

ADOPTING DIGITAL MARKETING AND COMPETITIVENESS: A PERSPECTIVE OF ENTERPRISES IN MEXICO

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ABSTRACT

The uncertainty of business and the changes demanded by an increasingly globalized and highly competitive market is making companies readjust or adopt new business strategies in a way that allows them not only to continue in their market but also to survive. For this reason, an increasing number of researchers and scholars in the current literature are considering digital marketing not only as an additional activity but as a strategy that can raise significantly the level of competitiveness of enterprises. Hence, the main goal of this empirical paper is to analyze and discuss the relation between digital marketing and competitiveness of enterprises in Aguascalientes, Mexico. The results obtained show that the adoption of digital marketing has significantly positive effects at the level of competitiveness of enterprises which brings important benefits for the enterprises that use it.

Keywords: *Digital marketing, competitiveness, business.*

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