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Influence of Digital Advertising on Sales Case: Water Home Express Canoa

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ABSTRACT

This investigation focuses on the Influence of digital advertising on sales, case: Water Home Express Canoa located in the province of Manabí. The objective is to analyze the impact of online advertising on the sales of Water Home Express Canoa, a company specialized in the marketing of bottled water in the parish of Canoa. The research seeks to identify the digital advertising tactics used by the company and their effectiveness in sales growth. To do this, quantitative and qualitative methods were used, including surveys and interviews, on a population of 344 clients, from which a sample of 62 participants was selected. The results reflect that social networks are the main way of discovery for the company, while digital advertising plays an important role in the purchase decision. Although a significant proportion of respondents consider social media advertising effective, there is a considerable group that adopts a neutral stance (45.2%), suggesting that the effectiveness of these strategies can still be improved. Additionally, some respondents show brand loyalty thanks to digital advertising. These findings indicate that, despite their positive impact, it is necessary to optimize digital campaigns to strengthen the connection with consumers and increase the effectiveness of marketing strategies. The analysis concludes that digital advertising is essential to increase sales, but also highlights the importance of understanding consumer preferences and perceptions to achieve more effective and attractive campaigns.

INTRODUCTION

Nowadays, digital advertising has become an essential tool for companies seeking to increase their visibility and maximize their sales. With the advancement of technology and the increasing use of the Internet, advertising strategies have evolved, allowing companies to reach their target audience more efficiently and effectively. This thesis focuses on analyzing the influence of digital advertising on sales, taking the company “Water Home Express Canoa” as a case study.

Water Home Express Canoa is a company dedicated to the marketing of products for the purification and supply of drinking water. In an increasingly competitive market, the company has chosen to implement digital advertising strategies with the aim of increasing its market share and improving its sales results. This study seeks to evaluate the impact of these strategies, identifying which have been most effective and how they have contributed to the company’s growth.

All companies seek to implement tools that allow them to promote their products and services, in order to attract the largest number of potential customers. Lopez, (2022) advertising is understood as a marketing strategy that involves the use of media to promote a product, a service and/or a brand, with the purpose of reaching the company’s target audience and motivating them to make purchases, which in turn contributes to customer loyalty through their purchases.

When we talk about “digital advertising, we are talking about social networks and digital media. That is, all types of advertising that are carried out using the Internet” (Tauro, 2023). Some examples of digital advertising may

be ads in Marketplace, carrying out an E-mail Marketing campaign or developing a positioning strategy for our website.

Sales activity is essential both in companies and in independent professional life. According to Aranda (2017), “the importance of sales lies in the fact that business and professional success depends on the number of sales and how well they are made and the profitability produced, in order to maintain them over time”, since the sales made guarantee presence in the market and, therefore, the continuity of the jobs created.

However, Pacheco (2017) in his article mentions that digital advertising includes a large presence on social networks and on the web as such, therefore in our society it has come to have a greater impact and many companies have decided to implement a whole marketing strategy.

On the other hand, Carrillo & Castillo (2005) mention that New Digital Advertising (NPD) is the result, as we already said in, of the gradual metamorphosis that advertising has been undergoing from a scenario of inconsistency of formats and strategies to a situation of greater richness and value in terms of form and content. Advertising is a key tool within the promotion mix, as it focuses on influencing consumer purchasing behavior and perception through concrete and well-founded information, ideas and opinions, thus creating a sense of belonging. (Ramos *et al.*, 2020)

According to Freire (2014), he argues that the Marketing Mix (also called Marketing Mix, Commercial Mix, Commercial Mix, the 4P’s, etc.) is the name given to the tools or variables that the marketing manager has to achieve the company’s objectives. The 4 P’s

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refer to Product, Place, Price and Promotion. Simply selling products to customers is not enough to remain competitive in today's market. It is essential to know the needs and desires of customers in order to adapt our products and ensure their satisfaction, which in turn can generate repeat orders.

The impact of online advertising on consumer behavior is profound and constantly evolving in the digital age. Online advertising has not only transformed the way businesses promote their products and services, but it has also shaped the way consumers interact with brands and make purchasing decisions (Palma *et al.*, 2023).

Digital advertising not only increases a brand's visibility, but also provides effective tools to boost sales through greater understanding and connection with the consumer. According to Alfaro *et al.* (2023):

Today, investment in digital advertising is capable of quantifying virtual communities of consumers, as well as allowing the construction of platforms and own content with viral potential and even mapping and tracking interactions from advertising sources to electronic billing. The case of "Water Home Express" exemplifies how investment in digital advertising can be a powerful tool to increase sales. By quantifying virtual communities, creating their own content, taking advantage of the potential for viralization and mapping interactions effectively, companies can optimize their marketing strategies and obtain significant results in their sales, as highlighted in Alfaro's analysis.

Digital advertising has a significant impact on sales thanks to the strategies and tools that facilitate effective connections between companies and consumers. Herrera *et al.* (2011) suggest that one advantage is the ability to personalize and segment campaigns, which increases the relevance of advertising messages and, consequently, the sales conversion rate. Cordova (2022) argues that it is important to highlight that without advertising and without sales, the economic growth that we all desire is not promoted, both for the company, which needs to grow, and for the staff, who experience a decrease in their income. This affects both the company and the sales staff. According to Bertone (2019), he mentions that sales "is a process that is a theoretical and practical study in which the advantages that organizations can access by managing their sales activities by processes are analyzed".

It is important to clarify that BTL is the abbreviation for "Below The Line". It refers to advertising aimed at specific groups of people. Without a doubt, it is the ideal advertising to seek conversions and direct responses, that is, for the consumer to choose us quickly due to direct contact with him.

During the sales process, it is essential that the seller accompanies the customer at each stage of their purchasing cycle, satisfying their constant needs by providing the right information at the right time (Johnston & Marshall, 2009). It is crucial that the sales process perfectly matches the buyer's acquisition process, both being mirror images. However, it is important to note that, although

they are important, they would not be possible without the other marketing functions and activities that ensure customer loyalty and repeat purchases, which is crucial for generating profits (Orrego, 2021). Nowadays, modern organizations implement a complex communications system within their various marketing activities. Through its mix of communications - advertising, sales promotion and personal selling - the company manages to reach its target market, whether it be intermediaries, consumers, public opinion, among others.

It is crucial for companies to identify "what strategy or content they should use, clearly establishing the objectives, the channel to be used, such as social networks or websites, and selecting the most appropriate formats for the purpose of obtaining sales" (Torres *et al.*, 2021). It is also worth considering that the way of "making sales has evolved greatly, one of the most effective means of marketing a product is the Internet; this type of transaction is called electronic sales" (Calderón *et al.*, 2020). The motivation to purchase arises when a need arises in the consumer, which generates a force to act on the organism, but this only happens when the motivation is extremely strong enough to lead the person to make the purchase.

Digital advertising can have a profound and positive impact on Water Home Express' sales. By improving visibility, personalizing campaigns, optimizing in real time, encouraging engagement, taking advantage of viralization, and facilitating the purchase process, the company can experience significant growth in its sales. The key to maximizing the impact of digital advertising on business results is the ability to effectively and efficiently connect with consumers.

Online advertising has grown exponentially over the past few decades, becoming a fundamental component of many companies' marketing strategy. In an increasingly digitalized world, online presence has become crucial for brands that want to connect with their audience and increase their market share. This work is expected to not only provide valuable knowledge for entrepreneurship, but also contribute in general to the influence of digital advertising on sales within the drinking water products sector.

To carry out this analysis, various research methods will be used, including analysis of sales data before and after the implementation of digital advertising campaigns, customer surveys, and interviews with Water Home Express Canoa's marketing team. The results of this study will provide a clear insight into the effectiveness of digital advertising in the company's specific context, also offering recommendations for future strategies.

Based on the above, this study aims to analyze the impact of online advertising on the sales of Water Home Express Canoa, a company specialized in the marketing of bottled water in the parish of Canoa.

Activities that will help achieve this objective include

1. Recognize the digital advertising tactics used by

Water Home Express Canoa to promote its products.

2. Analyze the effect of digital advertising on increasing the company's sales.

3. Compare the results achieved through digital advertising with other marketing strategies used by Water Home Express Canoa.

Theoretical basis supporting the study:

Digital Advertising

Interactive advertising between agents is not a new concept, as it has been present in direct marketing, as in the case of telephone marketing. Nor has it emerged exclusively with the arrival of the Internet or the digital age. However, the network and digital media have considerably expanded the opportunities for this relationship to be established, exponentially multiplying the interactions between advertisers and consumers, as well as between brands and audiences (Cuesta & Garcia, 2023). Interactivity represents both a challenge and a crucial, socially relevant opportunity and becomes an essential driver of change for advertising, being an indispensable aspect of its continuity.

Digital advertising "is presented on various platforms called digital media, defined as those through which information can be created, observed, transformed and stored on a wide variety of digital electronic devices" (Canales, 2020). Once the creative concept has been created, digital media is responsible for its dissemination across a wide variety of electronic devices. This is why digital advertising is the only one that strives to create an experience that involves those who use it.

Digital advertising is, according to Grandson (2016), "a large number of cases and, until now, a set of unconnected forms created on the Internet and in the first practices of digital TV". It is a range of actions without a strategy to support them, offering, in addition, content that is not integrated, not to say "disintegrated", in the digital environment or, in other words, almost added to the digital experiences that have been developed, such as web pages.

Return on Investment (ROI) in Digital Advertising

Calculating Social Media ROI, most companies start by measuring the cost of launching and engaging on a blog or social network and then calculating their return on that social media investment. According to Jimenez (2018):

These behaviours can then be considered (and measured) as consumer investments in companies' social media communication efforts. This suggests that returns on social media investments would not always be measured in financial units, but also in consumer behaviours (consumer investments) depending on the type of social network. These investments include obvious measures such as the number of visits and time spent on the social network, as well as more active investments, such as the number of comments or the number of updates on Facebook and Twitter pages about the brand.

These investments can be used to measure a few key

aspects, such as changes in awareness levels or increases in word of mouth over time. Return on investment (ROI) is a means of proving the contributions that social media generates. However, many benefits provided by social media are not easily measured in dollars and cents, so the return on investment in social media marketing should directly link the goal of your social media presence and the objectives of the organization (Garavito *et al.*, 2021).

MATERIALS AND METHODS

The study was considered quantitative in nature, which facilitated the use of dynamic techniques to generate exhaustive criteria for the existing problem and reach solid decisions for the implementation of effective digital advertising. The focus of this topic is to analyze the impact of digital advertising on Water Home Express Canoa's sales. The effect of digital advertising on the company's sales strategies will be examined, as well as the impact of these strategies on its results. Customer perception of the company's digital advertising and its influence on the purchasing process will also be investigated.

The exploratory study analyses the positioning of the Water Home Express Canoa brand in San Vicente, evaluating consumer perception and the effectiveness of advertising strategies on digital platforms such as social networks and emails. The analytical method accounts for the object of study of the research group that in this work deals, with rigorous documentary research, with the very method that guides its work. This method, used particularly in the social and human sciences Lopera *et al.* (2010) alleges that and the explanatory analytical method allows us to evaluate the impact of online advertising on Water Home Express Canoa's sales. The advertising strategy, digital channels, message, creativity, as well as the reach and segmentation of the target audience must be analysed to understand their effectiveness.

The study population was taken from 344 clients, where they are included (60 potential clients and 284 users in their social networks), thus obtaining a sample to be surveyed of 62 individuals. For this purpose, a simple non-probabilistic random sampling was applied, selecting the Water Home Express Canoa clients who visited the company during a specific period (March) and who were willing to participate in the survey.

In order to collect data for Water Home Express Canoa, surveys will be used primarily, targeting participants selected in the sample. These surveys will seek to gather information on the relevance of the content, brand perception and its influence on purchasing decisions, with the aim of improving the understanding of the impact of digital advertising on the local positioning of the brand. SPSS version 26 will be used to validate the questionnaire and assess its reliability using Cronbach's alpha coefficient. Exploratory factor analyses will be performed to identify the structure of the questionnaire and it is recommended to review descriptive statistics and test-retest reliability tests to ensure the stability of the responses.

RESULTS AND DISCUSSION

The reliability of the instrument was established at 0.846. When reviewing the authors’ literature, it can be observed that they all agree that this value indicates that the instrument is acceptable. However, after carrying out an analysis study of the scale’s elements and eliminating one of the scales, it was observed that Cronbach’s alpha increased. Subsequently, by eliminating the questions with the highest values, the following result was obtained.

Table 1: Reliability statistics

Cronbach's alpha	Cronbach's alpha based on the typified elements	N of elements
.856	.846	13

The table presented illustrates the value of Cronbach’s Alpha, which is a metric used to analyze the internal consistency of a set of items, in this case, a questionnaire composed of 13 elements. The value obtained of 0.856 suggests high reliability, which implies that the items are strongly correlated and consistently assess the same construct or characteristic, offering reliable results. In addition, the Cronbach’s Alpha calculated from the standardized elements is 0.846, which supports the stability of the measure even after the standardization of the items. A Cronbach’s Alpha value exceeding 0.8 is considered good internal consistency, indicating that the questionnaire is appropriate for its application, given that the selected items contribute significantly to the evaluation of the concept that is sought to be measured. Below, the results corresponding to the frequency of consumption of bottled water will be shown in order to

observe the level of consumption, the results of which are shown in Table 2.

Table 2: Frequency of bottled water consumption

Parameters		Frequency	Valid percentage	Cumulative percentage
Valid	Diary	31	50.0	50.0
	Weekly	22	35.5	85.5
	Monthly	9	14.5	100.0
	Total	62	100.0	

The table presents bottled water consumption patterns in three frequency categories: daily, weekly and monthly. 50% of respondents indicate that they consume bottled water daily, suggesting a considerable dependence on this product to meet their hydration needs. This trend could be linked to the perception of the quality of tap water or the convenience of opting for bottled water. In contrast, 35.5% of respondents indicate that they use bottled water weekly, indicating moderate consumption, possibly supplemented with other water sources. Finally, only 14.5% of respondents consume it monthly, revealing that there is a small group of consumers who use it occasionally, perhaps in specific circumstances. This study shows that half of the population considers bottled water as their main source of hydration, which could be a result of the lack of access to safe drinking water or the convenience that this product offers. Below are the results corresponding to the means by which customers first learned about the company. “Water Home Express Canoe”, whose results are shown in Table 3.

Table 3: “Water Home Express Canoa” Knowledge Medium

	Parameters	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Social networks (Facebook, Instagram, etc.)	24	38.7	38.7	38.7
	Internet Search (Google)	4	6.5	6.5	45.2
	Recommendation from friends or family	20	32.3	32.3	77.4
	Traditional advertising (Radio, TV, flyers, etc.)	12	19.4	19.4	96.8
	Digital advertisement	2	3.2	3.2	100.0
	Total	62	100.0	100.0	

The table illustrates how customers first became aware of “Water Home Express Canoa”, highlighting the relevance of social media as the main avenue of discovery, with 38.7% of mentions. This data highlights the effectiveness of digital platforms such as Facebook and Instagram in attracting new consumers. Recommendations from friends and family come in second place, with 32.3%, indicating the importance of word of mouth in building trust and the company’s reputation.

On the other hand, traditional advertising, which includes radio, television and flyers, remains a relevant method, reaching 19.4% of respondents. However, digital ads, such as Google Ads, are seen to have a limited impact, representing only 3.2%, while direct internet searches reach 6.5%. This suggests a possible area for improvement in the digital advertising strategy, which could be optimized to increase the company’s visibility online.

Among other reasons, the table shows a clear inclination towards the use of social media as a fundamental marketing tool, while traditional methods and personal recommendations continue to play a significant role. The company could concentrate on strengthening its digital presence through advertisements and search engine

optimization to improve its reach.

The results of a survey on the perception of advertising on social networks will be shown, specifically in relation to its informative nature, the results of which are shown in Table 4.

Table 4: Advertising on social media is informative

Parameters		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Totally disagree	4	6.5	6.6	6.6
	Disagree	2	3.2	3.3	9.8
	Neutral	11	17.7	18.0	27.9
	OK	29	46.8	47.5	75.4
	Totally agree	15	24.2	24.6	100.0
Lost	Total	61	98.4	100.0	
	System	1	1.6		
Total		62	100.0		

The table presents various opinions on the perception of advertising on social networks in terms of its informative nature. The data reveal that a portion of respondents do not agree with the idea that advertising on these platforms performs an effective informative function. In particular, a small group stands out that strongly rejects this notion, suggesting an acknowledgement that, in many cases, advertising tends to focus more on encouraging consumption than on offering truthful and objective information.

On the other hand, a considerable number of responses are neutral, which can be interpreted in various ways. This neutrality could reflect a lack of a clear or definitive opinion on the matter, which invites us to reflect on the effectiveness of current advertising strategies in capturing users' attention and establishing a genuine dialogue with them.

The low proportion of those who support the statement indicates a lack of confidence in the ability of social media to play a strong informational role. This may present a

challenge for brands that use these platforms as their main communication channel, as they may need to re-evaluate their approaches to ensure that the advertising they generate not only captures attention, but also fulfills the objective of effectively informing and educating users. We understand that the negative perception and neutral stance of those surveyed show an urgent need in the advertising field to investigate methods that go beyond simply attracting attention and that actually seek to inform and provide value to consumers. This raises important questions about the ethics of advertising on social networks and the responsibility of brands in the way they communicate their message.

Another question that generated significant results for the present study was the analysis of perceptions on a specific topic, highlighting the different positions of the respondents. It is important to highlight the relevance of this data for decision-making, as well as for the design of future actions or research, the results of which are shown in Table 7.

Table 7: Attractiveness

Parameters		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Totally disagree	2	3.2	3.4	3.4
	Disagree	2	3.2	3.4	6.8
	Neutral	12	19.4	20.3	27.1
	OK	25	40.3	42.4	69.5
	Totally agree	18	29.0	30.5	100.0
Lost	Total	59	95.2	100.0	
	System	3	4.8		
Total		62	100.0		

Analyzing the data related to the perception of the characteristic "Attractiveness", it can be observed that a considerable proportion of respondents are in favor

of this notion. A closer look indicates that, although a small percentage are in disagreement or are neutral, the majority of participants are in favor or totally in favor of

the statement that something is “Attractive”. The existence of individuals in the neutral category suggests that there is a group that is not completely convinced, which could point to the need to further investigate the reasons behind this lack of a clear opinion. However, what is most relevant is that the majority of respondents show a positive tendency towards the concept of “Attractive”. This could imply that the characteristics or measures evaluated have managed to effectively capture the attention and interest of the public. Furthermore, this trend suggests that favourable perceptions about “Attractiveness” may positively impact future decisions related to this topic, fostering an environment in which this characteristic is valued

and sought after. It is critical, however, to consider the opinions of those who disagree or are neutral, as understanding their perspectives could lead to adjustments or improvements that further increase perceived attractiveness in the future. In conclusion, while the overall response is positive, the variety of opinions highlights the importance of digging deeper into the overall experience to achieve more universal appeal. Another dimension of perception is the credibility of a given topic or source of information. The lack of absolute consensus suggests that this topic is complex and may be influenced by various variables, such as personal experiences or specific contexts, which can be observed in the results shown in Table 8.

Table 8: Credibility

Parameters		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Totally disagree	2	3.2	3.3	3.3
	Disagree	2	3.2	3.3	6.6
	Neutral	19	30.6	31.1	37.7
	OK	22	35.5	36.1	73.8
	Totally agree	16	25.8	26.2	100.0
Lost	Total	61	98.4	100.0	
	System	1	1.6		
Total		62	100.0		

When analyzing the data presented, there is considerable diversity in the opinions of the respondents regarding the credibility of the topic in question, although the majority does not express a position of absolute disagreement. The number of people who position themselves in a neutral manner suggests a lack of conviction or indecision on the matter, which could indicate that the information provided was not sufficiently persuasive or that they are simply not familiar with the topic discussed.

On the other hand, it is noteworthy that a significant portion of respondents are in favour of the claim, which highlights a positive trend towards the perception of credibility. This can be interpreted as an encouraging indication, suggesting that there is a considerable number of individuals who trust the information presented, which could reflect a good level of acceptance of the messages or evidence presented. The low representation of those who oppose it seems to indicate that, at least from the

perspective of the majority, there is no strong resistance or scepticism towards the credibility of the issue. This aspect is relevant, since the lack of dissenting voices could suggest that the message has managed to resonate favourably with the majority of respondents.

Objectively, we deduce that, although a variety of opinions are perceived, the general trend indicates moderate acceptance and notable neutrality, evidencing both the need for a clearer educational approach on the subject and the opportunity to strengthen the areas that have managed to persuade respondents effectively.

Finally, the relevance dimension provides a detailed view of respondents’ opinions regarding a specific statement related to the topic of interest. This context is relevant to analyze not only the general acceptance of the topic, but also to understand the divisions in the perspectives of the participants, which can be observed in the results shown in Table 9.

Table 9: Relevance

Parameters		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Totally disagree	3	4.8	4.9	4.9
	Disagree	3	4.8	4.9	9.8
	Neutral	15	24.2	24.6	34.4
	OK	25	40.3	41.0	75.4
	Totally agree	15	24.2	24.6	100.0
Lost	Total	61	98.4	100.0	
	System	1	1.6		
Total		62	100.0		

When examining the data presented, a variety of opinions are evident, which demonstrates the diversity of perspectives on the issue in question. The segmentation of the responses indicates that, although there is a considerable number of participants who are between indifference and agreement, there is a general tendency towards acceptance of the statement evaluated.

First of all, it is important to note that a portion of the group expressed disagreement with the opinion presented, although their representation is relatively low. This could suggest that, despite some reservations, these are not predominant in the discussion. On the contrary, there is a significant group that expresses itself in favour of the statement, which could indicate that the majority of participants have a positive or favourable perception regarding the subject.

Furthermore, the fact that a considerable proportion of respondents declared themselves neutral may indicate a lack of information or ambivalence on the issue, which is a relevant aspect to consider. This neutrality can be interpreted as an invitation to further analysis: some participants may not feel sufficiently informed to take

a clear position or the statement in question may not resonate directly with them.

It was observed that, considering both favourable and neutral opinions, it can be argued that there is ample room for dialogue and reflection on the issue. The majority seems to be in agreement, suggesting that, with adequate communication and discussion, it is feasible to move towards greater cohesion in opinions. However, it is also essential to pay attention to dissenting voices and those who remain indifferent, since their perspective could enrich a more comprehensive understanding of the issue.

Therefore, the question related to digital platforms helped us generate solid criteria for the problem under study. An argumentative analysis will be presented on how digital advertising has impacted consumers' decision when choosing the "Water Home Express Canoa" water service. This analysis will reflect on the factors that could be contributing to these perceptions and how digital advertising can be a powerful tool, but also subject to personal interpretations or previous experiences, which can be observed in the results shown in Table 10.

Table 10: Digital advertising and its influence on the decision to buy water from "Water Home Express Canoa"

Parameters		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Totally disagree	2	3.2	3.2	3.3
	Disagree	1	1.6	4.8	6.6
	Neutral	9	14.5	19.4	37.7
	OK	28	45.2	64.5	73.8
	Totally agree	22	35.5	100.0	100.0
Total		62	100.0		

The impact of digital advertising on the choice of specific products, such as "Water Home Express Canoa" water, is an issue that requires in-depth analysis. According to the data collected, it is observed that a considerable part of respondents are not completely convinced that digital advertising was a determining factor in their decision to purchase this product.

On the one hand, those who expressed an unfavourable opinion about the effectiveness of digital advertising suggest a disconnect between advertising messages and the values or needs they consider when making a purchase. This perception could be influenced by various factors, such as information overload in the digital environment, which can lead to desensitization to advertising. In addition, not all consumers react in the same way to advertising; some may trust more in personal recommendations, opinions of friends or even previous experiences with the brand.

At the same time, a notable group of respondents took a neutral stance, suggesting that although they have been exposed to digital advertising, they have not been strongly convinced by it. This ambivalence could reflect a lack of clarity in advertising messages or a perception that the product is not distinguishable from similar ones

on the market.

In this context, the need to re-evaluate and adapt the marketing strategies of "Water Home Express Canoa" with a focus on sales becomes evident. The key lies in developing advertising campaigns that not only capture the consumer's attention, but also establish an authentic and lasting connection. This could involve the use of more personalized content, customer testimonials, or narratives that highlight the unique benefits of the product.

We generalize in an interpretive way that, although digital advertising has considerable potential to influence purchasing decisions, in the case of "Water Home Express Canoa", its effectiveness seems to be limited, so assistance will continue to be provided by the department of links with society belonging to the Bahía Extension of the Universidad Laica Eloy Alfaro de Manabí.

Discussion

According to Torres *et al.* (2021) digital advertising has a significant impact on Water Home Express Canoa's sales, underlining the relevance of digital marketing in the current context. This approach is designed to support marketing strategies in order to achieve profitability and customer loyalty through digital technologies. By

establishing integrated communication and offering online services that fit consumer needs, the company not only increases its visibility, but also strengthens relationships with its customers, aligning with the goal of maximizing business impact in the digital age.

According to Aliaga (2017) highlights the relevance of digital advertising, which gives the company the ability to analyze the performance of its ads in real time and adjust its strategies accordingly. By having the option to deactivate campaigns that are not working properly and boost those that are performing better, Water Home Express can focus its efforts more efficiently towards its target audience. Therefore, tools such as the “Facebook pixel” facilitate a thorough analysis of user interaction, which can help further consolidate brand loyalty (Zambrano *et al.*, 2022).

For Leon and Vivanco (2022), this implies that, although advertising on social networks has a positive effect, there is still room for improvement in its effectiveness. Online sales, through digital platforms, give consumers the opportunity to obtain comprehensive information on available products, which facilitates virtual shopping. Therefore, by improving communication on social networks, Water Home Express has the possibility of transforming interest into more solid purchasing decisions and increasing its market share. Pairing this quote with the results analysed in the table on the influence of advertising on social networks on the purchasing decisions of Water Home Express Canoa products indicates that, although (33.9%) of respondents agree and (27.4%) totally agree, (32.3%) are neutral (Carvajal *et al.*, 2021).

Digital advertising tactics for Water Home Express Canoa seem to be in tune with the contemporary trend towards interactivity, a crucial aspect to attract consumer attention. For Zaragoza and Castellón (2010), they mention that forBy motivating users to search for information and entertainment autonomously, the brand manages to establish a more robust and participatory connection. The implementation of a microsite could be a very favourable option, since it offers greater possibilities for creativity and personalization in interactive campaigns, thus promoting a more immersive experience that strengthens customer loyalty and encourages them to actively interact with advertising content (Lemoine-Quintero *et al.*, 2023).

CONCLUSION

Digital advertising has established itself as a fundamental tool in the contemporary business environment, particularly for companies such as Water Home Express Canoa, which seek to increase visibility and optimize sales in a highly competitive market. This thesis demonstrates that the adoption of digital advertising strategies is essential to establish an effective connection with the target audience, which not only facilitates the acquisition of new customers but also promotes loyalty.

Furthermore, the research has revealed an area of opportunity for strengthening digital marketing strategies, particularly in aspects such as clear communication and

the provision of informative content that educates the consumer about the products. Despite the positive results in the perception of digital advertising, a considerable percentage of respondents are neutral or dissatisfied with the information provided. Therefore, the company must consider creating more attractive and well-founded campaigns that facilitate greater interaction and trust on the part of the customer, thus ensuring that the advertising message not only informs, but also persuades effectively. Although Water Home Express Canoa has seen a positive impact from digital advertising on its sales, there are still opportunities for improvement in the effectiveness of these strategies, especially in the area of social media. Through detailed analysis of interactions and the implementation of more dynamic and interactive tactics, such as personalized microsities, the company could increase its market share and strengthen customer loyalty.

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