



The Influence of Marketing Digital on Food and Beverage Entrepreneurs in Ecuador

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Abstract

The research objective is to determine the influence of marketing in the food and beverage enterprises of Zone 3, formed by the Provinces of Chimborazo, Tungurahua, Cotopaxi, and Pastaza, and to identify if these establishments use marketing strategies to ensure continuity, sustainability, and profitability of the entrepreneurs. The informative survey and information systematization was carried out through the use of primary sources, that is, the use of a survey applied to Gastronomic establishments in zone 3, as well as secondary sources, bibliographic review and indicators from official sources, the technique used is the quantitative one through which the generalization of the results to an entire universe is sought from the sample within the margin of error of 5%. According to the National Agency for Health Regulation, Control, and Surveillance ARCSA in zone 3 there are 4395 restaurants and cafeterias of which 70% do not apply marketing as a tool to satisfy the client, which means that the enterprises in the area gastronomy decline in the short time, these establishments do not apply it because 28% do not know the objectives the utility and the benefits of marketing in the gastronomic establishments. The lack of knowledge of marketing means that entrepreneurs do not use it as a fundamental tool that must be directly linked to the gastronomic area, since currently what is sought is to convert the moment of consumption into a memorable experience that exceeds the client's expectations, becoming an important tool both to achieve satisfaction as well as customer loyalty.

Index Terms Competitiveness, Entrepreneurs, Strategy, Loyalty, Gastronomy, Innovation, Marketing Digital, Marketing Experience, Customer Satisfaction

616

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INTRODUCTION

The opening of new gastronomic premises is constant in recent years the gastronomic sector has become an area of growing competitiveness and a vertiginous development of new businesses and where current competitors increase their offer of goods and services (Lovelock, 2009; Lopez, 2000;). What consequently makes it vital to take measures to generate competitive and sustainable innovative proposals, to achieve the stability of food and beverage

establishments in the market (Molina-Granja et.al, 2022; Lopez, 2009).

How far will the growth and development of the gastronomic sector go? We do not know yet, but what is certain is that an important critical mass of innovative and creative entrepreneurs are looking for it as an alternative to achieve the dream of their own business that allows them to achieve a new model of sustainable development of their business ideas (Mazón-Fierro et.al., 2022; Gallegos, 2009).

Proof of this is the large number of ventures that have been implemented in recent



times specifically in zone 3 of the country, but the challenge is to stay in the market and not disappear in a short time due to a lack of marketing tools (Cabezas-Heredia et.al., 2021;Baca,2001). When it comes to entrepreneurship, in any field, it is key to surround yourself with people who have ideas, energy, and above all, the desire to make things happen (Molina-Granja et.al.,2022a). Experience marketing is a concept easily applicable to the gastronomic field. Emotional involvement and the creation of experiences are important tools to achieve satisfaction, as well as customer loyalty(Siskimd, 2009). From a reflective perspective, it is essential to be clear whether we propose it or not, through the gastronomic proposal we are producing an experience for the client (Molina-Granja et.al., 2015). This leads us to reflect that the more aware we are of the proposal, the more value we can provide to the client and exceed their expectations(Loguzo,2016).

According to (Guerra C. 2018), it states that, at present, all organizations face a context of constant change, thanks to the rapid growth of information technologies; a factor that has had a great impact on the emergence of better-informed users and consumers with increasingly demanding expectations (Granda et.al. 2022). as respect for the nature and final disposal of the waste of the activity(Paucar et.al., 2022). New businesses face an increasingly competitive market, forcing them to generate innovative strategies to generate competitive advantages that allow them to grow and maintain themselves over time. This is the case for small and medium-sized enterprises (SMEs), new ventures when entering to compete in a competitive market that at the moment registers a low level of sales and a weak positioning and brand value because it is necessary to take urgent actions that allow you to overcome

these problems and achieve greater growth and positioning.

Likewise, it indicates that the management of any company must focus mainly on the needs of its customers and a clear approach to achieve this objective effect it is necessary to adopt a marketing orientation to generate capabilities that facilitate greater loyalty(Coronado et.al.,2022;Moina, 2022), through the detection and satisfaction of needs and an improvement of relations with these actors(Santillán,2022;Ramos, 2022). The results of this research will allow SMEs to generate competitive advantages through the differentiation and innovation of services and the establishment of a better relationship with customers.

On the other hand (War, 2018) specifies that it must be possible to have a greater knowledge of the direct competition to detect possible market niches to which they can focus to improve their level of sales(Higuera, 2022). In addition, it will be possible to implement a better communication and dissemination process that positively influences the positioning, as well as the relationship with its customers. Based on this, the main work of this research was to design a marketing study for small and medium-sized companies to improve positioning from sustainability perspectives, as well as the levels of satisfaction and loyalty of their customers. The following sections will detail the respective theoretical analysis that will support the research.

MATERIALS AND METHODS

The methods used in the present bibliographic collection were the descriptive method which was used to collect, organize, summarize, analyze, and present the results of the research and the deductive method for the systematization of information and discussion. Additionally,



the survey technique was used, which was applied to the owners of sustainable enterprises in zone three, which has 14 multiple-choice questions, and the field observation technique, which consisted of carefully observing the phenomenon of study in this case sustainable enterprises. gastronomic and take the information from the first source and then its analysis, interpretation, and discussion of results. The sample was established in 4395 registered establishments in zone three.

RESULTS AND DISCUSSION

Based on the cadastre of the gastronomic establishments of zone three, an analysis was carried out for the determination and composition of the surveyed population and it was determined that 25% of gastronomic establishments belong to the province of Chimborazo, 22% to the province of Cotopaxi, 51% to the province of Tungurahua and 3% to the province of Pastaza according to illustration 1

618

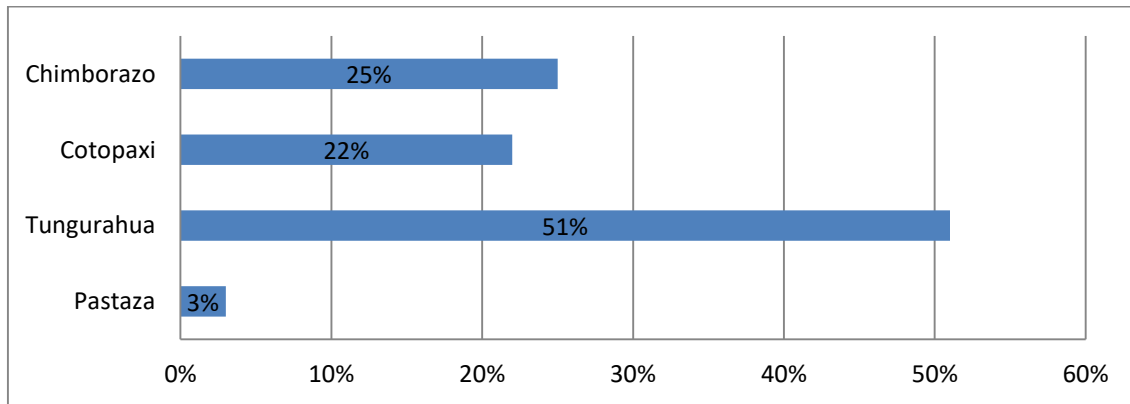


Figure 1 Gastronomic Establishments in zone three
Source: Cadastre of Mintur

Additionally, the nature of the gastronomic establishments in zone three was analyzed, 6.68% are dedicated to the sale of food products, 6.35% are establishments

dedicated exclusively to market food and 91.14% are restaurants and cafeterias according to illustration two.

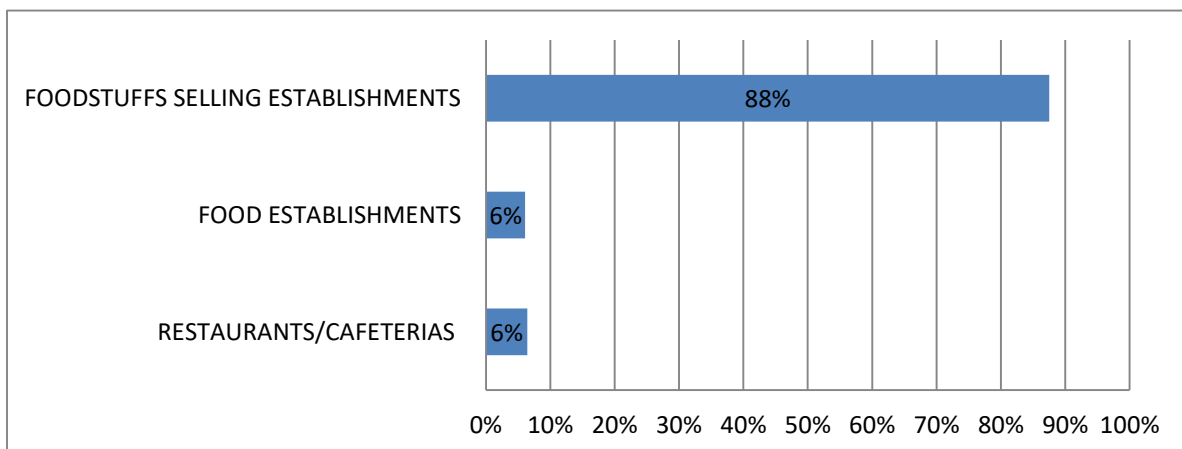


Figure 2 Types ofgastronomic establishments in zone three

Source: Cadastre of Mintur

In correspondence to the applied survey, it was asked if the gastronomic establishments knew about marketing and if they had ever applied it to their businesses, so it was determined that 77% corresponding to 283 establishments do not apply or do not know about marketing and

only 23% or 84 establishments are applying it according to figure three. It is worth mentioning that the survey was applied in zone three to the owners of gastronomic establishments.

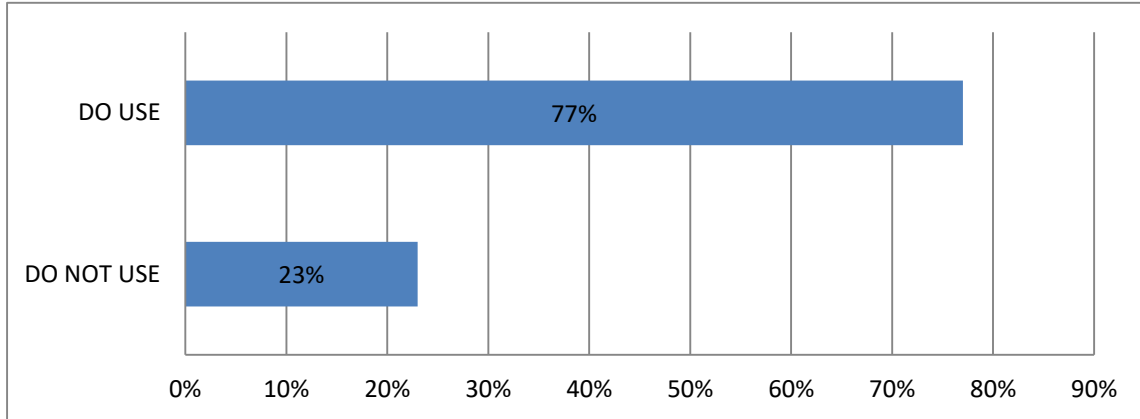


Figure 3. Application of marketing in establishments in zone 3

Source: Cadastre of Mintur

As can be seen in Figure 4, 85% of establishments do not apply marketing techniques or procedures, 9% have applied experience marketing, 3% neuro-marketing, 1% Benchmarking, 1% Merchandising, and

only 2% of establishments have applied more than one marketing technique as a mechanism for promotion, advertising or increased sales of their gastronomic establishments

619

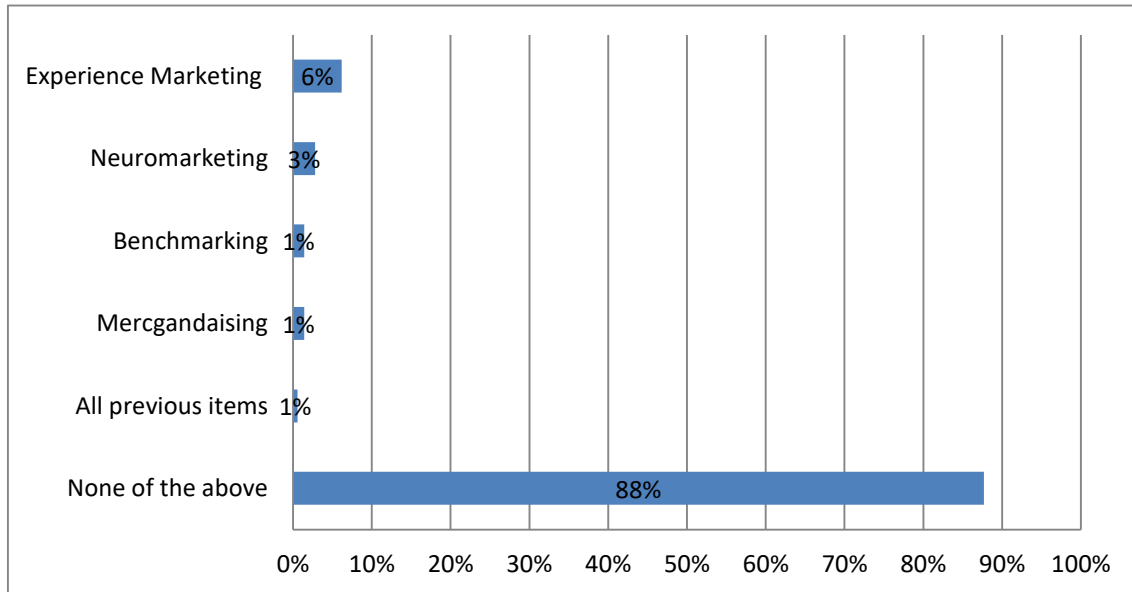


Figure 4. Marketing strategies used

Source: Cadastre of Mintur

The fixing of the prices of the establishments according to Figure 5 is carried out in 76% according to the costs of production and 24% according to the competition, the elasticity of demand is not taken into account for the fixing of prices.

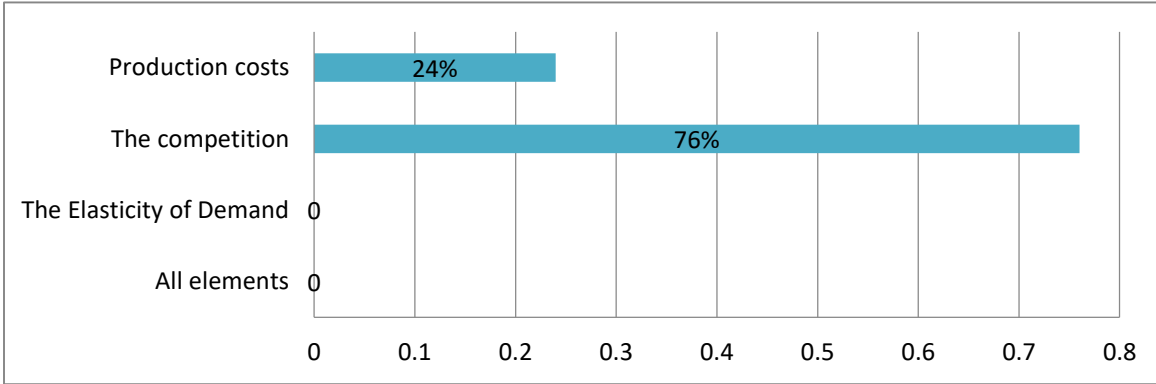


Figure 5 .-1 Pricing Considerations

Source: Cadastre of Mintur

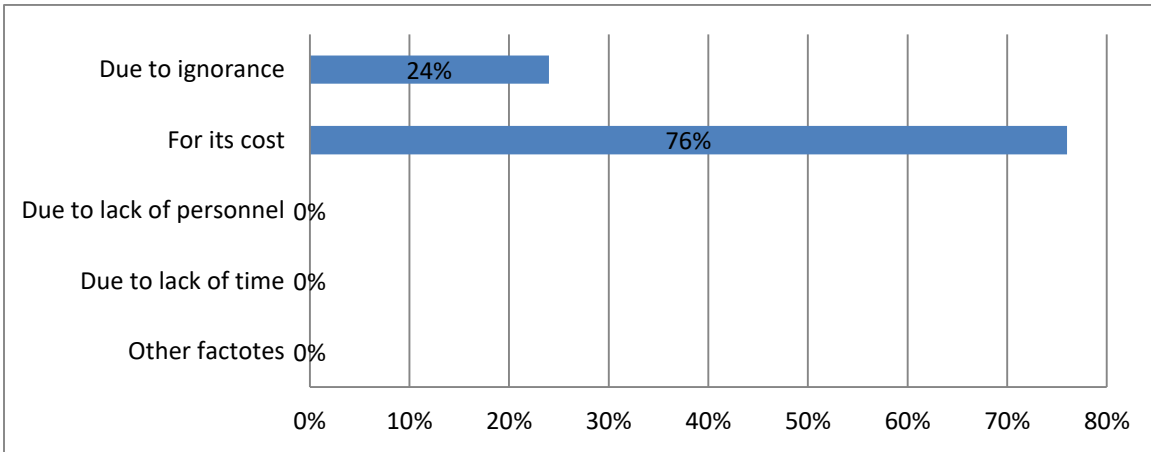


Figure26 Causes of non-use of marketing

Source: Cadastre of Mintur



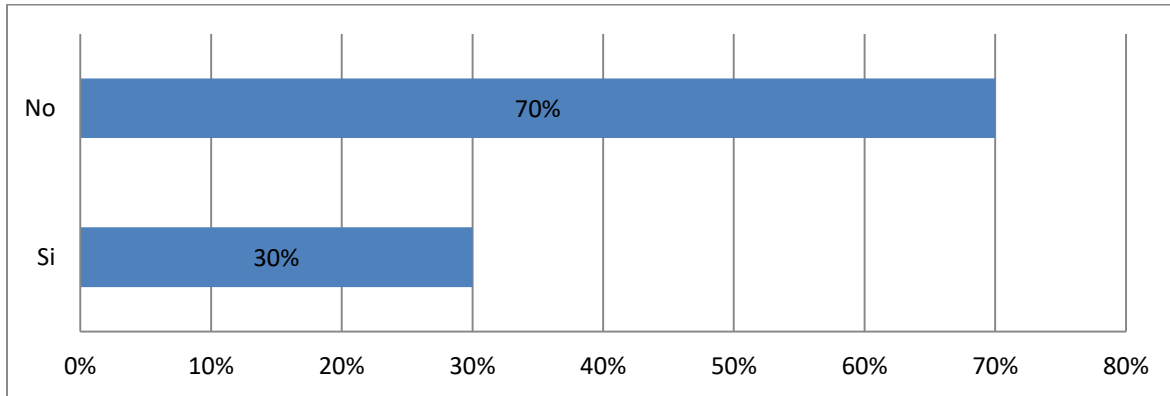


Figure3 Use of advertising
Source: Cadastre of Mintur

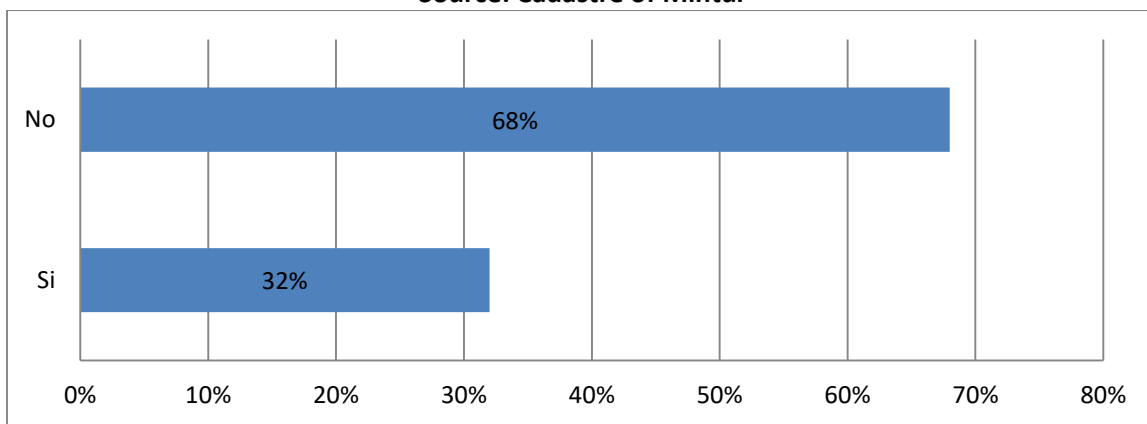


Figure4 Using Promotions
Source: Catstar of Mintur

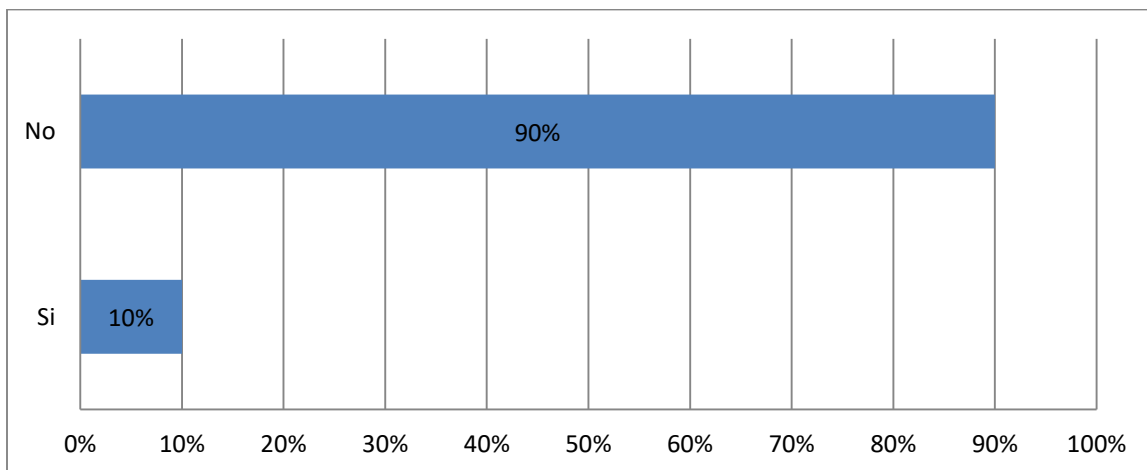


Figure 9 Marketing channels
Source: Cadastre of Mintu

DISCUSSION.

The research analyzed 4395 establishments in zone three, with a sample of 367



stratified surveys with 90 in Chimborazo, 81 in Cotopaxi, 185 in Tungurahua, and 10 in Pastaza, additionally the research is bibliographic was based on the influence of marketing in gastronomic establishments, it should be noted that the information presented is directly collected with the owners of the establishments in zone three. The following considerations emerge from the study.

- Despite the advantages of marketing in improving the commercial management of the establishments studied, its application is still not massive and the tools applied are very simple and are not in correspondence with current trends with approaches to technical, administrative, financial, and commercial sustainability.
- Marketing channels are not established. In this sense, this influences the increase in costs and therefore the price of the final product.
- No promotions are used in establishments that allow an increase in sales and greater customer satisfaction.
- Prices are set through price analysis and competition. However, demand elasticity analyses are not performed. Therefore, prices are rigid and do not stimulate sales.

CONCLUSIONS

- The research identified that 77% of sustainable gastronomic establishments in zone 3 do not use marketing as a marketing tool due to several factors such as lack of time, lack of trained personnel in this area, costs, and ignorance which leads to establishments not having an indefinite stay in the competitive market.
- Marketing has a direct influence on sustainable gastronomic establishments in zone 3 since they

must complement each other in search of satisfying the needs of customers and guaranteeing their loyalty.

- Gastronomic establishments must use marketing as a complementary tool to the gastronomic activity through this it will be possible to turn the moment of consumption into a memorable moment for the client, as well as to anticipate the desires and needs of customers, manage to deliver the product service with the right price and at the right time, thus guaranteeing customer loyalty and continuity sustainability profitability of the business.

The gastro maniac establishments of zone 3 must be trained in the management and application of marketing techniques and strategies because it is a complementary tool that all businesses must know and apply.

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