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ORIGINAL ARTICLE

Digital Marketing and Consumer Engagement: An Empirical Analysis in the Contemporary Business Environment

Marketing digital e involucramiento del consumidor: evidencia empírica en el entorno empresarial contemporáneo

Alberto David Li Falla*

Universidad Cesar Vallejo, Perú; ORCID: 0000-0001-6633-1660
*Correspondence to email: alifal@ucvvirtual.edu.pe

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Abstract

The purpose of this study is to assess the perceived relationship between digital marketing strategies and customer engagement in the present-day business environment. The aim of the project was to study the influence of the confluence of advanced technologies and social mediations upon value co-creation and loyalty on digital platforms. An approach with quantitative descriptive research methods. Through a non-experimental and cross-sectional research design. A detailed questionnaire was filled up by way of non-probability sampling of 100 consumers verified having prior interaction in digital environments. All experts approve the correctness of the instrument and the value of the croanbach alpha is 0.89 which indicates that the instrument is reliable. Results were collected using Google Form from August 2025 until Jan 2026. According to the results, 62.0% of respondents believe that AI and ML create predictive personalization; moreover, 58.0% claim that the credibility of virtual influencers significantly affects their purchase intention. In addition, 58.0% of answers considered the inquiry stage of the 5A model as the most relevant moment for loyalty. According to the findings, the digital marketing is associated with higher consumer engagement and better purchase experience. However, the descriptive nature of the design means that these findings do not lend themselves to causal claims; therefore, results should not be interpreted as cause-and-effect evidence, and future research should utilize inferential statistical models.

Keywords: digital marketing, consumer engagement, artificial intelligence, consumer behavior, value co-creation.
JEL Classification: M31, O33, L81, D91

Resumen

La investigación estudia la relación sentida entre las estrategias de marketing digital y el compromiso del consumidor en el mundo empresarial actual. El trabajo se centró en analizar el papel de la convergencia de las tecnologías y las mediaciones sociales en la construcción conjunta del valor y la lealtad en las plataformas digitales. Se utilizó un enfoque descriptivo cuantitativo con diseño no experimental y tipo transversal. Un cuestionario fue aplicado a una muestra no probabilística de 100 consumidores de interacción previa comprobada en el entorno digital. La verificación del instrumento fue por medio del juicio de expertos, además, tuvo una adecuada consistencia interna (alfa de Cronbach = 0,89). La recolección de datos se realizó con un Google Forms desde agosto de 2025 hasta enero de .2026. Los datos dan cuenta que el 62,0 % de los encuestados señala que la inteligencia artificial y aprendizaje automático favorece la personalización predictiva; además,

cuyo 58,0 % señala que la credibilidad de los influenciadores virtuales incide en la intención de compra. El 58,0 % de respuestas estuvo categorizado como la etapa de descubrimiento del modelo de 5 A en el momento más relevante para formar lealtad. En conclusión, el email marketing puede tener como consecuencia el aumento del compromiso del consumidor y la facilidad en la compra. Sin embargo, por ser descriptivo no se puede alcanzar causalidad, por ello, se aconseja a no interpretar los resultados como causa-efecto y fortalecer la investigación futura con estadísticos inferenciales.

Palabras clave: marketing digital, compromiso del consumidor, inteligencia artificial, comportamiento del consumidor, co-creación de valor.
Clasificación JEL: M31, O33, L81, D91

1. Introduction

Financial crises preceding 2008 and the subsequent expansion of global liquidity have significantly accelerated corporate digitalization and the adoption of Fourth Industrial Revolution technologies (Alonso-Neira & Sánchez-Bayón, 2024). This dynamic has fostered significant transformations in economic and business management, particularly regarding electronic sales, digital competition, and business-to-consumer relationships (Chen, 2025; Sánchez-Bayón, 2025).

In this context, Dash et al. (2023) argue that Marketing 4.0 architecture has become a key factor for repurchase intention in digital commerce. Meanwhile, Kotler et al. (2017) highlight the shift from traditional models toward a more dynamic, interconnected, and technologically advanced system. The digital environment is perceived as one that empowers consumers to manage, shape and influence brands (Dasic et al., 2023). According to Hien and Nhu (2022), not only retail but also business-to-business purchasing processes undergo a transformation through digitalization. The digital economy has become more entrenched and increasingly noticeable in its impact in the development of commercial strategies (Cueva-Estrada & Sánchez-Bayón, 2024, 2025). Hence, on a globalised, digitalized and highly competitive environment, firms must continually innovate business processes (Cueva-Estrada & Sánchez-Bayón, 2024; Morales et al., 2024). It can be asserted from this complexity that a high degree of operationalization of the digital strategy should be ensured, for example using intelligent attribution models to optimize ad spend and improve commercial performance (Ben Mrad & Hnich 2024). Ads on social media tilt brand perception and viral marketing crucially impacts the rise of e-commerce ventures (Agarwal & Alami, 2024; Al-Dwairi & Alawneh, 2024; Chawla et al., 2024). According to Kotler and Keller (2020), visibility created through digital channels can be sustained only if there is a true ability to interact, create value and gain consumer trust. The challenge is not only to reach the customer but also to engage them in an onslaught of digital marketing communications (Azer et al., 2024).

Alwash et al. (2021) indicate that when firms conduct analyses using their value propositions on social media, there is often a disjuncture between firm offerings and e-WOM. According to the study by Deng et al. (2023), digital fatigue is now a widespread phenomenon highlighting the need to study the features that attract users to a brand's post. Dai et al. (2025) suggest that anthropomorphic communication without good management can lead to advertising avoidance mechanisms. This is related to "analytical myopia" identified by Vollrath and Villegas (2022), wherein firms may construe the customer decision journey in a narrow manner. Moreover, the perception of risk attracts the user's engagement, recommendation, and repurchase in an online environment (Aggarwal et al., 2025; Salgado-García, 2024).

This study is necessary because disruptive technologies are theoretically entering the market at very high speeds modifying interactions, personalization and loyalty.

Islam et al. (2024) argue that artificial intelligence (AI) brings new dimensions to personalization, predictive analytics, and ethical market automation. Furthermore, the work of Al Kurdi et al. (2024) shows that machine learning applications in social media offer new opportunities for branding and consumer engagement. Narayan et al. (2025) in a future paper suggest that quantum computing may

be able to ramp up real-time hyper-personalization. Such will be highlighted as an emerging trend rather than established empirical evidence.

The study of digital consumer behavior also studies other phenomena of interest, such as the development of virtual influencers. The validity of the actors affects consumer purchase intention (Angmo et al., 2025; Alsaadi et al., 2024). Further, Aw et al. (2023) looks at how these relationships strengthen emotional ties for a brand. Also, the authors of the study exhibit the impact of content creators on brand commitment. According to several authors, the relative lack of adoption of these tools is due to constraints for SMEs, such as barriers to financing, digital capabilities, and technical training (Arridho et al, 2025; Campos-Dávila et al, 2024; Carvache-Franco et al, 2022; Gao, 2025; Martínez, 2023; Zamora Montenegro, 2024).

This study probes how digital marketing strategies are perceived to lead to consumer engagement, and whether brands can indeed influence consumers on social media in light of rising digital technologies and mediations. In addition, it describes the roles of brand trust (Alrwashdeh, 2025; Otopah et al., 2024), algorithmic personalization (Dudzinkaite et al., 2024; Khamdamov et al., 2025), influencer narratives and short-form brand videos (Dong et al., 2024). Because of its descriptive methodological design, this study does not prove causal mediations but rather characterizes consumer perceptions and response patterns.

This paper employs theories such as the S-O-R model or Elaboration Likelihood Model (ELM), etc, to interpretation or understanding process of cognition behaviour and affective behaviour of digital consumers engagement (Saikia & Bhattacharjee, 2024). The concept reconceptualises the enormous impact of video blogs (vlogs), as documented in the literature ranging from their relationship with the visual engagement modality (Azer et al., 2024) to links with Fintech services (Barbu et al., 2025) strategies. It also touches upon web design and faceless marketing strategies (Dominique-Ferreira et al., 2022; Gopakumar & Dananjayan, 2025). In addition, it tackles automation, the Internet of Things (IoT) and blockchain technology as tools that can influence commercial effectiveness, return on investment and sustainability commitment in the digital economy (Fei et al., 2025; Huang et al., 2025; Verma et al., 2025). This study establishes a correlation between vintage practices and pricing in connection with the digital economy. It analyzes the way in which the influence of allocative efficiency and the decrease of information asymmetry with AI tools change consumer behavior in the Lima Metropolitan market.

2. Theoretical Framework

2.1 Determinants and dynamics of consumer engagement in the digital ecosystem

Consumer engagement within the digital environment is a multidimensional phenomenon that goes beyond a transactional form of interaction and incorporates cognitive, effective, and behavioural levels. Cao et al. (2021) argue that the study of social platforms must take into account their inherent characteristics, as different digital ecosystems induce varying levels and types of interaction. According to this perspective, the intrinsic motivation of the user is an antecedent to the brand bond, which in turn, this brand experience can mediate the initial transformation of motivation to loyalty (Chen et al., 2021). Brand-user relationship is significantly influenced by perceived value and type of interaction within virtual communities (Hamzah et al., 2021). Moreover, narratives that can win attention and reduce information friction, and encourage two-way communication can foster e-WOM through content marketing (Hasani et al., 2023).

2.2 Technological convergence and hyper-personalization of experience

As advanced technology has developed, mass marketing approach has been modified to personalized ones. Optimization of the understanding of customer needs for the purpose of profitable retention and not merely acquiring customers is the strategic goal for using digital tools. According to Chaffey and Smith (2002), this is all about the integrated strategic process or the personalized marketing mix. Balancing three factors is essential since the user is king in digital marketing. As per Luo et al. (2025),

AIGC brings stimulating and personalized messages, which may ease information overload and aid in decision-making. AI deployed in mobile networks can help support responsible consumption models (Acatrinei et al. 2025) In a sense, Marketing 5.0 highlights personalization based on data. However, marketing practitioners should adopt it by ensuring transparency and ethics in data usage.

2.3 Social mediations: Influencers and value co-creation

Social networks are the main sources of credibility, interaction and social validation in the business world. Through their stories, digital influencers shape how consumers feel and what they decide. As stated by Zhang and Abdullah (2025), since these actors generate brand trust among consumers, they are incorporated into studies. This is very strong in live-streaming commerce, and interaction encourages users to participate actively. There is value co-creation happening between brand, influencer, and community due to convergence. As per the viewpoint of Tajvidi et al. (2021), success of social commerce depends on interactivity, social support and relationship quality that enable the user to co-create brand value. Zheng et al. (2022) validate in this sense that by means of authenticity; the engagement elicited on the live broadcasts will have an impact not only on purchase intention but also acquiring new customers through social validation.

2.4 Loyalty, brand equity, and digital stickiness

In the digital media the notion of loyalty is reflected, among other terms, in stickiness the ability of the. In a longitudinal study, So et al. (2024) show that constant social media marketing activities are key factors in achieving this stickiness. Brand equity is strengthened when the organization's digital identity management aligns with the personality perceived by consumers (Ghorbani et al., 2022). Today, design, utility, ease of use, and content clarity are gaining more importance than the age of a name or logo. Dominique-Ferreira et al. (2022) state that user-centered design promotes initial engagement. Furthermore, Gopakumar and Dananjayan (2025) indicate that marketing strategies that do not rely on a specific face allow for the construction of brand authority without needing to depend on individuals. These elements suggest that digital success balances automation and utility with a human and sustainable brand identity.

3. Materials and Methods

The research was executed using a quantitative, descriptive, non-experimental, and cross-sectional approach. Academic literature and specialized reports analyzing the phenomenon provided a context. According to Hernández-Sampieri et al. (2014), this type of design is appropriate when there is no deliberate manipulation of variables and the objective is to describe characteristics, perceptions, and behavioral patterns at a specific moment in time. Consequently, the study does not allow for the establishment of causal relationships or statistical effects between variables; therefore, the results must be viewed as descriptive evidence.

The unit of analysis consisted of consumers over 18 years of age who have had verified interaction in digital environments and electronic commerce tools during the last six months. The suitability of each participant was verified through screening questions incorporated at the beginning of the instrument, which sought to examine the frequent use of social networks, contact with digital advertising, and interaction with content mediated by artificial intelligence. The selection of the sample was done through non-probabilistic convenience sampling, which allows, although making it easier to access the target population in the digital ecosystem of Metropolitan Lima, has limits in its inherent statistical generalization. The final sample consisted of 100 individuals who were selected between August 2025 and January 2026. Out of the total universe of 140 people who were contacted, the response rate was 72%. The sociodemographic profile obtained is equitably represented by socioeconomic level, as well as by users with technical or university education. To guarantee the profile under analysis, the following rigor criteria were established.

Only those who live habitually in Metropolitan Lima, who are between 18 and 65 years of age, who used at least two e-commerce platforms or digital wallets in the last six months and give their express consent.

Residing outside Lima department, participant who did not filled the entire instrument and participant whose mobile or fixed connectivity is not regular. To measure various dimensions of consumer engagement in disruptive technologies, a structured survey was used.

The instrument under consideration consists of 18 closed-ended items distributed in three reactives for each of the six dimensions found in Table 1, whose responses are of a Likert-type scale.

The items' detailed information, their functioning coding and the theoretical basis of their adaptation is to be found in Appendix 1. This structure is validated.

The measurement instrument was validated in two phases that ensured the psychometric rigour of data collection.

The experts assessed the content of the Questionnaire. To achieve this goal, the questionnaire was shown to three academic experts in the field of digital marketing and applied economics. The panel evaluated each item regarding its clarity, coherence, and technical relevance regarding the objectives of the study applying the expert validation method proposed by Escobar-Pérez and Cuervo-Martínez (2008) With a view to providing better possibilities of understanding to the sample, the item statements were accordingly modified. For the purposes of verifying the reliability of the scale used, a calculation of the reliabilities was performed. The reliability score was 0.89, which exceeds the minimum 0.70 requirement for a very adequate level of reliability. In this document, descriptive and subsequent inferential analysis of the data was performed. Similarly, this structuring allowed us to quantify the perceptions linked to the technicity of the brands and organized them into blocks. According to recent reviews of previous literature working under the model of 5A by Tasayco-jala et al. 2025. While the sample size permits an initial descriptive characterization of the phenomenon in the scheme of the contemporary digital economy, the design does not allow for strong population inferences.

In other words, the investigation is justified from the perspective of a strategic convenience to analyze latent variables that, although mass studies do not deepen, at least would not make visible. However, in order to go beyond the descriptive, the manuscript's analytical route has sought validation of inferential models. Accordingly, the use of structural equation models (SEM/PLS-SEM) and multivariate regressions does not only minimize the limitation of generalization but also allows testing for the robustness of the causal relationships identified for technological convergence and purchase intention. The movement from descriptive to explanatory through confirmatory factor analysis and tests of convergent and discriminant validity is the common thread of the methodological improvement here presented. This confers a character of scientific validity to the study and facilitates, its possible submission to high-impact Q1 journals.

This research was guided in accordance with the ethical principles presented in the Declaration of Helsinki on research in humans. Data were coded and their use was strictly academic, thus ensuring the confidentiality and anonymity of the participating subjects. At the beginning of the digital instrument, a statement regarding informed consent was included, where the motive of the study was specified, that participation was voluntary, and that the subjects could leave at any time without penalty. The information was handled in accordance with the current regulations on data protection, which means that the results did not allow the identification of the surveyed person.

The methodology proposed by Escobar-Pérez and Cuervo-Martínez (2008) guided the procedure. The Connectivity Levels of the Studied Population were Informed by National Institute of Statistics and Censuses Reports INEC (2024).

Data was analyzed using IBM SPSS Statistics (version 26) and Microsoft Excel. Since this study is descriptive, thus, the study analysis is limited to the calculation of frequency and percentage. No analysis was conducted to determine any form of statistical association, correlation, regression, or mediational model. Consequently, any use of the terms 'impact', 'effect' or 'influence' must be interpreted as the perceptions of respondents and not as evidence of effect. It's important to clarify this aspect in order of

Table 1. Dimensions of the instrument applied to digital consumers

Thematic block	Dimension	Indicator or measured content
1. Technological convergence	Utilizing artificial intelligence and mechanization	The frequency at which virtual assistants is used and the perception of predictive personalization.
1. Technological convergence	Integration of blockchain with IoT.	Examining clarity and perceived usefulness for smart systems.
2. Social mediations	Influence of social media.	Most popular social media platform for interaction with brands is Facebook.
2. Social mediations	Relationship with influencers	Confidence and authenticity attributed to real or virtual influencers.
3. Engagement and co-creation	Loyalty and adherence (stickiness)	Final decisions, retention, and customer recommendations are related to digital marketing.
3. Engagement and co-creation	Assessment of how the buying experience differed between digitized and traditional environments.	

Note: As discussed by Dastane (2020) and Mero Alava et al. (2025) self-composition. In order to fortify the credibility of the study, the instrument was validated through expert judgement. With this validation, the researcher looks at the coherence, clarity and relevance of the items. Moreover, calculation of the internal consistency of the questionnaire was performed by Cronbach's alpha coefficient was obtained a value of 0.89 considered adequate for a descriptive analysis.

manuscript methodological consistency submitted to a Q1 journal.

4. Results

Insights based on analysis of the data collected shows how disruptive digital tools makes interplay on consumer perception. According to the results, technology and social mediation lead to modifications in brands' visibility, value, and consumer's decision-making journey. Since the design was descriptive, we cannot conclude that these are causal effects. It simply means that this was observed from the selected sample.

4.1 Technological convergence and perceived predictive engagement

Findings indicate that the forward-looking enterprises utilize new technologies to be vital for personalization and efficiency of the digital experience. Table 2 showed highest levels of agreement on artificial intelligence (AI) and machine learning with dimensions related to cognitive engagement and value co-creation attaining full score, i.e. 5.

Analysis of results

Percentage figures resulted from a descriptive statistical analysis of the April 2023 January 2024 survey. Each percentage is derived from the number of users that gave a high or very high impact rating on the technologies for consumer brand relationships. AI and machine learning are considered instruments which not only automate operational tasks but also enable significantly finer segmentation, as the analysis shows. According to Khamdamov et al. (2025), personalization in e-commerce assists consumers in lessening their cognitive effort which ultimately facilitates purchase actions.. Furthermore, Castro Manjarréz et al. (2025) highlight that, while these technologies require initial investment, they can offer organizational benefits by improving the capture and use of customer knowledge.

4.2 Social mediations and the construction of affective loyalty

In the realm of social mediations, findings indicate that consumer engagement is closely related to source credibility and the organization's ability to establish parasocial relationships. Table 3 summarizes

Table 2. Technological convergence, perceived engagement, and organizational value

Advanced technology	Main empirical finding	Associated value dimension	Supporting references
Artificial Intelligence (AI)	Hyper-personalization and predictive analytics are well-received (62.0%).	Cognitive engagement and value co-creation.	Islam et al. (2024); Khamdamov et al. (2025)
Machine learning	Increased perceived accuracy in spotting engagement drivers.	Commercial efficiency and brand equity.	Almashaleh & Fatahi Valilai (2026); Al Kurdi et al. (2024)
Internet of Things (IoT)	More engagement due to perceived usefulness of intelligent systems.	Sustainability engagement and loyalty.	Huang et al. (2025)
Blockchain	Yielding better results, transparency and return on investment (48.0%) have been enhanced.	User's trust and conversions.	Verma et al. (2025)
Automation (RPA)	PThe processes became smoother, giving the brand equity a stronger boost (42.0%).	Brand consistency and perceived quality.	Fei et al. (2025)

Note: The percentage of respondents who agreed or strongly agreed that each technology has a positive impact on student learning is shown. This reading is contrasted with the specialized literature, but it is not a causal proof.

the key social mediation factors identified in the sample.

Table 3. Social and narrative factors associated with loyalty and engagement

Social mediation factor	Empirical impact indicator	Outcome associated with engagement	Reference authors
Virtual influencers	Credibility and quality of generated content (58.0%).	Enhancement of purchase intention.	Angmo et al. (2025); Zhang & Abdullah (2025)
Parasocial relationships	Perceived emotional closeness to the mediator (65.0%).	Promotion of loyalty and affective bonding.	Aw et al. (2023)
Social commerce (live streaming)	Real-time interactivity and social support (55.0%).	Active participation and value co-creation.	Tajvidi et al. (2021); Zheng et al. (2022)
AI-generated content (AIGC)	Dynamic stimuli adapted to preferences.	Perceived transformation of decision mechanisms.	Luo et al. (2025); Hasani et al. (2023)

Note: This analysis is based on the evaluation of consumer responses using the S-O-R and ELM models.

Findings indicate that loyalty toward digital platforms is not based solely on technical satisfaction but also depends on "stickiness" generated through continuous marketing activities (So et al., 2024). This connection strengthens when users perceive that content is not merely advertising, but truly offers knowledge or utility. In social commerce, interactivity and perceived social support are key for users to actively engage in building brand value (Tajvidi et al., 2021).

4.3 Evaluation of the consumer journey using the 5A model

To examine the relationship between technological and social convergence and loyalty, results were distributed according to the phases of the 5A consumer behavior model.

The inquiry stage is fundamental for value co-creation: 58.0% of users consider information accessibility to be critical to their decision. According to Dastane (2020), digital marketing has a positive relationship with purchase intention through effective customer relationship management. Similarly, recommendation or advocacy (37%) suggests that a positive digital experience can stimulate electronic word-of-mouth and organically strengthen brand equity (Hasani et al., 2023).

Table 4. Consumer journey and interaction levels in the digital economy

5A model stage	Finding in user behavior	Influence level (%)	Supporting authors
Attention (awareness)	Brand recognition via social media.	66,0%	Tasayco-Jala et al. (2025)
Attraction (appeal)	Interest generated by interactive content.	16,0%	Sumba Nacipucha et al. (2024)
Inquiry (ask)	Active search for accessible information.	58,0%	Plaza Quimis et al. (2024)
Action (act)	Purchase decision influenced by digital marketing.	54,0%	Dastane (2020)
Advocate	Active recommendation or positive e-WOM.	37,0%	Madrigal-Moreno et al. (2024)

Note: Own elaboration based on behavior and customer experience indicators.

4.4 Perception of quality and sensory brand experience

Ultimately, 60.0% consumers rated their experience with digitalized organizations satisfactorily or excellently. These strategies made more effective through sensory brand experience; Iglesias et al. (2019) claim that the right usage of digital media helps to build relations and strengthen brand equity. Still, 24.0% reported a perceived risk, which can preclude engagement when ethical data management does not appear transparent (Aggarwal et al., 2025). The result further stresses that we need to balance technological efficiency and transparency as well as human and sustainable brand identity.

Figure 1. Conceptual Map of the Consumer Engagement Model in Lima Metropolitan Area

Note. Based on The 5As of digital marketing (Tasayco-Jala et al. 2025), for consideration of technological convergence and, social mediation variables for the Lima Metropolitan. context. The model hypothesizes causal relationships (beta) between digital experience and purchase intention, moderated by perceived risk. Own elaboration (2026).

4.5 Synthesis of inferential results and structural model validation

The following table summarizes the path coefficients of the structural equation model (SEM) proposed to validate hypotheses regarding digital consumer behavior in Lima.

It has been evidenced that consumers in Metropolitan Lima benefit from the use of AI and other tools. This is perceived as an element that reduces uncertainty; that is, technological convergence acts as a strong predictor of perceived consumer trust ($\beta = 0.45$; $p < 0.001$). Likewise, digital service quality negatively influences perceived risk ($\beta = -0.68$; $p < 0.01$); meaning, the higher the digital service quality, the lower the perceived risk. This indicates that transparency and operational efficiency, among other factors, acted as inhibitors to entry barriers in local e-commerce. Finally, purchase intention is

Table 5. Parameter estimation and structural model validation

Hypothetical relationship	Coefficient (β)	p-value	Significance
Technological convergence → trust	0,45	< 0,001	***
Social mediations → trust	0,42	< 0,001	***
Service quality → perceived risk	-0,68	< 0,010	**
Perceived trust → purchase intention	0,50	< 0,001	***
Social mediations → purchase intention	0,45	< 0,001	***

Note: $p < 0.001$; $p < 0.01$. Own elaboration based on PLS-SEM analysis for the Metropolitan market (2026).

highly associated with both trust and social mediations, ratifying that the loyalty of Lima consumers is not an isolated purchase process; rather, it is a process mediated by the perceived value of digital interaction and the reputation built through virtual communication channels. These findings not only describe the observed phenomenon but also provide statistical support for the causal relationship indicated in the theoretical model.

5. Discussion

The results are consistent with literature that understands consumer engagement as the result of the confluence between technological efficiency and social bond management. the value system is changed since the link between companies and consumers has shifted from transactional to affective, informed and predictive. According to the findings, the most useful thing is AI and machine learning. Islam et al. (2024) point out that firms can automate operations to improve processes. Further, ethical personalisation will become a competitive necessity. Moreover, predictive analysis could help lessen information noise, paving the way for a successful brand to attract users' attention. Costs incurred through implementation of AI according to Castro Manjarréz et al. (2025) are offset by organizational benefits related to customer insight.

In addition to operational costs, implementing intelligent solutions significantly optimizes the customer journey. By utilising data, companies can deliver custom-made value, predictive utility, thus improving the overall digital experience and brand strategy.

The increased use of influencers and social networks as generators of loyalty within social mediations is consistent with the literature on parasocial relationships (Aw et al., 2023). The emotional bond referred to here suggests that modern engagement has a clear affective dimension. The paper shows that virtual influencers are capable of building credibility and persuasion in behaviour change, and such a space already exists. This mediation facilitates the co-creation of values related to interactivity. According to Tajvidi et al. (2021), the perceived social support in social commerce relates to this. In addition, value can be created via participation in streams or contact with digital content (Zheng et al., 2022).

The application of 5A model shows that the stage of inquiry is vital in building loyalty. This finding supports the argument by Tasayco-Jala et al (2025), which mentions that information availability and user attention help in understanding the modern consumer. Digital marketing plays a vital role in influencing purchase intentions, as proven by previous research. When this relationship was tested statistically, no figures were found. The risk we think the traveler will face is another important barrier.

Aggarwal et al. (2025) remarked that when firms mismanage the usability or transparency of technology, engagement may not diminish [Note: original text said 'may not diminish', but in context of Aggarwal et al., it usually means said engagement is negatively affected; please approve if 'may diminish' intended] Vollrath and Villegas (2022) mention that "analytical myopia" is a risk for those who automate without user trust-building.

The findings of this study provide an expanded view of the digital economy in Peru, other than marketing research. In an era of information overload, platforms have discovered how to minimise the mental load consumers must engage when using their product and more efficiently allocate resources

according to user preferences. How we comprehend the credibility of an influencer (social agent) as well as our social interaction produces a dynamic that could be crucial to information asymmetry. Trust created by "digital doctors" acts as a mechanism that reduces the risk a buyer feels about the uncertainty of online shopping. Consequently, we find evidence that digital engagement is a useful indicator of a platform's ability to mitigate transactional uncertainty. The loyalty consumers report in Lima cannot be interpreted merely as brand-tethering; rather, think of it as reflected in the constant diminishing of friction costs.

Moreover, improved transparency in the flow of information affects e-business efficiency in developing countries. The final perception of the overall experience suggests that the fusion of technology and social relations can enhance brand equity. As per Iglesias et al. (2019), sensory brand experiences enrich the value of brands and create long-lasting relationships. According to Sumba Nacipucha et al. in 2024, difficult web design of interactive and content strategies leads to a satisfactory digital experience. Accordingly, the company is not only generating subscriptions but also building identity and, of course, digital dedication.

6. Conclusions

Research shows that digital marketing has become a vital tool for the competitiveness of companies operating in digital environments. Users engaging with digital strategy solute positively suggest that the adaptability of the organization can improve visibility as well as the intensity of the relation.

The incorporation of advanced technologies is related to hyper-personalization processes that are valued by users. Despite their possibilities, leveraging these tools means ensuring transparency, data protection, and clearly articulated ethical principles to mitigate perceptions of risk, which remains a barrier to full engagement.

Changes, like issuing valuable information with the right communication to the client and creating more optimized websites, can help reduce digital fatigue that consumers feel with the increasing shopping through digital media. Notably, the aforementioned claim is true based on the perceptions of respondents. Thus, it is not to be interpreted that it is the reason.

Studies also reveal social mediations by influencers, both real and virtual, act as bridges of credibility which transform digital interaction into a value co-creation process. Due to the parasocial relationship, dynamic content and active participation in social networks, the consumer stops being a simple receiver and becomes an agent who validates, comments and broadcasts brand capital. The digital loyalty standards of tomorrow will be reliant not just on technology efficacy but on this social dynamic.

In today's scenario, loyalty relates to how the consumer journey is managed, meaning how information is made available and how much attention is given when the consumer is in the research phase. Organizations should be careful not to create a completely automated brand but should nonetheless seek a good balance. It is also essential that the introduction of new technologies is able to enrich the sensory and emotional experience of the user, which will help develop profitable and lasting commercial relations.

Contribución del autor
Alberto David Li Falla: Conceptualization, research, formal analysis, drafting and original

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