

# Analysis of the Use of Mobile Marketing in SMEs in the City of Tecomán, Colima Análisis del Uso del Marketing Móvil en Pymes de la Ciudad de Tecomán, Colima

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Fecha de recepción: 25 de octubre de 2022

Fecha de aceptación: 21 de marzo de 2023

**Summary.** This research aims to identify the use of mobile marketing within small and medium enterprises in the city of Tecomán, Colima, which are engaged in the sale of shoes, clothing, and jewelry. The work employs the analytical method, to study and analyze the problems that arise in the SMEs of the city of Tecomán, Colima, México, this analysis involves the use of a data collection tool (surveys) using Google forms. It was found that most companies do not implement mobile marketing strategies due to lack of knowledge, the main use they give to mobile marketing is for advertising, using social networks such as Facebook, Twitter, YouTube and geolocation on Google maps.

**Keywords:** Marketing, digital marketing, mobile marketing.

**Resumen.** Esta investigación tiene como objetivo identificar el uso del marketing móvil dentro de las pequeñas y medianas empresas de la ciudad de Tecomán, Colima, que se dedican a la venta de calzado, ropa y joyería. El trabajo emplea el método analítico, para estudiar y analizar la problemática que se presenta en las PYMES de la ciudad de Tecomán, Colima, México, este análisis involucra el uso de una herramienta de recolección de datos (encuestas) utilizando formularios de Google. Se encontró que la mayoría de las empresas no implementan estrategias de marketing móvil por falta de conocimiento, el principal uso que le dan al marketing móvil es para publicidad, utilizando redes sociales como Facebook, Twitter, YouTube y geolocalización en Google maps.

**Palabras clave:** Marketing, marketing digital, marketing móvil.

## 1 Introduction

The main economic sector in the municipality of Tecomán, Colima is the primary sector, 60% of its income comes from agriculture and the other 40% from the commerce and services sector, there are 1,747 small and medium-size business [1].

Digital marketing encompasses advertising or commercial strategies that are executed in the media and Internet channels. Mobile marketing is a tool that excels in interactive advertising, allows to communicate to customers what companies want to offer or put to their services in an interactive way [2]. This allows companies to strengthen their sales and customer service teams, encouraging their development and competitiveness [3]. Not all mobile digital marketing tools are suitable for small and medium-sized companies; the study by Cortés [4] identifies the uses with the best balance in terms of cost and benefit for SMEs. Based on the review of similar works and precedents, the use of mobile marketing is a viable option for small and medium-sized businesses to increase their sales and therefore improve their competitiveness.

This leads to the following questions: What percentage of businesses make use of mobile marketing? those that don't: Why don't they implement the strategy? those that do: And what tools do they use?

For the study to be viable, it was decided to focus on a group of businesses in a similar line of business, the main aim of the study was to identify the use of mobile marketing in SMEs in the city of Tecomán, Colima that are dedicated to the sale of footwear, clothing, and jewelry. It is hypothesized that more than 80% of SMEs that do not make use of mobile marketing are unaware of it.

The present research work will generate new knowledge by introducing a validated data collection instrument to gather the information necessary to determine the use of mobile marketing, as well as the reasons and factors of the assumption. The work will directly and indirectly benefit companies so that they are aware of this strategy, as well as the university and the government, which will allow them to generate strategies to train entrepreneurs in the use of these technologies, generating added value and making them more competitive, so that they can continue to grow, generating employment and supporting the region's economy. Finally, the present study is

justified in the sense that we have the necessary resources (time and knowledge) to carry it out, as well as access to the companies to apply the instrument and collect the data, so it is considered feasible and viable to carry out.

## 2 State of the Art

Digital marketing refers to the application of digital technologies to contribute to targeted marketing activities to achieve profitable customer acquisition and retention [5]. It is the set of strategies aimed at promoting a brand on the Internet. It differs from traditional marketing because it includes the use of channels and methods that allow the analysis of results in real time [6]. A series of trends in digital marketing are identified, among which the most promoted are inbound marketing, email marketing, mobile marketing, influencer marketing and social media marketing [7].

Companies today have had to improve and evolve their strategies to be able to share information to users or the virtual market more efficiently and quickly through social networks, online platforms, or the web itself, thus Mobile Marketing or Mobile Marketing arises.

## 3 Methodology used

This work is based on a deductive approach, it is considered non-experimental, explanatory, cross-sectional, field work was necessary, and quantitative data were collected. A survey was designed and applied to the managers, owners, or persons in charge of each of the businesses, 99 economic units were identified within the city of Tecomán, Colima that are dedicated to the commercialization of footwear, clothing, and jewelry.

Once the population of 99 SMEs was identified, the sample size formula was applied, concluding that to obtain a result with 95% confidence and a 5% margin of error, it was necessary to survey 79 economic units. Simple random sampling was used as the sampling technique, allowing the same probability for all units to be chosen for the study [8].

The designed instrument was subjected to a reliability test, since it contains dichotomous items, the Kuder-Richardson KR20 internal consistency indicator was used as an equivalent. The result obtained in the test was 0.784, this is considered an acceptable internal consistency.

## 4 Results

The following results were obtained: When business managers were questioned if they knew what marketing was, 64.6% said they did. 75.9% of the SMEs surveyed say they implement at least one traditional marketing strategy. 45.6% know the difference between traditional marketing and digital marketing. Among the traditional marketing tools implemented by SMEs, posters are the main one, followed by banners and brochures.

Regarding the digital approach to marketing, 32.9% are familiar with the concept of mobile marketing. 82.5% do not know the benefits of using mobile marketing. 50.6% of the companies mentioned that they have not implemented any mobile marketing strategy, 43% use social networks to advertise their products, services or brand, the rest use google maps as a platform to publicize their location.

43% of the companies that do not use mobile marketing were asked why they do not use the tool, the main reason was “lack of knowledge” (55%), 27.5% said they were not interested in using technology in their business, and 17.5% could not find trained personnel to support them in the implementation of the tools.

To identify the dimensions of the instrument, a rotated component factorization analysis was performed using the Varimax method and Kaiser normalization. The first dimension was chosen for its significance, which is composed of five items that revolve around the knowledge of marketing theory and its implementation (table 1).

**Table 1.** Factorization using Varimax Method and Kaiser Normalization

	Component 1
Knows Marketing	.297
Implement Marketing	.247
Knows Mobile Marketing	.279
Know Diff Mobil and Trad Marketing	.276
Implement Mobil Marketing	.263

In these items the interviewees are asked the following questions: a) knowledge of traditional marketing, b) implementation of traditional marketing, c) knowledge of mobil marketing, d) knowledge of the difference between mobil marketing and traditional marketing, and e) implementation of mobil marketing.

A correlation matrix is made between these five items and the following assumptions are obtained as a result (table 2).

**Table 2.** Matrix of correlations between elements

		A	B	C	D	E
A	Correlación de Pearson	1				
	Sig. (bilateral)					
B	Correlación de Pearson	.574**	1			
	Sig. (bilateral)	.000				
C	Correlación de Pearson	.406**	.205	1		
	Sig. (bilateral)	.000	.070			
D	Correlación de Pearson	.519**	.396**	.495**	1	
	Sig. (bilateral)	.000	.000	.000		
E	Correlación de Pearson	.396**	.305**	.620**	.289**	1
	Sig. (bilateral)	.000	.006	.000	.010	

Note: N = 79. p < 0.05; \*\*p < 0.01

A positive relationship is identified between the items with a moderate strength (between 0.1 and 0.39), a significant correlation is observed between items C and B, E and B, E and D. This generates the following hypothesis: Entrepreneurs who implement traditional marketing strategies, know about mobile marketing strategies, and implement them.

It should be noted that the relationship starts from the implementation of traditional marketing, it is observed that the knowledge of traditional marketing is not related to the implementation of traditional marketing.

Based on this assumption, it could be thought that the fact of training and making marketing known as a support tool for companies will not be enough for entrepreneurs to start implementing it, since there is no relationship between knowledge of marketing and its implementation, however, when the implementation of marketing occurs, it generates an inertia that motivates entrepreneurs to continue with modern trends such as mobile marketing.

## 5 Conclusions and Directions for Future Research

The objective set out at the beginning of the study was fulfilled; it was possible to determine the percentage of use of mobile marketing by SMEs in the municipality of Tecomán, Colima.

A survey-type data collection instrument was designed and validated for reliability, most of which contained dichotomous items.

The results obtained were subjected to two statistical processes, the first allowed the validation of the instrument's components, the second allowed identification of the relationship between the variables of the main component of interest.

The correlation analysis made it possible to identify some assumptions, including the fact that knowledge of a theory does not necessarily lead to its application. On the other hand, the application of a theory, if done correctly, leads to benefits and therefore generates a beneficial cycle where those who practice it end up updating and moving to better practices.

From the above, it can be inferred that if the public or private organizations want to support the entrepreneurs so that their companies become more competitive, the efforts should go beyond the presentation or training with theoretical sense, but rather, make practical efforts, where entrepreneurs can see firsthand the results that come from such actions.

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