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Mobile technology for the economic empowerment of nomad communities: A strategic digital marketing tool

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Abstract: This study focuses on the effectiveness of systematic approaches to achieve business success, through integrated digital marketing strategies with the use of mobile applications. Focused on contemporary digital markets, the research highlights the transformative potential of these strategies about improving the quality of services and products, while promoting business sustainability. The objective of this research is to develop and evaluate a mobile application, designed to optimize customer orders within communities on the move. Through a mixed approach that includes semi-structured interviews with community members and digital marketing experts, along with quantitative surveys, assessed user perceptions and effectiveness of the app. The results indicate great acceptance and effectiveness of this digital tool, facilitating direct interactions, and improving accessibility to the service despite physical and digital limitations, reducing digital gaps and promoting economic empowerment among marginalized communities.

Keywords: economic empowerment; digital marketing tools; nomad communities; mobile technology

1. Introduction

In this technological world, the digital revolution has covered all aspects of daily life, redefining the way we work, at a communicative level and, above all, how we conduct ourselves nowadays. At the core of this transformation, digital marketing is born not only as a strategy, but as a bridge to new forms of prosperity for those who, by choice or necessity, live in a constant movement.

Buitrago Ruiz (2023) describe these ‘urban nomads’ as people who are economically independent and who have decided to be continuously on the move and enjoy all the benefits of urbanity. For decades, these communities have been historically marginalized from the society, in all areas. Fortunately, today, large business elites recognize the effectiveness of digital marketing used by these communities, who own small entrepreneurship, due to the easiness that digital marketing provides, taking their products to a new level of improvement, adding value to increase their sells (Novozhilova et al., 2024).

It is not difficult to imagine then, the life of these digital nomads, migrants, and other types of human groups. The constant pursuit for better economic, political, and educational life is not found in their original born places. One of the skills is the ability to flow with the continuous changes of not only opportunity, but other social vectors. This is where digital marketing becomes their most valuable ally, offering them a way to connect with a global audience without being tied to a specific location, somehow

solving their human needs of these times. This approach is powerful, effective, and low cost, making it accessible to most of the individuals who search for it, allowing them to build networks and opening doors to an economic growth.

Jurčević et al. (2024) consider that business' success is achieved if a systematic approach is used in all their processes. The development of these appropriate marketing management systems together with the integration of an environmental protection, promotes the success of their businesses quality and safety of the services and products offered.

Digital marketing offers how to transcend within the physical boundaries, provided by territories, facilitating the prosperity of communities on the go in an active global market. This ocean of narratives, products, and services have gained expensive values, surpassing geographical limitations (Busca and Bertrandias, 2019). A clear example is evidenced with the (SMEs) of Colombia, which have considered integrating digital marketing to promote their services and products in a digital medium without borders (Caraballo et al., 2023).

However, digital illiteracy is part of our daily lives, as well as other factors. Deloso et al. (2024) argue that physical limitations in migrant groups where digital marketing interfaces must present characteristics that allow practical and inclusive functionality with some kind of accessibility.

Bon et al. (2024) express, there are also several cases in which the limitation of access is simply a step that must be resolved, by their own means. Carrying out this process of what they are offering, in one or another way, obtains benefits when given to a specific audience. This has caused division within the migrant groups (Akuorkor and Ussher, 2020).

Through meticulous analysis and the study of specific cases, the proposal is not only to fill these knowledge gaps, but also to offer strategies that could be implemented to promote sustainable economic growth and social inclusion.

One case is shown within the small markets, located in different and diverse neighborhoods to satisfy the needs of consumers with limited monetary resources. (Mallick, 2023). In these markets, interacting in person or establishing individual closeness, is the key to this trade of goods and services. Limited education and poor infrastructure do not play a role in this transaction. The use of digital marketing has facilitated not only this interaction but the substantive improvement of properly marketed products and services, strengthening the ties not only for businesses but also for its commitment and legality (Ferdous et al., 2024).

Yang et al. (2024) recognize that in digital marketing the implementation of strategies within the digital field is important. Rendón Londoño et al. (2022) strengthen this premise, when explaining that in using digital media and technological resources allow to deploy marketing strategies and develop direct contact with potential consumers.

This approach encompasses the use of channels and methodologies that allow organizations to analyze campaigns in detail, to make continuous adjustments in real execution time. Lawry and Bhappu (2021) indicate the effectiveness of this marketing model has been demonstrated, its ability to reach highly specific audience segments, it is a plus to foster a significant degree of interaction with the customers and catalyzed the economic growth of the entities using it.

One of the units that forms an important part of the digital marketing world is Terranueva Foundation. This is an organization related to interculturality, which works with processes, and with social organizations. The perspective of contributing to the strengthening of political and cultural identities overcomes the inequalities and the democratization of society (Fundación Terranueva, 2024).

2. Literature review

Digital marketing has undergone a significant transformation, revolutionizing management theories by adopting an avant-garde approach, which gives greater relevance to economic empowerment. This approach has become the main reference point for the contemporary analysis of digital marketing, consolidating itself as an essential tool used by both organizations and dynamic communities. Statement affirmed by Mukhopadhyay et al. (2024) that digital transformation is necessary to improve customer experiences and retain customers.

A clear example is shown with subsistence markets, which are made up of people and small businesses, which satisfy the needs of consumers with limited resources. In these markets, interacting in person or establishing closeness individually is the key to the trade of goods and services, despite its inherent problems such as limited education and poor infrastructure, the use of digital marketing has facilitated not only this interaction but not the substantive improvement of the marketing of products and services, strengthening ties not only of business but of commitment and legality (Ferdous et al., 2024).

2.1. Use of digital marketing for the economic empowerment of nomadic communities

Particularly, communities on the move, such as digital nomads, migrants, and communities in movement, are well known by their geographical mobility and, in many cases, their cultural diversity.

The impact of digital marketing on these communities lies in its ability to transcend geographic barriers, reach global audiences, and facilitate economic participation in environments characterized by mobility (Buitrago Ruiz, 2023). It can be said so that digital nomads are characterized as modern adventurers, free of geographical ties, but who work independently, combining their digital work including exciting trips, always finding a balance between work and pleasure wherever they are on the globe (Zhou et al., 2024).

Mariano et al. (2023), for their part, detail in the Guatemala report the impact that digital marketing provides to these communities, by not only transcending geographic barriers and reaching global audiences, but also by facilitating economic participation in environments characterized by mobility.

Likewise, globalization and the advancement of information and communication technologies have led to a progressive interconnection, between different cultures and communities, which generates opportunities and challenges for the economic empowerment of these communities on the move. Nuseir and Aljumah (2020) consider that the adoption of digital marketing strategies can allow these communities to strengthen their social networks, position economic inclusion and improve their

general well-being.

Regarding social media strategies focused on communities, Shekhar and Kandoth (2024) describe their benefits with respect to the effectiveness of building and nurturing communities on social media platforms, allowing them to foster brand loyalty and facilitate word of mouth. digital, expanding organic reach. Subsequently, its application for empowerment comes when social platforms offer a space for communities on the move to share their stories, connect with global audiences and promote their products or services.

However, there are challenges such as digital illiteracy, Deloso et al. (2024) or physical limitations in migrant groups where digital marketing interfaces must present characteristics that allow practical and inclusive functionality with some kind of accessibility. Bon et al. (2024), express that at the same time, there are also cases in which the limitation of access is simply a step that must be resolved, by their own means, to carry out the process of what they would like to offer, in one way or another, to a given audience and obtain benefits from it. This is even though there is some digital divide in migrant groups (Akuorkor and Ussher, 2020).

2.2. Use of personalized content marketing in digital media

Personalized content marketing is revealed as an effective strategy in perfecting customer interaction and retention by providing specially tailored content that addresses their individual needs and preferences. Its application in the field of empowerment is manifested by providing brands and entrepreneurs with the ability to communicate their distinctive value to specific market segments, thus generating a substantial improvement in the connection with their audience (Todorova and Antonova, 2023).

This personalized approach not only optimizes the relevance of the content offered, but also acts as an effective means to strengthen the emotional connection and identification of the consumer with the product and the brand, fundamental aspects for the creation of concrete and sustainable relationships in the contemporary business environment. For instance: the unique case of family businesses and their adaption to the development in a new technological era. It is valuable to know the fine line that must be drawn between defending heritage and using digital marketing strategies (Shekhar and Kandoth, 2024).

2.3. Mobile applications as digital marketing platforms with customizable content

Numerous processes like email, messaging, and eCommerce are managed through mobile applications. Digital marketing strategies aim to promote these apps, highlighting their interface benefits, managing content, and promoting distinctive elements to attract a broad audience. This includes external advertising on websites and app stores, and internal in-app advertising that generates revenue through impressions or clicks, requiring targeted user engagement (Sachdev, 2023).

Similarly, mobile applications, as emphasized by Nuseir et al. (2023), are required in digital marketing, crucial for maintaining a favorable brand position by delivering optimal consumer experiences. Furthermore, they serve as cost-effective

platforms for displaying different businesses, as they can be developed and promoted inexpensively, using free tools and manageable maintenance (Zahay et al., 2023).

Armijos Orellana et al. (2023) details that economic empowerment model helps to manage infrastructure expenses effectively from the outset of mobile ventures. With the aid of social networks and mobile applications, marketing services offered by mobile communities, promote genuine connections between brands and users, thereby enhancing brand performance.

Customers' previous experiences and a product's ability to meet their specific needs often influence their purchasing decisions. This type of marketing presented on social networks is applied in many ways, to attract the customer through images, videos, microblogging, weblogs, and wikis (Gupta et al., 2023).

Guatemala Mariano et al. (2023) explain that the Advertising strategies in social networks, content marketing, and influencer marketing utilize extensive data analyzed through machine learning and deep learning techniques, both forms of artificial intelligence technology. However, Biemans (2023) argue that some others are still digitally illiterate and unfamiliar with these technologies. In fact, they have found relief in Artificial Intelligence, which is seen as a remedy for digital ignorance and has helped to mitigate mishaps in digital marketing implementation.

Artificial Intelligence has facilitated the application of advertising on social networks, as well as the management of digital marketing tools, making its use possible in daily commercial life, and making this tool a mandatory part of the strategy in the field of marketing and business (Todorova and Antonova, 2023).

2.4. Mobile digital marketing platforms with agile development methodologies

Nuseir and Aljumah (2020) describe the Extreme Programming (XP) methodology, as a speed, flexible, and aligned approach, used for the development of software. This methodology is ideal for short-term projects, addressing all essential factors to meet client requirements effectively. The term "agile" derives from a Latin root denoting swift, nimble, and efficient action in business operations.

2.5. Use of artificial intelligence and automation

Firstly, in their research Novozhilova et al. (2024), AI's automation in social media publishing enhances effectiveness by analyzing data to optimize marketing campaigns in real-time, improving ROI. It also empowers entrepreneurs by making digital marketing strategies more accessible and cost-effective.

On the other hand, in different investigations, Rathore, 2023; Nalbant and Aydin (2023) specifies that Artificial intelligence in metaverses enables consumers to interact with products in 3D web environments, where brands analyze user behavior through machine learning to refine marketing campaigns. Additionally, neural network sales predictor models assist in future business strategies (Biswas et al., 2023; Shaik, 2023).

Mondal (2023) highlights that generative AI tools are emerging, offering integration with mobile apps to help entrepreneurs in mobile communities by efficiently processing images and text to facilitate procedures. Consequently, a variety of utilities with artificial intelligence could be created within a versatile mobile

application in future versions that facilitate the work of mobile ventures.

Evenly, the new frameworks and business-to-business models that have been established together with artificial intelligence tools continue to evolve (Hall, 2023).

And according to the research document by Khanal (2023), the study of consumer purchasing decisions focuses on cost efficiency, system information, customer trust, and user experience, using various tools and a mobile app.

3. Materials and methods

Terranueva Foundation developed this study, the location of the research is on Manuel Luzuriaga 219 between Panama and Rocafuerte Streets, Guayaquil-Ecuador. 90 customers were interviewed, who belong to the sampling of the research when the research was undertaken.

For this research, quantitative and qualitative methods were combined to deeply understand the needs of the community on the move relying entirely with the support of the Terranueva Foundation.

The surveys focused on evaluating the acceptance and use of a mobile application designed to facilitate ordering, as well as gaining insight into users' experience with using mobile applications to make online purchases.

The data analysis was comprehensive, allowing us to understand the impact of digital marketing on the economic empowerment of communities on the move. The data was collected through semi-structured interviews and surveys. The consultations were carried out with the administrative area of the foundation, director was part of the process, the coordinator and the head of production, who are aware of the business, providing valuable information about the strengths and weaknesses they are involved with in terms of the digital market and their products.

3.1. Methodology

The methodology applied in this research has a mixed approach, which included both the collection and analysis of quantitative and qualitative data.

And to collect data, it was imperative to use semi-structured interviews with members of the communities on the move, as well as with experts in digital marketing and economic empowerment. These interviews were conducted remotely to facilitate the participation of individuals located in different geographic regions.

Regarding the development of the mobile application, a Model View Controller (MVC) architecture was designed, which facilitates the maintenance and scalability of the system. For data storage, MySQL was used. The application was developed with Visual Studio Code, the Dart 3.1 programming language, and the Flutter framework, which were selected for the ease of agile development.

For the development of the proposed mobile application, the Extreme Programming (XP) methodology was applied, due to its essential regulations (**Figure 1**), speed, flexibility and alignment, necessary aspects for the client.

Its execution phases allow defining significant aspects for the correct development of the application proposed in this study. Regarding this, Jacob and Ksenia (2024), establish that reduced cycles of several version releases can be created through agile and productive planning compared to Scrum.

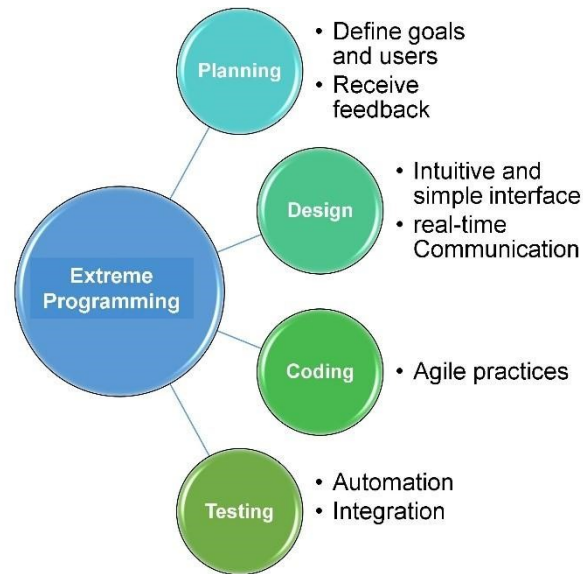


Figure 1. Agile development method: Extreme Programming (XP).

In the Planning phase, the objectives of the application are identified, as well as the user stories, managing to execute the related adjustments with continuous feedback.

The Design phase prioritizes simplicity and intuitive interface, delimiting communications between teams in real time.

In the Coding process, pair programming and its due revisions are determined, thus allowing rapid changes to new requirements.

In the Testing phase, the development of the application is completed through unit, integration, and approval tests, easily automating the identification and correction of problems in advance.

Finally, the launch phase is distinguished by small and regular deliveries, which makes it possible to collect user feedback in real time and make the necessary final adjustments to optimize the application in a continuous manner.

3.2. Application architecture

This section details the architecture and development tools used for the development of the mobile application, which has been personalized and adapted to the order generation process by clients. In this way, a tool is obtained as a marketing strategy. Digital Marketing to make it easier for customers to generate product orders in an intuitive way and with a friendly interface, with easy interaction.

For the design of the mobile application, the software design pattern scheme called MVC (Model View Controller) was applied, where it can be clearly seen the tools used for the development of the application and how it is structured to interact between each layer. of the model. For the storage of the data MySQL a database manager, for its development was utilized, as well as the Visual Studio Code using the Dart programming language version 3.1 and the Flutter framework version 3.13, allowing correct storage of information, and facilitating interaction with the user. In the **Figure 2** below, is shown the process based on architecture of the application.

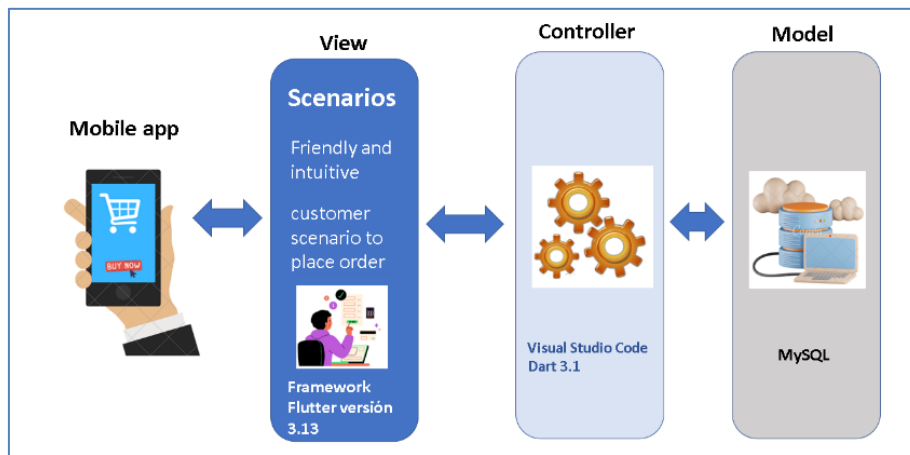


Figure 2. Graphic showing the architecture of the application.

4. Results

To understand the impact that the use of a mobile application has on digital businesses, several interviews were conducted with administrative and production area personnel to find out their expectations and specific needs. Psomadaki et al. (2022) share this statement, expressing that interviews with experts are the most used approach for gathering data in the social sciences because they offer valuable insights from within the field.

Additionally, surveys were conducted with customers who were consumers of their products.

With the application of these techniques, it was possible to know the point of view of each of the interviewees, and one of them highlighted the need to have a mobile application as a strategic tool to boost the business, since currently there are many platforms and applications that They allow online sales, but they prefer an application developed and designed to their needs, to be able to provide more direct attention to their customers and that generates greater trust.

This is confirmed by the author, indicating that the use of a mobile application is the most effective way today, so that companies have greater visibility and can approach the customer in a more direct way.

Therefore, this research focuses its importance on the development of a strategic mobile application to optimize the orders of entrepreneurs in traveling communities.

Using a mixed approach of quantitative and qualitative data, it was sought to understand users' experiences and perceptions of the application, as well as its acceptance and effectiveness. This will allow them to learn about the adaptation of technology in their businesses and generate greater income.

To evaluate the application interface and determine user confidence, a study was conducted applying the semantic differential method. The results obtained determined that there is good acceptance of the visual design of the application and high user confidence when placing orders. In summary, having applied data collection techniques through interviews and surveys, along with a detailed analysis of the data, provided a deep understanding of the impact of digital marketing on users, demonstrating, as well as with the use of technology, can promote the sustainable and equitable development of small businesses on the internet.

After the implementation of the semantic differential method that allowed us to know the level of acceptance by users according to two aspects of foremost importance such as the design of the interface and the user's trust in the application, this could be known through a questionnaire. which comprised 12 questions using the Likert scale (1–7), the same one that was applied to the direct customers of the entrepreneurs' products, the results of which allow highlighting positive aspects of the mobile application as well as aspects that can be adjusted to optimize the user experience regarding the use of the mobile application, in such a way that it generates confidence when ordering products.

4.1. Data analysis

By integrating these data collection and analysis techniques, we obtained a holistic understanding of the impact of digital marketing on the economic empowerment of communities on the move.

To find out the acceptance of the use of a mobile application that facilitates placing orders through the application by customers a survey was carried it out to find out if they have made online purchases before. The survey had these questions such as 1:

Question 1. Have you ever used a mobile app to order from a small market? (Clothes, Food, Electronics, etc.)? In the **Table 1** below, the results obtained from question 1 are shown.

Table 1. Question 1.

Ítem	Categories	Frequencies	Percentages
1	Yes	66	73%
	No	24	27%
	Total	90	100.00%

¹Results obtained from question 1.

In the **Figure 3** below, the results obtained from question 1 are evidenced.

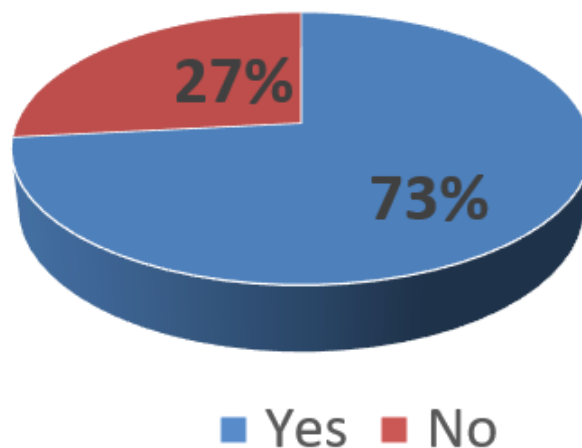


Figure 3. Graph shows results of question 1.

The results obtained in this question asked to the current customers of the entrepreneurs' products show that they have had some experience with applications to

order products or services online. A high percentage answered yes to make up to 73% while the no response only represents 27%.

Question 2: Would it be favorable for the “Terranueva” Foundation to implement a mobile application to streamline the ordering processes?

In the **Table 2** below, the results obtained from question 2 are shown.

Table 2. Question 2.

Categories	Frequencies	Percentages
Totally agree	36	40,00%
Agree	36	40,00%
Indifferent	6	6,67%
In disagreement	6	6,67%
Totally disagree	6	6,67%
Total	90	100,00%

²Results obtained from question 2.

In the **Figure 4** below, the results of question 2 are detailed.

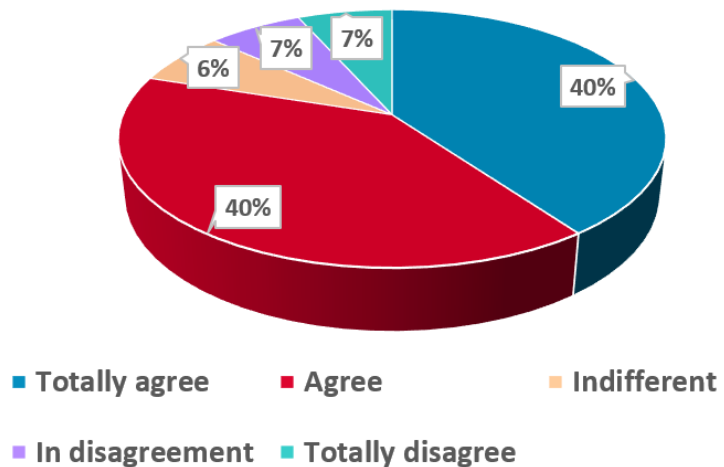


Figure 4. Graph shows the results of question 2.

The results obtained in this question positively confirm the acceptance of the use of a mobile application to place online orders. In the graph we can see that 40% agreed and 40% disagreed.

4.2. Semantic analysis

The study was carried out through the semantic differential method that was applied to understand the opinion of the respondents about the design and trust generated by the mobile application. The following adjectives were used to measure the quality of the application interface design mobile: Interesting, easy, simple, organized, unique, modern. While to measure user trust the adjectives were used: Comfortable, Readable, Informative, Effective, Productive, Practical, Relevant.

In the **Table 3** below, the mobile application evaluation results are shown.

Table 3. Adjectives used to measure the quality of the application interface design mobile.

	1	2	3	4	5	6	7
Interesting	✓						Boring
Easy	✓						Difficult
Simple		✓					Complex
Organized		✓					Disorganized
Unique	✓						Common
Modern	✓						Traditional
Comfortable	✓						Uncomfortable
Redible	✓						Illegible
Informative	✓						Uninformative
Effective	✓						Ineffective
Productive	✓						Unproductive
Practical		✓					Impractical
Relevant	✓						Irrelevant

³Mobile application evaluation results.

After analyzing the results obtained in the survey, it is determined that at the visual aspect level that has been well accepted among users, considers that the people who were surveyed have truly little experience with this type of mobile applications for placing purchase orders. Regarding the confidence generated by placing their orders through this app, the results determined that they do feel confident when using this tool when placing their orders and interacting with innovative way.

5. Discussion

The development of a mobile application for order management appears as a pertinent and crucial strategy to address the conflicts found at the Terranueva Foundation (**Figure 5**). It is important to highlight that this entity plays a vital role in supporting migrant entrepreneurs, evidencing a commitment that transcends financial assistance by providing training and meaningful connections. However, the current manual order management system is presented as a source of inefficiencies, errors, and delays in deliveries, which has a negative impact on the quality of the service offered and the image of the brand among its customers.

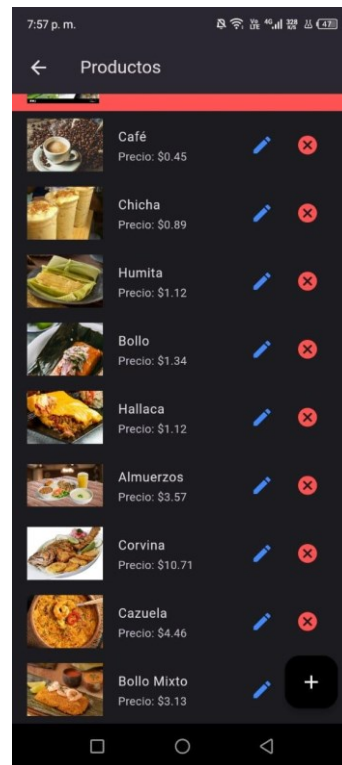


Figure 5. Product selection in mobile application.

The insistence on manual processes, in an era characterized by automation and digitalization, poses substantial challenges that affect both internal operations and customer satisfaction. Pascual et al. (n.d.) share this statement, when they specify that manuals are used as a technique that generates digital or paper replicas of physical systems or processes with the aim of improving their performance and supporting more precise decision-making processes.

Therefore, the adoption of a mobile application represents an essential measure to overcome these barriers, facilitating more efficient order management. Such a tool would not only reduce errors attributable to the human factor and streamline operational procedures but would also improve the customer experience and market perception of the products they offer (**Figure 6**).

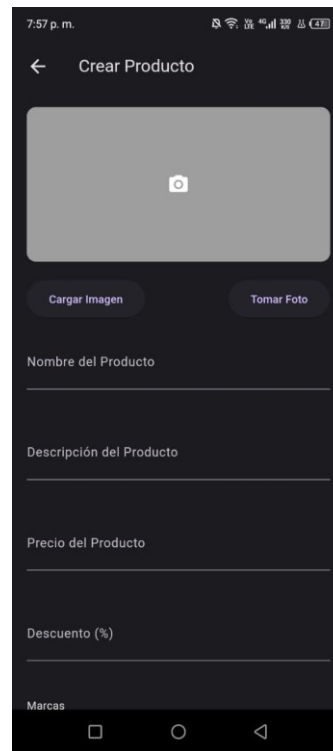


Figure 6. Product registration in mobile application.

The adoption of a mobile application therefore represents an essential measure to overcome these barriers, facilitating more efficient order management. Such a tool would not only reduce errors attributable to the human factor and speed up operational procedures but would also enhance the customer experience and improve market perception regarding the Terranueva Foundation (**Figure 6**).

The relevance of integrating the mobile application into operational tasks is highlighted, not only as a response to current digitalization trends, but also as a fundamental strategy to increase the operational efficiency of the organization and the digital marketing of this establishment. In this way, its ability to generate a positive impact on the lives of migrant entrepreneurs would be strengthened, consolidating itself as a reference in the national socioeconomic scenario (**Figure 7**).

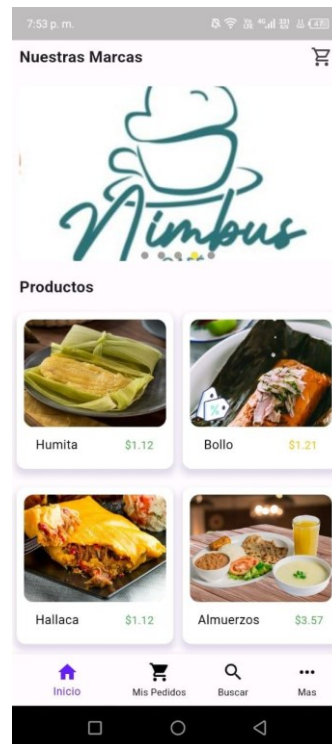


Figure 7. Branded gastronomic products/entrepreneurship of nomadic community in mobile application.

In this context, from the methodologies of Dewani et al. (2024) in the field of Cyberpsychology, digital marketing strategies can be used directly in human interactions to provide personalized content according to specific consumer preferences. This, through the effective use of color and design when developing marketing campaigns that are effective in current times.

On the other hand, the strategies associated with digital marketing have been refined over the last decade, with effective media driven by cloud technologies that support everything from viral marketing to specific mobile applications to promote brands (Nuseir et al., 2023). In this way, individuals or communities have greater opportunities to offer value and influence the decisions of the consumers they target. Thus, promoting economic empowerment by causing conversions or awareness of a variety of messages, services, or products.

Furthermore, the fields of action of digital marketing have expanded to various applications and strategies concentrated in areas of health, gastronomy, ecology, among others (Daoud et al., 2024; Djakeli, 2023; Singh et al., 2024).

This debate has highlighted how digital marketing enables economic and social transformation by empowering mobile populations to thrive in an interconnected world. By building on previous studies and exploring new avenues of research, academics can pave the way for a future where digital marketing serves as a catalyst for positive change, unlocking the full potential of mobile communities around the world.

Future research should focus on a few key areas to advance understanding and maximize the benefits of digital marketing for mobile communities:

Technology Innovation: Explore modern technologies (e.g., AI, blockchain) and

their impact on digital marketing strategies for fast-moving communities.

- Policy and regulation: investigate regulatory frameworks and policy initiatives that promote equitable access to digital infrastructure and protect the rights of mobile workers.
- Cultural dynamics: study how digital marketing shapes cultural identities and influences community cohesion among mobile populations.
- Sustainability: Evaluate the environmental impact of digital marketing practices and validate sustainable marketing strategies for this type of communities.
- By addressing these research gaps, researchers can contribute to a comprehensive understanding of the role of digital marketing in fostering sustainable economic growth and social inclusion of mobile communities around the world (Girinkaya et al., 2020).

5.1. Discussion points

- User familiarity and readiness: The high percentage of respondents familiar with using mobile applications suggests a favorable environment for introducing a new application. This familiarity can reduce barriers to adoption and improve initial engagement with the platform.
- Perceived benefits: Evenly divided positive responses regarding implementation of the app indicate a strong consensus among respondents about its potential benefits. This aligns with the idea that such a tool could improve convenience and efficiency in ordering processes, thus supporting economic empowerment goals.
- Design and Trust Insights: Semantic analysis insights provide valuable insights into how the design and trustworthiness of the application is perceived. Positive evaluations in terms of design aesthetics and usability can reinforce user engagement and satisfaction. Similarly, perceptions of trustworthiness are crucial to building trust among users, which is essential for sustained use and adoption.

In conclusion, the integrated approach of data collection and analysis has not only provided a holistic understanding of the impact of digital marketing but has also validated the feasibility and acceptance of implementing a mobile application. These insights can guide strategic decisions to effectively leverage digital tools to improve economic empowerment within mobile communities Perilla Ruíz et al., (2022)

6. Conclusion

The objective of this research was to develop and evaluate a mobile application designed to optimize customer orders, and for it to serve as a strategic tool in the field of digital marketing. This study focused on digital immigrant communities that are direct beneficiaries of the Terranueva foundation, which provides help in the social and economic sphere to people with limited resources so that they find means to generate their own income, with the purpose of analyzing the impact of this technology on their economic empowerment.

The results achieved in this research demonstrated that the use of a mobile application to receive customer orders is very favorable. Interviews and surveys conducted with participants demonstrated high acceptance and positive perception in

terms of reliability and ease of use of the user interface. The mobile application not only facilitates order management, but also improves operational efficiency and user experience, contributing to the economic empowerment of entrepreneurs belonging to these communities.

The qualitative analysis revealed that users found the application intuitive and dependable, which is why it is suggested that mobile technology can be considered a powerful tool to overcome logistical barriers and increase business opportunities for communities on the move.

In conclusion, this research highlights the importance of mobile technologies in strengthening digital marketing strategies and the positive impact they can generate at an economic level in favor of traveling communities. For this reason, the findings suggest that support policies and initiatives that promote the development and implementation of mobile applications can be considered a key factor in the sustainable and equitable development of these populations. Future research could expand on these findings, exploring the application of mobile technologies in other business models and communities, to validate and expand the benefits observed in this study.

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