

## Original Research Article

### Digital marketing and entrepreneurship in women of El Porvenir district, Peru

#### Abstract

The objective of this research was to determine the impact of digital marketing on women's entrepreneurship in the district of El Porvenir 2022, the type of research was applied, with a quantitative research approach and a non-experimental research design with a cross-sectional and correlational approach. The sample consisted of 114 women entrepreneurs from the El Porvenir district. The questionnaire for digital marketing with a reliability of 0.983 and the questionnaire for business entrepreneurship with a reliability of 0.967 were used for data collection. The information was processed in SPSS Ver 26 software. As a result, digital marketing has a very high incidence in business entrepreneurship with a correlation coefficient of 0.950. It was determined that the normative framework has a very high incidence in business entrepreneurship with a correlation of 0.942, the referential framework has a very high incidence in business entrepreneurship with a correlation of 0.983, the conceptual framework has a very high incidence in business entrepreneurship with a correlation of 0.983. 983, the conceptual framework has a high impact on entrepreneurial entrepreneurship with a correlation of 0.756, the theoretical framework also has a high impact on entrepreneurship with a correlation of 0.689 and the philosophical framework has a moderate impact with a correlation of 0.522 on entrepreneurship all at 1% significance.

**Keywords:** Digital marketing, Entrepreneurship, Strategies.

#### INTRODUCTION

Worldwide, information technologies are relevant for the use of social networks in all economic and business sectors, allowing customers and companies to interact in a bidirectional way where both actively participate evidencing that we are facing a connected and versatile world, where the consumer has a new way of selecting their preferences. The leading continents in publications, as part of digital marketing, are first Asia with 41% followed by Europe with 23% and America with 22%, not identifying publications in Austria and Oceania (Perdigón Llanes et al., 2018).

According to the Organization for Economic Cooperation and Development of Spain, digital entrepreneurship drives technological innovation, increases employment and is

responsible for between 40% and 70% of a country's growth, however, many women have been dedicated to sectors of lower technological intensity or services. For Ryan Newton of the BBVA magazine (2022) there is the problem of digital capacity, explains that, in Mexico, 70% of the population has a Smartphone and only 4% used it for financial services, the expert pointed out that women have less digital capacity and confidence in digital services.

Forbes Magazine, a business specialist, published the 5 countries with the most women entrepreneurs, Uganda leads with 32.4%, whose presence in the labor market is 52% despite not having financial autonomy or specialized studies; Botswana ranks second, richest country on the African continent, with 34.6% female entrepreneurship and 31% participation of women in the professional labor market. Third place goes to New Zealand because its women are university professionals and lead in doing their business. Russia ranks fourth with 32.6% of female entrepreneurship characterized by being far from the financial system, low level of knowledge in entrepreneurship. In fifth place, Australia with 32% of entrepreneurship in women and with a good participation in the labor market (Gómez 2019).

**Regarding** Latin America, the economic crisis entails the challenge of strengthening the region's capacity to compete internationally and, in the context of globalization, we have the presence of women in the public world, particularly in productive activities described by Kanter (1977) as a silent revolution since the twentieth century.

The origin of entrepreneurship in women is found in the unsatisfied needs at the personal and family level. The most affected may be those who live in poverty or extreme poverty but there is also the affective, personal part, wanting to go out and face reality. For Vallejos et al. (2020), entrepreneurship is generated by the very need to face deprivation, poverty, lack of employment, among others, and conceives of women entrepreneurs as a leader who assumes challenges, risks, innovates and all that is reflected in business with total enthusiasm.

In an interview with Susana García Robles, current Venture Partner of Capria Ventures (2020), she said that the pandemic brought female entrepreneurship to the surface, given the lack of job opportunities, women own their own business with financing, use technology, to such an extent that, of 59 rounds of investment in the first half of 2020, 24 have women's teams affirming that Latin America will have the baton of female entrepreneurship in the world.

**According** to the World Bank, female entrepreneurship represents 50% in Latin America. In Guatemala, Colombia or Mexico, women are more likely than men to have a business. It is known that there are 17,217,911 small and medium-sized enterprises where half of them are founded and run by women contributing to the gross domestic product (GDP) by 25% as indicated by the Global Report of the Global Entrepreneurship Monitor (2021),

demonstrating, according to Rubén Vásquez (2022) of Ecommerce News magazine, that female entrepreneurship grows in Latin America.

**According** to the Global Entrepreneurship Monitor: Peru 2019, Peru is among the eight entrepreneurial countries worldwide and fourth country with the highest entrepreneurial activity within the efficient economies of Latin America, with 40% of the population willing to start a business within the next 3 years, preceded by the countries of Guatemala, Colombia and Chile. 72% of Peruvians feel ready to undertake, capable of taking risks, but the 7.6% of discontinuity of entrepreneurship and low levels of innovation should also be considered, says Carlos Guerrero, researcher of the GEM team. For Jessica Alzamora, researcher of the GEM team, she pointed out that it is a priority to strengthen the capacities of the entrepreneur so that he can consolidate and be able to innovate permanently. María León, president of CONFIEP in Peru, said that three out of four families have an entrepreneur. Of 2'700,000 companies registered in the INEI nationwide, 99.4% are microenterprises of which 80% are family businesses and refers that the economist Lucha Reynoso conducted a study where she established that between 60 and 70% generate employment and constitute 40% of GDP.

**According to** the last census of 2017, conducted by the National Institute of Statistics and Informatics (INEI), there are 24,208 small and medium-sized enterprises created by women in the fourth quarter of 2017, representing 53.5% of the national total and 21,023 companies were created by men making 46.5% of the total. In Lima, of the 17,532 companies created, 52.8% were started by women and 47.2% by men (Contreras, 2018, para. 2-7).

**According to** what was published by the INEI, in its press release for the first half of 2022, the number of women is greater compared to men who work in commerce, likewise 89.5% of women use the internet through a cell phone, while 16.9% of women did it through a laptop and 12.2% of women did it through a computer. It also reports that 73% of the employed female population worked in enterprises with 1 to 10 workers, that is, they worked in micro and small enterprises.

However, in order to ensure the survival of female enterprises, sales strategies such as digital marketing, access to financing, constant innovation, among others, must be proposed. In the La Libertad region, the El Porvenir district has become a development sector with great commercial activity where small, medium and large businesses abound, mostly female enterprises that use empirically the sales strategies of their products, do not have management knowledge, little financing, do not use digital marketing for the improvement of their businesses and face a series of difficulties due to ignorance of the rules and programs of the state that help them with their ventures, in this sense it was interesting to investigate Does digital marketing affect business entrepreneurship in women of the El Porvenir 2022 district?, the hypothesis to test was that there is an incidence of digital marketing in business entrepreneurship in women of the El Porvenir 2022 district,

likewise, The general objective was: To determine the incidence of digital marketing on entrepreneurship in women in the El Porvenir 2022 district.

This research was justified, according to what was established by Hernández et al. (2018) regarding its convenience because it allowed to establish some type of relationship between digital marketing and business entrepreneurship in women of the El Porvenir 2022 district; due to its social relevance, this research allowed us to know digital marketing in business entrepreneurship in women in the El Porvenir 2022 district; For its practical implication, this research served as a background to future research on digital marketing in business entrepreneurship in women and for its methodological usefulness, it will serve to design new instruments for collecting information on digital marketing and entrepreneurship in women and for its theoretical value, the research will serve to verify existing theories with the knowledge of this research.

## **METHODOLOGY**

### **Type of research**

It was applied research. The quantitative approach was used, applying the correlational design, we proceeded to analyze the normality of the data using the Kolmogorov Smirnov test determining the incidence between the variables using the Spearman correlation test

### **Variables and operationalization**

The variables involved in the research were:

#### **Variable 1: Digital marketing.**

##### **Conceptual definition.**

According to (Amson et al., 2021) Digital marketing is a marketing component that uses digital technologies, the internet and social networks to deliver messages to its specific audience is characterized by the interactivity and personalization of messages with the ability to disseminate information

##### **Operational definition.**

This variable was measured using the Likert scale with values: 1= nothing; 2 = little; 3= regular; 4= too much and 5= too much. It was used as an instrument and the survey to collect information.

## Variable 2: Business entrepreneurship.

### Conceptual definition.

According to Schumpeter (2000) he defined entrepreneurship as an agent that generates changes through innovation in such a way that it takes society out of balance and leads it to its economic development.

### Operational definition.

This variable was measured using the Likert scale with values: 1= nothing; 2 = little; 3= regular; 4= too much and 5= too much. It was used as an instrument and the survey to collect information.

### Population (Selection criteria), sample, sampling, unit of analysis

The population consisted of 114 women with entrepreneurship in the El Porvenir 2022 district (table 1).

**Tabla 1. Emprendimientos de mujeres en el distrito El Porvenir 2022.**

Comment [N1]: Translate to English.

Entrepreneurship	Quantity
Cellars	25
Hardware stores	5
Restaurants	15
Leather shops	11
Pharmacies	6
Sale of vegetables and fruits	15
Dental offices	4
Bakeries	3
Grocery sales	14
Sale of clothing	9
Sale of sneakers	7
Total	114

### Inclusion criteria

The population was made up of women entrepreneurs who develop their companies or businesses in the district of El Porvenir regardless of whether they are formal and informal, regardless of age or the category of entrepreneurship.

### Exclusion criteria

Companies or businesses managed by men were not included in the population.

No sampling was carried out because we worked with the entire population. That is, we worked with census population. The unit of analysis, made up of each of the women entrepreneurs who meet the inclusion criteria and are part of the population.

### Data collection techniques and instruments

The survey technique was used. The Data Collection Instrument was the questionnaire.

### Data analysis method

The triangulation design was used to confirm the results and cross-validate the quantitative data, specifically the hypothesis test that relates the variables digital marketing and entrepreneurship with a population of 114 women with entrepreneurship in the El Porvenir district.

## RESULTS

In Table 2, the probabilistic level  $p=0.000 < 0.05$  significance level, therefore, the null hypothesis of normality was rejected. It was concluded that the data do not follow a normal distribution at a significance level of 0.05.

**Table 2.** Proof of normality of digital marketing and entrepreneurship in women of the El Porvenir district 2022.

One-Sample Kolmogorov-Smirnov Test	Marketing digital	Business Entrepreneurship
N	114	114
Asymp. Sig. (2-tailed)	,000 <sup>c</sup>	,000 <sup>c</sup>

Table 3 shows as a result a probabilistic value  $p = 0.000 < 0.01$  significance value, concluding that digital marketing has a highly significant impact on business entrepreneurship in women in the El Porvenir 2022 district.

**Table 3.** Incidence of digital marketing on entrepreneurship in women in the El Porvenir district 2022.

Spearman's rho		Digital Marketing	Business Entrepreneurship
Digital Marketing	Correlation Coefficient	1.000	,950**
	Sig. (2-tailed)		.000
	N	114	114
Business Entrepreneurship	Correlation Coefficient	,950**	1.000
	Sig. (2-tailed)	.000	
	N	114	114

In Table 4, the results show the incidence of theoretical frameworks in business entrepreneurship and all have statistical significance because  $p = 0.00 < 0.01$  significance value. The normative, referential and conceptual frameworks have a direct and highly significant impact on entrepreneurship among women in the El Porvenir district, whose correlational coefficients are 0.942, 0.983 and 0.756 respectively at a significance level  $\alpha = 0.01$ . Regarding the theoretical and philosophical frameworks, they also show a direct and moderate impact on entrepreneurship in women in the El Porvenir district, with correlational coefficients of 0.689 and 0.522 at a significance level  $\alpha = 0.01$ . The referential framework is the one that most affects the entrepreneurial entrepreneurship of women in the El Porvenir district.

**Table 4.** Incidence of the theoretical frameworks of digital marketing in business entrepreneurship in women of the El Porvenir district 2022.

Spearman's rho		Regulatory Framework	Frame of Reference	Conceptual Framework	Theoretical Framework	Philosophical Framework	Business Entrepreneurship
Regulatory Framework	Correlation Coefficient	1.000	,935**	,723**	,660**	,500**	,942**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	114	114	114	114	114	114
Frame of Reference	Correlation Coefficient	,935**	1.000	,782**	,700**	,513**	,983**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	114	114	114	114	114	114
Conceptual Framework	Correlation Coefficient	,723**	,782**	1.000	,534**	,378**	,756**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	114	114	114	114	114	114
Theoretical Framework	Correlation Coefficient	,660**	,700**	,534**	1.000	,320**	,689**
	Sig. (2-tailed)	.000	.000	.000		.001	.000
	N	114	114	114	114	114	114
Philosophical Framework	Correlation Coefficient	,500**	,513**	,378**	,320**	1.000	,522**
	Sig. (2-tailed)	.000	.000	.000	.001		.000
	N	114	114	114	114	114	114
Business Entrepreneurship	Correlation Coefficient	,942**	,983**	,756**	,689**	,522**	1.000
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	114	114	114	114	114	114

## DISCUSSION

**According** to the general objective to determine the incidence of digital marketing on entrepreneurship in women in the El Porvenir 2022 district, in the results obtained in table 3, there is a high correlation ( $r = 0.950$ ) between digital marketing and business entrepreneurship, reflecting that the use of digital marketing has a direct and positive impact on the business entrepreneurship of women in the El Porvenir district. These data that when compared with what Striedinger (2018) found in his study with SMEs in Colombia found that they use digital marketing in their marketing activities, a free perspective that helps them in their business performance. He concluded that SMEs must differentiate their value proposition in the content of their communications, that the trend is digital, so training in the use of technologies in communication with the public is vital for their positioning in the market and be at the forefront of marketing. We also have Chiriboga (2020) who studied digital marketing as a strategy to favor rural entrepreneurship in Ecuador, presented a proposal to promote the sustainable development of enterprises and concluded that technological tools are very important in the development of enterprises because they generate communication between commercial communities and at low cost; With these results it is affirmed that digital marketing has a favorable impact on business entrepreneurship. Knowledge on how to develop digital marketing is very important for female entrepreneurship in our country, as it promotes its development. Freire (2004) in his theory called the Inverted Triangle on entrepreneurship states that of the three components: idea, capital and entrepreneur, the most important is the perseverance of the entrepreneur.

**According** to the specific objective to determine to what extent digital marketing in its normative framework dimension affects business entrepreneurship in women in the El Porvenir 2022 district, the results shown in table 4 show that there is a high level of positive correlation ( $r = 0.942$ ) between digital marketing, in its regulatory framework dimension and business entrepreneurship, this result reflects that the laws favor the development of female entrepreneurship. Chaim (2022) conducted a study in Bangladesh, a politically unstable country in the world to determine how political unrest affects women who have small businesses; The research determined that political chaos negatively influences the government's initiative with financial support, generating obstacles to its growth as well as gender subordination causes poor performance in the business generating multiple barriers in financing through bank loans. Given the results, it is affirmed that the regulatory framework affects female entrepreneurship, the government is responsible for legislating in favor of financial access for companies in order to promote development and sustainability, leaving aside cumbersome procedures, inaccessible requirements and above all the political stability that must exist in the country generating a favorable environment for the economic development of the country.

**Regarding** the specific objective to determine to what extent digital marketing in its referential framework dimension affects business entrepreneurship in women in the El

Porvenir 2022 district, table 4 shows that there is a high positive correlation ( $r = 0.983$ ) between the referential framework dimension of digital marketing and business entrepreneurship, this result is consistent with what was investigated by Daud et al. (2022) who analyzed the effects of digital marketing, digital finance and digital payment on the financial performance of MSMEs in Indonesia, determining that, through communications and transactions that are carried out at any time and from anywhere in the world, increasing the profits of the ventures, they concluded that these factors have positive effects on the development of their businesses, especially if they work on the digitalization of MSMEs and financial training. These results confirm the impact of the reference framework on women's entrepreneurship, as it serves as a model to imitate, always seeking the development of their businesses.

In the specific objective to determine to what extent digital marketing in its conceptual framework dimension affects business entrepreneurship in women in the El Porvenir 2022 district, it can be seen in table 4 that there is a high positive correlation ( $r = 0.756$ ) between the conceptual framework dimension of digital marketing and business entrepreneurship, in this regard Amson et al. (2021) considers digital marketing as a component of marketing that uses technology, The Internet and social networks to communicate with their specific audience characterized by the ability to disseminate information through messages. This aspect, the women entrepreneurs of El Porvenir use social networks to offer their products or services in order to improve their profits ensuring the sustainability and development of their ventures, this fact is reaffirmed with the Long Tail theory where Chris Anderson (2004) who argued that in the digital environment the costs of storage and distribution are low considerably. Given these results, we can affirm that digital marketing in its conceptual framework affects business entrepreneurship in women in the El Porvenir 2022 district.

**Regarding** the specific objective to determine to what extent digital marketing in its theoretical framework dimension affects business entrepreneurship in women in the El Porvenir 2022 district; Table 4 shows that there is a moderate correlation ( $r=0.689$ ) between the theoretical framework dimension of digital marketing and business entrepreneurship; these results are consistent with those obtained by Acevedo Duque et al. (2021) in their article where they analyzed female leadership as an engine of business excellence in small and medium-sized enterprises (SMEs) in Wayuu, Colombia, concluding that women transform their actions into success by working with other women who demonstrate technical, conceptual and human skills in addition to female leadership and entrepreneurship are linked. In this way it is demonstrated that the theoretical framework affects business entrepreneurship in women being in accordance with the theory of the Inverted Triangle represented by Freire (2004) who considers that in entrepreneurship three components merge: the idea, capital and the entrepreneur, being the perseverance of the entrepreneur the one that promotes the other two.

Regarding the specific objective to determine to what extent digital marketing in its philosophical framework dimension affects business entrepreneurship in women in the El Porvenir 2022 district, there is a moderate correlation ( $r = 0.522$ ) between the philosophical framework dimension and business entrepreneurship. The results obtained are consistent with those obtained by Matulevich and Lacovone (2021), published in The Word Bank where they analyzed the economic recovery after COVID 19 as a challenge for women-led businesses, concluded that the government must provide digital and financial solutions as well as digital literacy so that the political response to COVID 19 is the opportunity to grow companies, getting back to work and rebuilding them better; this confirms that the philosophical framework has an impact on entrepreneurship in women reaffirming the philosophical thought on entrepreneurship of Joseph Schumpeter who states that "Destruction does not contain anything negative but creativity", this idea is based on the fact that everything dies, but is reincarnated in new and better ideas. Given this, it is the obligation of the state to provide opportunities for improvement or better yet of the new beginning.

## CONCLUSIONS

Digital marketing has a high impact on entrepreneurship among women in the El Porvenir 2022 district. This indicates that the digital marketing raised from its theoretical frameworks in the study, are representative since they have a lot of relevance in the business ventures of women so they are consistent with the study. The incidence of the regulatory framework of digital marketing regarding entrepreneurship in women is high, this is because women entrepreneurs know the regulatory framework, although not all benefit from benefits or incentive programs from the government. The referential framework of digital marketing has a high impact on entrepreneurship in women. It is asserted that the studies carried out demonstrate the effectiveness and importance for enterprises when developing digital marketing as a means of ensuring its prevalence and development of business, provided that there is an appropriate environment, they show us that they are made to imitate and improve the approaches if possible. It was observed that the conceptual framework of digital marketing has a high impact on business entrepreneurship in women, this indicates that women entrepreneurs, even without knowing the concepts of marketing, apply it in their businesses and use social networks as a means to improve their businesses and obtain better profits. The theoretical framework of digital marketing has moderate incidence in business entrepreneurship, this shows that business ventures apply even without knowing the theories of digital marketing become leaders for other women who also have qualities and desires to excel. Regarding the philosophical framework of digital marketing, it is appreciated that the incidence is moderate with respect to business

entrepreneurship in, this is because despite the obstacles that arise, they fight and persevere and always have a new start in their business ventures.

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