

Commercial techniques to improve customer service

Técnicas comerciales para mejorar el servicio al cliente

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ABSTRACT

The advance of digital platforms has transformed the shopping process, making it more accessible and practical. In this study, we seek to understand the preferences of customers of commercial premises of Malecón 2000 in the city of Guayaquil, both in their face-to-face and online shopping. The sample focused on customers between 20 and 40 years old, using a descriptive research with a quantitative approach through surveys in Google Forms. The studies surveyed highlight different aspects of customer service and commercial techniques, while the results obtained underline the importance of direct interaction with merchants. They also highlight the need to improve product diversity and the online shopping experience to maintain market relevance in an increasingly competitive retail environment.

Keywords: Research, Technical, Commercial, Malecon, Guayaquil

RESUMEN

El avance de las plataformas digitales ha transformado el proceso de compra, haciéndolo más accesible y práctico. En este estudio se busca conocer las preferencias de los clientes de los locales comerciales del Malecón 2000 de la ciudad de Guayaquil, tanto en sus compras presenciales como online. La muestra se centró en clientes entre 20 y

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JOURNAL OF BUSINESS
and entrepreneurial
studies

ISSN: 2576-0971



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Journal of Business and entrepreneurial
July - September Vol. 8 - 3 - 2024
<http://journalbusinesses.com/index.php/revista>
e-ISSN: 2576-0971

journalbusinessentrepreneurial@gmail.com

Receipt: 09 December 2023

Approval: 12 March 2024

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40 años, utilizando una investigación descriptiva con enfoque cuantitativo a través de encuestas en Google Forms. Los estudios encuestados destacan diferentes aspectos de la atención al cliente y técnicas comerciales, mientras que los resultados obtenidos subrayan la importancia de la interacción directa con los comerciantes. También destacan la necesidad de mejorar la diversidad de productos y la experiencia de compra online para mantener la relevancia en el mercado en un entorno minorista cada vez más competitivo.

Palabras clave: Investigación, Técnica, Comercial, Malecón, Guayaquil.

INTRODUCTION

In today's digital era, the act of shopping has been transformed into a practical and convenient activity, thanks to the proliferation of various digital platforms. It is no longer necessary to physically go to a store to purchase what we need or want; a simple click is enough to access a wide range of products and services. In this context, this study aims to investigate the shopping preferences of customers in the Malecón 2000 shopping malls in the city of Guayaquil, considering the growing role of digital platforms in the purchasing process. It seeks to understand how consumers choose to make their purchases in an environment where online options are increasingly accessible and popular.

In addition, this study also aims to examine the impact of the lack of implementation of commercial techniques in certain establishments, especially those that have not yet adapted their commercial techniques to reach customers who prefer to shop from the comfort of their homes. Ultimately, it is hoped that the findings of this study will provide valuable information for retailers and businesses, helping them to better understand their customers' preferences and behaviors and to adapt their retail strategies accordingly.

The problem of low sales by the staff of Malecón 2000's commercial premises is evidence of a lack of knowledge of customer service and commercial techniques, and the growing presence of digital commerce poses a significant challenge for this traditional sector. The growing presence of digital commerce has generated increasingly intense competition for local merchants, as consumers have access to a wide variety of products through online platforms without the need to physically travel to Malecón 2000's commercial premises. This change in consumer habits has directly impacted the sales of merchants, who are facing a decrease in customers and a reduction in revenues.

The situation is further exacerbated when one considers that merchants at the Malecón 2000 retail locations, often rely heavily on face-to-face sales to sustain their businesses

and maintain their livelihoods. The lack of adaptation to the digital environment and the absence of an online presence may leave these artisans in an unfavorable position compared to digital merchants who are able to reach a wider and more diversified audience. (Quiñonez, L. et al., 2021)

In addition, competition with similar and often cheaper products available online can further hinder artisans' ability to maintain sales and attract local customers. To effectively address this issue, it is necessary to explore strategies that allow merchants to adapt to the digital environment, improve their online visibility and differentiate themselves from the competition, while maintaining the authenticity and unique value of their products. Determine customer preferences in terms of commercial techniques, including the decision to shop at Malecón 2000 retail locations, in person or through digital commerce platforms. By knowing customer preferences, marketers can more efficiently allocate their resources, both in terms of time and money. This involves deciding where to concentrate promotional efforts, how to develop sales infrastructure and how to manage product inventory.

Basurto, A. & García, O., (2024) define quality as the satisfaction of expectations, which departs from the conventional approach that focuses on the fulfillment of product specifications, instead, it is oriented towards a subjective concept based on the customer's perception.

These authors argue that quality should be defined in terms of meeting customer expectations, in contrast to the conventional approach based on compliance with technical specifications. This recognizes the subjective nature of quality and highlights the importance of focusing on individual customer perception to ensure customer satisfaction and loyalty.

According to Castillo, J., et al., (2024), the main motivation for buying souvenirs is the desire to support local artisans, underlining the importance of the local economy and sustainability in purchasing decisions. It could be inferred that shoppers not only purchase unique and authentic products, but also contribute to the well-being of local communities and promote the preservation of the trade. This approach reflects a growing awareness of the importance of purchasing decisions in supporting the local economy and promoting sustainable practices.

According to the proposal of Carrasco, F. (2023), selling is described as a human activity that shares similarities with numerous situations in daily life. Although some people may not be aware of it, it is likely that they have participated in some way in sales processes, either as beneficiaries of the exchange or as involved influencers.

This argument highlights the importance of recognizing selling skills as a fundamental competency in modern life. By understanding and mastering the basic principles of selling, we can improve our communication skills, strengthen our interpersonal relationships and increase our chances of success both personally and professionally.

Furthermore, this perspective highlights the need to value and respect the role of salespeople in our society. Often underestimated or even misunderstood, salespeople

play a crucial role in the economy and in satisfying consumers' needs and desires. Recognizing their work and contribution is essential to promote an environment of trust and collaboration in the world of commerce.

According to the perspective of Vasileva, V. & Reynaud, D. (2021), the Fair Trade movement is made up of individuals, entities and networks that share a common vision of a world in which justice, equity and sustainable development are central to business structures and practices. The goal is to ensure that all people, through their work, can have access to an adequate and dignified standard of living and can reach their full human potential.

The authors' opinion highlights the importance of fairness and equality in business practices. In a world where economic and social inequalities are widespread, Fair Trade advocates a business approach that promotes a level playing field for all parties involved in the supply chain. This involves ensuring fair wages and adequate working conditions for workers, as well as eliminating unfair practices such as labor exploitation and discrimination.

According to Lemoine, Q. et al., (2020), sustainability in the business sector in Ecuador, as in other Latin American nations, has adopted the strategy of innovation to boost economic activity and expand not only locally, but also nationally and internationally. It highlights the importance of innovation as a key strategy to strengthen economic activity in the business sector, not only in Ecuador, but also in other Latin American countries. This perspective underscores the need to adapt to a dynamic and competitive business environment, where the ability to innovate can make the difference between success and failure.

Comparing this idea with the importance of sales techniques, we can see that innovative sales strategies play a crucial role in the process of expanding companies into new markets. While sustainability and quality of products and services are essential to maintain long-term competitiveness, effective sales techniques are essential to bring these products and services to market and capture the attention of potential customers.

Principle of the form

The incursion of technology and commercial exchange. There are several benefits that this tool provides to the different economic agents, among the most important of which are the reduction of travel costs, greater supply of products, lower prices than those of the market, reduction of inequality in consumption, among others (Parra, R. et al., 2022). Online competition and price transparency facilitated by technology allow consumers to easily compare prices among different vendors and find the best deals. This contributes to greater market efficiency and a more equitable distribution of economic benefits among consumers.

Landívar, M. (2008). Handicrafts in Ecuador is a permanent manufacturing activity, implemented over time by the various peoples and cultures that produced utilitarian objects such as pots, utensils, tools, clothing, and jewelry. Archaeological vestiges of the existence of handicrafts are recorded in the ancient cultures of Valdivia, Cañari, Manteña,

Guangala, Chorrera, Machalilla, among others, whose designs and symbology show continuity until contemporary times.

The author argues that handicrafts in Ecuador have a long history and have been practiced by diverse cultures throughout time. He bases his argument on the archaeological remains of ancient civilizations such as the Valdivia, Cañari, Manteña, Guangala, Chorrera and Machalilla, whose designs and symbology continue to be present in the country's contemporary crafts. This suggests that Ecuadorian handicrafts are an enduring expression of the country's identity and cultural heritage.

The richness of handicrafts shows that it is a dynamic field, it includes rudimentary productive procedures that are maintained despite the incorporation of sophisticated technologies and industrialization, which even give rise to adaptations, transformations and in other cases the disappearance of designs, knowledge and technologies, or also ratify their persistence (Landívar M., 2008).

The dynamics inherent in the field of handicrafts, where rudimentary production procedures coexist with the incorporation of more sophisticated technologies and industrialization, stand out. This contrast between the traditional and the modern not only implies adaptations and transformations in craft techniques, but also the disappearance or persistence of designs, knowledge and technologies. In short, his argument suggests that the richness of handicrafts lies in their ability to evolve and adapt to change, while preserving fundamental aspects of their tradition and cultural heritage. Pinto, A., & Rojas, M. (2021). The reactivation of the handicraft economy is due to the virtual channels that have allowed the development of promotional strategies for the different products. While Martillo, C. et al. (2022) differ that craft markets are must-visit sites and therefore become tourist attractions capable of modifying their rhythms of life depending on the flow of visitors they receive.

While virtual channels have been key to the revival of the craft economy, the cultural and tourism value of physical craft markets cannot be underestimated. The latter offer a unique sensory and cultural experience that cannot be fully replicated in the digital environment.

MATERIALS AND METHODS

In order to address the issue of commercial techniques in commercial premises of the Malecón 2000 in Guayaquil, it is essential to define the type of scientific research to be carried out. In this case, we will opt for descriptive research, which will allow us to systematically analyze and describe the techniques used by salespeople. This approach will provide a detailed understanding of the commercial strategies employed and how they affect customer behavior.

To carry out this research, the quantitative technique was used. In particular, a Google Forms survey was used as the main data collection instrument. This survey allowed the collection of direct information from customers of commercial premises in Malecón

2000 in Guayaquil, focusing on their perceptions, preferences and experiences with respect to the commercial techniques used by salespeople. The use of an online survey will facilitate the participation of a representative sample of customers and allow for efficient and convenient data collection.

The sample selected for this research was composed of customers between 20 and 40 years of age from the commercial premises of Malecón 2000 in the city of Guayaquil. This selection is based on the fact that this age group represents a significant part of the active and economically active population, which is likely to be involved in purchasing activities in the handicraft market. By focusing on this specific demographic group, it will be possible to obtain relevant and significant information on the preferences and purchasing behaviors of an important part of the clientele of the commercial premises of the Malecón 2000 in Guayaquil.

Once data collection was completed, the results obtained from the survey were analyzed and interpreted. Statistical techniques will be used to identify significant trends, patterns and relationships among the participants' responses. The findings will be presented in a clear and concise manner, which will serve as a basis for proposing recommendations and strategies aimed at improving commercial techniques and the shopping experience in commercial establishments on the Malecón 2000 in the city of Guayaquil.

RESULTS

According to the results obtained from the survey, it is observed that 100% of the respondents occasionally visit commercial establishments in Guayaquil's Malecón 2000. This suggests that, although the majority of participants are not frequent visitors, the market remains a popular destination for sporadic shopping.

As for the factors that most influence the decision to shop at Malecón 2000 stores, 52.8% of respondents cited interaction with artisans as the most important factor, followed closely by 41.2% who mentioned the variety of products available. This suggests that, for most customers, personal experience and product diversity are key aspects to consider when shopping at Malecón 2000 stores in Guayaquil.

Regarding satisfaction with the variety of products available, 60% of the participants were satisfied, while the remaining 40% were neutral. This indicates that, although there is a majority satisfied with the current offer, there is still room for improvement to expand and diversify the inventory of products available in the stores.

The majority of respondents express satisfaction with the variety of products, indicating that the stores manage to cater to a wide range of shopping needs and preferences, although a notable proportion remain neutral, which could suggest opportunities for improvement in the diversification of the stores' offerings.

Occasional visits to Malecón 2000 shops suggest that this remains a popular destination for sporadic shopping, highlighting its relevance as an alternative or complementary

shopping option for Guayaquil residents. The high rating of interaction with merchants by more than half of the respondents highlights the importance of the personalized and authentic experience offered by the market, while the relevance of the variety of products underlines the importance of diversity of shopping options. Top of Form

In the thesis entitled "Merchandising strategies for the effective marketing of the Modelo market in the city of Ambato", conducted by Carrión, E., (2017), mentions in his results that consumer behavior has the greatest relevance when evaluating the results. Having as an effect an increase of customers who enter the stores, the same ones who make more new purchases growing to 70.18%.

This finding underscores the relevance of understanding and anticipating customer needs and preferences in the design of effective commercial strategies. In addition, the observation of a 70.18% increase in the number of customers making purchases suggests that the implementation of the merchandising strategies proposed in the thesis has had a positive impact on other commercialization in the city of Ambato. This result supports the effectiveness of the actions designed to attract and retain customers, which may have significant implications for the profitability and long-term success of the establishments.

Bonilla, D., (2013) in the results of his thesis "The quality of service and sales of the ABC Bookstore and Stationery in the city of Ambato" indicates that 83.8% of the people surveyed want the facilities to be adequate to make a tour inside and thus be able to choose their products themselves, while the remaining percentage equivalent to 16.2% would not like to make a tour within the facilities of the store and choose their products on their own, it is necessary to make adjustments in the facilities to make a tour inside it and choose their products more easily.

Although this proportion is significantly lower, it still represents a portion of the clientele that should be considered when making adjustments to the facilities. It is important for the ABC bookstore and stationery store in Ambato to strike a balance between satisfying the preferences of the majority of its customers and offering options for those who have different needs or shopping preferences. Consequently, the implementation of facility improvements to facilitate an in-store tour can help improve the shopping experience and increase overall customer satisfaction.

Principle of the form

Authors Aguilar, G., & Arcentales, J. (2011) in their study on "Restructuring a business by applying marketing techniques in the city of passage" differentiate themselves from their competitors and at least remain one step ahead of them by proposing innovative commercial techniques. This proactive approach involves being attentive to emerging trends, understanding market expectations and adapting nimbly to take advantage of new opportunities. By adopting innovative commercial techniques, the business can not only maintain its position in the current market, but also open up new avenues for long-term growth and development.

In contrast to the results obtained in the previous analysis on customer preferences in the Guayaquil handicraft market, where the valuation of the personalized and authentic experience offered by the market stands out, previous studies by Bonilla (2013) and Carrión (2017) emphasize different aspects of customer service and commercial strategy.

On the one hand, Bonilla (2013) reveals that an overwhelming majority of respondents want the bookstore and stationery store facilities to be adequate for them to tour inside and choose their products by themselves. This approach highlights the importance of customer comfort and autonomy during the shopping experience, as opposed to the direct interaction with merchants highlighted in commercial premises in Malecón 2000 in the city of Guayaquil.

On the other hand, the author evidences the relevance of consumer behavior on commercial results, with a significant increase in the number of customers and sales. This study highlights the importance of understanding and adapting to customer preferences and behaviors to achieve positive sales results, a perspective that complements, but differs from, the valuation of the personalized experience highlighted in commercial premises of the Malecón 2000 in the city of Guayaquil.

The results obtained in the analysis in commercial premises of Malecón 2000 in the city of Guayaquil, highlight the valuation of the personalized and authentic experience by customers, it is important to recognize that the preferences and needs of consumers may vary according to the type of business and the specific context of each location. Adapting to these differences and understanding customer preferences in each environment is key to long-term business success.

CONCLUSIONS

The results obtained from the survey provide a clear picture of customer preferences in terms of commercial techniques in commercial premises on the Malecón 2000 in the city of Guayaquil. It is observed that interaction with merchants is highly valued by the majority of respondents, highlighting the importance of the personalized and authentic experience offered by the market. In addition, overall satisfaction with the variety of products available indicates that the establishments manage to cater to a wide range of shopping needs and preferences.

The high rating of the interaction with merchants by more than half of the respondents shows that customers appreciate the personalized and authentic experience offered by the commercial premises of the Malecón 2000 in the city of Guayaquil. This suggests that the human factor and the direct connection with producers are key aspects that contribute to the attractiveness of the stores.

Regarding the decision to shop in person or through digital commerce platforms, it is found that most respondents make in-person purchases occasionally, which reinforces the relevance of local stores as a destination for physical purchases. However, there is

also moderate interest in the convenience of shopping through digital platforms, although satisfaction with this experience is more neutral.

Finally, the survey achieved the objective of determining customer preferences in terms of commercial techniques in the Malecón 2000 shopping malls in the city of Guayaquil. The results highlight the importance of the personalized experience and direct interaction with merchants, as well as the need to continue improving product diversity and the online shopping experience in order to maintain the relevance of the stores in an increasingly competitive commercial environment.

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