

Digital Marketing And Experience Strategies To Bridge The Gap Between Digital Platforms And Immigrant Users

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1. Summary

The following research article seeks to propose marketing strategies to reduce the existing gap between digital platforms and immigrant users, since today digital transformation has been accelerated by various factors and therefore the creation of digital products that adapt to the needs of this type of users.

To this end, a documentary and exploratory research was carried out with which it was determined that the user experience contemplates three dimensions generated by the platform: the significant (utility), the aesthetic (visual) and the affective (emotions). The sample used was 68 digital immigrants with the only criterion of being over 35 years old; it was non-probabilistic for convenience.

The main findings were that immigrant users who use digital platforms and those who do not agree that the aspects used in them allow them to have a high experience in their browsing, however, there are areas of opportunity to improve and that at the same time influence and offer very high user experiences that achieve a differentiation with respect to the competition and attract those users who still have a high level of experience. they do not occupy digital platforms.

2. Introduction

Human beings are social beings who go through processes of interaction and influence, so they have resorted to various ways of communicating, however, with technological advances, barriers of time and space have been eliminated, which generates new trends, habits, and gaps (Buenaño, Altamirano, Váscenez, & Cevallo, 2015). In particular, human identity is described as the set of traits that make an individual who they are and differentiate them from others while interacting in an environment simultaneously, while digital identity arises with Information and Communication Technologies (ICT) and from it derives individual identity, behavior, what is perceived by third parties and what the user himself creates in the digital world. that is, activity in the digital environment is susceptible to building digital identity consciously or unconsciously (Telefónica, 2013). Hernández and Ramírez (2014) rescue different ways of categorizing users; from the economic scheme where products are generated and consumed, consumers and producers are found, on the other hand there is categorization by generations that is based on the idea of the time intervals in which people have been born to determine characteristics in common with their contemporaries, so the inherent characteristic is the focus on the relationship between people and their interpretation with the digital world; From another perspective is the categorization of digital natives and digital immigrants under which this study is based, this classification is based on the fact that natives are inherent to the digital world and understand the language, practices and uses, while immigrants present an insertion with skepticism, caution and flexibility so there are behaviors different from what the norm of the digital world dictates; otherwise there is categorization by the way they cohabit the digital environment, which is as a visitor who has an intermittent participation or as a resident who has a full-time connection.

User experience on digital platforms and marketing

From the perspective of marketing, Buenaño et al. (2015) explain that people interact, so connections must be created with users and a community must be created through useful digital strategies that allow reaching the target audiences of organizations.

According to Núñez and Miranda (2020), there are factors in the macro environment such as competitiveness, inefficiency in customer service, market changes, etc., which imply a variety of macro challenges that influence the achievement of companies' objectives; Thus, digital marketing makes it possible to identify new market challenges by taking advantage of innovation and technology, since thanks to its strengths, the speed of knowledge and analysis of the market can be increased, therefore, streamlining the process of planning,

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implementation and evaluation of strategic planning in the medium and long term. In this way, innovation and creativity applied to digital marketing processes improve the value proposition of companies, making them more competitive and delivering differential and appreciable value to customers.

Since digital marketing acts as a support to obtain customer acceptance and improves competitiveness by being present in an offline and online market, experiential marketing was born, which has been characterized by being disruptive, revolutionizing the paradigms of traditional marketing (Sabogal & Rojas, 2020)

Customer experience refers to the set of perceptions that individuals have when interacting with the company or brand through the different channels that are presented today in the face of a digital transformation where technology and digital tools that allow responding to the changing needs and expectations of customers, in such a way that companies that with agility offer holistic experiences, innovative and original throughout the customer journey will be able to attract the market and build loyalty among their current customers, according to Díaz de Cerio (2019).

The development of the internet allowed the consolidation of digital products; the nineties marked the beginning of the first stage which consisted of the access and generation of digital content by the users themselves, in this way the expansion of the internet and platforms went by leaps and bounds, as was eBay and Amazon pioneers in electronic commerce or Wikipedia, Blogger, YouTube or Reddit linked to content generation (Ferrer, Aguirre, & Méndez, 2018). Being all platforms with different business models and stakeholders to interact, consequently, each platform that is created has different rules to streamline interactions (Information Technology and Innovation Foundation, 2018).

Nowadays, platforms have become the usual ways to access goods and services for citizens and especially for young people (Ferrer et al., 2018). According to (García, 2020) platforms provide services to two or more groups of customers who need each other, but it is impossible for them to grasp the value of their mutual attraction on their own and depend on a platform that facilitates mutual interaction and generates value, on the other hand, the author states that they are infrastructures that enable interaction between peers or groups. The objective of this research is to propose experience marketing strategies to reduce the gap between digital platforms and the experience of immigrant users through actions and tools used during the creation of platforms; in order to improve the user experience, being useful throughout the process of platform development that goes from ideation, definition, solution, design, development, production and marketing, in such a way that its impact is reflected in society by providing the necessary information to organizations focused on creating end-user-centered products that offer memorable experiences through agile and simplified processes, this study being a general basis of what should be considered so that immigrant users have an approach to digital platforms and products that improve their lifestyle.

3. Theoretical framework

Immigrant users

Prensky (2001) is the first author to classify users as digital natives and immigrants depending on their date of birth, taking the nineties as a reference, that is, digital natives are those who were born from the nineties onwards, characterized by the technological revolution, the emergence of the internet and knowledge of digital language; on the other hand, digital immigrants grew up without being surrounded by technology and had to migrate to the digital world learning a new language, a new culture and a new form of communication, however even with that effort they are unaware of the scope and advantages that technology could offer.

Based on the existing digital divide, Sánchez and García (2020) establish that younger generational groups have an advantage due to their proximity and familiarity with devices; therefore, reducing the digital divide implies knowing digital migrants and knowing what they need or require from digital platforms.

According to these authors, digital natives are people who have grown up with access to ICTs in their immediate environment and digital migrants are people who were born before the use of digital devices. Immigrants are recognized by their proximity to technologies and their use or non-use of them, because they are immersed in an environment where they use technology on a daily basis, they must learn to use it and incorporate it into their daily lives (Pavez, 2008).

According to Prensky (2001), the main characteristics attributed to this group in addition to language is that they need information to go step by step, they prefer the familiar to the novelty and they speak the digital language with an accent, which refers to the lack of ability to use technology naturally and the application of digital language.

Through the study by Pavez (2008), a distinction is made between included and excluded immigrants, the former referring to them as those who, being exposed to technology, can integrate into the digital world and include it in their behavior patterns, so the author deduces that these immigrants overcame the access gaps, autonomy, ability and purpose; On the other hand, excluded digital immigrants are people who were forced by a new environment to join the digital world but who do not adapt to logic or language.

Digital divide and user experience

In the analysis carried out by Sánchez and García (2020), they highlight that the digital divide from a superficial perspective lies between those who have access or not to the internet; on the other hand, from a deep perspective, it is explained by underlying factors under two levels of analysis, the first refers to the

behavior of access or not to the internet and ICTs where the motivations, skills and capacities of individuals for their use and exploitation intervene.

In order to reduce this gap, it is necessary to increase the incorporation of current knowledge and innovations into the production of goods and services, train world-class workforces, and stimulate the emergence of new sectors in digital technologies (Carrasco, 2009). Therefore, knowing the user experience and offering digital products that adapt to their needs, as well as the constant monitoring of what users need in the face of changes in the environment, becomes imperative to lay the foundations of what immigrant users need to improve their experience in the use of digital platforms and contribute to the knowledge society. Hence the importance of considering marketing as the key to solving the gap between people who believe in digital and those who do not (Kotler, Kartajaya & Setiawan, 2021).

Experience Marketing

The evolution of marketing 1.0 from mass production to 4.0 of customer loyalty with digital marketing occurs in changing environments where Suárez (2018) describes them as: marketing 1.0 represents the time when there were no criteria for consumption, what the market offered was simply consumed regardless of the characteristics of the products or services, on the other hand, marketing 2.0 shows a more customer-centric approach since the customer begins to pay attention to the various offers, so companies seek to retain the customer; while marketing 3.0 contemplates the emotional and spiritual dimensions, so customers evaluate more aspects of the companies; Marketing 4.0 focuses on predicting and anticipating trends to lead the market to the acquisition or purchase of a good or service with which it feels satisfied and wants to repeat the experience, all this is done through the use of technology.

To date, Kotler, et al. (2021) have defined marketing 5.0 as the application of technology that mimics humans to create, communicate, deliver, and improve value throughout the customer journey (p. 19).

Of course, marketing has been evolving day by day, since the arrival of the internet and the potential to scale at a stratospheric speed, the transformation of marketing is and will be driven by the omnipresent power of technology (McKenna, 1991). The significant evolution of technology has radically changed the way marketing should be done, so marketing is confronted with the technological implications that inspire the marketing mix in the 21st century, the conceptualization of the customer mix as a prerequisite for the marketing mix and the updating of the mix itself (Jackson & Ahuja, 2015); since it is immersed in an environment to which one cannot be indifferent since it is characterized by being in an emerging virtual domain that redefines the lives and routines of individuals changing the way in which people relate to each other, with information, brands, companies, etc.

Experience must be understood as a holistic term, so it cannot be addressed in a fragmented way but in a global way to generate an impression from the various points of contact in the consumer (Schmitt, 1999). In addition, experience is a subjective concept that is configured through its components and/or fundamental aspects, since the consumer conceives it with a global perception (López, 2017)

According to Pine II & Gilmore (1998), experiences have their own distinctive qualities and characteristics and present their own design challenges, across two dimensions; in the first instance from the participation of the customer, which includes customers who participate passively and yet contribute with their presence; On the other hand, there is the spectrum of connection or environmental relationship that unites customers with the product or service where the market is divided into those who absorb in a passive way and those who achieve an immersive connection through the stimuli caused by the supplier of the product or service and the reception of the individual through their senses

Experience marketing is derived from the evolution of the marketing approach that comes from the transactional one in which companies must be able to interest and attract customers to get sales, from there it went to a relational approach that promotes efforts to satisfy and retain customers, while experience marketing takes a step by involving the customer in the entire process, turning them into a brand ambassador and inviting them to contribute to the design of the product or service (Lara, 2013).

According to Lenderman (2008), experiential marketing is based on the premise that consumers expect products, communications, and campaigns that dazzle their senses, reach their hearts, and stimulate their minds, so experiential marketing employs reliable messages, sensory experiences, and a deep respect for consumers in its tactics and strategies. Likewise, experience marketing is a source of differentiation capable of generating value for brands and companies in a context of high competitiveness (Moser, 2012)

According to Schmitt (1999), customers currently take for granted the functional characteristics, benefits and quality of products, which gives rise to products being driven by communications and marketing campaigns that dazzle, stimulate customers and can incorporate into their lifestyles. The quality of the product is no longer a sufficient variable because it is the minimum requirement, just as the product should no longer be the focus, it is the experience in the environment that will create emotional bonds with the customer that allow the achievement of greater objectives (Alfaro, 2010).

Digital platforms

According to Parker, Van Alstyne & Choudary (2016) the digital platform is a business model that connects people, organizations and resources through technology in interactive ecosystems where value can be created. While Ruggieri, Savastano, Scalingi, Bala & D'ascenzo (2018), establish that the platform is an architecture

based on hardware and software that works in an ecosystem with network effects, resources, transactions and relationships between individuals such as consumers, professionals, companies, institutions, etc. to create value, so the orchestration of platforms as digital products requires new leadership styles, new approaches, new business disruption strategies and new service logics to be in constant connection with consumers through devices.

The purpose of a platform, according to Parker et al. (2016), is to consummate coincidences and harmonizations between users so that the exchange of goods and services is easy and allows value to be created for each participant in the interaction. Likewise, the main innovation of platforms is their ability to produce new business models and service provision that arouse the interest of users through technology (Signes, 2019).

User Experience

Focusing on the digital environment can be a risky decision, because it depends on what happens at each point of contact, in such a way that the digital experience exerts an influence on the total customer experience (Chiriboga, García, & Zambrano, 2018). Considering the user as the center of the product is not only understanding how the digital product will be used and finding solutions based on the user experience, it also includes analyzing the true value of the product and its potential to solve real needs (Cárdenas, 2021).

User experience (UX) is a term used to describe human-computer interaction and is widely used in design, psychology, and marketing; describes the quality of the interaction between the user and the design of the product or system, considers user satisfaction, simplification, elegance, complexity, ease of use and functionality, as well as the positive emotional response of the user to the digital product or service, this being one of the most important elements (Rudnicka, 2009). However, Berni and Borgianni (2021) state that the term is complex and multifaceted, and it is a vague task to define it due to the meanings with different nuances, since it rescues that the user experience involves a combination of factors related to the user such as predisposition, expectations, needs, motivation and mood, as well as related to the design system such as complexity, purposes, usability, and functionality, as well as the environment within which the interaction occurs.

Extended User Experience Model

Currently, the user experience is based on models that consider stimuli and their impact on aesthetic, cognitive, and emotional judgments (Córdoba, 2013).

Keyser & Keiningham (2015) assert that user experience today represents one of the cornerstones and priority of marketing; in such a way that they consider that the customer experience is made up of the cognitive, emotional, physical, sensory and social aspects that define the direct or indirect interaction of the customer.

The extended user experience (UxE) model allows linking the empirical results of the user experience with a digital system or product through three types of experience, the aesthetic experience that is aimed at measuring the delight of the product; the significant experience aimed at measuring the user's mental associations in relation to the quality of the product's usability and usefulness and the affective experience that allows measuring the user's final experience through different types of emotions as shown in Table 1 (Córdoba, 2013).

Table 1 Research structure for extended user experience.

Estructura	Experiencia significativa		Experiencia estética		Experiencia afectiva	
Subnivel	Características funcionales	Motivaciones	Regularidad Componentes	Novedad Diseño	Emociones orientadas a objetivos	Emociones orientadas a autodeterminación
Constructos	Usabilidad Facilidad de uso Asequibilidad Eficiencia Efectividad	Utilidad Bondad Identificación Estimulación categórica Autoexpresión	Orden Regularidad Estética clásica Concordancia	Complejidad Novedad Estética expresiva Información	Satisfacción Admiración Sorpresa	Disfrute Felicidad Excitación Belleza

Source: Córdoba (2013)

4. Method

It was determined that the type of research to be developed is exploratory, mixed. According to Hernández, Fernández and Baptista (2014), exploratory studies are carried out when the objective is to investigate a little-studied research topic or problem about which there are doubts or has not been addressed before, so a review of the literature found vague ideas related to the variables since they seek to observe them from an experience marketing perspective.

On the other hand, the mixed method involves the collection, analysis and integration of quantitative and qualitative data, so inferences from the data are generated; This method is characterized by providing a broader and deeper perspective with more fruitful and varied data, a more dynamic and solid inquiry, which allows for better exploration and exploitation.

a. Instrument

The instrument applied was a questionnaire with ordered questions, elements such as sociodemographic data, habits and the experience will be evaluated from the meaningful, aesthetic and affective dimensions.

The dimensions to be studied are defined by Córdoba (2013) as:

- Significant experience: An experience aimed at measuring the user's mental relationships about the quality of the product's usability and usefulness.
- Aesthetic experience: Refers to the experience that measures the delight of the product.
- Affective experience: It allows the user's final experience to be measured through different types of emotions such as satisfaction and enjoyment.

This study was carried out through a non-probabilistic sampling method for convenience, due to the conditions, time and characteristics of a large population, the sample of 68 individuals was selected under the sole criterion of being over 35 years of age and having proximity to the researcher, for the application of the instrument Google forms was used as a tool, in this way the required information was obtained in a simple way, Fast and economical.

5. Finds

For the analysis of the significant experiences, a data mining was carried out in the Excel program, for this a data cleaning was carried out that consisted of checking that all the questions were answered, avoiding incomplete answers that will affect the panorama that is desired to be obtained, then the data were integrated into a database and reduced to contemplate the most relevant variables, The information was then transformed into quantitative data to facilitate analysis under a semantic differential scale.

Significant experience

To determine the significant experience of digital immigrant users, the tutorials provided by the platforms, the value offered to users, the integrated functions, access, knowledge and skills, procedures, solutions and whether the platform is friendly, among others, were considered. For the assessment, a scale was considered where it was considered that from 5 to 15 the experience is considered poor, from 16 to 30 as an average, from 31 to 45 the experience is classified as high and from 46 to 60 as very high.

This analysis allowed to determine on average how the experience of users who do use platforms has been with respect to each aspect studied; it was observed that users have a lack of knowledge of all the functions of the platform and are not familiar with all the procedures that can be carried out within the platform, however the usefulness of tutorials tends to have a positive impact on the significant experience of users. as well as the usefulness to carry out their activities and the solution to complicated tasks elevate the user experience, however, when questioning whether the platform is user-friendly we find low scores not to consider them determinants of a bad experience, but with potential or opportunity for improvement, as well as in the fulfillment of activities quickly and easily. In such a way that, on average, the experience of immigrant users who do use digital platforms is rated as high.

On the other hand, immigrant users who do not use digital platforms in view of the aspects studied showed that they could improve their experience when using platforms, especially the ability and interest in learning to use them, the relevance of tutorials and training and the constant use of them to carry out activities easily and quickly, to a lesser extent but with great potential. users as well as being familiar with all the procedures within the platform and the configuration of the platforms according to the needs of the users, in this way it is observed that users who do not use the platforms rated a possible user experience on a platform that complies with these aspects as very high.

Aesthetic experience

To measure the aesthetic experience in both cases of platform use condition, a semantic scale was determined with the same parameters as the significant one, but with different values, a value of 5 to 12 was considered as a poor experience, from 13 to 25 as average, from 26 to 38 as a high experience and from 39 to 50 as high.

To measure this dimension, aspects such as the way in which the information is presented, as well as its usefulness and language used; location and structure of menus, the use of icons, graphic identity of the company such as colors, images, logos among others and access through different search engines.

Through the information obtained, it was analyzed that mainly the most important aspects in the aesthetic dimension for users of digital platforms are the usefulness of the information, as well as the use and application of the visual identity of the company on the same platform in a consistent way, in the same way the other aspects studied were relevant and scored very close to the most relevant ones such as the location and structure of the the menus, the colors and typographies within the platform and the language used within it. In such a way that users who currently use digital platforms rated their aesthetic experience as high.

Regarding users who do not occupy the platform, it was observed that the aesthetic experience is very important, so they agree with users that they do use platforms in the usefulness of the information, the use of the company's visual identity consistently and the structure of the menus, as well as the language used on the platform, In the same way, the other aspects evaluated become relevant for this type of users, such as colors

and typography and the use of icons, in such a way that the sample determined that if these aspects are applied correctly, their aesthetic experience could be very high.

Affective experience

For this dimension, a qualitative approach was considered, in this way there is no measurement scale since predisposed options were placed in the judgment of the researcher and the option for the respondent to place a feeling more aligned with his experience.

In relation to the feelings generated by being exposed to a platform to users who do use platforms, it is observed that the majority corresponding to 59% of the sample responded that it is neutral, followed by 16.4% who expressed feeling anxiety about the use of platforms and 13.1% who report feeling joy; regarding the feeling generated by being exposed to a problem on the platform, it can be observed that mainly There is a feeling of discomfort in the user represented by 45.9% of the sample, likewise 31.1% of the respondents responded that they feel anguish when this happens, 6.6% perceive a horrible sensation and as open responses they described sensations such as anger, frustration, worry and desertion from the platform. Likewise, it was analyzed how they would rate their experience when interacting as a platform in such a way that it was found that 59% of the sample responded as satisfactory, while 31.1% of the sample considers it to be neutral and 8.2% considers it to be very unsatisfactory.

Regarding users who do not use digital platforms, the feeling associated by immigrant users if they were exposed to the use of platforms is considered by the majority to be neutral, represented by 57.1%, while 42.9% consider that they should feel joy, in view of this it can be deduced that there is an inclination towards positive feelings; while when exposed to a problem, totally different sensations predominate, anguish and temperance with 28.6% respectively, so we see a divided sample that indicates resistance and hope that the platforms can be adapted to their needs. Regarding their affective experience in general, users express that it should be satisfactory, represented by 57.1% of the sample that can be observed in the school, while 28.6% of the respondents expressed that it should be very satisfactory.

Improvement proposal

The user experience is a determining factor in the digital products offered today and in the face of a growing and diverse demand, this becomes a differentiator of any value proposition that allows the market to opt for one option or another, therefore, it is imperative to know what the market expects from the products offered to develop them according to the needs and expectations.

Based on the documentary and field research carried out, marketing strategies are proposed that will allow companies to create responsible products focused on immigrant users, prioritizing that they have a memorable and different experience compared to the competition.

- Consider that there is an iterative process when creating digital platforms that begin with ideation, definition, solution, design, development, production and marketing, which is repeated in relation to the feedback that users make for their improvements.
- It creates multidisciplinary teams with a growth mindset and multiple knowledge, as well as specialized in the areas of administration, programming, marketing, finance and law, these teams must have leadership skills, technology, adaptation to change, decision-making, among others.
- Carry out a segmentation by each type of user in relation to the activities that can be carried out on the platform considering pain points, motivations and the solution that the product or service offers them through, tools such as buyer persona that help make the process more personal by naming those imaginary users and/or determining the customer journey with user tests emphasizing the affective dimension.
- Outline the customer journey maps of users as a strategy for each improvement or procedure that is carried out on the platform, since by doing so, opportunities can be identified that simplify or improve the user experience, considering the various forms of access, since each type of user can access the platform in a different way and interact on it.
- By having a prototype, invite potential users to participate in beta testing, offering them high incentives for their participation and feedback to create a community and Brand advocates before the launch of the platform.
- Establish an accessible and understandable system with call-to-action (CTA) buttons for users to make their suggestions and/or complaints in order to improve them, as well as an action and response plan so that these users become more interested in the platform by offering them some attraction for their contribution to improving the platform.
- Eliminate the barriers to market entry that can be caused by an imbalance of supply and demand, so that companies when launching the platform must consider the network effects and encourage users to invite more users to grow the ecosystem without looking for a short-term return but in the long term, this can be done through a freemium model, free trial periods, that third parties generate revenue for the platform through paid advertising, among others.
- Take advantage of the data obtained on the platform for informed decision-making, for which analysis and database processing skills are required to analyze user behavior and adapt the product to their needs, simplifying the process and/or providing new solutions under an approach in which the platform is perfectible. On the other hand, the information obtained also allows forecasting results and analyzing if the

actions that are being carried out are being executed in the appropriate way, otherwise it can be corrected in time since thanks to technology the necessary information is obtained in real time.

- From the approach of significant experience, it is essential to clarify that those in charge of developing it are the programmers since they are responsible for building the platform, however the marketing area has a direct impact by having an approach and deep knowledge of what the customer expects, in such a way that developers must be informed of what the platform must contain and work simultaneously to offer a digital platform that is friendly to the customers. Users, the usefulness of the platform must be considered, configuration of the platform to adapt it to the needs of the user, access from anywhere and electronic device, the solutions it offers for complicated tasks, which contributes to the performance and fulfillment of activities easily and quickly, as well as interactive guides that allow you to understand how the platform is used and all its functions.
- In relation to the aesthetic user experience, it is essential that the marketing department carries out activities inherent to the discipline of UX, through field research it was possible to determine that this dimension is of utmost importance for immigrant users in such a way that joint activities must be carried out together, such as the creation of wireframes that are page schemes or screen plans and allow a representation to be made. Visual of what you want to show on the platform, with the data obtained it is essential to capture the brand image on the platform consistently, as well as use a common practical language with useful information for the user, the use of icons is essential, however, you must be careful when choosing them so that they are understandable and can be associated by users, avoiding errors in their navigation.
- Although the effective dimension was the least relevant, it is assumed that it may be because it is actually the case or because there is no conscious reference for users of how a platform influences their emotions, however, this can be a very important positioning factor, which can be achieved from the creation of a lovable mark with a personality with which users identify and eliminating the rejection of technology that may exist due to age.

6. Discussion/conclusions

From the research carried out, it was possible to observe that immigrant users who use digital platforms and those who do not use them agree that the aspects used in them allow them to have a high experience in their navigation, however, there are areas of opportunity to improve and that at the same time influence and offer very high user experiences that achieve a differentiation with respect to the competition and attract to those users who do not yet use digital platforms.

Although the responses of both types of users coincide, it is observed that there is a difference in what is expected and what users receive, in such a way that professionals and those in charge of creating products such as digital platforms have a great responsibility, since they must know the needs of users and be open to constant feedback that gives the guidelines to make the most suitable changes and thus meeting the expectations of users.

In relation to the aspects of each dimension, it is observed that the three dimensions evaluated are of utmost relevance, however, the significant and the aesthetic take on greater weight, completely displacing the affective, in such a way that two assumptions can be made, the first is that in reality the emotional aspect is not important to them or that there is a lack of knowledge about how the platforms effectively impact the lives of users. Considering the first two dimensions, the study deduces that the usability of the platform is essential for users and is offered through aspects that influence the user experience such as tutorials, adaptation to their needs, access from anywhere, the solutions it offers and its contribution to the fulfillment of activities quickly and easily.

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