360° marketing in the transformation of strategic models to the new dynamics of the consumer

Marketing 360° en la transformación de modelos estratégicos a las nuevas dinámicas del consumidor

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Abstract

This research aimed to analyze the transformation of 360° marketing in the adaptation of strategic models to new consumer dynamics. A quantitative approach was used, with a non-experimental design and descriptive scope. To do this, 100 consumers from a Peruvian company representative of the food sector were surveyed, and the data were analyzed using the SPSS version 25 software. The results showed a moderate digital presence and low recall of traditional strategies, which highlights the need for a more effective integration of communication channels. It is concluded that a well-structured omnichannel strategy, focused on the optimization of segmentation and personalization of content, allows improving interaction with the consumer and strengthening the positioning of companies in a highly competitive market.

Keywords: 360° marketing, digital strategies, traditional strategies.

Resumen
Esta investigación tuvo como objetivo analizar la transformación del marketing 360° en la adaptación de modelos estratégicos a las nuevas dinámicas del consumidor. Se empleó un enfoque cuantitativo, con diseño no experimental y alcance descriptivo. Para ello, se encuestó a 100 consumidores de una empresa peruana representativa del sector alimentario, y los datos fueron analizados mediante el software SPSS versión 25. Los resultados evidenciaron una presencia digital moderada y una baja recordación de estrategias tradicionales, lo que resalta la necesidad de una integración más eficaz de los canales de comunicación. Se concluye que una estrategia omnicanal bien estructurada, centrada en la optimización de la segmentación y la personalización de contenidos, permite mejorar la interacción con el consumidor y fortalecer el posicionamiento de las empresas en un mercado altamente competitivo.

Palabras clave: marketing 360°, estrategias digitales, estrategias tradicionales.

Introduction

In a market where consumer attention is fleeting and competition is constantly evolving, 360° marketing—also known as holistic marketing—emerges as an essential strategy by consolidating multiple channels to deepen customer relationships, enhance the shopping experience, and strengthen both competitiveness and positioning in dynamic and highly competitive contexts.

The advancement of digital innovation has compelled companies to rethink their marketing strategies in order to remain connected with increasingly sophisticated consumers, accelerating the expansion of 360° marketing (Verhoef et al., 2021; Duncan & Moriarty, 1998). This approach aims to integrate and coordinate available tactics and channels to establish and optimize the consumer experience at every stage of the process (Baddam, 2022; Nidhomuddin & Kodrat, 2023).

Holistic marketing relies on the use of detailed and systematic strategies (Kotler & Keller, 2012; García & León, 2021); however, due to its evolution, it intensively incorporates both traditional and digital media, thereby broadening commercial coverage and facilitating the adaptation of strategies to market demands. Concurrently, the interaction between culture and technology continues to influence consumer behavior (De Mooij, 2021; Steenkamp, 2019; Meena, 2023); thus, digitalization and globalization necessitate a critical review of traditional frameworks and consideration of new factors impacting purchasing decisions.

To meet these new demands, companies must provide seamless and personalized interactions. The integration of multiple touchpoints allows for the removal of barriers and enhances communication competitiveness (Mensah & Amenuvor, 2022). Moreover, the combination of online and offline digital strategies not only enriches the customer experience but also increases marketing effectiveness by strengthening consumer loyalty and their connection to the brand (Muharam et al., 2024; Prentice et al., 2018).

The implementation of tools such as Big Data and Artificial Intelligence has enabled companies to anticipate needs and personalize experiences in real-time (Figueiredo et al., 2021; Liu, 2024; Malik et al., 2024; Sulastri, 2023; Theodorakopoulos & Theodoropoulou, 2024). Complementarily, the 360° marketing approach enhances both communication integration and consumer behavior analysis, favoring the formulation of more precise marketing plans (Williams, 2024; Alfian et al., 2019; Kumo, 2023).

In an environment where content options are infinite, companies must continually reinvent their communication methods, and this is where 360° marketing becomes relevant, enabling the construction of strong relationships, the innovation of processes, and the strategic use of technology to gain valuable insights about consumers (Hsieh et al., 2023; Kuncoro et al., 2022). The applicability of this approach has grown across multiple sectors due to its unified nature, which merges traditional branding with modern systems into an integrated customer experience. However, in the food sector, uncertainties persist regarding the effectiveness of multichannel message delivery, brand interactivity, and communication sustainability. Despite the digital transition, many companies in this field have not successfully implemented a truly integrated approach, leading to low levels of brand engagement.

Consequently, it is essential to address the absence of multichannel strategies in the food sector. Based on the analysis of a representative company from the Huánuco region, the objective of this study is to examine the transformation of 360° marketing in adapting strategic models to new consumer dynamics, focusing particularly on the effectiveness of the integration between digital and analog components, as well as the overall impact on customer experience with the brand.

The next section presents the literature review that supports this study. Subsequently, the employed methodology is described, and the results obtained are presented and analyzed. Finally, the conclusions highlight

the most relevant findings and their implications for research in 360° marketing, providing a basis for future inquiries in this field.

As consumer expectations evolve, brands are compelled to adapt to new market trends. This capacity for adaptation has become an essential element for sustainability in highly competitive environments (Lloret, 2016; Primožič & Kutnar, 2022; Travassos & Casaca, 2023), where 360° marketing emerges as an evolution of traditional strategies, offering a broader, consumer-centered approach. The combination of channels and personalization strengthens the bond between consumers and brands.

The unification of offline and online strategies facilitates the creation of a comprehensive communication ecosystem that supports both customer acquisition and retention through the use of digital advertising, social media, in-person events, and traditional media (Huang & Wu, 2024; You & Joshi, 2020). In sectors such as food, the shift toward innovation based on multichannel data has allowed for more coherent and contextualized omnichannel experiences, although this process has been interrupted or slowed by the inherent challenges of digitalization.

Contemporary marketing has evolved with a multidimensional nature, influenced by cultural, technological, and socioeconomic factors (Rodríguez et al., 2020; Perren & Kozinets, 2018; Chicaiza & García, 2019). In this context, new approaches such as sensory, experiential, and inbound marketing have emerged, accompanied by neuromarketing techniques aimed at enhancing the emotional interaction of consumers with brands (Kajla et al., 2023).

Marketing communication plays a fundamental role in reconstructing brand image and consolidating customer loyalty. This integration encompasses advertising, public relations, and content marketing (Özsaçmacı & Dursun, 2020; Kuo, 2024). The strategic use of data allows for greater effectiveness in selecting appropriate channels and messages, optimizing the personalization of campaigns in real-time (Leontiades, 1993).

360° marketing, also referred to as holistic marketing or ubiquitous marketing, integrates traditional and digital media to build unified experiences across various channels, from SMS messages to social media (Krings et al., 2021; Tsai, 2005). Within the framework of post-digital marketing, the adoption of an omnichannel approach has emerged as a key tool for companies. This approach not only improves conversion rates and strengthens customer loyalty but also increases emotional engagement and enhances brand perception (Arkhipova et al., 2021; Itani et al., 2023).

Traditional strategies remain relevant in sectors where information credibility and reputation are essential for complementing digital strategies (Ahmed & Cho, 2019; Bruce et al., 2020; Kim et al., 2020). Media such as television, radio, and print retain their significance for reaching specific audiences and eliciting emotional responses. Additionally, point-of-sale and print advertising contribute to brand recall and reinforcement within an integrated communication ecosystem (Bar-Zeev et al., 2021).

On the other hand, digitalization has restructured marketing dynamics due to the potential for precise segmentation and advanced personalization (Haris, 2024; Ziółkowska, 2021). The ability to predict audience desires through the analysis of multiple data sources allows for the provision of products and services that are more relevant for each moment and context (Hayes et al., 2021).

User experience has become a key component of 360° marketing, as it directly influences brand perception and loyalty. This experience manifests in the internal and subjective responses of consumers to each interaction with the company, encompassing contact with the product or service as well as other relevant points such as customer service and message relevance (Gerea et al., 2021; Rusnaini et al., 2024; Shi et al., 2020).

Effective omnichannel management provides personalized and frictionless experiences through an analysis of the customer journey that allows for real-time strategy optimization. This strengthens emotional bonds and enhances engagement, while the combination of physical and digital channels bolsters brand positioning and consumer trust (Lee et al., 2019; Li et al., 2024; Palazón et al., 2022).

The implementation of 360° marketing strategies in the food sector is crucial for enhancing customer experience and competing in a highly dynamic environment. The integration of traditional and digital tools has proven to be more effective and aligned with the realities of today's consumers. Nonetheless, significant challenges persist in achieving optimal integration, particularly regarding the optimization of digital environments and the consolidation of customer loyalty.

Methodology

This study was conducted using a quantitative approach, suitable for analyzing social phenomena through the collection and analysis of numerical data (Hernández et al., 2014). A descriptive scope was adopted, aimed at observing and detailing the characteristics of the phenomenon in its natural context, using a non-experimental design that allowed for an objective observation of reality (Creswell & Creswell, 2018).

The target population consisted of 134 consumers from a representative Peruvian food sector company in the Huánuco region. Participants were selected using simple random sampling, a technique that ensures all individuals in the population have an equal chance of being selected (Otzen & Manterola, 2017).

A sample of 100 consumers was determined based on the descriptive nature of the study to ensure result representativeness. A structured questionnaire on 360° marketing, validated by expert judgment, was administered, consisting of items organized on a five-point Likert scale.

To determine the sample size from a finite population of 134 consumers, the following statistical formula for simple random sampling in finite populations was used:

$$n = \frac{N \cdot Z^2 \cdot p \cdot q}{(e^2 \cdot (N-1)) + (Z^2 \cdot p \cdot q)}$$

Where:
n= Sample size (100 customers)
N= Population size (134 customers)
Z=1.96 (95% confidence level)
p=0.5 (maximum variability)
q=1-p (Probability that the event does not occur)
e=0.05 (5% margin of error).

The validity and internal reliability of the questionnaire were assessed using Cronbach's alpha coefficient, yielding a value of 0.954, indicating high internal consistency of the instrument (George & Mallery, 2006). The questionnaire was administered after explaining the study's objectives to participants, ensuring voluntary and anonymous participation in accordance with ethical principles of scientific research.

The collected data were processed and analyzed using SPSS version 25 statistical software. Descriptive statistics were applied to identify trends, frequencies, and levels of assessment in key dimensions of 360° marketing. Unlike other studies employing more advanced models, such as inferential analysis or structural equations, this research focused on a strictly descriptive approach, consistent with the exploratory nature of the study object (Field, 2018).

Results

The results indicate that none of the evaluated elements reached a mean score of 3 or higher, reflecting a low to moderate perception of traditional marketing strategies (see Table 1). Outdoor advertising received the highest rating (M=2.24; SD=1.055), followed by printed promotional material (M=2.16; SD=1.098), while magazines scored (M=2.13; SD=1.116), demonstrating a limited impact on brand image. Conversely, brochures and informational catalogs (M=1.92; SD=0.939) showed a low rating, but with more homogeneous responses, whereas television and radio advertisements recorded the lowest mean (M=1.88; SD=1.113), suggesting low recall or perceived exposure.

Table 1. *Descriptive statistics of traditional strategies dimension*

Item	N	Minimum	Maximum	Mean		Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
I have seen or heard advertisements on television or radio.	100	1	5	1.88	0.111	1.113
I believe that advertisements in print and magazines improve brand image.	100	1	5	2.13	0.112	1.116
I think that outdoor advertising is visible and clear.	100	1	5	2.24	0.106	1.055
I have received brochures	100	1	5	1.92	0.094	0.939

or catalogs with information about their products.						
Printed promotional material has helped me decide which products to buy.	100	1	5	2.16	0.110	1.098
Valid N (listwise)	**100**					

Source: Author's own elaboration.

The results show that none of the evaluated elements reached a mean score of 3 or higher, indicating a low to moderate perception of digital marketing strategies (see Table 2). Content on digital platforms received the highest rating (M=2.31; SD=1.187), followed by interest in following the brand on social media (M=2.25; SD=1.158) and interaction with social media posts (M=2.21; SD=1.183), indicating diverse perceptions among consumers. Similarly, the ease of finding the website recorded a mean (M=2.12; SD=1.140), reflecting moderate visibility, while the presence of paid advertisements on search engines received the lowest mean (M=2.06; SD=1.023), with more consistent responses among participants.

Table 2. *Descriptive statistics of digital strategies dimension*

	N	Minimum	Maximum	Mean		Std. Deviation
Item	**Statistic**	**Statistic**	**Statistic**	**Statistic**	**Std. Error**	**Statistic**
I believe that the content on their digital platforms is relevant and useful.	100	1	5	2.31	0.119	1.187
I easily found the website while searching for similar products on Google or other search engines.	100	1	5	2.12	0.114	1.140
I have seen paid advertisements on Google or other search engines.	100	1	5	2.06	0.102	1.023
I follow the brand on social media (Facebook, Instagram, etc.) to stay informed.	100	1	5	2.25	0.116	1.158
I have interacted with posts (comments, likes, shares) on social media.	100	1	5	2.21	0.118	1.183
Valid N (listwise)	**100**					

Source: Author's own elaboration.

The findings reveal that none of the evaluated elements achieved a mean score of 3 or higher, indicating a moderate perception of customer experience (see Table 3). Overall satisfaction with products received the highest rating (M=2.40; SD=1.247), followed by brand experience (M=2.31; SD=1.125). The perception of consistent product quality showed a mean (M=2.28; SD=1.232), while the recommendation of products to friends or family reached a mean (M=2.25; SD=1.218), and finally, the perception of the brand as high quality had the lowest mean (M=2.24; SD=1.147), indicating a limited valuation in terms of quality recognition.

Table 3. *Descriptive statistics of customer experience dimension*

Item	N	Minimum	Maximum	Mean	Std. Deviation

	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
I perceive the company as a high-quality brand.	100	1	5	2.24	0.115	1.147
I believe it offers consistent quality products that make me want to repurchase.	100	1	5	2.28	0.123	1.232
I recommend the products to friends or family.	100	1	5	2.25	0.122	1.218
I feel that my experience is positive.	100	1	5	2.31	0.113	1.125
I am satisfied with the products.	100	1	5	2.40	0.125	1.247
Valid N (listwise)	**100**					

Source: Author's own elaboration.

General analysis of 360° Marketing

The overall mean score was 2.19, reflecting a moderate perception regarding the evaluated strategies (see Table 4). The dimension “User Experience” received the highest rating (M=2.30; SD=1.194), followed by “Digital Strategies” (M=2.19; SD=1.138), while “Traditional Strategies” had the lowest mean (M=2.07; SD=1.064). In terms of response variability, the standard deviation remained relatively stable across the three dimensions, with values ranging from 1.064 to 1.194, indicating moderate variability in perceptions. The difference of 0.23 points between the dimension with the highest and lowest mean shows that, comparatively, consumer perceptions remained relatively homogeneous across the different evaluated strategies, with no marked differences between them.

Table 4. *General analysis of 360° Marketing*

Dimensions	Mean	Std. Deviation
Traditional strategies	2.07	1.064
Digital strategies	2.19	1.138
User experience	2.30	1.194
Overall Mean	**2.19**	

Source: Author's own elaboration.

Discussion

The overall results indicate a moderate adoption of 360° marketing, with customer experience being the most valued dimension, followed by digital strategies and a lag in traditional approaches. These findings align with the holistic marketing perspective, which demands detailed and systematic strategies to satisfy an increasingly demanding consumer and to coherently integrate channels in market management (Kotler & Keller, 2012; García & León, 2021).

The findings reveal that traditional strategies register low perceptions, with scores below 3 across all evaluated dimensions. This result is consistent with their declining impact in progressively digitalized environments (Ahmed & Cho, 2019; Bruce et al., 2020; Kim et al., 2020). The limited recall of television and radio advertisements reinforces the idea that current consumers lean towards omnichannel proposals and interactive experiences, in line with the preference for more flexible and personalized formats (Verhoef et al., 2021; Rodríguez et al., 2020).

Conversely, digital strategies received a moderate rating, confirming that digital transformation has improved content segmentation and personalization. However, their effectiveness directly depends on the proper integration between platforms (Haris, 2024; Ziółkowska, 2021; Hayes et al., 2021). The low perception of paid advertisements and visibility in search engines highlights the need to strengthen digital presence through strategic use of social media, which could enhance customer interaction (Mensah & Amenuvor, 2022; Muharam et al., 2024).

Customer experience received the highest rating within 360° marketing, although it did not reach high levels. This demonstrates that retention is driven by more than just product quality; consistency at every touchpoint is also crucial (Gerea et al., 2007; Rusnaini et al., 2024; Shi et al., 2020). Similarly, effective management of multiple channels and interpersonal communication with customers can significantly influence customer understanding and, consequently, their loyalty (Lee et al., 2019; Li et al., 2023; Palazón et al., 2022).

Finally, personalization and segmentation are essential aspects for building a good reputation within digital strategies. Proper execution of an omnichannel strategy amplifies the reach of 360° marketing in a highly competitive food industry, providing a valuable avenue for future research aimed at its strategic application in various sector contexts.

Conclusions

The implementation of 360° marketing in the representative company in the food sector reveals fragmented execution, with limitations in the articulation of traditional and digital channels. Conventional strategies, such as television and radio advertising, showed low recall levels, while outdoor advertising and printed material garnered greater visibility. In the digital environment, moderate participation in social media was identified, accompanied by deficiencies in search engine positioning and low performance in paid advertising.

Customer experience was the highest-rated component, highlighting its importance in strengthening the consumer bond; however, there remain opportunities for improvement related to the integration of touchpoints and communication consistency between channels. These aspects will contribute to a more consistent experience and greater customer loyalty.

The findings underscore the need to advance towards a more structured 360° marketing strategy, where personalization, multichannel synergy, and adaptation to consumer habits become key pillars of competitiveness. The lack of integration limits the impact of marketing actions and compromises sustainable positioning in highly demanding markets.

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