

IMPACT OF DIGITAL MARKETING, SUPPLY, DEMAND OF GOODS AND SERVICES, OF THE TRADITIONAL BUSINESS SECTOR IN THE DEPARTMENT OF CORDOBA

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Abstract

When talking about demand for subsequent consumption and the application of new technologies always comes to mind or you may be thinking about how the Internet has reached and penetrated the sphere of society, resulting in changes and transformations in the old and traditional customs to acquire or purchase material goods and services. As economists say, to demand, in order to consume, knowing that all goods and services disappear with consumption, a fundamental principle of the economy, all this indicates that the great processes of transformation that derive from the appearance of technological and scientific development, that is to say, ICTs, have a direct impact on the behavior of consumers and owners of neighborhood stores that at first were threatened by digital commerce or also called electronic who identified as enemy number one of their daily activities, consequently, today it is observed that who they saw as a dangerous enemy, has become a hope and alternative solution to the problem of the economic crisis that has exacerbated the pandemic of COVID 19 in Colombia and around the globe, because the way of marketing has changed substantially, As it is known, the way of buying using the technological tools known so far, generate a change in the mentality of consumers bringing as a result that the owners of stores are changing notoriously, because as can be seen with the entry of the pandemic, this phenomenon took so much strength, that home sales have grown tremendously and have managed to position themselves to the point that many entrepreneurs have been saved from the tail of the economic crisis and therefore the disappearance and closure of many businesses in the world, Colombia does not escape it and therefore the digital or electronic commerce, has been growing exponentially and has become a life-saving table for thousands of dozens of merchants.

Keywords. digital marketing, demand, electronic commerce, business

INTRODUCTION

When entering this fascinating world of digital marketing or virtuality, it is important to ask the following question: What is the impact of digital or virtual marketing, also known as electronic marketing, on the low trend of the traditional physical and spatial demand, that is, stores, stores and others, in Córdoba from March 2020 to date and time to come?

To answer this question, it is important to take into account several factors of an eminently economic, political, public health, legal-administrative and relational nature that have to do directly with the arrival of the COVID 19 pandemic, which is one of the most notorious within this problem, as it is known, this digital marketing has increased due to the series of restrictions and measures imposed by the national government from the moment this plague appears on humanity, attacking not only human beings in their health, but also destroying the economy of the countries of the world, This has its pros and cons, and has had a positive impact on certain sectors of the three sectors of the economy, which have been greatly affected, while the vast majority, if not all, have been affected negatively, to the point of the disappearance or closure of a large number of businesses in all countries of the five continents: Colombia and the department of Córdoba are no exception to this, where many businessmen have already been ruined, others in the process of

bankruptcy and some in the process of recovery, just beginning the journey of economic recovery, such is the case of tourism which is one of the hardest hit because of the importance it represents within the tertiary sector or services, This is the case of tourism, which is one of the hardest hit given the importance it represents within the tertiary or service sector, since it groups together many economic sectors such as air, maritime and land transportation, as well as the hotel industry, which has not yet been 100% reactivated, all of these activities have been opening their doors again, slowly and slowly; Since the government is the one who decides in these cases of economic life, and it is about avoiding crowds with the restrictions and protocols that this implies, keeping all the biosecurity measures, it is not easy; on the other hand, there is the entertainment and leisure industry that is an integral part of tourism, other activities that have to do with it, are art, culture, music in all its manifestations and ultimately education, which in one way or another, Both students and teachers and managers have been affected in some way, learning more and more to live with the pandemic and this is where the use of ICT begins to play a very important role, because without the adaptation and application of these could not be possible to be students, developing their academic activities, where students and teachers have had to face an arduous struggle in learning the use of these technological tools, which allow the virtual meeting with learners at all levels of education, but this is quite complex, since not everyone has the joy of having a cell phone, a computer, a Tablet, etc.. , and even less access to the internet, which is the main axis of communication in the world of virtuality; as can be seen from the above, it is easy to say but difficult to live it, children mounted on trees to be able to take a communication signal that often does not reach them and therefore can not connect to the internet.

listening to a class from a distance, many kilometers must be traveled to reach the place where the communication towers are located and the message of knowledge is transmitted; as for health, it is clear that today it is life or death, the economy (production close to contagion - death) or health (it is close to life, but has no work), it is important and necessary to keep in mind the following precepts for reflection: If we take into account what the Minister of Labor Alicia Arango affirms, she recalled that the importance that MSMEs have, in the country, due to the fact that, according to DANE figures, they represent more than 98% of the national productive sector and generate 35% of the PI B and 80% of the employment of all Colombia. On the other hand, it is important to take into account that the average life of the companies to sustain themselves in the market, its maximum time does not exceed 12 year.

The Japanese consider that a company matures and generates foreign exchange when it reaches 30 years of life, conditioned by the robustness of its financial structure, being greater the risk for the less strong ones, because their financial structure is not so robust; this risk can be mitigated by anticipating crises and identifying new trends in the market, trends that are linked to the use and exploitation of information technology tools in the development of the business. Following this order of ideas there is a research work carried out in the department of Córdoba, where it is stated that it exceeds this national average showing the following results: 98.2% of the companies in Colombia are MSMEs, i.e. it reaffirms what they say in the Ministry of Labor in the framework of the congress of safety at work of MSMEs held on September 26, 2019; but if we take into account the research of (CASTILLO O. B., 2007), also reveals that the distribution by economic category shows that to date, 98.2% of the business sector are microenterprises, 1.4% are small and the rest only reach 0.4%, which are medium-sized. The latter are similar to large companies that have been sold to multinationals, such as those in the financial sector, for example the Banco ComercialAntioqueño, (Bancoquia), Banco Ganadero, sold to the Spanish, Banco Santander and BBVA respectively, and so on and so forth has happened with many other sectors of the economy according to the report published by the WTO (2013) electronic commerce can contribute decisively to the economies of developing countries to obtain greater benefits. Jones, Motta and Alderete (2016) and Raymond, Croteau and Bergeron (2011) argue that the application of e-commerce for MSMEs depends on their knowledge of how and to what degree their investments in ICTs can be accompanied by practices for their use and management that will lead to a better use of the benefits associated with these technologies.

BACKGROUND

It is important to remember that about five years ago, the company Forever 21, one of the American commercial organizations that enjoyed prestige in the field of fashion and that began as a virtual store with a website where they used to make purchases online, in the same way, implemented the opening of stores in different countries of the five continents mainly in North America and many Latin American countries such as Brazil, Argentina, Chile and Colombia among others, implemented the opening of stores in different countries of the five continents mainly in North America and many Latin American countries such as Brazil, Argentina, Chile and Colombia among others, however, the entity was in the urgent need to close its doors, mainly due to the decline in sales causing a decrease in income in its operational activities, as this fall in trend form! , This was an example, i.e. the owners never believed that the digital era would be above any other form of marketing goods and services, and that changes in buying habits would never become a determining factor in the economy of the digital era and the globalization of the economy, which resulted and initially brought as a consequence the closure of many of these stores and bankruptcy of this prestigious company; but surprisingly today things have changed substantially; on the other hand, making a little history and taking into account that at this time the issue of digital commerce is at an all-time high in Colombia and in particular as an example the department of Cordoba does not escape it, ie the intensive use of information technology and communications (ICT); consequently one of the most common questions is what is the secret why a consumer chooses to buy in a physical store, The answer is presented in a survey (Dive 2020), where more than 1,400 consumers were surveyed and it was found that it all depended on age, gender and even location. Regardless of demographics, the most important reason cited by respondents was the ability to see, feel and taste the good they were looking to buy, but that this is a minority compared to the large mass of the population that is demanding or offering through the virtual marketplace.

For women, this is the main driving factor for in-store purchases, especially for fashion items. Interestingly, this is also an important factor for seniors and members of the millennial generation. Undoubtedly another interesting factor or driving means for shopping in a physical store is considered to be immediate gratification. For men, in particular, the ability to take an item home that day inspires them to venture out to make a purchase. A negative and disruptive factor that physical store customers dislike is that most groups are annoyed and annoyed when they are given assistance by a store associate; having a person available to help is not a significant attraction to shopping in a physical store. More important is the in-store experience, especially for younger shoppers. These demographics have more free time available and, therefore, enjoy the more social aspects and experience that comes with shopping.

But it is known that surprisingly, customers in large urban centers, metropolises as well as in big cities and lately due to the COVID19 pandemic, intermediate cities, small towns prefer physical stores to online shopping, either because logistics make deliveries and returns problematic, or the physical distance to a store means that shopping is a ritual and something that distracts and avoids stress, making it enjoyable for the family. Finally, the Retail study says that 71% of those living in small towns prefer physical shopping.

Different conceptions about e-commerce.

At the beginning of the path that digital marketing has traveled so far in Cordoba, which among other things does not exceed two lustrums in an accentuated way, it is necessary to differentiate a physical store and a virtual store. A physical store also known simply as a neighborhood store, which are characterized because they get out of trouble a very particular plaintiff, because it buys almost every day some good that ran out at home and is necessary for food, they have their clientele defined and even open credits to solve the problem temporarily, instead the virtual store is characterized because you must have the money available to pay immediately the good and the transport of the home.

It is important to bear in mind that customers can be served by their own owners or by employees. The establishments can be rented or purchased and an alternative that has become very popular today is the franchise, whose prominence in these times is the strength of multinationals with

presence in all five continents. Córdoba does not escape from this, as a way to multiply the marginal efficiency of capital and labor represented in money, the good name of a company that has acquired prestige in the business world, among them we find the most famous in Colombia are McDonald's, Starbucks (coffee) and many others.

Now, with the boom reached by new technologies, especially the Internet, has gained singular importance marketing or e-commerce or online materialized in the virtual store or digital market, a website through which users can purchase goods and services online, (health and education in this case by effects of the pandemic) as if they were in a physical store and of course with the benefit of not having to travel to it. Since most of them offer catalogs with detailed product information, photographs, images and prices in some cases indicating discounts and promotions that they intend to promote when demand has dropped substantially, with which the customer is already with all the information necessary to make their decision and then carry out the purchase.

It is important to remember that today it has been explained in a simple way, that virtual stores are born with a fundamental purpose to solve the problem to the consumer in terms of distance in times of great haste to obtain goods and / or services, but with the entry of the pandemic COVID19, this service increased exponentially, for buyers who do not like to move to physical places to buy, usually payments are recorded with debit or credit cards or ultimately in cash, this is a timely and safe way to market secured.

But on the contrary, "A virtual store (or online store) is a website where sellers make available to their customers the products or services showing them through images or videos and explaining in detail the features they offer" (PENDINO, n.d.).

Following this order of ideas and without much explanation, it is observed that the use of terms such as: (e commerce... 2021) is often heard or said to be used,

2021) presents a close relationship with the topic and states: "it is a system for buying and selling products and services that uses the Internet as the main medium of exchange. In other words, it is a commerce that manages collections and payments through electronic means".

Frame of References

Well, delving a little more about the average online purchases, a study showed that "84% of the total sample said to have made purchases that way in the last year, and 87% of them are between 18 and 31 years (CASTILLO 2022) is important to note that the situation of companies in Colombia, is quite complex at present, given the recent events of paralysis at national level, the society claiming their rights that have been violated and others that have not been fulfilled by the National Government, all this makes the problem more acute and increases the virtual market, as people must comply with the restrictions that are derived on account of the pandemic, as a very dark picture is observed in our country.

Regarding the legal framework, it is found that electronic commerce is defined and regulated, taking the first steps related to the access and use of electronic commerce data messages and digital signatures and establishing certification entities and other provisions" LAW 527, 1992), emerges as a tool that aims in the long term to generate greater efficiency in companies, being reflected in greater competitiveness and greater economic and social welfare. Therefore, there is a need to create an enabling environment that promotes the development of electronic commerce as a relevant factor in the growth and economic development of the country. Some authors who have developed recent research, related to the use of ICT, (CASTILLO 2022) states that since 2007, they have been talking about the use of ICT, as tools that would be important for the development of electronic commerce both nationally and internationally, as it was seen coming this growing boom in the global market, about the use of the Internet in Colombia, on the other hand the concept issued by the center "co internet" everything is said that the above makes the sale of goods and services by means of these technological tools spread.

METHODOLOGY

The deductive method was used since it is a practical element that starts from the general to the particular, a descriptive approach was used, based primarily on the analysis of the case method (Monteria) related to the operation of the virtual market or internet shopping, this research is qualitative, as an essential part of study methods, derived from the analysis of the data presented by secondary sources, no survey or directed interviews were applied, which leads to a deductive reasoning where the object of study is considered as the final consumer who tends more and more to use the information and communication technologies to exercise the function of individual demand and also in aggregate or market form.

As can be seen in each of the studies that have been advanced and that come from this great organization, that is digital marketing or e-commerce, first row quality Colombia, is not wrong, when it states that: (MINTIC, 2019), at first the first 8,000 Colombian entrepreneurs who are receiving training and accompaniment to set up the virtual store, in addition to having the design and free transaction platforms that give confidence and security; while being connected with logistics. Then, each of the MSMEs benefited received the implementation of hardware and software to support online stores; a web page to market their products; a digital marketing analysis; training aligned with e-commerce, and integration of a payment gateway on their page with their shopping cart.

In addition, we also had partnerships with companies involved in logistics to manage the delivery and return of products at preferential rates, and we trained MSME personnel in customer service.

Now, in relation to the above, and following these protocols, it can be assured that since before the pandemic, Colombia had taken the first steps of this type of digital commerce, but very timidly and with much suspicion, because at first people feared being scammed or robbed with this form of purchase - sale, which was not very reliable, especially when it comes from other countries, as here in ours; it is important to study the different alternatives of adopting changes in the business models, it is for this reason that the main objective of this work is to address the problems that this sector is going through, taking into account the positive and negative factors that it brings with it, without leaving aside the fear and mistrust that originates at the beginning, the opportunities that digital commerce is generating can be taken advantage of, to study the option of entering this, as its own and authentic market in the not too distant future, since this is what is already emerging with the coming of the COVID 19 pandemic, as a decisive factor in this long race of the global economy.

It is worth remembering that this work contemplates in a punctual way the objectives, but only the two most relevant ones will be dealt with, which are the general one, which consists of : Analyze the different causes that generate the problem by which there is a decrease in sales in physical stores, to determine the increase of the digital market, as a source of employment generation and sustainability of enterprises within the economy in crisis resulting from the pandemic and lately of national strikes that are being developed by claims to the national government of economic instability, tax reforms and others that harm the interests of the great mass of the most vulnerable population within the country Colombia.

On the other hand, there are the specific ones, which are described as follows:

- 1- To identify the causes that allow the growth of virtual buying and selling or digital marketing in Cordoba and Colombia.
- 2- To quantify the companies that were born in the framework of the pandemic under the modality of digital marketing in Cordoba and Colombia.

Interpretive analysis

It is of vital importance to recognize that the demand and supply users of this market in just a few years, has grown rapidly and now with the emergence of the pandemic has increased exponentially, as shown below in all its movements recorded in the last year: It is observed that social networks have become another pole of attraction of purchases, the study found that a representative percentage of respondents have made purchases through this means of mass communication in the last year and also another sector of the population has made a sale within their social networks.

In the first instance, the use of the Internet is strengthened as a tool that potentiates their business, since the growing trends of international and world trade are unquestionably increasingly linked to the use of the Internet as a vehicle that quickly transports information and becomes one of the most important technological tools of the globalized world in all its manifestations, social, economic, political, cultural, environmental, which shortens distances, fast and timely communication, which dynamizes the processes of production, distribution and consumption of material goods and services in real time.

On the other hand, if we take into account the results of an interview with 27 people in the center of Bogota as the capital of the Republic, they responded very precisely as follows: 72% buy in virtual stores, and have confidence in the purchase made by 20%, 4% express some kind of distrust and 2% are indifferent, finally the rest do not know do not buy in virtual stores, consequently a brief analysis summarizes that in some way this sample allows inferring that in Cordoba and throughout the country, the virtual stores or the digital market has taken so much strength that the degree of acceptance is high and corresponds to a moment in which the pandemic has reached its historical maximum, people are afraid to go out to the distribution centers to demand goods of the family basket and in the same way to make the payment of public services everything is done through technological tools. , This is the trend and it is estimated that many more people join this era that has changed the habits of buying and selling, or what is known as the digital free market, the above allows to have an overview of the dynamics that has been presenting electronic commerce in Colombia (case Montería Córdoba).

RESULTS

The causes that allow the growth of the virtual buying and selling or digital market in Cordoba and Colombia, can be considered the following aspects:

It is undeniable that the pandemic of COVID-19, brought as a consequence the vertiginous impulse of the use of digital platforms in order to develop commercial transactions, both by the demanders and the offerers or sellers, which had to adapt to the biosecurity measures imposed by the Government, and on the other hand the mobility measures, since no one could be in the street.

On the other hand, it can be affirmed that the growth and development of technological infrastructure, as well as access to the Internet, mobile coverage and electronic means of payment, have been the common thread for a good connection between suppliers and demanders of goods and services from the virtual point of view, This has generated diversification and innovation in digital supply, ranging from basic necessities to luxury goods, such as health services, education, transportation (platforms), entertainment (NETFLYX, as well as tourism, among others), which has expanded the options and preferences of consumers.

Finally, the trust and security that digital platforms have generated do not correspond to their totality, there is still a high percentage of the population that has been robbed and robbed with these digital media, therefore there is a lack of security for this to be consolidated in a total and absolute way in terms of quality, warranty and delivery of products and services, as in terms of protection of personal and financial data of users, for the satisfaction of customers.

Regarding the impact generated by the pandemic in the business sector, it was very significant, since within the department of Cordoba as well as in Colombia. Many companies had to adapt to the new reality and get into the digital market, while others had nothing to do and did not do it because they could not withstand the crisis and had to close their doors. According to a study conducted by the Chamber of Commerce of Monteria, in 2020, 1,234 companies were created under the digital marketing modality, representing an increase of 23% over the previous year. However, there were also 2,567 companies that disappeared, indicating a drop of 18% in the business fabric. On the other hand, in Colombia, the data are similar: according to the report of the Ministry of Commerce, Industry and Tourism, 323,019 digital companies were created in 2020, 7% more than in 2019, but 280,467 companies were also lost, 9% more than in the previous year. These figures show the importance of digital transformation for the survival and growth of companies in pandemic times.

CONCLUSIONS

This article analyzes the impact that the virtual market has had on the traditional business sector in Córdoba, Colombia, especially on neighborhood stores that have been affected by competition from digital platforms that offer goods and services through the Internet. It is proposed that the COVID-19 pandemic has accelerated the digital transformation process and has forced merchants to adapt to new forms of consumption and customer demand. The concepts of virtual market, e-commerce, supply, demand and consumption are reviewed, as well as the advantages and disadvantages of the use of information and communication technologies (ICT) for economic and social development. It is concluded that the virtual market represents an opportunity and a challenge for the traditional business sector, which must take advantage of technological tools to improve its competitiveness, quality and efficiency in the provision of goods and services.

Colombian entrepreneurs were not prepared to adopt and apply ICT in all dimensions of their business, and life in general, since a large sector was jealous, distrustful and resistant to change their buying and selling habits, that is, to face this new market, they were only used to go for sure (direct face to face), today they think differently and say that this type of market solves the problems of commercial type.

It is good to remember that digital commerce as a new business model has penetrated all spheres of and has been registering an upward behavior with great strength in small and medium enterprises (SMEs) in Colombia, because as is known, the emergence of the Internet has substantially changed the way business is done in the XXI century, not only in Colombia, in the rest of the universe, companies have begun to transform their methods of doing business and adapt to new habits to understand and live within the digital and global market.

The use of the Internet, as a means to reach people and entrepreneurs more efficiently and present effective results, allows to show the world the benefits of these modern tools that are approaching the fifth generation; and this accompanied by new experiences allows suppliers and demanders as well as consumers to have an open range to make rational and timely decisions.

In Colombia, currently (2023), 76% of Internet users are online buyers, a figure that grew 24% compared to the year 2022, being fashion and electronic devices the most in demand, in the case of products, travel and events and other services, as can be seen this reality has no reversal, this mode of marketing goods and services follows its course and is here to stay, therefore the new entrepreneur in Colombia with the emergence of the Internet has changed the way of doing business in the XXI century, not only in Colombia but in the rest of the world, companies have begun to transform their old habits and structures.

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