

DIGITAL MARKETING STRATEGIES



INTRODUCTION

The group Digital Marketing Strategies is located in the Department of Economics and Business Administration of Malaga University. Its objective is to contribute to scientific knowledge and socioeconomic development through the study of consumer behavior and organizations, in the context of digital transformation, from a marketing perspective.

RESEARCH TOPICS

- Marketing and market research.
- Adoption and use of digital technologies.
- Consumer behaviour.
- Branding.
- Retail.
- Tourism.

SCIENTIFIC-TECHNICAL SERVICES

- Market studies using qualitative, quantitative and neuromarketing methodologies.
- Studies of consumer behavior in their interaction with digital technologies (smartphone, e-commerce, social networks, electronic games, smart devices, robots, etc.) throughout all phases of the purchase process.
- Analysis of the process of adopting digital technologies by organizations and their results.
- Advice for the implementation of digital marketing strategies.
- Study of the management and perception of the brand.
- Evaluation and design of distribution channels.

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