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Digital Technologies as Marketing Tools to Promote Commerce in Micro and Small Businesses in Tulancingo de Bravo, Hidalgo, Mexico

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Abstract: The micro and small companies of Tulancingo de Bravo, Hidalgo, Mexico, faced with the arrival of the COVID-19 health contingency, were affected by not having contingency plans, which caused them to stop the trade of products and even the closure of themselves, a situation that entails seeking strategies that allow companies to reopen again to generate their source of income. This research aims to propose digital marketing strategies that contribute to the growth of micro and small companies in Tulancingo de Bravo Hidalgo. Currently, digital marketing is very important in competitive environments worldwide. The method used was with a quantitative approach, with a non-experimental, transactional correlational research design. What was sought was to see the relationship that digital marketing strategies have with commerce. Taking into consideration that digital marketing strategies are an essential tool that allows the advancement of the exchange of products and services. Inferential statistics were used to see the correlation of the variables and see how these digital to Principal Component Analysis technique, which allowed to measure the association between the variables subjects of study. The results obtained with the use of OLS, statistical test, and confirmatory factor analysis showed that the strategies that small and micro-entrepreneurs influence marketing to boost trade are: the use of web pages with content and advertisements, interaction with online consumers, establishing promotions with online applications, managing Facebook, use of email to market the product, application of WhatsApp as fundamental tools for doing business.

Keywords: digital strategies, small business, marketing.

數字技術作為營銷工具促進墨西哥伊達爾戈圖蘭西戈德布拉沃微型和小型企業的商業活動

摘要：墨西哥伊達爾戈州圖蘭西戈德布拉沃的微型和小型公司面對新冠肺炎健康應急的到來，因沒有應急計劃而受到影響，導致他們停止產品貿易，甚至關閉自己，這種情況需要尋求允許公司重新開業以產生收入來源的策略。本研究旨在提出有助於圖蘭西戈德布拉沃伊達爾戈
微型和小型公司發展的數字營銷策略。目前，數字營銷在全球競爭環境中非常重要。所使用的方法採用定量方法，採用非實驗性交易相關研究設計。尋求的是了解數字營銷策略與商業之間的關係。考慮到數字營銷策略是促進產品和服務交換的重要工具。推論統計用於查看變量的相關性，並查看這些數字如何與主成分分析技術相結合，從而可以衡量研究對象之間的變量之間的關聯。使用OLS、統計檢驗和驗證性因素分析得出的結果表明，小微企業家影響營銷促進貿易的策略是：使用帶有內容和廣告的網頁、與在線消費者互動、建立促銷活動在線應用程序、管理脸书、使用電子郵件營銷產品、應用微信作為開展業務的基本工具。

关键词：數字戰略、小型企業、營銷。

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1. Introduction

The accelerated growth of digital technologies has become very important in the business world and hence the importance of companies incorporating digital marketing tools, which allows them to continue at a good pace to do business. In recent years, this is how digital social networks, such as Facebook, Twitter, Google+, YouTube, LinkedIn, or Pinterest, among others, have changed the way people communicate through the Internet. Companies, aware that their customers are an active part of digital social networks, have increased the interest of those in charge of the marketing area to explore them as a new marketing tool [1].

The theoretical concept of digital marketing has evolved in an integral, exponential, and variable way, with different types of digital marketing identified [2]. In some organizations, the need to achieve digital marketing without abandoning traditional marketing has been worked on and transmitted. Thus, business organizations evolve in their marketing strategies, especially when it increases in use and dynamism, creating challenges for those who lead or manage the marketing departments. In addition, and parallel to this, organizational strategic support has also been a term that has evolved, and there are different types and ways of carrying it out [3]. This is how the digital revolution substantially changed the way of carrying out marketing activities (marketing) in companies and industries. It is a way and attitude of conceiving an exchange relationship between industries and the environment, focusing on the consumer. The exchange relationship determines why the companies are in the market; no company can stay in it without establishing a close relationship with the consumer and optimally satisfying their needs.

Although it is true, companies have been affected more deeply since February 27, 2020, when the first case of COVID-19 was detected in Mexico and a gradual increase in infections nationwide [4]. This forced the Federal Government to issue in the first quarter of 2020, voluntary isolation, the closure of economic units of a non-essential nature (nightclubs, fairs, billiards, game houses, gyms, companies dedicated to mass events, spas, recreational centers, etc.) and the establishment of an epidemiological traffic light to regulate their opening [5].

Under this context and due to the COVID-19 health contingency, digital technologies revolutionized the way we do business so that companies need to adapt to the new reality and change doing business. This is how it becomes an imperative need to be able to propose digital strategies that benefit the way of exchanging products and/or services in micro and small businesses in Tulancingo de Bravo Hidalgo, as a new and required trend for them; promoting the use of digital technologies that benefit organizations in general.

2. Literature Review

2.1. Digital Technologies

Digital technologies have evolved over the years, for the benefit of human beings, as well as for organizations, they are part of human life, they are present in each of the activities that they develop day by day [6]; in them the constant interaction of users and consumers is facilitated and allowed [7]. This is how digital technologies have taken on a very important role in society and are used in many activities. They allow easy access to information in any format and quickly and easily. In commercial terms, we speak of digital marketing as digital tools to market products and services.

2.2. Digital Marketing

The evolution of digital marketing has been very important and necessary for all activities in all areas and mainly in business. In this modern society, the real and the virtual, the analog and the digital, coexist and mix, are generating a new reality: the virtual is real, and the real is also virtual [8]. This is how digital marketing favors communication between consumers through networks of interconnected devices at all times and in all places.

Digital marketing is the strategic process of creating, distributing, promoting, and setting the prices of goods and services for a target market on the Internet or through digital tools [9]. These tools (email, videos, search engines, social networks, among others) contribute directly to developing strategies for the company [10]. This is how digital marketing becomes vital for all organizations. In this order of ideas, digital marketing is the integration of complementary technology, business, and human resources that positively influence the company's performance [11].

In this context, digital marketing is defined as applying marketing strategies using Internet-based Information and Communication Technologies and all devices that allow access [12]. Likewise, digital marketing is how companies make themselves accessible to the digital consumer who constantly seeks information, products, and services in digital media [13].

2.3. Digital Marketing in Micro and Small Businesses (MYPEs)

At present, and with the globalized technological advance, the MYPEs have recognized the importance of digital technologies in their businesses and how digital marketing plays a very important role in doing business [14]. Thus, in the most advanced countries, most organizations have at least one computer with internet access. They use various software to improve the information and knowledge management so that the processes become more efficient and have better performance [14]. However, large companies are the

ones that have benefited the most from the use of these systems, and as costs have decreased, MSEs have been incorporating them [15].

3. Method and Materials

3.1. Applied Methodology

The focus of this research was quantitative, using Kendall's Tau-b rank inferential statistics, which allowed measuring the association between the variables of digital technologies and commercialization. The research design was non-experimental since it was carried out without deliberately manipulating the variables. It only occurred through the study of phenomena as they occur in their natural connection to later be analyzed transactional and correlational since it seeks to collect information in a single moment from the population subject of study and measure the relationships between digital technologies and commercialization [16].

3.2 Population and Sample

The population was 4,666 micro and small companies of Tulancingo de Bravo Hidalgo [17], and it was applied to a representative sample of 355 research subjects, a result obtained after applying the statistical formula of a finite sample. The research techniques used was a questionnaire with a Likert scale that ranged from a scale of 5 in complete agreement, 4 in agreement, 3 neither in agreement nor in disagreement, 2 in disagreement, and 1 incomplete disagreement, the reliability of the instrument of the investigation was through Cronbach's alpha, which gave a result of 0.869, Table 1. Therefore, it is concluded that the information collection instrument is reliable.

Table 1 Cronbach´s alpha (Author's elaboration. Statistical package SPSS® v.22)

Cronbach´s alpha	N of items
0.869	21

4. Results and Discussion

In this section, the research results are presented to see the correlation of the variables of digital technologies with commercialization, which was used exploratory factor analysis (EFA) and confirmatory (CFA) through main components. Although it is true when analyzing a measurement scale, it is important to determine the dimensionality of the number of factors, so it is not feasible to adequately measure a construct without knowing its dimensions.

4.1. Exploratory Factor Analysis

Factor analysis is a technique that allows you to test the dimensionality of an instrument. In this technique, two approaches are distinguished: Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA). The purpose of the EFA is to search for dimensions using the correlations between the items or variables observed [18]. This analysis does not start from a previous number of factors but is carried out to know the factors that arise from a group of observable variables [19]. This analysis is a multivariate interdependence technique that requires the sample size to be high, as is the case for this study, where the sample is significant at 355. The minimum necessary is between 200 and 300 cases, although to achieve greater precision, it should consider the number of variables to be analyzed [19].

4.2. The Main Component Analysis

The Principal Component Analysis method starts from the idea that the factors to be extracted do not need to have theoretical validity and are used when it is required to reduce the number of items to represent the minimum necessary factors [20]. For this study, the main component analysis was carried out following the steps below:

4.2.1. Global Adjustment Indices

A preliminary analysis of the correlation matrix was carried out, which will help to identify whether EFA is possible. In case the correlations are very low, it is very unlikely that there are common factors. The values of the KMO index (Kaiser-Meyer-Olkin) and the Bartlett sphericity test should be verified.

The KMO index has values between 0 and 1; the closer it is to 1, the better it is for factoring [21]. For its part, the Bartlett's sphericity test estimates the significance of the correlation matrix. A p-value less than 0.001 is expected. The matrix is adequate if this value is obtained, and factors can be extracted [18]. Likewise, the exploratory factor analysis was carried out using the Maximum Likelihood extraction method and Oblimin rotation. The data showed a good fit for this type of model, which was evidenced in the results of the Bartlett's sphericity test (X2 = 2565.234, p <.000) and the Kaiser-Meyer-Olkin (KMO) value of .868 [19] (Table 2).

Table 2 Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity to test the appropriateness of factor analysis (Author's elaboration. Statistical package SPSS® v.22)

The measure of factor analysis applicability	Measured values
Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy	.868
Bartlett's test of sphericity	2565.234
Approx. chi-squared df	171
Significance	.000

Second, the values of the commonalities selected as a criterion for the inclusion of the items were analyzed, and factorial weights greater than 0.41 were considered, reflecting the theoretical solidity of the items [22] (Table 3).

Table 3 Communities (Author's elaboration. Statistical package SPSS® v.22)

Component	Initial	Extraction
Internet tolls Web Social 2.0	1.000	.461
Facebook management	1.000	.634
YouTube management	1.000	.703
Web page	1.000	.556
Email	1.000	.464
Company in Google maps	1.000	.563
Advertisements/web page/online ads	1.000	.705
Relevant content for public attraction	1.000	.743
Interaction with online consumers	1.000	.696
Online customer preference and taste	1.000	.912
Online preferences and tastes for new products	1.000	.901
WhatsApp app.	1.000	.592
Email advertising	1.000	.559
Promotions through online applications	1.000	.521
Contact with online suppliers	1.000	.665
Credit or debit card charges	1.000	.748
Interest in digital marketing strategies	1.000	.701
Digital Marketing strategies for survival	1.000	.670
Acceptance by digital marketing strategies	1.000	.679
Extraction method: principal component analysis.		

The nineteen items of the scale were grouped into six factors that jointly explained 65.6% of the variance of the scale scores. The first factor, made up of four items, explained 18.14% of the variance, the second factor explained 30.66%. Similarly, the third factor explained 41.18% of the variance, the fourth factor explained 50.43% of the variance, the fifth factor explained 59.11% of the variance, and the last factor explained 64.64% (Table 4).

Table 4 Total variance explained (Author's elaboration. Statistical package SPSS® v.22)

Component	Initial eigenvalues			Squared load extraction sums			Rotation sums of charges squared		
	Total	% variance	% accumulated	Total	% variance	% accumulated	Total	% variance	% accumulated
1	6.084	32.021	32.021	6.084	32.021	32.021	3.448	18.146	18.146
2	1.634	8.602	40.623	1.634	8.602	40.623	2.377	12.509	30.655
3	1.401	7.376	47.999	1.401	7.376	47.999	2.002	10.534	41.189
4	1.220	6.420	54.419	1.220	6.420	54.419	1.757	9.246	50.435
5	1.119	5.892	60.311	1.119	5.892	60.311	1.649	8.679	59.114
6	1.012	5.328	65.639	1.012	5.328	65.639	1.240	6.524	65.639
7	.869	4.573	70.212						
8	.762	4.010	74.222						
9	.696	3.661	77.883						
10	.619	3.260	81.143						
11	.589	3.098	84.241						
12	.572	3.008	87.250						
13	.486	2.557	89.806						
14	.478	2.514	92.320						
15	.403	2.121	94.440						
16	.342	1.798	96.238						
17	.340	1.789	98.027						
18	.255	1.341	99.368						
19	.120	.632	100.000						
Extraction method: principal component analysis.									

According to the arithmetic mean criterion with standardized variables, those components with eigenvalues greater than 1 are selected (Kaiser criterion). Therefore, six main components are considered, that is, what explains 65,649 of the total variance. Likewise, the sedimentation graph confirms that six main components must be retained for digital marketing that explains the commercialization of Fig. 1.

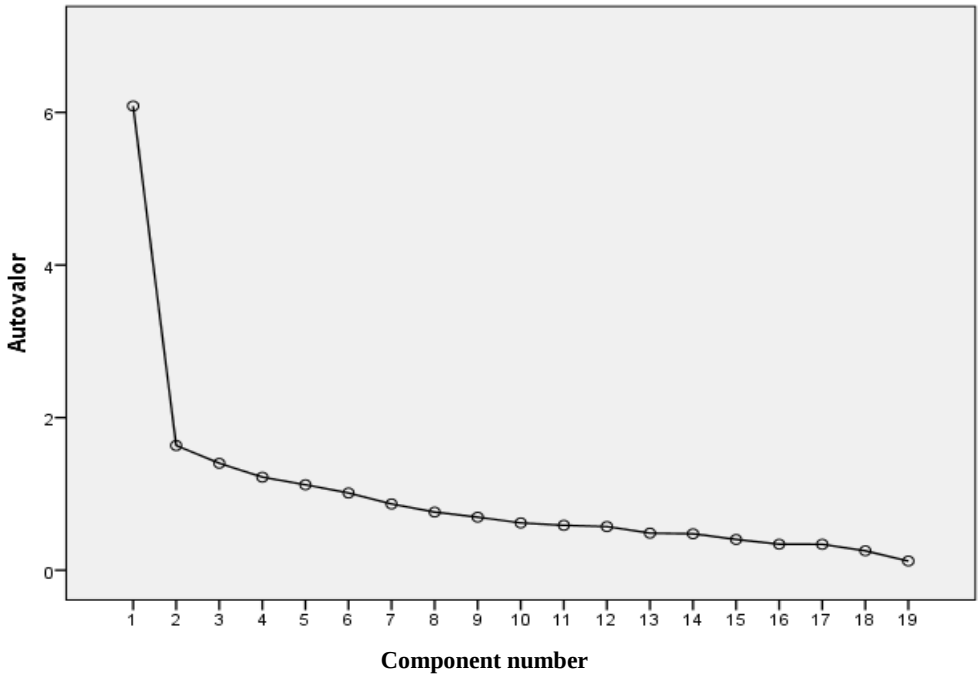

Fig. 1 Sedimentation graph (Author's elaboration. Statistical package SPSS® v.22)

Table 5 shows the matrix of rotated principal components, which presents indicators ordered according to the absolute value of the correlation coefficients with the successive components, which indicate the six factors that explain the variance. The items were grouped into different components. For the first factor, five items are related that this component could be called digital marketing tools for the commercialization of products. Likewise, component number two comprises four items that can be called acceptance of digital marketing strategies. The third component is made up of two items that can be called preferences and tastes online means, for the fourth component, four items are integrated, and it can be called digital tools for advertising, the fifth component is made up of two items that It can be called web 2.0 for marketing and the sixth component is in It has two items, and it can be called an online payment method in marketing.

Table 5 Rotated component matrix (Statistical package SPSS® v.22)

	Component					
	1	**2**	**3**	**4**	**5**	**6**
Advertisements/web page/online ads	.807	.159	.060	.013	.092	.131
Relevant content for public attraction	.792	.201	.095	.095	.158	.177
Interaction with online consumers	.720	.164	.181	.230	.235	.098
Promotions through online applications	.685	.095	.109	.139	.015	.107
Facebook management	.670	.202	.053	.022	.375	.029
Acceptance by digital marketing strategies	.118	.800	.067	.080	.114	.028
Interest in digital marketing strategies	.215	.786	.142	.073	.074	.069
Digital Marketing strategies for survival	.260	.703	.320	.051	.021	-.064
Internet tolls Web Social 2.0	.087	.566	-.077	.282	.000	.219
Online customer preference and taste	.160	.118	.916	.112	.097	.110
Online preferences and tastes for new products	.150	.176	.905	.086	.099	.101
Contact with online suppliers	.036	.133	.011	.779	-.027	.194
Email Advertising	.137	.094	.182	.607	.350	-.085
WhatsApp app	.442	.166	.244	.509	-.128	-.181
Email	.222	.186	.026	.453	.396	.134
YouTube management	.088	.057	.080	-.021	.824	.080
Web page	.364	.040	.088	.202	.610	.018
Company in google maps	.357	.019	.003	.280	-.057	.595
Credit or debit card charges	.128	.153	.207	-.045	.174	.796

4.3. Discussion of Online Tools for Marketing

It is important to consider that the purpose of this research was to validate the applicability of the Principal Component Analysis as a method to correlate the variables of digital marketing with commercialization, which could first be observed with the KMO test, whose result was significant to be able to carry out this study through the principal components technique. Subsequently, it was observed in the Principal Component Analysis, the extraction of the rotated factors that try to ensure that each of the original variables correlates with the value close to one,

which was achieved for each of the factors, high correlations with A group of variables, the Varimax normalization was used, converging the rotation to 6 factors, indicating that six components carried out the extraction and the variance could be explained by 65.639%. To carry out the validation, we worked with 18 indicators, so it was useful to obtain reliable and standardized information.

This is how, after carrying out the entire ACP procedure, it can be considered that digital marketing is a tool that supports micro and small companies for the commercialization of their products and/or services and that today they should be used as a fundamental tool and applicability in business. This is how these online tools become a fundamental element to do business.

5. Conclusion

This research analyzes digital technologies as marketing tools to promote companies' trade-in Tulancingo de Bravo Hidalgo, Mexico, from the Main Components Factor Analysis statistics. It should be mentioned that the inherent concern that companies have had is that, due to the health contingency, they were slowed down in the trade, which has caused the closure of many companies. They find it necessary to adapt the way in doing business, for this reason, it was possible to conclude that using the Principal Component Analysis technique represented a very useful tool to describe the great diversity of the variables that were included in this research and allowed to measure the relationship of digital technologies to promote trade.

It can be concluded that digital marketing currently plays an important role for companies around the world since the usefulness in organizations to carry out online commerce is demonstrated, as well as influencing the survival of companies and more in these times where companies were greatly affected by not integrating digital marketing.

It can be affirmed that the statistical technique of Principal Components had a good fit of the model to be applied to the research since, as mentioned, the KMO test was significant since it gave as a result .868 and it is the first parameter that one has to decide whether to apply this type of statistic. Likewise, it is concluded that through the Principal Component Analysis, the variables were reduced to 6 factors that explain the relationship that digital technologies have with the commercialization of products and/or services. Therefore, companies must adopt these technologies to their companies to do business.

It is important to mention that the main limitations of the research were that businessmen did not want to answer the instrument due to the pandemic, as well as the resistance to change in the use of digital marketing in companies.

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