

## Original Research Article

### Digital marketing and entrepreneurship in the MYPES of footwear sector in APIAT Trade Fair in Trujillo, Peru

#### Abstract

The objective of this research was to determine the impact of digital marketing on the entrepreneurship of MYPES in the footwear sector of the APIAT trade fair of Trujillo 2022, the type of research was applied, with a quantitative research approach and a correlational research design. The sample consisted of 65 small and medium-sized entrepreneurs in the footwear sector of the Trujillo APIAT trade fair. The questionnaire for digital marketing with reliability 0.978 and the questionnaire for entrepreneurship with reliability 0.975 were used for data collection. The information was processed in SPSS Ver 26 software. As a result, digital marketing has a high incidence on entrepreneurship with a correlation coefficient of 0.943. It was determined that the normative framework has a high incidence on entrepreneurship with a correlation of 0.898, that the referential framework has a high incidence on entrepreneurship with a correlation coefficient of 0.916, that the conceptual framework has a high incidence on entrepreneurship with a correlation coefficient of 0.916, and that the conceptual framework has a high incidence on entrepreneurship with a correlation coefficient of 0.916. 916, that the conceptual framework has a high impact on entrepreneurship with a correlation of 846, the theoretical framework also has a high impact on entrepreneurship with a correlation of 0.745 and the philosophical framework has a moderate impact on entrepreneurship with a correlation of 0.530; all at 1% significance.

**Key words:** Digital marketing, entrepreneurship, MYPE.

#### INTRODUCTION

The global economic crisis impacts the behavior of micro businesses and consumers. Entrepreneurs today have an urgent need to adapt to the great changes in the evolution of the internet and technology in order to expand their businesses, developing digital marketing as a strategy to interact with the client and turn them into an active user by participating in digital media; that is, the entrepreneur has to assume the challenge of constant preparation with frequent innovation to face the changes imposed by the competitors without neglecting the target customer. The Global Entrepreneurship Monitor (GEM) is a benchmark for international measurement of entrepreneurship and for 2019, it considered Chile and Colombia in first and sixth place respectively, with a TEA of 36.7% and 22.3%, generating a more dynamic business ecosystem in Latin America, based on the emergence of new businesses, employment and socioeconomic well-being.

In Peru, there are 1,728,777 formal companies according to the Ministry of Production referred to by Benites et al. (2020). In the La Libertad region, there are 7,409 formal manufacturing companies. The business stratum is 95.1% micro, 4.3% for small, 0.2%

for medium and 0.5% for large companies. Within the manufacturing sector we can find SMEs in the footwear sector and according to the Ministry of Production, there are more than 5,600 companies of which 93% are microenterprises and are located in Lima and La Libertad. Micro and Small Enterprises (MYPES) are generators of employment in various sectors of the economy, allowing more labor. The commerce sector registered an important participation of the MYPES keeping relation with the external market. Taking into account foreign trade, in the footwear sector, in the first half of 2020, US\$ 7.6 million was exported, which represents -33.12% compared to the same period in 2019; shoe manufacturers have suffered 52.63% of the exported value. This situation was generated by the health crisis and the measures taken by the Peruvian government, causing a negative performance in footwear sales, however, there are markets such as Australia, in leather boots, whose suppliers are: Germany, Bosnia, Herzegovina and India. Austria is part of the European Union (EU) with which Peru has a signed agreement. Czech Republic, another member of the EU, South Korea with which a Free Trade Agreement has been signed.

In relation to footwear that does not cover the ankle, we have Croatia and Denmark as possible markets. All these potential markets are business opportunities with whom Peru has trade agreements except Vietnam and Malaysia. However, there is a high level of mortality of MYPES since 3 out of 10 MYPES work for at most two years due to economic conditions and it is necessary to open the outlets of their products to end the isolation and use a new strategy to its growth and consolidation with a longer life expectancy and one of those strategies is digital marketing. However, the relationship with customers has been modified by the new ways of advertising through digital media and the use of new technologies, including social networks, in the MYPES of the footwear sector is generating added value for its customers. In Trujillo, La Libertad region, there is the APIAT Trade Fair that houses 196 MYPES, shoe manufacturers, who seek to expand their market, so it was interesting to analyze the use of digital marketing to venture into this new trend of promoting their products. The research question was interesting: To what extent does digital marketing affect entrepreneurship in the MYPES of the footwear sector of the APIAT trade fair in Trujillo 2022? The research hypothesis was: digital marketing affects entrepreneurship in MYPES in the footwear sector of the APIAT trade fair in Trujillo, likewise, the general objective was considered: Determine the incidence of digital marketing in the entrepreneurship of MYPES in the sector footwear from the APIAT trade fair in Trujillo 2022.

The justification of this research followed the criteria of Hernández et al. (2018) in terms of its convenience because it allowed to relate digital marketing with the entrepreneurship of the MYPES of the footwear sector of the APIAT trade fair in Trujillo 2022; Due to its social relevance, this research allowed us to know the use of digital marketing in the enterprises of SMEs in the footwear sector of the APIAT trade fair in Trujillo 2022; Due to its practical implications, this research will serve as a reference framework for future research on digital marketing and entrepreneurship; According to its methodological usefulness, this research will serve as an aid for the development of data collection instruments on marketing and entrepreneurship. It can also be affirmed that this research allowed us to analyze the presence of SMEs in the footwear sector in social networks, knowing that in some they do not have the application of digital marketing because their management is limited by having an

administrator and operators who, for Generally they are family members, they lack a corporate image, so the importance of this study was established in order to promote the application of digital marketing as a tool to improve their ventures, replacing traditional marketing.

## **METHODOLOGY**

### **Research type and design**

The research was applied, with a quantitative approach, correlational design, cross-sectional. To test the research hypothesis, the data normality test was first performed using the Kolmogorov Smirnov Test, taking into account the sample size. After verifying that the data is not normally distributed, we proceeded to establish the incidence of digital marketing in the venture using the Spearman Correlation test.

### **Operationalization of variables**

**Variable 1:** Digital marketing.

**Conceptual definition.** Ramón (2021) conceives digital marketing as a group of strategies or actions developed through the media, internet channels that establish relationships and listen to what the client needs, emerging the digital ecosystem that connects users generating new habits and behaviors.

**Operational definition.** The digital marketing variable was measured using the Likert scale with values: 1= nothing; 2 = little; 3= regular; 4 = a lot and 5 = too much. The questionnaire and the survey were used.

**Variable 2:** Entrepreneurship.

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

**Operational definition.** The entrepreneurship variable was measured using the Likert scale with values: 1= nothing; 2 = little; 3= fair; 4 = a lot and 5 = too much. The questionnaire and the survey were used.

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

In this research, the population was made up of the 196 MYPES of the footwear sector of the APIAT trade fair in Trujillo 2021. The sample size is 65 for the quantitative study. Convenience or directed sampling was used. The proximity and ease of access to the study units were taken into account. The Unit of analysis was each one of the MYPES of the footwear sector of the APIAT trade fair in Trujillo.

### **Data collection techniques and instruments.**

The data collection technique was the survey. The Data Collection Instrument the Questionnaire. Reliability was given by Cronbach's Alpha Coefficient.

## Data analysis method

To analyze the data, statistical tools such as the Kolmogorov Smirnov test for normality and Spearman's correlation test were used to contrast the research hypothesis. SPSS Ver 26 software was used.

## RESULTS

In table 1, the normality test suggests significant evidence ( $p \leq 0.05$ ) indicating that the data does not follow a normal distribution, so the use of non-parametric tests is recommended to test hypotheses.

**Table 1.** Data normality analysis.

Kolmogorov Smirnov	Digital Marketing	Entrepreneurship
N	65	65
Asymp. Sig. (2-tailed)	,004 <sup>c</sup>	,017 <sup>c</sup>

In Table 2, the correlation coefficient ( $Rho = 0.943$ ) indicates that there is a significant ( $p \leq 0.05$ ) and direct correlation, which suggests that digital marketing significantly affects the entrepreneurship of MYPES in the footwear sector. of the APIAT Trade Fair of Trujillo 2022.

**Table 2.** Incidence of digital marketing in the entrepreneurship of MYPES in the

Spearman's rho		Digital Marketing	Entrepreneurship
Digital Marketing	Correlation Coefficient	1.000	,943**
	Sig. (2-tailed)		.000
	N	65	65
Entrepreneurship	Correlation Coefficient	,943**	1.000
	Sig. (2-tailed)	.000	
	N	65	65

footwear sector of the APIAT trade fair in Trujillo 2022.

Table 3 shows the incidences of the theoretical frameworks of digital marketing on the entrepreneurship of MYPES in the footwear sector of the APIAT Trade Fair in Trujillo. The normative, referential and conceptual framework whose correlation coefficients are 0.898, 0.916 and 0.846, respectively, express a very high and direct correlation, while the theoretical framework with a correlational coefficient of 0.745 shows a high correlation. Finally, the philosophical framework with a correlation coefficient of 0.530 shows a moderate correlation. In all the correlations the value  $p = 0.000 < 0.01$  value of significance, this indicates that all the correlations are highly significant. It is concluded that digital marketing affects the entrepreneurship of MYPES in the footwear sector and that it affects the most is the referential framework.

**Table 3.** Incidence of the theoretical frameworks of digital marketing in the entrepreneurship of the MYPES of the footwear sector of the APIAT Trade Fair of Trujillo 2022.

Spearman's rho		Regulatory Framework	Referential Framework	Conceptual Framework	Theoretical Framework	Philosophical Framework	Entrepreneurship
Regulatory Framework	Correlation Coefficient	1.000	,855**	,807**	,710**	,473**	,898**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	65	65	65	65	65	65
Referential Framework	Correlation Coefficient	,855**	1.000	,862**	,708**	,552**	,916**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	65	65	65	65	65	65
Conceptual Framework	Correlation Coefficient	,807**	,862**	1.000	,727**	,469**	,846**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	65	65	65	65	65	65
Theoretical Framework	Correlation Coefficient	,710**	,708**	,727**	1.000	.218	,745**
	Sig. (2-tailed)	.000	.000	.000		.081	.000
	N	65	65	65	65	65	65
Philosophical Framework	Correlation Coefficient	,473**	,552**	,469**	.218	1.000	,530**
	Sig. (2-tailed)	.000	.000	.000	.081		.000
	N	65	65	65	65	65	65
Entrepreneurship	Correlation Coefficient	,898**	,916**	,846**	,745**	,530**	1.000
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	65	65	65	65	65	65

## DISCUSSION

According to the general objective, to determine the incidence of digital marketing in the entrepreneurship of MYPES in the footwear sector of the APIAT trade fair in Trujillo 2022, from the results obtained in Table 2, a level of positive correlation is evident, very high correlation ( $r = 0.943$ ) between digital marketing and entrepreneurship, which shows that the theoretical frameworks of digital marketing directly affect entrepreneurship, data that is corroborated with what was found by Barahona (2017) who in his research carried out in the Muebles Barahona microenterprise in Riobamba determined that after 30 years of commercialization it did not apply digital marketing strategies, decreasing its sales and after deciding to apply it, the company has ventured into new markets, sales growth, improved profitability and sustainability, now it has a corporate image. With these results, it is affirmed that digital marketing has a favorable impact on enterprises. Schumpeter (1942) considers the basic

role of the entrepreneur is to revolutionize the way of producing using technology, he conceives of the entrepreneur as a subject of change.

Regarding the specific objective of determining how digital marketing in its regulatory framework dimension affects the entrepreneurship of MYPES in the footwear sector of the APIAT Trujillo 2022 trade fair, the results presented in Table 3 show a very high correlation ( $r= 898$ ). between the regulatory framework and entrepreneurship, these results show that entrepreneurs know and apply the laws and regulations in force that regulate the use of virtual platforms and that range from the protection and defense of consumers to the manifesto of the will through the use of the electronic signature. In this case, it is also stated that the regulatory framework affects the enterprises by regulating and controlling transactions.

In the specific objective to determine the incidence of digital marketing in its referential framework dimension in the entrepreneurship of MYPES in the footwear sector of the APIAT trade fair in Trujillo 2022, Table 3 shows a very high correlation ( $r=0.916$ ), these results are consistent with what was found by Pont and Márquez (2016) who speak of Generation Y, the millennial generation, entrepreneurial people who make digital marketing the cornerstone for the development of their businesses, this generation imposes radical changes in business ideas creating a economic policy approach knowing the economic activity. With these results, it is affirmed that the referential framework affects the entrepreneurship of MYPES, guides and encourages business growth by imitating what other countries have been applying, creating the appropriate environment for sustainable development.

Regarding the specific objective to determine to what extent digital marketing in its conceptual framework dimension affects the entrepreneurship of MYPES in the footwear sector of the APIAT Trujillo 2022 trade fair, Table 3 shows a very high correlation ( $r= 0.846$ ), when compare what was found by Vargas (2017) who carried out a comparative study between digital marketing in Colombia and Mexico analyzing its benefits and limitations, concluded that marketing increases sales in less time and cost, achieving good communication with the client and finally forming a data from the consumers who responded, this is reaffirmed by the definition of digital marketing given by Ramón (2021) who considers digital marketing as a set of strategies developed by the media, the internet that establish communications to find out what the client needs and this generates new habits and behaviors With this information, it is asserted that the conceptual framework affects entrepreneurship by seeking a fluid connection with the consumer, benefiting from maintaining a client portfolio, improving its profitability.

Considering the specific objective to determine to what extent digital marketing in its theoretical framework dimension affects the entrepreneurship of MYPES in the footwear sector of the APIAT Trujillo 2022 trade fair, Table 3 presents a high correlation ( $r=0.745$ ), compare these Results with those found by Martha (2018) when studying sales strategies in SMEs in Colombia, it turned out that the use of digital marketing is common for communication with its target audiences and take possession of the market, it also affects the environment less, the results are in real time, it requires few personnel and lowers costs; This coincides with the Long Tail theory represented by Chris Anderson (2004) who argued that in the virtual environment storage and distribution costs improve considerably. This shows that the theoretical framework affects entrepreneurship as it offers advantages and benefits that entrepreneurs should take advantage of to achieve a better development of their ventures.

Regarding the specific objective to determine to what extent digital marketing in its philosophical framework dimension affects the entrepreneurship of MYPES in the footwear sector of the APIAT Trujillo 2022 trade fair, the results shown in Table 3 show a moderate correlation ( $r=0.530$ ), in this regard, Kotler (2015) warns that mistakes are being made by not paying attention to the needs of consumers, considering them irrelevant, and concludes that digital marketing must be constantly changing and there must be an area of mandatory compliance, this is It agrees with the philosophical approach of holistic marketing where, according to Mesa (2012), this philosophy considers that everything is important in digital marketing until it forms an integrated marketing network, maximizing individual and collective efforts. This shows that the philosophical framework of digital marketing affects the ventures of MYPES in the footwear sector of the APIAT trade fair in Trujillo 2022.

## **CONCLUSIONS**

A high incidence of digital marketing was evidenced in the entrepreneurship of the MYPES of the Footwear sector of the APIAT Trade Fair of Trujillo 2022. This indicates that the digital marketing raised from its theoretical frameworks is representative and has relevance in the ventures. The incidence of digital marketing in its regulatory framework on the entrepreneurship of MYPES in the footwear sector is very high, which is explained by the fact that entrepreneurs comply with the laws and regulations in force in our country. The referential framework of digital marketing highly affects the entrepreneurship of MYPES, which explains that the advances in technology and commercial strategies that occur worldwide serve as a model to follow in order to implement them as improvement processes in greater profits and development. of companies. The results show that the conceptual framework of digital marketing highly affects the entrepreneurship of MYPES, which shows that entrepreneurs, in most cases, ignore the conceptual part but apply it empirically in their ventures. It is shown that the theoretical framework of digital marketing highly affects the entrepreneurship of MYPES. The philosophical framework of digital marketing moderately affects the entrepreneurship of MYPES.

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