INNOVACIÓN EMPRESARIAL
REVISTA CIENTÍFICA

Original Article

Immersive advertising and retail marketing strategy in Huancayo, Peru

Publicidad inmersiva y estrategia de *marketing* en *retail* de Huancayo, Perú

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ABSTRACT

Objective. To analyze the relationship between immersive advertising and marketing strategy in the retail sector in Huancayo (Peru). **Methods.** A study was conducted with a quantitative approach and correlational design. The study had a population of 120 companies that apply immersive technologies, with a sample of 40 companies and 59 clients with previous experience in immersive advertising campaigns were surveyed. For data collection, a survey was used as a technique and a Likert scale questionnaire was used as an instrument to evaluate both variables and their dimensions. **Results.** It is evident that immersive advertising is perceived favorably, highlighting acceptance and personalization, with more than 57% of responses at a high level. However, the purchase intention showed a medium level, indicating that the interest generated does not always translate into a consumption decision. The marketing strategy was also well rated by 57.6 % of the participants, especially in the dimensions of emotional connection and personalized interaction. However, as in the first variable, the impact on purchase intention was moderate. The inferential analysis confirmed the alternative hypothesis, finding a positive and significant correlation between both variables (Kendall's tau-b = 0.468; p = 0.001). It highlighted the strong link between immersive advertising personalization and personalized interaction. **Conclusions.** A significant relationship between immersive advertising and marketing strategy in the retail sector of Huancayo is confirmed.

Keywords: Augmented reality; virtual reality; Immersive advertising; purchase experience; purchase intention; loyalty; marketing strategy; retail; Huancayo; technologies immersive.

RESUMEN

Objetivo. Analizar la relación entre la publicidad inmersiva y la estrategia de *marketing* en el sector *retail* de Huancayo (Perú). **Métodos.** Se realizó un estudio con enfoque cuantitativo y diseño correlacional. El estudio contó con una población de 120 empresas que aplican tecnologías inmersivas, con una muestra de 40 empresa y se encuestó a 59 clientes con experiencia previa en campañas de publicidad inmersiva. Para la recolección de datos, se empleó como técnica la encuesta y como instrumento un cuestionario con escala de Likert para evaluar ambas variables y sus dimensiones. **Resultados.** Se evidencia que la publicidad inmersiva es percibida favorablemente, destacando la aceptación y personalización, con más del 57 % de respuestas en nivel alto. No obstante, la intención de compra mostró un nivel medio, indicando que el interés generado no siempre se traduce en una decisión de consumo. La estrategia de *marketing* también fue bien valorada por el 57,6 % de los participantes, especialmente en las dimensiones de conexión emocional e interacción personalizada. Sin embargo, al igual que en la primera variable, el impacto en la intención de compra fue moderado. El análisis inferencial confirmó la hipótesis alterna, al encontrarse una correlación positiva y significativa entre ambas variables (tau-b de Kendall = 0,468; *p* = 0,001). Destacó el fuerte vínculo entre la personalización de la publicidad inmersiva y la interacción personalizada. **Conclusiones.** Se confirma una relación significativa entre la publicidad inmersiva y la estrategia de marketing en el sector retail de Huancayo.

Palabras clave: realidad aumentada; realidad virtual; publicidad inmersiva; experiencia de compra; intención de compra; fidelización; estrategia de marketing; retail; Huancayo; tecnologías inmersivas.

INTRODUCTION

Currently, the rapid advancement of digital technologies has profoundly transformed marketing strategies, forcing companies to adopt innovative solutions to stand out in a highly competitive environment (Saura et al., 2021). In this context, immersive advertising—based on tools such as augmented reality (AR) and virtual reality (VR)—has emerged as a powerful alternative to capture consumer attention, generating multisensory, personalized, and emotionally meaningful experiences (Ravi Kumar et al., 2024; Sheena, 2023). Thus, it is estimated that the global market for immersive technologies will reach 180 billion dollars by 2026, which evidences their growing relevance in the advertising field. Several studies have shown that these technologies can improve product perception, increase customer participation, and positively influence purchasing behavior (Cayahuallpa-Paquirachi et al., 2024; Hilken et al., 2021). In particular, it has been reported that the integration of AR and VR into marketing campaigns can increase conversion rates by up to 30%, in addition to strengthening customer loyalty.

Nevertheless, these strategies face significant barriers, such as high costs, lack of technological infrastructure, and consumer resistance to adopting new technologies (Yawised et al., 2022; Liu, 2024).

Within the competitive ecosystem of the retail sector, marketing strategy is constantly being redefined to adapt to the demands of the contemporary consumer. This strategy involves a set of actions aimed at influencing customer behavior, enhancing their shopping experience, and strengthening their loyalty to the brand (Zhao, 2021). According to Nathan et al. (2023), in this context, the incorporation of immersive advertising emerges as a key tool to enhance such strategies, especially in emerging markets where digital transformation is still in its early adoption phase.

In the specific case of the city of Huancayo —the main commercial hub of the central region of Peru—, a low adoption of immersive technologies is observed despite its business dynamism. This gap may be attributed to the limited digital training of *marketing* teams, scarce technological investment, and the lack of empirical studies on their effectiveness in provincial contexts. Therefore, it is crucial to analyze whether immersive advertising provides real value to local *marketing* strategies, which could encourage its strategic adoption and help close digital gaps in these emerging markets.

This study addresses two central variables. The first is immersive advertising, understood through three dimensions: consumer acceptance of these technologies, the perception of personalization in virtual experiences, and the purchase intention generated by these interactions. The second variable is *marketing* strategy, analyzed from the perspective of the emotional connection that the consumer establishes with the brand, the degree of personalized interaction perceived, and the impact that these experiences have on their purchase decision. Its relevance lies in providing empirical evidence that enables companies to optimize their campaigns through the strategic use of immersive technologies, enhancing brand perception and strengthening customer loyalty in a regional context that is still exploring these emerging tools as a competitive advantage. Based on the above, the objective of this research was to analyze the relationship between immersive advertising and marketing strategy in the retail sector of Huancayo.

METHODS

Type and study area

This research employed a quantitative approach, with a non-experimental design and correlational level. A cross-sectional design was used, since data collection was carried out at a single point in time. The study was conducted in the city of Huancayo (Peru), from January to August 2024.

Population and sample

The study population consisted of 120 retail companies in the city of Huancayo (Peru) that had implemented immersive technologies in their advertising strategies. The sample, selected through intentional non-probabilistic sampling, was composed of a total of 40 companies. The number of 59 respondents is justified by the availability and accessibility of customers who had previously interacted with immersive advertising campaigns, which allowed for the collection of relevant data for the study. The following inclusion criteria were applied: having used augmented reality (AR) or virtual reality (VR) technologies in their *marketing* campaigns during the past year, operating within the urban boundaries of Huancayo, and having customers who had interacted with these technologies. Likewise, companies that had not used immersive advertising or were unable to provide access to their customers for the application of the instrument were excluded.

Variables and Data Collection Instruments

The variable *"immersive advertising"* was defined as the strategic use of immersive technologies, such as AR and VR, to offer high-impact sensory and emotional experiences. Various authors support this conceptualization. Flavián et al. (2019) argue that immersive advertising allows for the creation of memorable experiences through the use of technologies such as VR, by involving the consumer both sensorially and emotionally. Along the same lines, Scholz and Smith (2016) propose a conceptual framework for augmented reality in *marketing*, highlighting key factors such as interactivity, visual appeal, and functionality in the acceptance of this technology. Likewise, Poushneh (2018) emphasizes that personalization in augmented reality environments significantly enhances the consumer experience, as users value content that adapts to their preferences. Finally, Javornik (2016) demonstrates that immersive technologies can positively influence purchase intention by increasing the user's emotional and cognitive involvement.

For this variable, a questionnaire was employed with a total of twelve items, distributed across three dimensions: (1) acceptance of immersive advertising (4 items), (2) perception of personalization (4 items), and (3) purchase intention (4 items). The instrument achieved an average content validity of 0.89 according to Aiken's V coefficient, after being evaluated by five experts in marketing and digital communication. Reliability was determined through a pilot test applied to a sample outside the main study, yielding a Cronbach's alpha coefficient of 0.87, which indicates an adequate level of internal consistency.

The variable *"marketing strategy"* was understood as the set of decisions and actions developed by companies to influence consumer behavior, strengthen brand attachment, and foster loyalty. According to Baker and Hart (2018), a marketing strategy involves the planning of actions aimed at generating value and competitive advantages through customer relationships. Regarding emotional connection with the brand, Thomson et al. (2005) state that it translates into loyalty, trust, and repeat behavior from consumers. With respect to personalized interaction, Arora et al. (2008) describe personalization as a powerful tool of modern marketing, particularly effective in digital environments. Finally, Cyr et al. (2010) demonstrate that user experience and visual presentation have a direct impact on purchase intention, especially in online contexts.

Regarding the variable *"marketing strategy"*, another block of the questionnaire was designed with twelve items, also distributed across three dimensions: (1) emotional connection with the brand (4 items), (2) personalized interaction (4 items), and (3) impact on purchase intention (4 items). This second instrument reached a content validity coefficient (Aiken's V) of 0.91 and a Cronbach's alpha reliability coefficient of 0.89, demonstrating high accuracy and internal consistency in the responses.

To measure the responses to the items of both instruments, a five-point Likert scale was used, with response options ranging from *"Strongly disagree"* (value 1) to *"Strongly agree"* (value 5), which allowed the quantification of perceptions in ordinal qualitative variables.

Both instruments were subjected to expert judgment, who evaluated the quality, coherence, relevance, and pertinence of the items.

Data collection techniques and procedures

The technique used in this research was a survey, applied to the 59 customers, and the data collection instrument was a questionnaire specifically designed for this study. The process began with the design of a structured questionnaire. Once the 40 retail companies were identified, contact was established with their 59 customers through direct coordination with the managers of each establishment. Participants were provided with a clear and detailed explanation of the study's objectives, ensuring their understanding and informed consent prior to the administration of the questionnaire. Data collection was carried out both in person and virtually, depending

on the availability of the respondents and the logistical conditions of each company.

The study is grounded in a rigorous methodological design with psychometrically validated instruments and reveals that, although there is a high positive perception toward the personalization and acceptance of these technologies, their impact on purchase intention is still moderate, which makes it possible to identify opportunities for improvement in future campaigns. Furthermore, the results confirm previous theories on experiential and emotional marketing, adapting them to emerging realities. This not only enriches the theoretical framework but also guides strategic business decisions, becoming a useful basis for new comparative or longitudinal research in the field of digital transformation in commerce.

Data analysis

The data obtained were organized, coded, and processed using Microsoft Excel version 16 and SPSS version 26, ensuring the proper handling of the information. The analysis was carried out at two levels. At the descriptive level, statistics such as frequencies and percentages were used, which allowed the identification of perception levels regarding each dimension of the investigated variables. This information was interpreted using a scale that classified the results into "very low," "low," "medium," "high," and "very high" levels, based on the Likert-type scale employed.

At the inferential level, and considering that the study variables are ordinal qualitative, Kendall's tau-b correlation coefficient was applied, which is a nonparametric statistic suitable for analyzing the association between ordered variables. This test made it possible to assess the existence and degree of relationship between the dimensions of immersive advertising and the dimensions of the marketing strategy. A statistical significance level of $p < 0.05$ was used, which allowed the hypotheses to be tested rigorously and consistently with the type of data collected.

Ethical Aspects

Throughout the entire research process, fundamental ethical principles were respected. Participation was entirely voluntary, and the confidentiality and anonymity of responses were ensured. No financial incentives were offered, nor was any form of pressure exerted to participate. The data were used exclusively for academic purposes and were safeguarded in accordance with current ethical standards, complying with the guidelines established by scientific research ethics committees.

RESULTS

It is observed that in the dimension "acceptance of immersive advertising," 69.5% of the participants

were at a high level. The dimension "perception of personalization" also shows a positive trend, with 66.1% of participants perceiving it at a high level. In contrast, the dimension "purchase intention" exhibits a more dispersed behavior. Although 32.2% perceived it at a high level, the majority (50.8%) were at a medium level. In the overall result for the variable, 57.6% of respondents were at a high level, indicating that the general perception of immersive advertising is positive (see Table 1).

Table 1

Dimensions of the variable "immersive advertising" perceived by its consumers

Dimension	n = 59					
	Low		Medium		High	
	fi	%	fi	%	fi	%
Acceptance of immersive advertising	6	10.2	12	20.3	41	69.5
Perception of personalization	5	8.5	15	25.4	39	66.1
Purchase intention	10	16.9	30	50.8	19	32.2
Total variable "immersive advertising" (participants)	5	8.5	20	33.9	34	57.6

It was found that, in the dimension "emotional connection with the brand," 69.5% of respondents reported a high level, indicating that the campaigns manage to generate affective bonds. In personalized interaction, 74.6% of responses were at a high level. On the other hand, the dimension "impact on purchase intention" shows a more moderate level, with only 35.6% at a high level. Overall, 57.6% of participants had a high perception of the strategy, which confirms that immersive advertising is well valued, although there are areas for improvement regarding its impact on purchase decisions (see Table 2).

Table 2

Dimensions of the variable "marketing strategy perceived" by its consumers

Dimension	n = 59					
	Low		Medium		High	
	fi	%	fi	%	fi	%
Emotional connection with the brand	4	6.8	14	23.7	41	69.5
Personalized interaction	3	5.1	12	20.3	44	74.6
Impact on purchase intention	11	18.6	27	45.8	21	35.6
Total variable "estrategia de marketing" (people)	4	6.8	21	35.6	34	57.6

The results obtained using Kendall's tau-b coefficient evidence the existence of positive and significant correlations between immersive advertising and marketing strategy as perceived by retail consumers in Huancayo. In the overall analysis, a correlation of 0.468 was found between both variables, with a significance

level of p = 0.001, indicating a moderate and statistically significant relationship (p < 0.05).

At the dimensional level, the results also confirm the consistency of this relationship: "acceptance" × "emotional connection" obtained a coefficient of 0.421 (p = 0.002), indicating that consumers who positively value immersive advertising also tend to establish an emotional connection with the brand. "Personalization" × "personalized interaction" showed an even stronger relationship, with a coefficient of 0.497 (p = 0.000), demonstrating that when immersive experiences are perceived as personalized, they are also seen as part of a *marketing* strategy highly tailored to the user. "Purchase intention" × "impact on purchase intention" showed a positive and significant relationship, with a value of 0.383 (p = 0.004) (see Table 3).

Table 3
Correlation between "Immersive Advertising" and "Marketing Strategy"

Relationship between variables or dimensions	n = 59		
	Kendall's Tau-b	Sig. (two-tailed)	Significance level
Globals variables			
Immersive advertising × Marketing strategy	0.468	0.001	p < 0.05
Dimensions			
Acceptance × Emotional connection	0.421	0.002	p < 0.05
Personalization × Personalized interaction	0.497	0.000	p < 0.05
Purchase intention × Impact on purchase intention	0.383	0.004	p < 0.05

DISCUSSION

The findings provide relevant empirical evidence on the relationship between immersive advertising and *marketing* strategy in Huancayo's retail sector, in a context where digital transformation is progressing in an incipient but steady manner. The results allow for identifying predominantly positive perceptions toward the implementation of immersive technologies, as well as their direct influence on the design of more effective and personalized marketing strategies.

The variable "immersive advertising" was evaluated at a high overall level, with 57.6% of respondents, particularly highlighting the dimensions "acceptance" (69.5%) and "perceived personalization" (66.1%). This aligns with the findings of Ravi Kumar et al. (2024) and Hilken et al. (2021), who argue that AR and VR provide highly engaging, interactive, and emotionally relevant experiences for consumers. These results suggest that immersive campaigns in Huancayo's retail sector are already generating a favorable impression among users,

particularly regarding visual appeal, functionality, and personalization.

However, the "purchase intention" dimension showed a medium level in 50.8% of the participants, reflecting that the immersive experience does not always directly translate into a purchasing decision. This situation aligns with the observations of Liu (2024) and Yawised et al. (2022), who identify structural barriers—such as lack of technological knowledge or inadequate infrastructure—as the main limiting factors. Thus, even when consumers positively value the experience, it does not necessarily result in an effective conversion.

Regarding the variable "*marketing* strategy," the results also show a high overall perception (57.6%). The dimensions "emotional connection with the brand" (69.5%) and "personalized interaction" (74.6%) indicate that consumers recognize that immersive campaigns not only inform but also strengthen emotional bonds and tailor content to their preferences. This finding aligns with Zhao (2021) and Nathan et al. (2023), who emphasize the importance of designing strategies that emotionally connect with the customer and promote differentiated experiences. However, as with the previous variable, the "impact on purchase intention" dimension remained at a medium level (45.8%), highlighting that while the strategy is valued, it still faces the challenge of converting perception into action.

From an inferential perspective, the overall correlation between "immersive advertising" and "marketing strategy" was moderate and significant (tau-b = 0.468; p = 0.001), confirming the study's alternative hypothesis. This indicates a statistically significant relationship between the two variables, validating that immersive experiences are closely associated with the perceived success of marketing strategies, as supported by Pantano and Priporas (2016) and Cayahuallpa-Paquirachi et al. (2024).

Furthermore, the analysis by dimensions reveals significant relationships across all evaluated pairings, with the highest correlation observed between "advertising personalization" and "personalized interaction" within the marketing strategy (tau-b = 0.497; p = 0.000). This result reinforces that when immersive technology is perceived as tailored to user needs, it also enhances the perception of personalization within the marketing plan, representing a competitive advantage for companies, especially in emerging markets such as Huancayo.

These findings have important theoretical and practical implications. On the theoretical level, they support contemporary models of experiential and emotional *marketing*, in which the customer does not merely purchase products but also meaningful experiences. On the practical level, the results suggest that retail companies should deepen the incorporation of immersive technologies, not merely as a visual tool but

as an integrated strategy that fosters customer loyalty and increases purchase intention.

To maximize the impact of immersive advertising on purchase intention, companies should align their content, narrative, and personalization strategies, generating experiences that are more immersive, interactive, and emotionally resonant. Additionally, they should invest in technological education and in reducing access barriers to facilitate consumer adoption.

Limitations

One of the main limitations of this study was that the sample consisted solely of companies that had already implemented immersive advertising, which could have introduced a bias in the perception of the effectiveness of these campaigns. Being already familiar with the technology and its outcomes, these companies might hold a more favorable view of immersive advertising, which limits the generalizability of the results to companies that have not yet adopted this type of advertising strategy.

CONCLUSIONS

The results demonstrate that the null hypothesis should be rejected and the alternative hypothesis accepted; therefore, there is a significant relationship between immersive advertising and *marketing* strategy. This means that the higher the perceived effectiveness of immersive advertising, the greater the positive evaluation of the applied marketing strategies. Immersive advertising was highly valued for its acceptance and personalization, establishing itself as an effective tool for creating engaging and interactive experiences. However, its impact on purchase intention was moderate, indicating a gap between the interest generated and the actual consumer action. Similarly, the marketing strategy showed high valuation in its emotional and personalized dimensions, although it also presented limitations in achieving effective conversion.

Recommendations

It is recommended to implement continuous evaluation mechanisms to optimize personalization, adjust content, and maximize return on investment. Key indicators to assess include engagement rate, time spent in immersive experiences, conversion rate following campaigns, and customer satisfaction through post-interaction surveys. These indicators will provide feedback for companies' strategic decisions, enabling a continuous improvement approach based on real data and focused on tangible results.

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