

COMPARATIVE ANALYSIS OF THE PERFORMANCE OF COMPANIES IN THE USE OF DIGITAL MARKETING

^{1,*}Virginia Tomaz Machado, ²Iafla Enezio Pereira, ³Fernando Antonio Portela Cunha, ¹Marcelo Oliveira Feitosa, ⁴Rodolfo de Abreu Carolino, ⁵Elaine Cristina Alves de Araújo, ⁶Eclivaneide Caldas de Abreu Carolino and ²Natalia Lira de Souza

¹Teacher of Administration, Faculty Santa Maria, Paraíba, Brazil

²Graduando in Bachelor's Degree in Business Administration, Faculty Santa Maria, Paraíba, Brazil

³Teacher of Chemistry, Federal University of Campina Grande, Paraíba, Brazil

⁴Teacher of Dentistry, Faculty Santa Maria, Paraíba, Brazil

⁵Student in Dentistry, Faculty Santa Maria, Paraíba, Brazil

⁶Teacher of Medicine, Faculty Santa Maria, Paraíba, Brazil

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ABSTRACT

The digital marketing through social networks creates a new world, allowing organizations to business expansion and greater visibility, enabling the creation of an image of your offerings, and the attraction of contemporary client of new profile of consumption. This work was carried out a comparative analysis between two companies, identifying data, features and performance of the same in relation to the use and application of digital marketing. The methodology adopted was an exploratory and descriptive approach with multicase study: Company X small businesses that uses digital marketing and company Y midsize businesses that do not use the digital marketing, both product and pricing compatible, located in a same avenue in the city of Cajazeiras, Paraíba, Brazil. The technique for data collection was a qualitative analysis, an action research, with the use of the interview and application of a semi-structured questionnaire with the managers. The results showed that the company X, with only five years of existence, through social networks, has conquered the market, with an elevation of 1,600% in annual gross revenue, while the company Y with thirty and six years on the market is suffering reduced its annual gross revenue of approximately 30%.

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INTRODUCTION

The tools of digital marketing, as a strategy for expansion of business, have been growing and developing the market on a global level, taking as shaft a new style of development of businesses through the use of mobile technologies (KOTLER, 2012). With this, it is observed that the facilities of interactions in institutions throughout the world are noticeable. In this context, this study sought to make a comparison between two companies of the same follow-up and market, in relation to the use of digital marketing, addressing the strategies used to boost growth. Understanding how in the middle of a period of economic crisis experienced in

Brazil, inserted in a competitive world and technological companies, before the new style of consumption of contemporary client, seeking strategies in the technological means for its development and growth, thus making a review of the panorama of the use of these technologies. Since the companies entered the market are in a fully competitive environment undergoing continuous changes, where it is necessary to a strategy of action, i.e., a market strategy (SEBRAE, 2013). In this regard the investments in Digital Marketing in companies are becoming increasingly common, face be a tool that when well executed, leads organizations to an extraordinary level of growth. However within this technological aspect, may occur some transcendences. With this you can argue: how the digital marketing influences on entrepreneurial development in an environment of crisis and great competitiveness?

*Corresponding author: Virginia Tomaz Machado,
Teacher of Administration, Faculty Santa Maria, Paraíba, Brazil.

It should be noted that the need for customers to purchase products or services with great facilities for purchase, either by quickly, research and information, made online marketing or digital form an important tool of the business environment (GIGLIO, 2013). The fact that companies are increasingly handled in the digital world facilitates the process of bringing customers, partners, organizations, among others, in this way, connecting and facilitating communication between both, even through the economic instability prevailing in the Brazilian market. That as Philip Kotler (2007) the new marketing is clearly more efficiently on social media and on our ability to reach individuals, because as the pace of change accelerates, companies can no longer rely on their old business practices to maintain prosperity. Before the above the digital marketing is seen as a world of opportunities, providing benefits, when properly used. Therefore, investing in digital media in addition to gain recognition and visibility for the company, brings economic results, making a difference within the market.

MATERIALS AND METHODS

It is the research "linked to praxis, i.e., the historic practice in terms of scientific knowledge to explicit purposes of intervention; does not hide the ideology, but without losing o methodological rigor" (DEMO, 2000, p. 22). Some qualitative methods following this direction, as for example, participant research, action research, where the researcher makes the return of data to the community studied for possible interventions. Descriptive, using a case study of a qualitative approach, with a purposeful sample chosen so having as a criterion of legibility in the inclusion of the company (X) small businesses (SEBRAE, 2013), which has in its framework six employees and that uses the tools of digital marketing in social networks, and other enterprise (Y), medium-sized businesses (SEBRAE, 2013), with 50 employees and that does not use the tools of digital marketing. Both of the follow-up of clothing and accessories of females with products and prices compatible, with the participation motivated by the concordance and accessibility of research objectives and free and spontaneous will, located on the same street, in the center of the city of Pompeii, interior of Paraíba - Brazil, where it will be done a comparative analysis between them, analyzing data, characteristics and performance of companies in relation to the use and application of digital marketing. The instrument for data collection was the application of an interview and a questionnaire structured type, applied to the manager within the enterprise, in the period from February to May 2018.

RESULTS AND DISCUSSION

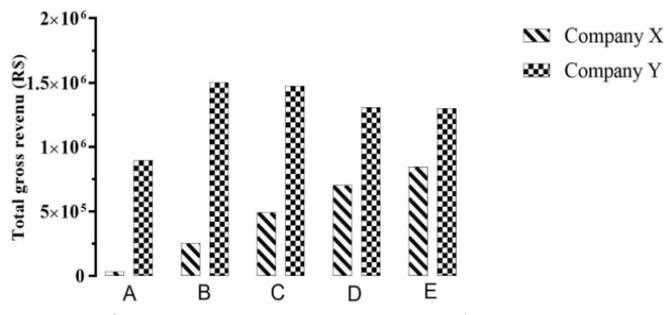
This session will consist of the following topics: demographic and socioeconomic aspects concerning the topic about companies.

Socio demographic aspect of enterprises: Two companies participated in the survey, where the instruments of data collection were answered by managers with permission from the owners. At Company X is a function of the manager for dissemination of digital marketing in social networks, which began with a joke of entrepreneurial innovation using social networks, aiming at a strategy to boost sales. The owner of the company delegates freedom to act in the diffusion of products, accompanying the work done by the manager in social networks and the results. According to Chiavenato (2005), the style of leadership is decentralized spring shaft of the success

of the company, where the main abilities and managerial tools almost always can be summed up in a basic characteristic and fundamental: the leadership. The company Y doesn't work with digital media, the manager does not have space for acting on the leadership, having as a result a company plastered in its processes, where the owner centralizes all activities. According to Giglio (2013), companies that maintain their management structures in traditional molds and bureaucratic systems, will not be able to compete with the organic companies. With this initial presentation of companies realize the importance in the description of the demographic aspects partner. Both managers are female, unmarried and with complete higher education, earning between two to three minimum wages. At company X the manager has twenty-six years, formed in administration, has no specialization and this in the labor market, acting as manager five years ago at the same company, same time of existence of the company in the market, which started its activities in the year 2013, that is, a new company in the market in which it operates. According to the Brazilian Institute of Geography and Statistics - IBGE (2018) every ten companies, six did not survive after five years of activity. Demography of Enterprises made survey showed that of the 694.5 thousand companies opened in 2009 in Brazil, only 275 billion (39.6%) were still in operation in 2014. After the first year of operation, more than 157 thousand (22.7%) closed their doors, where the major reasons for the closure of organizational activities is the lack of capacity, flexibility, innovative as well as in not knowing how to deal with larger and more complex problems, says the analyst of the IBGE Katia Medeiros Carvalho (2018). Already the company and the manager has fifty-one years, with training in nursing, also without specialization, and this on the market at the same company eleven years ago and as a manager for six years. The company has six and thirty years in the market, well consolidated and recognized by the credibility at the time of work and tradition.

Aspects related to the theme of the study: At company X does not have the qualified professional for the implementation of digital marketing in the management of social media, uses only simple tool in the dissemination of products, such as images and texts, creating impactful, post photos with *bloggers*, animations of videos explaining their products and forms of use, aiming at disseminating on *website, facebook and instagram*, having these applications more than three thousand followers, active customers, potential of your business, the inhabitants of the region and surrounding cities. The company referred to above, the sales are performed in the physical store, is not done the e-commerce with all its characteristics as defined by Ferreira (2013) as "the means of production, distribution, marketing, sales and distribution of goods and services via electronic means", only uses of social networks for exposure and negotiation of products, with 90% of customers that enter the store already looking for a particular product displayed and previously negotiated in virtual form. With this simple method of disclosure on social networks the Company X has achieved over the last five years a growth of 5% in 1,167, annual gross revenue, as Chart 01, after the use of dissemination of products using digital marketing tools. According to information collected by e-bit for the first half of 2013, the amount of sales by Brazilian e-commerce was R\$ 12.74 billion, whereas a value 24% greater than the one recorded in the same period of 2012. The manager of the company X believes that the Internet is a channel bookings and significant amplitude. According to the same, it

would be considered a waste any company loses the opportunity to use it as a means of offering of products. In addition to being able to offer products and services, the use of the Web can be dynamic and the Internet used as an agile and efficient channel of relationship marketing with customers, because it allows you to plan strategies customized with little investment (FUOCO, 2003). In the company and that you do not use the digital marketing. Started its activities in the market for thirty -six years and has accompanied the gradual reduction of its revenues by approximately 27.6% in the last five years, as has the graph 01, attributing the drop in billing to increase competition.



Letters correspond to a specific period: A- 01.05.2013-01.01.2014; B- 01.01.2014-01.01.2015; C- 01.01.2015-01.01.2016; D-01.01.2016-01.01.2017; E- 01.01.2017-01.01.2018
Source: Prepared by the authors

Chart 1. Gross Sales cancels of Company X and Y

The company Y there is a database with approximately four thousand clients, but outdated and inoperable, formed by people who at some time purchased in the shop over these thirty -six years. According to Chiavenato (2010) the outdated does not allow you to search for information and knowledge about the target. The owner of the abovementioned undertaking this always very busy with the day-to-day operations, processes, made in a manual way full of bureaucracies, and believes that the use of marketing tools of social networks do not back the result for the business is a joke that loses time, because the company only grows with much work (spade work), with greater concern the achievement of goals, without having a strategy work for your reach. The role of the manager is restricted only in the administration of the sellers, says the manager of the company Y. According to Macedo (2009), traditional companies may represent a brake on growth even in consolidated segments.

Final considerations: Before the scenario presented, with the technologies included in the entrepreneurial environment facilitating the access to the information desired by consumers, are interacting with companies around the world in real time, with a personalized, dynamic and efficient, satisfying their needs, we conclude that the digital marketing is a strategy that has emerged in the social context so impactful, because it facilitates the use and dissemination of products, giving greater visibility to the company. Through the comparative analysis was made between two companies of the same follow-up and

dealing with products and prices compatible, both located in the same street in the city of Cajazeiras, Paraíba, Brazil, we have company X (small businesses) existing in the market five years ago, organic, flexible and innovative characteristic, with the manager graduated in administration, which uses a simple disclosure of your products and services in applications in social media, taking approximately three thousand followers and company Y (medium sized) active in the market for thirty -six years, traditional, with a manager inflexible to technological innovations and has the spade work your point Of solidity, Bureaucratized company, with a physical database outdated and inoperable, approximately table thousand clients. With this scenario above, was identified in the annual gross revenue over the last five years of companies discrepancies, Company X has verified that your billing suffered a gradual elevation of 1,167,5%, while the company Y a decline of 27.6%. Emphasizing the importance of the use of digital marketing strategy as innovation for your business, Company X discloses cleanly and negotiates for its products and services in applications in social media, adding a significant growth in the number of sales as in the niche of customers, better customer service, improvement in the dialog, and mainly provide satisfaction of consumers seeking to purchase products or services with great facilities for purchase, either by quickly, research and information. This is noticeable a result quite divergent validity in relation to corporations, making visible the necessity of the use of this tool for the development in the field of enterprise in favor of development.

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