost, they have become accustomed to sales and do not focus much more on the customer and his emotions when making a decision about a product or brand since what is important for him is the experience offered by what he consumes. For the collection of information, qualitative and quantitative tools were used, descriptive method, statistical software such as SPSS version 21.0, which allowed to verify that digital marketing helps to use the most appropriate techniques within the digital media to develop a direct and personal communication with users, from the channels of action are all those that can be found on the internet such as social networks, e-mail marketing, search engines and others. Experiential marketing revolutionizes the thinking of traditional marketing and is not used frequently or almost never by our local business environment. It is evident that Digital Marketing strategies must be deployed to obtain a strong acceptance of customers, so that the company can promote itself at a high level, in addition to giving it an unwinding among competitiveness, because the digital organization is as important as the optical organization.

Keywords: marketing, processes, techniques, communication; customers.

Resumen: La investigación se desarrolló en el cantón Sucre como objetivo analizar la evolución del marketing tradicional al marketing digital dentro del proceso formativo, verificar como se ha perdido la capacidad de sorprender al consumidor, se han acostumbrado a las ventas y no se centran mucho más en el cliente y en sus emociones a la hora de la toma de decisión ante un producto o marca ya que lo importante para él es la vivencia que le ofrece lo que consume. Para la recolección de información se utilizaron herramientas cualitativas y cuantitativas método descriptivo software estadístico como el SPSS versión 21.0 lo que permitió verificar que el marketing digital ayuda a usar las técnicas más adecuadas dentro del medio digital para desarrollar una

comunicación directa y personal con los usuarios, desde los canales de acción son todos aquellos que se pueden encontrar en internet como redes sociales, e-mail marketing, motores de búsquedas entre otros. El marketing experiencial revoluciona el pensamiento del marketing tradicional y no es usado frecuentemente o casi nunca por nuestro entorno empresarial local. Es evidente que se debe desplegar estrategias de Marketing Digital para obtener una aceptación fuerte de clientes, para que la empresa pueda promocionarse a gran nivel, además de darle una desenvoltura entre la competitividad, pues la organización digital es tan importante como la organización óptica.

Palabras clave: marketing, procesos, técnicas, comunicación; clientes.

INTRODUCTION

In Ecuador, the Ministry of Education, together with other organizations that contribute to the education sector, have made important efforts to ensure educational continuity in the context of the health emergency. However, the impact of the COVID-19 pandemic has caused thousands of children, adolescents and young people in general to drop out of school.

The universities in the country took up and innovated educational strategies under these conditions according to the demands of the Ecuadorian environment and studies related to this state have reflected the various impacts on the economic, social, health and obviously education. The measures taken as alternatives to maintain the functioning of teaching have been multiple, mediated by the use of technological tools and resources that have left consequences and results that need to be carefully analyzed and taken into account.

(Santana-Sardi, Zambrano-Palacios, & Castro-Coello, 2020). The visions about the actions to be implemented for the recovery, adjustment and achievement of the university processes with the positive and negative consequences of the whole stage of the pandemic are alluded to. An assessment is made of possible stages or phases of development with the idea of determining these results and the implementation by way of strengthening the mediation of Information and Communication Technologies, and the perspectives of the student body and the teaching staff for the improvement of their performance. (pp.45)

The pandemic has transformed not only life habits but also part of their conduct and social behavior in the areas of life. Faced with this truth, higher education institutions and the challenges they are facing to continue in force, moving from face-to-face education to the modality of a virtual training and teaching-learning process, do not escape. Therefore, university institutions, in general, are presented with the central purpose of identifying the challenges of Higher Education facing Covid-19 in Ecuador, under new technological didactic trends that will allow the development of effective learning. (Soria-Caiza, Espinoza-Beltrán, García-Narváz, & Mena-Pacheco, 2020).

Uleam as a university institution in the coastal area of the province of Manabi has addressed its particularities regarding the transformation of education towards a digital culture to face the pandemic scenario with which humanity has had to deal with being a cause for discussion in academic communities where confusion is generated in the new

roles and functions between the different actors in the sector. Decision-making, regulations and actions represent challenges at every step and have motivated criticism. Research results have allowed to define that both preparedness and prevention under these pandemic conditions have been insufficient in the face of possible and probable crisis scenarios in the academy, which has limited its response capacity and resilience, so that the permanent observation of the evolution of the facts caused by the crisis is recommended to achieve the design of strategies aimed at improving the tangible and intangible institutional structure of the universities. (Macías & Llor, 2021)

(Ramos & Rodríguez, 2013) approach to recognize the formative process as "a totalizing process, which aims to prepare man as a social being, which brings together in a dialectical unity the educational, developmental and instructive processes" although there are similarities with the definition of (Latorre, 2016) where it is recognized as "an exclusively human, intentional, inter-communicative and spiritual process, by virtue of which the instruction, personalization, socialization and moralization of the human being is carried out more fully", both coincide in the intelligence and certain abilities of the human being in the face of social phenomena.

It is relevant to recognize that within this process, the need to achieve the training of people capable of inserting themselves in society and, at the same time, to perform at the pace of its changes, is an increasingly marked demand that this same society demands from the institutions in charge of the development of the teaching-educational processes. These require, like all human activity, rigorous planning and control. Within this system, the instructional objectives determine the amount of knowledge that students must acquire for the development of the skills they are expected to possess as graduates and that will allow them to face the basic problems existing in production and services and to solve them successfully, thus demonstrating independence and creativity. (González & Sánchez, 2014)

On the other hand (Llerena, 2015) from its conception, it values central concepts and ideas in the work of (Vigotski, 1987) y (Morin, 2004) some criteria of correlation between them are enunciated that can serve as a basis for the recognition of professional training as a complex process, starting from the Theory of Complexity and the Historical-Cultural Approach as theoretical-methodological bases that in turn will have points of coincidence that allow appreciating the development of the professional training process, from a critical, integral and culturally contextualized perspective. The points of reference that traditionally characterized the analysis of the training process are subject to significant modifications in what can be called the era of global education and with them the use of technology in virtual education with the technological development and implementation of new educational techniques to achieve optimal learning levels.

Considering also that the process of training professionals in higher education based on competencies is controversial in educational institutions due to the fact that some agree on the challenge of its

quality, in search of a greater integrality of the graduates, which allows to train a socially and professionally committed, flexible and transcendent professional. (Valera, 2010)

Studies carried out by (Pérez, Enrique, Carbó, & González, 2017) have shown that the process of improvement of higher education is based on the need to train a type of professional capable of responding to the demands of social demands, and in turn shows the importance of ensuring a broad profile graduate with a solid theoretical-practical training capable of training as a specialist throughout his life and where he acquires a level of learning according to the demands of his social environment.

Supporting the importance of formative evaluation in the teaching and learning process, authors such as (Talanquer, 2015) refer that it is common to distinguish 2 main types of formative assessment: a) formal formative assessment, which includes questions or activities planned by the teacher as part of a lesson or unit of work, with the objective of obtaining evidence of learning in a group of students; and b) informal formative assessment, which arises spontaneously in the classroom and tends to focus on obtaining information about learning whenever the opportunity arises and both can be effective in the virtual modality.

At present, identifying and describing the importance of formative research and the use of didactics to strengthen the teaching-learning process of marketing as a subject in higher education has awakened new formative strategies through virtuality according to (Hernández & Polonia, 2019) although (Enciso & Arenas, 2018) The importance of formative research and the use of didactics to strengthen the teaching-learning process of marketing as a subject in higher education has awakened new formative strategies through virtuality, although the marketing approach in the quality processes in higher education graduate programs in the area of business administration are valid under the current conditions; contributing to quality in higher education, accreditation and customer service in higher education through techniques to measure student satisfaction.

It is important to recognize that the pandemic has driven the digital transformation that has been taking place in recent years and we have experienced growth rates in e-commerce that, only twelve months ago, would have seemed like science fiction. Not only has the consumption channel changed, but also the way we consume, as well as the products and services, which have had to adapt to these trends. (Madiedo, 2021)

This study was very important for marketing students because of the great notoriety that technology is currently having. Anyone with or without technological knowledge wonders how all the information generated in the world is stored: on Facebook, Twitter, Smartcities or how Google is able to manage all the transactions that are made daily. But it is not only here, as Big Data reaches all areas: stock market, climatology, astronomy, the amount of data that is currently generated is overwhelming and just knowing how to capture and analyze this information seems to me a quite reasonable justification.

By studying traditional marketing and digital marketing, you have the opportunity to learn about the development of these over the last few years. It is of vital relevance to know its evolution and the processes that are lived in the digital era. Marketing marked the business world since 1450 where the first printed advertising appeared, that was the point from where the origin of traditional marketing started as the tool in which companies could publicize a product not only in the locality but in several regions with the printed flyers delivered by the courier of the place and this became the globalization of marketing, where everything was more rustic where technology had no massive impact on society.

For Kotler, (2010) in a conference at a World Forum, he detailed how what used to be called Marketing has changed, moving from the product to the customer and consequently to the person, where there is a direct connection. However, communication with the consumer has changed, clearly differentiating the three stages of marketing as shown in the following table.

Table 1. *Comparison of Marketing 1.0, 2.0 and 3.0.*

Table 1
Comparison of Marketing 10 20 and 30

	Marketing 1.0	Marketing 2.0	Marketing 3.0
	Product-focused marketing	Customer-oriented marketing	Value-driven marketing
Target	Sales products	Satisfying and retaining consumers	Making the world a better place
Enabling forces	Industrial Revolution	Technological information	New Wave Technology
How the market is viewed by companies	Mass buyers with Physical needs	Smart consumer with mind and heart	A complete human being with mind, heart
Managers marketing of the company	Product specification	Corporate and product positioning	Corporate, vision, values
Value propositions	Functional	Functional and exciting	Functional, emotional and spiritual
Consumer interactions	One-to-many transactions	One-to-one relationships	Many-to-many collaboration

Source: Fuentes Vera, S. L., Huacón, V., & Arisendy, A. (2015). Analysis of the evolution of marketing 1.0, to marketing 3.0 and proposed application in the Miller brand of the company Cervecería Nacional in the sector of the city of Guayaquil (Bachelor's thesis).

According to the American Marketing Association (A.M.A.), (2018) this association characterizes marketing as a way of organizing a set of actions and processes of a company or person, when creating a product "to create, communicate and deliver value to customers, and to manage relationships" that strengthen the ties of the company with the customer thus achieving capture a market segment where this product will be implemented and for that you must have the approval of the

customers of that market and its purpose is to benefit the organization by satisfying customers.

For Gómez, (2014) this type of marketing, the seller is the center of the universe, because he is in charge of making known with a defined objective, to sell products or services. The strategy is only based on continuously bringing out new products, and the customer seeks to satisfy physical needs.

However, in the current time 2018 where technology is advancing by leaps and bounds to make known the new facet of marketing in addition to digital marketing technology, which offers the customer a new level of advertising, in which only need a computer and internet or from your phone itself will have at your fingertips everything you need according to your needs.

According to Kotler, P (2017) recognizes that in marketing there are several evolutions that help us to interact in a world increasingly interconnected to technologies, which will allow us to reach more customers in a more effective and faster way. Society and technology are elements that are constantly evolving and with it marketing has advanced by leaps and bounds.

Until a few years ago, society used to be influenced by advertising campaigns and promotion of the main dominant brands in the world. Today, a major shift is taking place and the main engine of marketing is now the human being, implementing as measures the social networks, which have developed a technological link between the consumer and the company in marketing.

According to Mejía (2017) digital marketing is the use of the Internet and social networks with the objective of improving the marketing of a product or service. The concept of digital marketing emerged in the mid-1990s, with the start of the first electronic stores.

From the point of view of Cangas & Guzman (2010), in their research work, digital marketing with everything related to the Internet, is a field that evolves extremely fast, the digital marketing professional must always be informed about the latest technological trends, and its growing integration with traditional marketing, considering especially important to pay attention to the Mobile Marketing and Social Media formats.

The evolution of the Internet, from being a means of connecting users to become a mode of communication and interaction that has led to the entry of social media in the way human beings act both professionally and personally and has changed the way of relating to friends, family and the environment. It involves all the technologies, platforms and software that allow interacting and sharing directly and in real time with other users and companies, customers, distributors, suppliers, etc., so a company must understand the new way of doing business that the social web implies.

According to Sheehan (2012), social networks are the fastest growing phenomenon on the Web, which is profoundly changing the way marketing is done⁹ and is growing three times faster than Internet use. "Social network users cannot live without them"¹⁰ which represents an opportunity for companies to communicate their products.

For Vela (2013) it is the main Social Network, with more than 900 million active users worldwide, being the leader in Latin America with 115.5 million visitors. It allows to know the tastes, habits, trends, preferences, problems, common and uncommon characteristics shared by users, therefore, it allows to know the customer, segment and find the target market, in a very intimate way because in this social network people share their lives, which makes it possible to make analysis of their environment.

Trenzano (2003) states that digital marketing as job performance, are practical, conceptual tools that every professional should know, therefore, serves to solve situations of analysis and occupational review work in any institution, which opens endless possibilities to find work quickly.

For Shiffman and Kanuk (2005)¹⁴ it is also important to situate consumer behavior within the digital revolution of markets. The economic approach determines that demand acts on the basis of budgetary constraints and scarce resources. The sociological and psychological approaches come together according to Rivas, concluding that consumer behavior is the result of the interaction of the individual and the environment.

Kanuk (2005) the consumer makes decisions based on a process consisting of three phases: input, process and output. Marketing is not only sales, it is the relationship that the company or the seller has with its customer by offering a good or a service, which implies providing satisfaction to the consumer at the time of choosing a product. The evolution has been qualitative and quantitative with respect to the global impact of marketing in society, companies and microenterprises.

It is worth mentioning that the implementation of marketing was born in the 80's where the machines gave an unexpected turn to the industries that were only focused on production, now there was a greater concern to create a sales market within the cities already industrialized as England at that time, It was at this time that marketing was thought for the first time as a set of tools that will help in the creation, renovation and standardization of a product that is purely agá thinking of the customer and not the company because the company was created by the customer and for the customer and thus the company benefits from the consumption of people who have already established a bond with the institution.

MATERIALS AND METHODS

Qualitative and quantitative methods were used - descriptive statistics, as main tools are the review of bibliographic sources, the application of the expert method Delphi and Kendall, observation, interview, survey, analysis of indicators, For the processing and analysis of information were used software such as Excel, SPSS version 26.0, a sample of 30 people was taken, the same that provided the competent information.

· The research is developed through a four-phase procedure, which is described below:

- Conduct a bibliographic review to provide a theoretical basis for the research.
- Evaluate the effectiveness of the evolutionary process from traditional marketing to digital marketing.
- Diagnose the fundamental shortcomings of the various processes that have occurred in marketing. Through a sample of 30 entrepreneurs
- Propose actions to minimize the shortcomings diagnosed and that constitute the premises of the implemented procedure.

RESULTS

From the results it was possible to verify the reliability analysis, resulting in 0.877. This made it possible to determine the degree to which the elements of the survey were related to each other and helped to measure in an operative and reliable manner within the research process.

Table 1. *Reliability statistics*

Table 1
Reliability statistics

Cronbach's alpha	N of elements
,877	11

Table 2
Have you purchased original CDs or DVDs?

	Frecuencia	Porcentaje	Porcentaje válido	Porcentaje acumulado
Válidos si	13	43,3	43,3	43,3
no	17	56,7	56,7	100,0
Total	30	100,0	100,0	

Source: Entrepreneur

Source: Entrepreneur

As a result, the table shows that out of 100% of the population, 43.3% (13 respondents) answered that they have purchased original CDs or DVDs, while the remaining 17 respondents (56.7%) answered that they have not purchased original CDs or DVDs. As a conclusion regarding the aforementioned question, more than half of the people surveyed stated that they have not purchased original CDs or DVDs, either because of the difference in price between an original and a pirate, or the ease of acquisition, among other possible reasons.

Table 3
Do you use the Internet to download music?

		Frecuencia	Porcentaje	Porcentaje válido	Porcentaje acumulado
Válidos	si	22	73,3	73,3	73,3
	no	8	26,7	26,7	100,0
	Total	30	100,0	100,0	

Source: Entrepreneur

Source: Entrepreneur

Regarding the results of this question shows that he has NO 26.70% and he YES 73.30%. This means that nowadays it is the new trend to download music on the Internet and for convenience people acquire music by this means, they no longer acquire it physically as they did traditionally in the old days when you went to a music store.

The results showed that 73.30% of people buy music online and not physically, since the advent of the internet and several apps we can buy music from the comfort of your home. In the old days you had to go to the music stores to buy the whole album of an artist just to listen to a song. However, downloading music online is easy and free and it has become a trend since there are several apps on the market that make it much easier and faster.

Table 4
Would you buy music online in the future?

		Frecuencia	Porcentaje	Porcentaje válido	Porcentaje acumulado
Válidos	si	18	60,0	60,0	60,0
	no	12	40,0	40,0	100,0
	Total	30	100,0	100,0	

Source: Entrepreneur

It is observed that out of 100% of the people, 60% agree with downloading music through the Internet, which represents 18 people. While the next percentage of 40% represents people who are not interested or do not have accessibility to the internet, that is 12 people out of 30 respondents. I can say that the advancement of technology is having an impact on people as time goes by and technology increases now it is easier to get music, books and information that one needs in everyday life from the internet.

		Frecuencia	Porcentaje	Porcentaje válido	Porcentaje acumulado
Válidos	localidad	15	50,0	50,0	50,0
	provincia	5	16,7	16,7	66,7
	pais	9	30,0	30,0	96,7
	ninguna	1	3,3	3,3	100,0
	Total	30	100,0	100,0	

Table 5
Where do you buy music?

Source: Entrepreneur

The results show that 50% buy music locally, 17% bought music within the province, while 30% bought music in the country and 3% did not buy music. The results of the survey project a level of acceptance of users in the purchase of music within the town of Bahía de Caráquez.

Table 6
How did you find out that the record or song was for sale?

		Frecuencia	Porcentaje	Porcentaje válido	Porcentaje acumulado
Válidos	tv	14	46,7	46,7	46,7
	radio	8	26,7	26,7	73,3
	periodico	1	3,3	3,3	76,7
	pag.web	3	10,0	10,0	86,7
	facebook	4	13,3	13,3	100,0
	Total	30	100,0	100,0	

Source: Entrepreneur

From the results it could be seen that social media such as television with 46.% is the reference for all of them, followed with a not so low percentage by the internet which is one of the most used media by the population and is generally used daily unlike the other media, these two mentioned above are of higher priority. Therefore, TV and the internet are the best sources of news information, whether it is about music or events.

From other works that have been done, such as that of Campoverde C (2016) with the theme of incidence of digital marketing vs. traditional marketing in the purchase decision of consumers in the city of Santo Domingo where he states, that the current trend of doing marketing is towards digital marketing, with a significant presence of integrated marketing communication. So technology drives the market at impressive speeds. Determined that any type of marketing requires a study of the motivations of customers and consumers, suggesting accurate market segmentations for the products to be marketed.

From the point of view of Martinez .A (2019) Companies compete for popularity and worldwide recognition, which leads them to implement advanced and effective digital marketing strategies. More and more

companies are developing an SEO strategy or carrying out interactive actions in their social networks, in order to achieve a greater number of followers. It is worth noting the importance of the social and environmental actions that certain companies are carrying out, with the aim of building customer loyalty and reinforcing their brand image.

For Guzman D, Paredes .G, LLivisaca M, (2021) in the work done on Digital Marketing during times of COVID-19 in the commercial sector: Pichincha case - Ecuador came to the conclusion that marketing is present in each of the activities of a company, entity or organization since the customer is increasingly demanding and seeks a product and / or service that meets the needs. Thus, the entertainment industry within the commercial sector should consider the use of digital tools for monitoring and control of web traffic.

The business opportunities in this new digital ecosystem are infinite, and just by having new users learning to use online tools and companies that are forced to look for alternatives to traditional advertising, this opens a huge door for marketing agencies.

CONCLUSIONS

Traditional marketing has lost the ability to surprise the consumer so that, as consumers, they have become accustomed to being sold things in a different way and we like it better. This would be the main reason why there has had to be a change in marketing, having to focus much more on the customer and his emotions when making a decision about a product or brand, since what is important for him is the experience offered by what he consumes. Hence the birth of experiential marketing, which as I have been talking about in previous posts, is a sales strategy that is based on an added value that involves a transformation of a product into an experience to provide security and confidence to the customer at the time of purchase, we only give quality, but it creates an atmosphere of reliability.

Use as an essential tool the social networks and platforms that offer the products and services that the company has, these are the important elements to have a direct impact on the purchase decision of potential customers, in addition to this we seek to interact with customers.

The evolution of marketing from the industrial revolution and its focus on the product and mass production to today's marketing - where the priority is the consumer, his or her needs and the various technological trends - has had a direct impact on the generation of a type of customer that this document has called Customer 2.0. This is characterized by its interconnectivity, its capacity for opinion and criteria, its availability to know products, brands and people, as well as to disseminate, mobilize and co-create.

Digital marketing has a wide range of tools and not all of them are suitable for all sectors and companies. The basis of success is the combination of traditional tools with the new online ones, developing an

e-marketing plan tailored to the specific needs and characteristics of the company.

Many of the tools used in e-marketing refer to digital advertising, but there are tools that meet the needs of the integrated marketing process which should be used for the development of digital marketing strategies. However, when covering the tools that give direct benefits to digital marketing should not only mention those that provide advertising benefits, but more broadly should refer to digital tools that meet the needs of the integrated marketing process.

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