

Inbound Marketing as A Strategy for Attracting Customers in The Gastronomic Sector of Piura, Peru

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Abstract

The objective of this research was to analyze the contribution of inbound marketing to customer acquisition in the gastronomic sector of Piura in 2024. The study employed an applied methodology, a mixed approach, a non-experimental cross-sectional design, and a descriptive level of analysis. The study sample consisted of 196 customers of restaurants in the city of Piura. The questionnaire was employed as a data collection instrument, with the objective of obtaining information from restaurant customers. The results demonstrated that 46.4% of respondents indicated that restaurants generate pertinent content for dissemination through their various digital media channels, while 50% asserted that the quality of service received significantly influences their perception of the business. It was concluded that inbound marketing benefits restaurants in terms of customer acquisition. However, it is necessary that they continue to strengthen the strategies they already implement so that greater levels of effectiveness can be achieved in this process.

Keywords: *Inbound Marketing, Customer Acquisition, Digital Media*

INTRODUCTION

In the contemporary market, competition is intensifying, prompting organizations to pursue novel strategies to maintain relevance and achieve favorable market positioning (Darmawan & Grenier, 2021). A review of current marketing strategies reveals a predominant focus on digital media, reflecting the growing prominence of technology in marketing (Faruk et al., 2021). In the contemporary business environment, the primary objective of marketing is to attract customers and subsequently foster their loyalty. In this context, inbound marketing emerges as a distinctive commercial methodology, assisting organizations in the process of attracting customers through the provision of non-intrusive digital content. In Spain, Carrasco (2019) asserted that new technologies have become a significant aspect of human life. Consequently, the business world cannot remain indifferent to this new context; it is obliged to adapt and understand how to capitalize on the changes that this implies. Otherwise, it is unlikely to succeed in an increasingly digitized world. One such new technology is digital marketing. Social networks and other platforms have become central to this field, as they have become communities of potential consumers. It is therefore essential for businesses to maintain an active presence on these media in order to generate interaction and address customers in a non-intrusive and efficient way. Conversely, López (2022) conducted a study in Ecuador examining the current state of social media usage among businesses in the gastronomic sector in a city in Ecuador. The study concluded that businesses that utilized social media tools effectively achieved highly beneficial results for their interests, with their strategies centered around four common objectives: reach, conversion, recognition, and loyalty.

In Peru, Castillo and Vargas (2022) indicated that inbound marketing had a markedly positive impact on a restaurant in the city of Trujillo. The restaurant's social media activity was insufficient to meet the demands of the current business context, resulting in a deficient customer acquisition process. Diners who visited the restaurant did so primarily out of curiosity or due to third-party recommendations. In this context, one of the national attractions, and thus one of the reasons for the country's international recognition, is undoubtedly its gastronomy. The opinions of numerous experts from diverse sectors of the globe, along with the numerous accolades bestowed upon the country over the years, serve to corroborate the aforementioned assertion. It was therefore to be expected that the gastronomic sector would have a highly positive impact on the economy within the national territory. As reported by El Peruano (2023), the national GDP exhibited a 2.68% growth in

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2022 compared to the previous year, with the hotel and restaurant sectors contributing the most to this growth. The profitability of this sector has attracted many individuals to pursue opportunities in it. This has led to a high level of competitiveness within the market, as there is a surplus of supply. Consequently, businesses must employ strategies to achieve brand recognition and subsequently secure a favorable market position. Adaptation to the evolving context and consumer demands is crucial for success. In light of the technological boom, it is crucial for companies in this field to possess the ability to effectively utilize the plethora of digital tools available on the internet. This will ensure a streamlined customer acquisition process and, subsequently, the establishment of stronger customer relationships. Thus, the overarching issue was identified: How does inbound marketing facilitate customer acquisition in the gastronomic sector of Piura? In relation to the aforementioned problem, it is important to highlight that the research conducted is justified from a practical standpoint, as it seeks to elucidate the manner in which the inbound marketing methodology can facilitate the optimization of the customer acquisition process within the gastronomic sector of Piura. Similarly, there is an economic rationale for adopting the inbound marketing methodology, as it enables the expansion of a business' customer base, thereby increasing its net profit margin. Furthermore, this digital trend is advantageous for any restaurant brand, as it allows for improved market positioning through continuous engagement with the consumer throughout the purchasing process. This study aims to examine the role of inbound marketing in customer acquisition within the gastronomic sector of Piura.

LITERATURE REVIEW

In consideration of inbound marketing, Sánchez et al. (2020) delineated it as a methodology that prioritizes the attraction of consumers through the creation of quality and highly relevant content for potential customers. This is achieved through voluntary engagement and without the imposition of interaction with users. Similarly, Hermawan et al. (2023) posit that the objective is to cultivate a relationship of trust with users through the creation of high-quality content, fostering customer loyalty and engaging in a natural manner. This methodology is regarded as complex, as it necessitates consistent management of digital channels and ongoing enhancement of content quality. To facilitate a more comprehensive grasp of the variable, three dimensions are put forth for consideration: attraction, interaction, and delight. These stages are crucial for the effective implementation of inbound marketing strategies, as they facilitate more precise control and ensure their optimal development. In turn, these dimensions are composed of a series of indicators, which facilitate the measurement of each of the variables.

The initial dimension is that of attraction. In this regard, Pusriadi and Sudarmiatin (2021) have stated that the objective of the attraction phase is to capture the attention of potential customers through the creation of content that adds value and solves problems related to the service or product. Consequently, the content must provide a valuable experience for the customer, thereby fostering interest and encouraging further exploration of the company's products. The initial indicator is social media advertising, which is a tool that enables the advertiser to gauge and oversee the objectives of their campaign. This is accomplished by measuring the extent of interaction achieved by the advertising, including the number of clicks, reactions, dwell time, shares, and reposts (Muller & Peres, 2019). Similarly, content marketing is designed to generate relevant content with the objective of attracting and retaining users, as well as involving them with the brand and transforming them into loyal followers and advocates. The goal is to establish a relationship of trust and mutual growth between the brand and the user community (Ansari et al., 2019). Finally, search engine optimization (SEO) refers to the process of optimizing a website to improve its ranking in search results. This optimization is done with the objective of increasing the amount of organic traffic that the website receives (Desai, 2019).

The second dimension is that of interaction. Rodríguez and Vergara (2023) posit that interaction entails the provision of information and solutions to consumers based on their needs, thereby enabling the consumer to achieve their desired outcome more effectively. This may result in an increased number of sales and prove to be an effective marketing strategy. As an initial indicator of this second dimension, conversational bots are referenced. These can be defined as intelligent programs that engage in real-time, natural language communication with humans. An increasing number of companies are utilizing them online to enhance customer service and boost operational efficiency (Suta et al., 2020). Additionally, the landing page can be defined as a web page designed from a marketing strategy with the primary objective of achieving a conversion,

namely, for its visitors to become leads (Maha, 2020). The third indicator is customer relationship management (CRM), a strategy that enables companies to collect detailed information about their customers and then use this understanding to personalize their proposals, thus exceeding customer expectations in comparison to their competitors (Trif et al., 2019).

The third dimension of inbound marketing is delight. As HubSpot (2022) notes, this dimension is customer-centric, aiming to ensure customer satisfaction and happiness. It strives to cultivate a positive, enduring relationship between the business and customers, extending beyond the initial purchase. The initial indicator within this third dimension is the form. The Google form is a tool that enables a range of actions, including measurement, data collection, and the validation of information from a source. Google offers a comprehensive array of tools and services, and its forms are among the most comprehensive (Quincho et al., 2022). E-mail marketing represents a technique that seeks to establish a connection and a relationship of trust with customers and potential customers. This is achieved through the use of email as the main communication channel. The objective is to provide value, promote products and services, and maintain customer interest in the institution (Pedreschi & Nieto, 2022). Finally, the concept of the buyer journey is introduced. This can be defined as a kind of guide that shows each step of the customer's journey in their relationship with a brand. It encompasses the actions and communications of the company, the results, the emotions and thoughts of the customer, and the decisions they make along the way (Tomás, 2020).

In regard to the variable of customer acquisition, Calderón and Serrano (2020) posit that it can be defined as the process of attracting, retaining, and engaging users through the formation of relationships between them and the company. The objective of this process is to establish robust and enduring relationships with customers in order to guarantee their retention and transform them into loyal patrons. Conversely, Narrea and Pinto (2020) posit that the customer acquisition process is predicated on forging a robust connection between the company and its customers, with the objective of addressing their needs and fostering customer loyalty. The retention of loyal customers is a pivotal determinant of success, necessitating a concerted effort on the part of the company to gain insight into their preferences, needs, and tastes, with the aim of providing them with an exceptional experience of satisfaction. To facilitate a more comprehensive understanding of the variable, three dimensions are proposed for examination: quality of service, customer satisfaction, and customer loyalty. In regard to the quality of service, Setyadi and Helmi (2022) posited that it pertains to the consumer's evaluation of the degree of satisfaction attained in comparison to their preceding expectations. If the service received aligns with or exceeds expectations, it is deemed to be of high quality and satisfactory. The initial indicator for this variable is the capacity to respond, which can be defined as the ability to act promptly and effectively in the face of changes in the organizational environment, whether due to shifts in organizational culture, accelerated decision-making processes, or the acquisition of more up-to-date knowledge. This capacity enables organizations to capitalize on opportunities while mitigating risks (Rojas, 2022). Additionally, there is the concept of perception, which pertains to how customers view and think about a company or brand, as well as its products. This concept encompasses the impressions and sensations that customers experience in each interaction, whether direct or indirect, with the company (Chee & Yazdanifard, 2021). Finally, service empathy can be defined as the capacity to empathize with and comprehend the emotional state and perspective of another individual, particularly in the context of customer interactions (Que et al., 2019).

The second dimension is customer satisfaction. Bin and Shamsudin (2020) posit that customer satisfaction indicates the similarity between the experience of using the product and the buyer's value expectations. In other words, it measures the pleasantness of users in relation to the products or services they receive. The level of satisfaction is based on the comparison between what a customer expects from the product or service and what they actually receive. The initial indicator is the customer's expectation. Expectations can be defined as the set of ideas, thoughts, and desires of a customer regarding what they anticipate receiving from a shopping experience through interaction with a company or business. It is important to note that these expectations are also shaped by the needs and lifestyles of each customer and are influenced by the perceptions of the brand (Zelada, 2020). As a second indicator, payment methods are mentioned, which are the forms of monetary transactions that are accepted in the market, such as cash, credit and debit cards, bank transfers, and checks (Rodríguez, 2023). Finally, there are complementary services, which are additional services or products offered

to enhance the value of the main offering or provide customers with more options (Sotomayor & Galíndez, 2021).

The third and final dimension of this variable is customer loyalty. As Khairawati (2020) notes, it is the process of forging a connection with the consumer, fostering satisfaction with the product or service, and encouraging continued patronage of the company in the future. This process typically has two defined objectives. The primary objective is to retain customer loyalty, while the secondary objective is to enhance the frequency and volume of customer purchases.

METHODOLOGY

As posited by Castro et al. (2023), this type of research necessitates a distinct methodology from that of basic research. This is due to the fact that the former is predicated upon the identification of contextual issues, and thus offers solutions that are informed by the insights gleaned from pure research. Furthermore, it considers the various regulations, rules, and other bylaws that govern the conduct of the company, thus providing a distinct point of reference for problem-solving. Conversely, he presented a mixed approach. Hernández and Mendoza (2018) indicated that this approach incorporates a series of structured, evidence-based, and reflective methods, which include the collection and evaluation of both numerical and descriptive data. The combination and joint analysis of data are employed with the objective of generating robust conclusions based on a comprehensive range of information, thereby facilitating a deeper understanding of the topic under investigation.

In regard to the design, a non-experimental cross-sectional design was presented. Mata (2019) defined non-experimental research as a methodology that does not involve deliberate manipulation of variables. Instead, it entails observing phenomena in their natural environment and subsequently conducting an analysis. Furthermore, a non-experimental cross-sectional study was deemed appropriate since no variables were manipulated, and data were collected only once (Huairé, 2019). In this context, it is important to highlight that the research in question was descriptive in nature. In this regard, Condori (2020) defined this level of research as aiming to describe a specific situation in a certain temporal-spatial circumstance. It is therefore necessary to accurately present the perspective or dimensions of what is intended to be studied.

With regard to the population selected for this study, it should be noted that, as the research is broadly focused on the gastronomic sector of the city of Piura, the unknown type of population was employed, as it encompasses all individuals who patronize this type of establishment. Additionally, the sample size calculation employed the infinite or unknown population formula, resulting in a sample size of 196 customers from the gastronomic sector of the city of Piura. The sampling method employed was non-probabilistic convenience sampling. Additionally, the survey was employed as a data collection technique, targeting the residents of Piura who frequent restaurants in the city. Subsequently, the data was subjected to an analytical process using appropriate tools and computer programs. The data obtained was analyzed using the SPSS version 28.0 program, which was employed to ensure the reliability of the resulting statistical results.

RESULT AND FINDINGS

Table 1 Descriptive results of attraction strategies in the gastronomic sector of Piura

Attraction	Scale of alternatives											
	Always (5)		Almost always (4)		Sometimes (3)		Almost never (2)		Never (1)		Total (Σ)	
	N	%	N	%	N	%	N	%	N	%	N	%
Q1. The restaurant manages its social networks properly.	84	42.9%	88	44.9%	19	9.7%	3	1.5%	2	1.0%	196	100%
Q2. The restaurant generates relevant content to disseminate through different media and digital channels.	91	46.4%	75	38.3%	28	14.3%	1	.5%	1	.5%	196	100%
Q3. The restaurant seeks to improve its presence in web search engines through different strategies.	94	48.0%	79	40.3%	21	10.7%	0	0.0%	2	1.0%	196	100%

Q4. Find the restaurant easily in web search engines.	78	39.8%	90	45.9%	23	11.7%	4	2.0%	1	.5%	196	100%
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It is concluded that attraction strategies in the gastronomic sector are present, especially in the field of social networks, however, SEO strategies must continue to be reinforced to achieve a better positioning in search engines and that this generates that diners have more facilities to navigate and recognize quickly and positively the pages of the gastronomic sector.

Table 2 How interaction strategies are carried out in the gastronomic sector of Piura, 2024

Interaction	Scale of alternatives										Total (Σ)	
	Always (5)		Almost always (4)		Sometimes (3)		Almost never (2)		Never (1)			
	N	%	N	%	N	%	N	%	N	%	N	%
Q5. The restaurant interacts with the customer through the use of chatbots.	85	43.4%	91	46.4%	16	8.2%	3	1.5%	1	.5%	196	100%
Q6. Chatbots answer all the questions that the customer may have.	87	44.4%	85	43.4%	21	10.7%	1	.5%	2	1.0%	196	100%
Q7. The restaurant collects data from customers or potential customers in an innovative and non-intrusive way.	83	42.3%	81	41.3%	25	12.8%	5	2.6%	2	1.0%	196	100%
Q8. The restaurant makes use of technology to better control its relationship with the customer	93	47.4%	79	40.3%	20	10.2%	0	0.0%	4	2.0%	196	100%
Q9. New technologies make it easier to have a greater proximity to the restaurant and everything related to it.	86	43.9%	80	40.8%	25	12.8%	3	1.5%	2	1.0%	196	100%

It is concluded that in the gastronomic field, strategies should be implemented that help improve the interaction of consumers with restaurants and everything that is related to them, this in order to better capture the interest of the customer and consequently, that the purchase action occurs. Finally, take advantage of chatbots to improve inconveniences and achieve a better customer experience.

Table 3 Delight strategies that are carried out in the gastronomic sector of Piura, 2024

Delight	Scale of alternatives										Total (Σ)	
	Always (5)		Almost always (4)		Sometimes (3)		Almost never (2)		Never (1)			
	N	%	N	%	N	%	N	%	N	%	N	%
Q10. Frequently, the restaurant uses forms so that customers can rate the product or service received.	88	44.9%	89	45.4%	12	6.1%	2	1.0%	5	2.6%	196	100%
Q11. The restaurant makes its new offers or promotions known through e-mails.	88	44.9%	84	42.9%	19	9.7%	3	1.5%	2	1.0%	196	100%
Q12. During their purchase process, they feel the accompaniment of the restaurant.	86	43.9%	78	39.8%	27	13.8%	3	1.5%	2	1.0%	196	100%
Q13. The product or service purchased meets all your needs.	73	37.2%	93	47.4%	26	13.3%	3	1.5%	1	.5%	196	100%

It is concluded that restaurants should implement strategies to improve the effectiveness of service through e-mails, in order to strengthen the good relationship with customers and ensure the purchase process. Finally, it is suggested to increase the strategy of the purchase accompaniment process to improve the relationship with the customer.

Table 4 The quality of service in the gastronomic sector of Piura, 2024.

Quality of service	Scale of alternatives										Total (Σ)	
	Always (5)		Almost always (4)		Sometimes (3)		Almost never (2)		Never (1)			
	N	%	N	%	N	%	N	%	N	%	N	%
Q14. When you place an order, you receive a response from the restaurant as soon as possible.	74	37.8%	94	48.0%	28	14.3%	0	0.0%	0	0.0%	196	100%

Q15. The service received significantly influences the perception they have of the restaurant.	98	50.0%	66	33.7%	15	7.7%	10	5.1%	7	3.6%	196	100%
Q16. You sense that the restaurant's customer service staff understands your needs and helps you have a positive experience.	94	48.0%	68	34.7%	23	11.7%	8	4.1%	3	1.5%	196	100%

It is concluded that the quality of service is as expected by consumers, which is evidenced in the responses of the respondents, it is also suggested that restaurants improve the small gaps of disagreement and continue to reflect their quality of service that characterizes them, so that in this way the network of consumers or customers is further expanded.

Table 5 Showing customer satisfaction in the gastronomic sector of Piura

Customer satisfaction	Always (5)		Almost always (4)		Sometimes (3)		Almost never (2)		Never (1)		Total (Σ)	
	N	%	N	%	N	%	N	%	N	%	N	%
Q17. The products he buys from the restaurant meet his expectations.	83	42.3%	84	42.9%	20	10.2%	6	3.1%	3	1.5%	196	100%
Q18. The variety of payment methods influences your purchase decision and subsequent satisfaction with the service received.	89	45.4%	73	37.2%	22	11.2%	7	3.6%	5	2.6%	196	100%
Q19. You evaluate payment methods before making a purchase at the restaurant.	75	38.3%	93	47.4%	12	6.1%	10	5.1%	6	3.1%	196	100%
Q20. You are satisfied with the implementation of complementary services, such as delivery or Wi-Fi connection, by the restaurant.	72	36.7%	92	46.9%	23	11.7%	3	1.5%	6	3.1%	196	100%

It is concluded that restaurants achieve customer satisfaction, meeting their expectations, improving their satisfaction, opening up to better demand, likewise, it is expected that restaurants will continue to innovate and involve the consumer in new strategies to strengthen the relationship that is sought to be expressed.

Table 6 Customer loyalty in the gastronomic sector of Piura 2024

Customer loyalty	Scale of alternatives											
	Always (5)		Almost always (4)		Sometimes (3)		Almost never (2)		Never (1)		Total (Σ)	
	N	%	N	%	N	%	N	%	N	%	N	%
Q21. Your positive experience with the restaurant has influenced you to frequent the business.	80	40,8%	79	40,3%	25	12,8%	5	2,6%	7	3,6%	196	100%
Q22. The restaurant takes into account the recommendations of its customers, achieving a better experience on their next visit.	82	41,8%	82	41,8%	16	8,2%	8	4,1%	8	4,1%	196	100%
Q23. You are satisfied with the incentives provided by the restaurant, such as: Gifts, raffles, discounts, among others.	78	39,8%	78	39,8%	29	14,8%	4	2,0%	7	3,6%	196	100%
Q24. The promotions or raffles carried out influence the purchase of a product from the restaurant.	80	40,8%	79	40,3%	26	13,3%	8	4,1%	3	1,5%	196	100%

It is concluded that restaurants are implementing quality strategies that have been giving positive results in terms of customer loyalty, strategies based especially on consumer emotions. It is also suggested to maintain

and implement more strategies that help build loyalty among consumers in passing, making the service impact and creating potential customers over time.

According to the results presented, it is evident that most respondents (196) believe that restaurants effectively implement inbound marketing strategies, which is reflected in the highest percentages recorded at the “always” and “almost always” levels. This suggests that the ability to attract, interact with, and delight customers is optimal, with less than 2% of respondents expressing otherwise. In addition, they point out that, when making a purchase, they carefully analyze the available options, which means always recognizing the need, evaluating alternatives and making decisions based on what restaurants can offer. This behavior is reflected in percentages that exceed 40%, in contrast to less than 4% of respondents who make purchases without considering these previous criteria. It is concluded that, within the gastronomic sector of the city of Piura, inbound marketing is an effective methodology to optimize the process of customer acquisition, through its 3 phases: attraction, interaction and delight; the customer portfolio of any restaurant can be increased and not only that, but also, through the various strategies presented by this methodology, lasting relationships can be created with the company.

Among the attraction strategies used by restaurants, the use of social networks and the generation of valuable content to seek to capture the attention of potential customers stands out, however, it is important to promote the use of SEO in web search engines. On the other hand, interaction strategies such as the use of landing pages, CRMs and chatbots show a high effectiveness to develop this phase in a correct way, however, it is important to emphasize that considering the ease and availability that users have to make use of the internet and want to contact a restaurant, Conversational bots must be subjected to a constant process of continuous improvement and in this way be able to fulfill their functions efficiently. Finally, delight strategies contribute to the conversion of a “lead” to a regular customer and in addition to this, they ensure that the company-customer relationship is safeguarded over time.

DISCUSSION OF RESULTS

According to Palomino and Siancas (2020), attraction strategies are the first stage of inbound marketing, which involves capturing the attention of potential customers by creating valuable content that addresses problems related to the product or service offered. Under this scenario, the results show that 48.0% indicate that restaurants always seek to improve their presence in web search engines through different strategies. Therefore, it is essential that the gastronomic sector of Piura produces quality and eye-catching content that arouses the curiosity of potential customers. In this line, the results are consistent with the research by Salazar and Toala (2023), which determined that 35.3% of entrepreneurs fully agree with making digital content that generates value based on customer needs. Given this scenario, this research is related to the study carried out in the enterprises of the city of Guayaquil since, in the results of the gastronomic sector of Piura, 46.4% of users consider that restaurants always generate relevant content to disseminate through the different media and digital channels. That is why this sector must continue to implement attraction strategies, such as the creation of content according to the buyer persona, which generates value based on the needs of customers, establishing profitable long-term relationships.

According to Rodríguez and Vergara (2023), in the interaction stage, solutions and information are offered according to the needs of consumers and their effective compliance is ensured, which contributes to increased sales. Under this scenario, the results show that 47.4% of customers perceive that restaurants always make use of technology to better control their relationship with the customer. While the use of chatbots and landing pages allows you to improve interaction with customers and attract potential customers. For the aforementioned reasons, the gastronomic sector of Piura can use chatbots for 24/7 customer support, and landing pages to capture attention and interest by collecting contact information from the customer to send them information, such as available activities or promotions. In this line, the results are not consistent with the research of Jauregui (2022), which determined that only 12.4% of the digital interaction that impacts the purchase decision of the enterprise dedicated to the sale of women's clothing occurs through 24-hour conversational bots, in this scenario, this research differs from the study carried out in women's clothing ventures in 30-year-old consumers in Lima Metropolitan, given that, in the results of the gastronomic sector of

Piura, 46.4% consider that restaurants almost always interact with the customer through the use of chatbots. That is why this sector must complement interaction strategies with other types of digital interaction, such as customer mentions, subscriptions for discounts and news, personalized chats, informative posts, responding to comments on publications, or doing live with questions and answers.

The theory mentioned in HubSpot (2022) pointed out that delight is focused on ensuring customer satisfaction and happiness, maintaining a close and cordial relationship with the brand even after the purchase. Under this scenario, the results show that 44.9% consider that restaurants always make their new offers or promotions known through e-mails. A comprehensive management of the company's relationship with customers is required, which implies constant communication and the provision of a quality service that projects an image of professionalism, courtesy and kindness. Therefore, it is essential that the gastronomic sector of Piura can guarantee personalized attention through the use of digital tools such as e-mail marketing and forms. In this line, the results are consistent with the research of Hernández and Villalva (2021) which determined that 83.33% of companies consider as an objective for the fulfillment of inbound marketing strategies, the creation of content, to contact new customers, gain followers, and generate greater trust with the brand. In this scenario, this research is related to the study carried out in the SMEs Gyms of Babahoyo, given that, in the results of the Gastronomic Sector of Piura, 43.9% indicate that, during their purchase process, they always feel the accompaniment of the restaurants. Therefore, it is essential that Piura's gastronomic sector continues to implement delight strategies that promote an image of authority in its niche market. This is achieved through the creation of content such as storydoing and storytelling, with the aim of establishing a graphic line that includes hashtags, logos and slogans both externally and internally. This seeks to make customers identify with the brand and promote their loyalty. In addition, these strategies allow you to differentiate yourself from competitors.

Setyadi and Helmi (2022) reported that service quality is the consumer's assessment of the level of satisfaction they obtain compared to their previous expectations. Under this scenario, the results show that 50.0% indicate that the service received always significantly influences the perception they have of restaurants. For the reasons, it is essential that the gastronomic sector of Piura adds complementary services such as home deliveries, online reservations, catering services, free WiFi, and comfortable and safe environments. In this line, the results are consistent with the research by Guapulema (2023) which determined that 71% of customers are satisfied with the waiting time before being served. Given this scenario, this research is related to the study carried out in the Riobamba Savings and Credit Cooperative, given that, in the results of the gastronomic sector of Piura, 48.0% of customers consider that, when placing an order, they almost always receive a response as soon as possible from the restaurants. That is why this sector must continue to work on the quality of its service, since waiting time is key to not losing customers, especially those who are usually impatient and intolerant of long waiting times. Implementing efficient time management systems, optimizing service and kitchen processes, will contribute significantly to improving the customer experience and maintaining customer loyalty. In addition, providing options to entertain them during the wait can make them perceive the time as shorter and more enjoyable.

Bin and Shamsudin (2020) stated that customer satisfaction is based on comparing expectations with the reality of the product or service received. Under this scenario, the results show that 46.9% of customers almost always feel satisfied with the implementation of complementary services, such as delivery or Wi-Fi connection, by restaurants. For the reasons, it is essential that the gastronomic sector of Piura chooses to include a wide variety of payment methods that generate greater convenience for customers, facilitating their shopping experience. For his part, Khairawati (2020) mentions that customer loyalty is the process of creating links with the user for their satisfaction. Under this scenario, the results show that 41.8% consider that restaurants almost always consider the recommendations of their customers, achieving a better experience on their next visit. Therefore, it is essential that the gastronomic sector of Piura carries out the implementation of incentive programs as a strategy to build customer loyalty by creating positive experiences that influence the customer's perception and their decision to return to restaurants.

Finally, for García et al. (2021), inbound marketing seeks to generate trust and build customer loyalty by attracting them with quality content through digital channels. While for Narrea and Pinto (2020), customer

acquisition requires companies to know the preferences and needs of users in order to offer them a satisfactory experience. Under this scenario, the results show that 47.4% consider that restaurants always make use of technology to better control their relationship with the customer, in turn 40.8% indicate that their positive experience with restaurants has always influenced them to frequent the business.

CONCLUSION

Restaurants are properly using digital tools to attract customers, creating and sharing valuable content online, as well as actively managing their social media with regular updates. However, they still need to improve their web positioning, so that customers can find them without major difficulty when searching on the internet. On the other hand, the interaction phase in restaurants is executed appropriately thanks to the use of tools that facilitate greater proximity to users, offering detailed information about the business and answering their questions quickly. In this regard, it is essential to highlight the importance of ever-evolving chatbots to ensure that this phase of inbound marketing meets all of its intended objectives.

Restaurants are not only looking to sell, but also to build lasting relationships with customers. Therefore, they use questionnaires to obtain feedback and thus be able to constantly improve; In addition, they make use of email marketing to continue providing relevant content. However, when it comes to the buyer journey, improvements are still needed to further strengthen the relationship with the diner. Finally, in a context as digitized as the current one, inbound marketing is the ideal methodology to optimize the process of attracting customers, since in the three phases that make it up (attraction, interaction and delight) they make use of various strategies that allow generating, in a non-intrusive way, a customer-company relationship contributing to a stable and lasting relationship.

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Appendices

QUESTIONNAIRE

VARIABLE I: INBOUND MARKETING						
ATTRACTION		5	4	3	2	1
1	The restaurant manages its social networks properly.					
2	The restaurant generates relevant content to disseminate through different media and digital channels.					
3	The restaurant seeks to improve its presence in web search engines through different strategies.					
4	Find the restaurant easily in web search engines.					
INTERACTION		5	4	3	2	1
5	The restaurant interacts with the customer through the use of chatbots.					
6	Chatbots answer all the questions that the customer may have.					
7	The restaurant collects data from customers or potential customers in an innovative and non-intrusive way.					
8	The restaurant makes use of technology to better control its relationship with the customer.					
9	New technologies make it easier to have a greater proximity to the restaurant and everything related to it.					
DELIGHT		5	4	3	2	1
10	Frequently, the restaurant uses forms so that customers can rate the product or service received.					

11	The restaurant makes its new offers or promotions known through e-mails.					
12	During their purchase process, they feel the accompaniment of the restaurant.					
13	The product or service purchased meets all your needs.					
VARIABLE II: CUSTOMER ACQUISITION						
QUALITY OF SERVICE		5	4	3	2	1
14	When you place an order, you receive a response from the restaurant as soon as possible.					
15	The service received significantly influences the perception they have of the restaurant.					
16	You sense that the restaurant's customer service staff understands your needs and helps you have a positive experience.					
CUSTOMER SATISFACTION		5	4	3	2	1
17	The products he buys from the restaurant meet his expectations.					
18	The variety of payment methods influences your purchase decision and subsequent satisfaction with the service received.					
19	You evaluate payment methods before making a purchase at the restaurant.					
20	You are satisfied with the implementation of complementary services, such as delivery or Wi-Fi connection, by the restaurant.					
CUSTOMER LOYALTY		5	4	3	2	1
21	Your positive experience with the restaurant has influenced you to frequent the business.					
22	The restaurant takes into account the recommendations of its customers, achieving a better experience on their next visit.					
23	You are satisfied with the incentives provided by the restaurant, such as: gifts, raffles, discounts, among others.					
24	The promotions or raffles carried out influence the purchase of a product from the restaurant.					