

Garza, Miriam Nanyeli Sánchez; Limón, Mónica Lorena Sánchez; Tovar, Yesenia Sánchez; Qalati, Sikander Ali

## Article

# Marketing activities effects on brand awareness generation, image and loyalty in the social networks of a public higher education institution

Cogent Business & Management

## Provided in Cooperation with:

Taylor & Francis Group

*Suggested Citation:* Garza, Miriam Nanyeli Sánchez; Limón, Mónica Lorena Sánchez; Tovar, Yesenia Sánchez; Qalati, Sikander Ali (2024) : Marketing activities effects on brand awareness generation, image and loyalty in the social networks of a public higher education institution, Cogent Business & Management, ISSN 2331-1975, Taylor & Francis, Abingdon, Vol. 11, Iss. 1, pp. 1-15, <https://doi.org/10.1080/23311975.2024.2318809>

This Version is available at:

<https://hdl.handle.net/10419/326095>

### Standard-Nutzungsbedingungen:

Die Dokumente auf EconStor dürfen zu eigenen wissenschaftlichen Zwecken und zum Privatgebrauch gespeichert und kopiert werden.

Sie dürfen die Dokumente nicht für öffentliche oder kommerzielle Zwecke vervielfältigen, öffentlich ausstellen, öffentlich zugänglich machen, vertreiben oder anderweitig nutzen.

Sofern die Verfasser die Dokumente unter Open-Content-Lizenzen (insbesondere CC-Lizenzen) zur Verfügung gestellt haben sollten, gelten abweichend von diesen Nutzungsbedingungen die in der dort genannten Lizenz gewährten Nutzungsrechte.

### Terms of use:

*Documents in EconStor may be saved and copied for your personal and scholarly purposes.*

*You are not to copy documents for public or commercial purposes, to exhibit the documents publicly, to make them publicly available on the internet, or to distribute or otherwise use the documents in public.*

*If the documents have been made available under an Open Content Licence (especially Creative Commons Licences), you may exercise further usage rights as specified in the indicated licence.*



<https://creativecommons.org/licenses/by/4.0/>

# Marketing activities effects on brand awareness generation, image and loyalty in the social networks of a public higher education institution

Miriam Nanyeli Sánchez Garza, Mónica Lorena Sánchez Limón, Yesenia Sánchez Tovar & Sikander Ali Qalati

**To cite this article:** Miriam Nanyeli Sánchez Garza, Mónica Lorena Sánchez Limón, Yesenia Sánchez Tovar & Sikander Ali Qalati (2024) Marketing activities effects on brand awareness generation, image and loyalty in the social networks of a public higher education institution, Cogent Business & Management, 11:1, 2318809, DOI: [10.1080/23311975.2024.2318809](https://doi.org/10.1080/23311975.2024.2318809)

**To link to this article:** <https://doi.org/10.1080/23311975.2024.2318809>



© 2024 The Author(s). Published by Informa UK Limited, trading as Taylor & Francis Group



Published online: 27 Feb 2024.



[Submit your article to this journal](#)



Article views: 7165



[View related articles](#)



[View Crossmark data](#)



Citing articles: 5 [View citing articles](#)

# Marketing activities effects on brand awareness generation, image and loyalty in the social networks of a public higher education institution

Miriam Nanyeli Sánchez Garza<sup>a</sup> , Mónica Lorena Sánchez Limón<sup>b</sup> ,  
Yessenia Sánchez Tovar<sup>c</sup>  and Sikander Ali Qalati<sup>d</sup> 

<sup>a</sup>Management and Innovation of Institutions, Autonomous University of Tamaulipas, Mexico; <sup>b</sup>Business Administration, Autonomous University of Tamaulipas, Mexico; <sup>c</sup>Economics and Management of Organizations, Autonomous University of Tamaulipas, Mexico; <sup>d</sup>Management Science and Engineering, University Liaocheng, China

## ABSTRACT

The objective of this research is to examine the effect of marketing activities on brand awareness generation, image and loyalty in social networks of a public higher education institution, based on the social networks theory and Bilgin's model (2018). The quantitative method is used, with the application of 1600 surveys to university students, whose data is analyzed using the structural equations method. As a result of the analysis, it is concluded that substantial marketing activities in a different business environment for a public higher education institution are made up of four dimensions: entertainment, sharing, advertising and personalization. It is also concluded that these activities have a positive effect on brand awareness and loyalty generation.

## ARTICLE HISTORY

Received 13 July 2022  
Revised 24 May 2023  
Accepted 2 February 2024

## KEYWORDS

Social networks; marketing strategies; brand awareness; brand loyalty

## REVIEWING EDITOR

Huifen (Helen) Cai,  
Middlesex University  
Business School, United  
Kingdom

## SUBJECTS

Internet/Digital  
Marketing/e-Marketing;  
Marketing Management;  
Brand Management

## Introduction

Satisfying man's need to communicate has driven him to evolve his forms of communication throughout history. The current use of new virtual communication platforms is based on the use of the Internet and mobile technologies. As for companies, they have the opportunity to advertise promotions, and products and brands ads at low cost to their customers and get feedback from them (Hanna et al., 2011). In the business framework, these are increasingly globalized. One of the usual communication channels that companies have recently applied in their marketing activities is social networks (Bilgin, 2018). Therefore, companies are exploring virtual worlds in order to increase their sales, advertising, the creation of a positive image, brand loyalty, all in order to create brand awareness and brand value and stay in the market.

Based on the above, we can say that today social media is a powerful tool that is not only oriented to the social use of users, but also to companies. Thanks to technological advances, most companies are present in what is now known as 'social networks', reaching consumers through them and trying to have an increasingly closer proximity with them.

Virtual social media, also known as social media, are a group of applications based on the Internet and built on the ideological foundations of Web 2.0, participatory, collaborative, and social. The main characteristic of social media lies in the creation and exchange of content generated by the user, so netizens have the power to share knowledge, consumption experiences, converse with each other and maintain a relationship with the institutions and brands they use (Ruiz Herrera et al., 2020).

In the virtual world, social networks are websites with applications that operate at different levels but allow people to exchange information either among themselves or with other companies. Undoubtedly,

**CONTACT** Mónica Lorena Sánchez Limón  [msanchel@docentes.uat.edu.mx](mailto:msanchel@docentes.uat.edu.mx)  México PhD in Management Sciences, Autonomous University of Tamaulipas, China

© 2024 The Author(s). Published by Informa UK Limited, trading as Taylor & Francis Group

This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0/>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited. The terms on which this article has been published allow the posting of the Accepted Manuscript in a repository by the author(s) or with their consent.

the world of social networks is constantly changing or updating so that more and more people with the same interests can interconnect through them, making their use much easier for the user.

There are studies which indicate that social networks are used by society as means of communication. According to Mexican Internet Association (2019), Mexico reaches 71% penetration among the population over 6 years of age. Accessing social networks through the internet is 82% and 78% use it to send/receive instant messages, that is, as a means of communication.

Schaefer (2014) points out that social networks are first an evolution of the way we communicate, replacing email in several cases. Second, they are a revolution since for the first time in history we have access to free and instant global communication, we live in exciting times. Thirdly, social media is distinguished by the ability everyone has to share and contribute.

Based on the literature review, it should be noted that most authors believe there is a 'relationship' or 'connection' according to what they define as a social network. Therefore, it is possible to point out a general concept which integrates all the important aspects and its evolution of its definition, which can be integrated as a set of digital tools in which users integrate their opinions through the active interaction of conversations and add a value for a common benefit of all the users.

Internet and social networks use are common in today's society and are part of people's lives, especially young people (De la Iglesia et al., 2020).

Regarding educational companies, such as universities, the internet and technologies have become basic work tools. For Brito et al. (2015) universities should consider some common objectives in social networks: position themselves in the educational market, create an image to attract students and promote social, cultural, sports and even entertainment educational programs. On the other hand, Gou Greoles (2016) defines the university today as an entrepreneurial university which approaches the needs of society and creates models based on clients, which are the students, going beyond not only its satisfaction by providing them with knowledge and skills but also to compete with other universities.

Regarding the use of marketing strategies implemented in social networks specifically, several publications focused on learning were found where knowledge is transferred to the business area, and the situations that prevail around this topic can be taken into account.

In relation to marketing strategies through social networks in companies, it has been particularly found that there are various platforms used for social and commercial purposes. The literature suggests that social networks be seen as a component of an ecosystem of interconnected elements, which includes both, traditional and digital media (Hanna et al., 2011). However, in higher education institutions, they are still in the process of adapting and using these new tools. For Pérez-Bonaventura et al. (2021), when studying the presence and activity of universities profiles in social networks, interesting clues for the formulation of strategies and practical actions can be found. It is essential to consider, on the one hand, factors that influence consumer behavior such as psychological, situational, social and information or knowledge ones; and on the other, the use of the correct strategies through social networks and websites that generate value, loyalty, belonging and preference in the final consumer. In summary, Sordo (2022) points out that in order to attract new consumers or clients, it is necessary to verify the types of consumers they are and their profiles, so companies can better establish the most appropriate strategy to follow.

Starting from the analysis of the prevailing need, it is necessary to implement tactics according to the technological tools that can help users of the Autonomous University of Tamaulipas to know their target audience, that is, the consumer (student) and their behavior. Based on this, start the incorporation of adequate marketing strategies in its social networks.

The need to know how universities decide to relate to their consumers or target public, that is, students, teachers, researchers, interest groups and administrators, and to discover the benefits or disadvantages of the proper use of the marketing mix through strategies related to consumer behavior is the problem that originated the design and implementation of this cross-sectional, descriptive-exploratory study.

The challenge of this work is to base the incorporation of marketing strategies in social networks of the Commerce and Administration Victoria Faculty of the Autonomous University of Tamaulipas...

This research is necessary in a Higher Education Institution (HEI), since the literature review indicates that there are no data at the Mexican level on the effects of social networks in an HEI. In addition, this study helps to know if they use marketing strategies through social networks, which is a significant contribution to the literature.

From the results obtained in this research, it is intended to get recommendations that may be useful to various actors such as students, educational managers, society in general, vocation counselors, among others, when using the different marketing strategies through social networks.

This research aims to analyze the effect of marketing activities in social networks on brand awareness, brand image and brand loyalty of a university institution. The document is structured as follows: section two is the literature review on marketing strategies implemented in social networks, and their influence on brand awareness, brand image and brand loyalty. Subsequently, a methodological section and a section that includes the findings obtained from the data analysis. Finally, an explanation of these results, conclusions and recommendations for future research.

## Marketing activities in social media, theoretical review

The rise of digital social networks in recent years, such as Facebook, Twitter, Google, YouTube, LinkedIn or Pinterest, has changed the way people communicate through the Internet (Saavedra et al., 2013). Social networks have become the most influential phenomenon in recent decades (Kaplan & Haenlein, 2010). For Palazón et al. (2014), social networks have abandoned certain traditional communication actions, such as mailing programs, to focus more on digital marketing. According to Weinberg (2009), social network portals are web pages that allow individuals to get to know each other based on shared interests by establishing profiles. They are generally used to connect with old friends or find new friends. Social networking portals are some of the most popular pages on the Internet today. Therefore, social networks have become a basic pillar for many companies' communication strategy (Chū, 2011).

Currently, companies around the world have evolved in the sales strategies they have developed and also in the training of clients, this is due in large part to the growing technology and globalization that have made the client feel so comfortable with a service or product that 10% of Latin Americans buy online and 80% worldwide (Santillan et al., 2017).

The use of social networks worldwide, used to its maximum capacity, works as a virtual marketing tool to favor sales, advertising or communication of companies of any kind. Taking advantage of social networks offers great opportunities to small businesses, allowing them to communicate their message globally at low cost through Web 2.0 tools such as websites and social networks (Rivera-Trigueros et al., 2020). On the other hand, the role of today's social media marketing as a marketing tool of the new generation, is that of an online communication platform which allows the creation of strategies and interactions exchange with users through content provided by companies.

Based on the aforementioned, higher education institutions can benefit from using them as a support instrument to generate an increase in enrollment (sales), communication inside and outside of it, as a means of advertising, making their actions known to their final consumers, thus improving their brand awareness, brand image and brand loyalty in this case, towards their students and society.

Today, many companies use social networks to reach their customers, one of the most effective ways for them to communicate with their final consumer. The use of marketing activities embodied in social networks is what companies now successfully use to create a closer relationship with their current and potential customers, developing a positive brand image for them.

Now, speaking of marketing activities applied in these social networks, these must be directed under a main strategy in which activities used in social networks generate good business, increase sales and generate customer loyalty. Therefore, we can define digital marketing as all those activities that companies seek to develop in order to meet their marketing objectives through digital media such as the web, blogs, social networks and emails, generating value and establishing strong relationships with their customers (Chaffey & Ellis-Chadwick, 2014). Consequently, Andreu and López Belbeze (2002) point out that there is a high level of integration of marketing activities when the marketing department has practically exclusive rights to carry out its own activities. On the contrary, we will say that there is a lower level of integration when the marketing department shares the execution of these activities with other areas of the company. However, Khajeh Nobar et al. (2020) stated that social media activities influence brand awareness and image, and this fact leads to higher brand engagement. Marketing activities in social networks are like an event or process that allows

marketing to have a positive impact on consumers, where networking opportunities will be provided to increase reach and build long-term relationships.

Ultimately, the goal of social media marketing activities is to acquire new customers, increase sales, strengthen word-of-mouth communication, and build customer loyalty (Tsimonis & Dimitriadis, 2014).

Addressing this issue, it is concluded that marketing activities act as a tool to promote a brand or company, it is the best updated way to do it, in addition to the fact that it also greatly influences the capture of possible potential users, providing them with strategies or techniques that facilitate communication between organizations, entities or institutions and customers or final consumers.

### **Social networks theory**

The networks theory, studies the causal force that originates in the relational structure that defines each situation. In addition, this theory identifies patterns and is developed from various fields (anthropology, psychology, sociology, biology, physics, mathematics and computing).

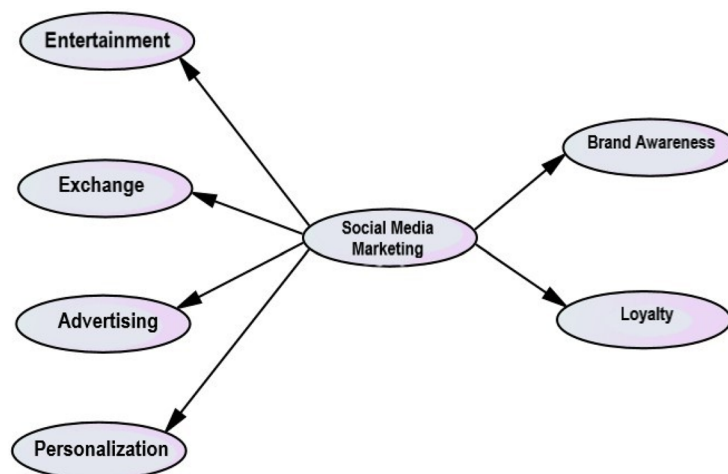
On the other hand, Scott (1991) indicates that the network theory is indebted to different schools of thought and theories: anthropological, psychological, and sociological. Among its main contributions is a structural methodological perspective of research on social networks.

The social networks theory opens new reference frames or the reinserion in it of existing theories. There are also influences with other theories. For example, the exchange theory and rational choice theory. This theory speaks of social capital to refer to a number of connections in a social network and their quality.

The study of social networks has essentially proceeded from two broad categories of closely related techniques: graph theory and matrix theory. Both allow networks to be represented and described in a systematic way and, as such, will allow simpler methods for the investigation and elucidation of certain behaviors or attitudes (García Muñoz et al., 2002) This theory was selected since it allows us to more accurately research the approach to the problem to be investigated. However, Maslow's theories of decisions and needs must be taken into account, since these allow to identify important elements of the consumers, in this case the students of the Autonomous University of Tamaulipas. The social networks theory shows great potential for this purpose, since it allows us to identify the relationship between various variables through an illustration through a structural equation model (Illustration 1).

### **Brand awareness**

Undoubtedly, cultural differences can affect the perception or knowledge that a consumer or client has of a brand or service, so it is essential that brands highlight their advantages or differences from the competition. According to Chiang and Shang-Chia (2014) brand knowledge can be considered as a kind



**Illustration 1.** Model elaborated by Yusuf Bilgin (Bilgin, 2018).



of network in the consumer's mind, made up of nodes and links between nodes, as well as a unique set of brand associations that refer both to brand awareness (when consumers know the brand) and brand image (associations that consumers have with the brand) (Keller et al., 2011).

Brand knowledge is understood as the set of information stored about the brand, which is affected by the experience maintained with it (Alba & Hutchinson, 1987). On the other hand, Erdem and Swait (2001) define brand knowledge as a network of associations that includes beliefs related to the brand, attitudes and perceptions of aspects such as quality and image. They come from direct sources, such as prior personal experience, and from indirect sources, such as advertising (Colmenares Delgado et al., 2009) add that brand knowledge is an awareness of the existence of a brand and its characteristics in the mind of the individual, focusing on the sensitive and perceptual capacity this has to recognize, remember and associate a brand.

On the other hand, Harvey (2021) mentions that brand recognition is to take advantage of strategies, capture the target audience so that they can recognize them beyond their commercial name. By using good strategies, brand recognition would only be to visualize elements: color schemes, logo, even the tone of voice that has been attributed to your brand. Brand recognition can create ties, generate trust and feelings in the consumer, since they believe in the products that a company offers. For, Gupta (2023) brand recognition is when a customer can recognize it and differentiate it from other brands, since it is the ability of a user to recognize the brand with features that define it, such as the slogan, logo, audios and others.

Finally, for Keller (1993), brand knowledge incorporates two dimensions: brand awareness, either in terms of memory or recognition, and brand image ('brand image') or a set of associations linked to the brand in memory, and that shapes the meaning of the brand for the consumer.

Positive brand knowledge favorably transforms customers' perceptions, preferences, and behaviors towards the marketing mix, thereby improving brand attitudes, brand choice, and loyalty (Keller, 1993). On the other hand, Sasmita and Mohd Suki (2015) point out that brand awareness is the way in which consumers associate the brand with the particular product they intend to own.

Brand awareness refers to how aware customers and potential customers are of the business or products (Gustafson & Chabot, 2007) In addition, the same author details that 'time' is necessary to develop good brand awareness, since this is necessary for the message to reach all potential customers and to establish loyalty after its experience. On the other hand, knowledge or importance is one of the basic pillars of loyalty, that is, making the brand known. Following this basic pillar, there are two fundamental components such as performance and its imagery. It is about defining how the brand satisfies the customer's needs of and, in the case of the imagery, defining what the meanings and perceptions are that can be related to the brand socially and psychologically with the consumer (Elías Zambrano & Jiménez-Marín, 2021). Likewise, brand awareness refers to brand awareness (if and when consumers are aware of a brand) and brand image (associations consumers have with the brand), Keller (2001). On the other hand, González Hernández et al. (2011) point out that brand knowledge affects the way consumers think about a specific product category, that is, consumers have in mind a short list of favorite brands for different product categories that facilitates the purchase decision. Being in this short list, in other words, being a well-known brand, is a necessary condition for the creation of brand value; in such a way that if consumers do not have a brand in mind they cannot associate information with that brand. For MacInnis et al. (1999) some research shows that when making brand choice decisions, brand awareness alone may be more important than other characteristics (such as quality).

Some facts have shown that brands can be characterized by personality traits, such as: youthful, colorful, silky. These characteristics allow consumers to express themselves or their ideals (Hernández-Gil et al., 2018). Brand awareness refers to the strength with which the brand is present in the consumer's mind (Pappu et al., 2005); while awareness can be simply from brand recognition to a recall or memory.

### **Brand loyalty**

A company's development of economic activities will always depend on the extent to which they show their ability to retain and maintain their customers. Loyalty is one of the components of brand equity

that has received the most interest and study in the marketing literature (Villarroel Puma, et al., 2017). Therefore, brand loyalty is defined as the systematic purchase of the same brand in different instances of purchase and discrimination of stimuli as the ability of individuals to differentiate one stimulus from another set with similar characteristics (Tabón & Pérez Acosta, 2016). However, the loyalty variable is assumed as the company's effort to maintain its link with customers, so its creation and support on a day-to-day basis is critical due to the intense competition in today's environment. On the other hand, Khan and Mahmood (2012) defined brand loyalty as 'the unconditional commitment of the customer and a strong relationship with the brand, which is not likely to be affected in certain normal conditions or circumstances'. For Ríos Portales and Almeida Cardona (2022) loyalty is a key factor in any company's performance, since it refers to the customer's commitment to a product brand or service, as a result of the perceived value and trust, in the search for a long term relationship. In addition, brand loyalty does not imply loyalty to the establishment or vice versa, since differentiated behaviors are incurred despite the fact that the attitudes presented are the same (Duque-Oliva & Ramírez-Angulo, 2014). On the other hand, Tabón and Pérez Acosta (2016) loyalty defined as a behavior or behavioral loyalty, indicates the probability of repurchasing a brand in the different instances of choice. Another important aspect is to know that when purchases are not guided by a clear positive attitude, but by situational demands, they are considered the result of false loyalty. The generation of a feeling of consumer loyalty will depend on consumers being satisfied (Prado Román et al., 2014). Regarding universities, Hennig-Thurau et al. (2001) point out that a student who is loyal to his educational institution must not only use the offerings of this institution on a regular basis, but must also have a positive cognitive-emotional attitude towards the institution, one that provides the underlying motivation for his behavior. In addition, tuition fees, institutional flexibility, and internal staff commitment to their own institution make their students feel more loyal to their university than to the staff themselves, as they often need another form of incentive.

In the concept of behavioral loyalty, fundamental constructs can be highlighted such as: repurchase, behavior, repetition and frequency. It is in this understanding that universities must maintain constant innovation and diversification in terms of the institution's structure and the provision of academic services (Mulyono et al., 2020).

Finally, Escobar Naranjo (2000) points out that the level of loyalty to a brand depends on the value given by the buyer to it and when a brand manages to be the greatest indicator of the value of a satisfier, product or service, the buyer becomes loyal to it because in addition to guaranteeing the satisfaction of his needs, desires and expectations, it simplifies its purchase and use process to just one step: search for that brand.

## Hypothesis

Brand development is essential for the positioning of a product. However, the world of production took a long time to identify the change, clinging to the idea that the main thing was the production and the brand was just one more addition (Villarroel Puma et al., 2017). The American Marketing Association (American Marketing Association, 2021) defines a brand as 'a name, term, symbol or design, or any other characteristic that identifies the goods or services of a seller as different from other vendors. The brand is the distinctive sign that best represents the interests of entrepreneurs in the market, it is the best ally marketing activities in social networks can contribute to brand awareness and create a positive brand image, since companies facilitate their iteration with potential and current customers (Seo & Park, 2018). On the other hand, for Melis et al. (2017) it is believed that brand knowledge is built in the minds of people as a cognitive representation. However, there is no empirical evidence-based explanation of how this brand knowledge is represented, organized and processed in the consumer's mind, and what the influence of these representations on decision making during consumer purchasing behavior is.

Therefore, within the framework of the theoretical and experimental considerations detailed so far, and to fulfill the specific research objectives, the following hypotheses are formulated:

H1: Marketing activities in social networks have a positive and statistically significant effect on the brand awareness of the Autonomous University of Tamaulipas.



H2: Marketing activities in social networks have a positive and statistically significant effect on the brand loyalty of the Autonomous University of Tamaulipas.

H3: Brand awareness has a positive and statistically significant effect on the brand loyalty of the Autonomous University of Tamaulipas.

Parallel to these studies, the research hypotheses that have been determined are the following:

H4. Brand awareness affects the brand image of the Autonomous University of Tamaulipas.

H5. Brand awareness affects the brand loyalty of the Autonomous University of Tamaulipas.

H6. Brand image affects the loyalty to the brand of the Autonomous University of Tamaulipas.

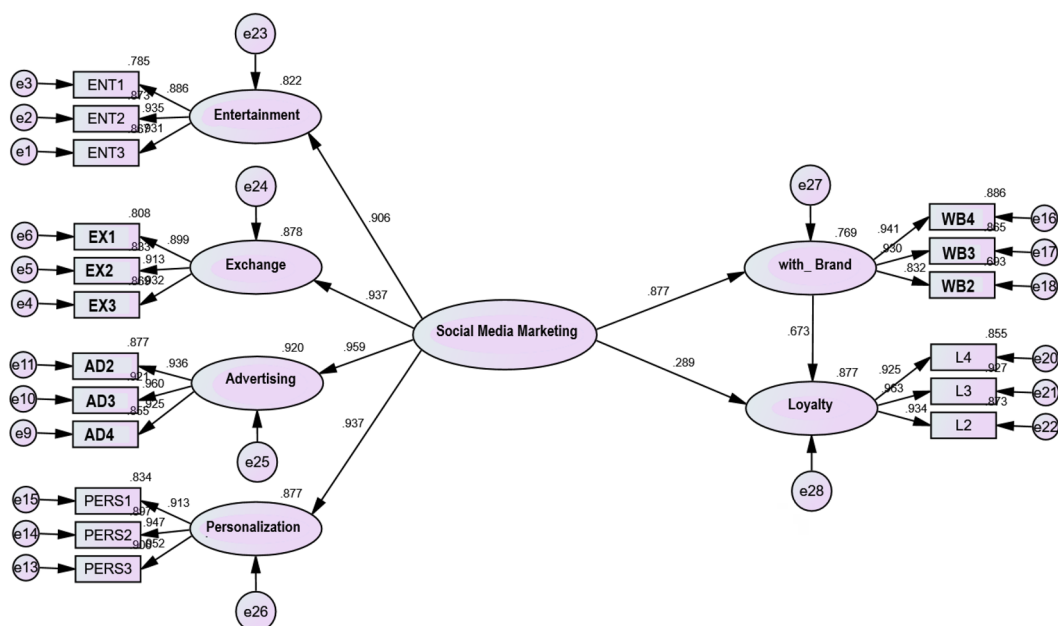
Based on the above, the network theory is identified as the basis of the research, in which different variables of the same are represented, empirically present the previous relationships, for which it provides the development and foundation of the hypotheses.

To substantiate this study's scope, it is necessary to establish that its nature is causal, since it seeks to analyze the existing relationships and effects of the independent variables (brand loyalty and brand knowledge) for the dependent variable (marketing activities). Hernandez et al. (2006), generates the necessary information to test the research hypotheses proposed in this study through the analysis of structural equations.

## Methodology

### Research model

A general objective and three specific objectives have been identified in this study. The first one examines the effect of marketing activities in brand awareness generation, image and loyalty in social networks of the Autonomous University of Tamaulipas. In particular: the OE1 examines the effect of social media marketing activities on the brand awareness of the Autonomous University of Tamaulipas. SO2 measures the effect of marketing activities in social networks on the brand image of the Autonomous University of Tamaulipas. SO3 analyzes the effect of marketing activities in social networks on the brand loyalty of the Autonomous University of Tamaulipas. [Illustration 2](#)



**Illustration 2.** Structural equations model.

shows the research variables proposed to be able to test the hypotheses proposed. The quantitative method has been applied to test through the correlation between study variables and achieve the determined objectives.

### ***Population and sampling***

The population for this research is made up of students enrolled in the Autonomous University of Tamaulipas Downtown Campus, and who follow the university's social networks. For this study, a questionnaire was virtually applied to 3,421 students who study the different degrees offered by the Autonomous University of Tamaulipas, Downtown Campus, which includes five faculties and three academic units. Considering the COVID 19 global pandemic as a limitation, the simple random sampling method was used.

### ***Measurement***

The questionnaire technique was applied to obtain the data for this research. The instrument used in this research consists of a questionnaire with 34 semi-structured questions based on the instrument made by Bilgin (2018). The questionnaire consists of three parts. The first part includes seven questions, of which four of them were demographic type questions to know the user answering the questionnaire and the rest of the questions were related to the use of social networks in general. The second part includes 15 elements related to the users' thoughts about the marketing activities implemented in the social networks of the Autonomous University of Tamaulipas. These marketing activities were related through five dimensions which include entertainment, interaction, trend, advertising and personalization. These items were based on the study carried out by Bilgin (2018), however, this model is replicated in a different environment, in which there is no evidence of having been carried out in Latin America. In the measurement analysis, the image variable is eliminated since it does not meet the reliability of the scale of  $>.7$  and  $>.5$ .

The third part of the questionnaire includes 12 items on brand image, brand awareness and brand loyalty generated by the Autonomous University of Tamaulipas through social networks.

Respondents' answers were measured using a 5-point Likert scale (5=strongly agree, 1=strongly disagree).

### ***Data analysis***

The analysis of the data was carried out through the multivariate technique of structural equations, which allows multiple linear regressions to be carried out at the same time. The statistical package used was the IBM AMOS version 24, keeping in mind that AMOS is a package that allows the execution of structural equations by the covariance method, with which all the assumptions inherent to the technique were verified.

## ***Results***

### ***Demographics***

Some of the important data analyzed in this research were the demographic characteristics of each respondent: 2,187 of the participants were women and 1,234 were men. Of these, 54% are in an age range of 20 to 22 years and 3% are over 26 years old. A 53% study at the Mante Centro Multidisciplinary Academic Unit, a 15% attend the Nursing School, some 11% study at the Victoria School of Commerce and Administration. In addition, 1,508 participants study the Nursing degree, 507 study Accounting, among others. A 30% of the participants said they spend 2 to 3 hours a day browsing the internet. Finally, 31% indicated they use Facebook more, followed by 24% who use Instagram.

### Measurement model

Before testing the aforementioned hypotheses on marketing activities, brand awareness, brand image and brand loyalty, the direction of the proposed model has been tested. In the first instance, the measurement model was analyzed to verify the adequate construction of the variables and verify that the items generate the construct and that such construct has reliability and validity.

The standardized regression weights of each item were reviewed and it was observed that all of them exceeded the threshold of 0.700, as shown in Table 1. Subsequently, the convergent validity was reviewed by checking its composite reliability index for each construct generated, and such index being higher than the acceptable values.

Finally, Table 2 presents the discriminant validity, which implies that the constructs are independent of each other and do not have a relationship. Therefore, the square root of the Average Variance Extracted (AVE) was revised to be higher than the Inter-construct correlations, fulfilling such test. Therefore, we proceed to review the structural model.

### Structural model

After having validated the model through confirmatory factor analysis, we proceed to the execution of the structural model that allows corroborating the hypotheses raised in the research model. It is important to point out that in order to carry out this model, three phases were conducted, which are: (1) identification of the model, (2) adjustment of the model, (3) contrast of the hypotheses. Illustration 2, shows the final model evaluated:

The following illustration shows the final model evaluated:

The first step in evaluating the structural model is observing the degrees of freedom. In either case, these must be greater than 0. The resulting degrees of freedom for this model was d.f. =120. Regarding step two: the absolute fit of the model, the parameter must be at least twice the value obtained to the

**Table 1.** Item identification and factorial loads.

Code	Item	Construct	Factorial Load
ENT3	Marketing activities	Entertainment	.934
ENT2			.932
ENT1			.885
INT3	Marketing activities	Exchange	.931
INT2			.913
INT1			.900
PUB4	Marketing activities	Advertising	.925
PUB3			.959
PUB2			.936
PERS3	Marketing activities	Personalization	.953
PERS2			.947
PERS1			.912
CM4	Marketing activities	Brand awareness	.941
CM3			.930
CM2			.832
L4	Brand loyalty	Loyalty	.925
L3			.962
L2			.934

Source: Own elaboration.

**Table 2.** Convergent and discriminant validity of the model.

	CR	AVE	Entertainment	Exchange	Advertising	Personalization	Brand awareness	Loyalty
Entertainment	0.941	0.841	<b>0.917</b>					
Exchange	0.939	0.837	0.905	<b>0.915</b>				
Advertising	0.958	0.884	0.864	0.889	<b>0.940</b>			
Personalization	0.956	0.879	0.814	0.874	0.907	<b>0.938</b>		
Brand awareness	0.929	0.814	0.785	0.797	0.843	0.848	<b>0.902</b>	
Loyalty	0.958	0.885	0.789	0.795	0.851	0.842	0.926	<b>0.941</b>

Source: Own elaboration.

degrees of freedom. So this is presented with a value of CMIN 617.542 and degrees of freedom of 120. For this reason, it is acceptable.

As shown, a second-order model was made, where Social Media Marketing was made up of four dimensions, and later the effect of the second-order construct on brand awareness and loyalty was observed. Regarding the fit of the model, it can be seen on Table 3 that the goodness of fit index or GFI was 0.944, which indicates that it is a fit very close to 1, therefore it is correct. On the other hand, the RMSEA indicates a result of 0.060, thus being acceptable. Finally, a comparative adjustment or CFI was considered, which gave a value of 0.944, it is considered acceptable. In turn, a value of 0.979 of incremental adjustment or NFI was obtained, being adequate, so it is concluded that the model has adequate consistency and adjustment.

Table 4 contains the estimates of the model parameters, the approximate standard error (S.E.), the critical proportion (C.R.) and the significance of the statistical test.

As can be seen in such table, the positive and significant effect of Social Media MKT with brand awareness and loyalty is verified. In turn, the positive and significant effect of brand awareness on loyalty was demonstrated.

## Discussions and results

Social media marketing is a strategy that can help drive your target market and convert them into leads in a very meaningful way. The content implemented and designed in social networks must be relevant to the target market, in such a way that this plays a key factor in increasing the influence of the brand in digital media.

Today's companies are implementing in their tactics a new form of marketing in their strategy: digital marketing. This consists of the integration and combination of concepts related to the development of social groups, mentality changes in people, due to technological changes and new communication facilities, which help the company to obtain basic information about its customers (Real Pérez et al., 2014)

In addition, Bilgin (2018) indicates that the effect of companies' marketing activities carried out on social networks have to do with brand awareness, and that this is not reflected in the brand image and customer loyalty.

Due to the above, it can be thought that consumers follow the brands with which they are previously familiar on social networks.

The results obtained from this analysis approve the hypotheses raised in chapter II in relation to the study variables (HG: The effects of marketing activities in social networks influence brand awareness,

**Table 3.** Goodness-of-fit measures.

Goodness-of-fit measure	Acceptable fit levels	Results	Acceptability
Absolute fit measures			
CMIN	CMIN=double the freedom degrees	CMIN = 617.542	Marginal
P value	P value = >.05	GL =120	
		P value = 0.001	
GFI	>0.90	0.944	Acceptable
RMSEA	≤0.08	0.060	Acceptable
RMR	Close to 0	0.015	Acceptable
Gradual fit measures			
CFI	>0.90	0.982	Acceptable
NFI	>0.90	0.979	Acceptable
Parsimony fit model			
CMIN/DF	Lower limit = 1 Upper limit = 2,3 y 5	5.146	Marginal

Source: Own elaboration based on acceptance ranges according to Hair et al. (2007).

**Table 4.** Estimation of the parameters by the maximum likelihood method.

			Standardized estimated parameters	S.E	C.R	P	Hypothesis proof
Loyalty	<---	Social_media_MKT	0.289	.030	10.012	***	Accepted
Brand awareness	<---	Social_media_MKT	0.877	.018	46.532	***	Accepted
Loyalty	<---	Brand awareness	0.673	.032	22.269	***	Accepted

p-value .001\*\*\*.

brand image and customer loyalty of the Autonomous University of Tamaulipas, H1: Marketing activities in social networks affect brand awareness of the Autonomous University of Tamaulipas, H2: Marketing activities in social networks affect brand image of the Autonomous University de Tamaulipas and H3: Marketing activities in social networks affect brand loyalty of the Autonomous University of Tamaulipas), demonstrating its applicability in the selected sample and presenting its opportunity to replicate this study in other higher education institutions.

In this way, it can be mentioned that the explanatory variables of this research have a positive and statistically significant influence, demonstrating the causal relationship between the strategies applied through marketing activities and brand awareness, brand image and brand loyalty, confirming the assertions indicated by the aforementioned authors.

Likewise, it can be said that a consumer follows a brand on social networks when they create content related to the brand, that is, they share experiences that reflect the image of the same brand and brand loyalty in their minds.

It is important to note that a loyal consumer also has an image in mind, that is, they follow brands to which they are loyal, so the marketing activities carried out by a company are hardly attractive to those who are already loyal to other brands.

In this sense, the marketing activities of a company that are proposed must be accompanied by a brand value, so that a study or previous brand communication strategy must be integrated by the company, in such a way that its marketing activities are successful and manage to capture potential customers.

Some of the most representative authors on the matter (Kaplan & Haenlein, 2010; Palazón et al., 2014) point out that digital social networks have become the most influential phenomenon in recent decades, in addition to the fact that they have abandoned certain traditional communication actions, to focus more on digital marketing. In this sense, Chu (2011) points out that social networks have become a company's foundations to generate its communication strategies in the digital world.

Regarding this research, the following question was raised: What effects do marketing activities in social networks have on brand awareness, brand image and brand loyalty of the Autonomous University of Tamaulipas?

This question is supported by the social networks theory, which, according to Timothy M. O'Brien, O'Reilly Connection Network, identifies patterns and is developed from various fields (anthropology, psychology, sociology, biology, physics, mathematics and computing). However, in order to know university students' way of thinking in this regard, it is necessary to consider other theories that support the main bases to carry out this research, e.g. Maslow's theories of decisions and needs, since these make it possible to identify consumers' important elements.

Due to the above, it can be said that brand image must be taken into account as one of the main activities in marketing strategies development applied to social networks.

In the last section indicated, which refers to the communication area, the empirical analysis of the relationship of marketing activities regarding brand knowledge, brand image and loyalty of a company interferes. As for the Autonomous University of Tamaulipas, as a company, a great acceptance as a whole is perceived by consumers.

Substantial authors who support this research, point out that brand loyalty is associated with consumer behavior, it is based on emotions, attitudes and feelings, it is a rational and emotional process for consumer decision-making (Aaker, 1992; Aguayo Díaz et al., 2007; Bucheli Sandoval & Brin, 2016).

In addition to the fact that brand knowledge is a set of stored information, it can be a network of associations that include related beliefs, a base of an associative network memory model (Alba & Hutchinson, 1987; Erdem & Swait, 2001; Keller, 1993). Keller (1993) states that this brand awareness must include brand recognition and brand image.

### ***Limitations and future lines of research***

In order to investigate future lines of research, it is necessary to know what the organization wishes to conduct. This part suggests keeping customers, that is, students, and transforming them into not only 'passenger' customers, but also loyal consumers to the brand, in this case to the organization.

Other elements or variables that have to do with brand awareness, brand image and brand loyalty can be included, in such a way that a more complete perspective can be generated in the study and thus be able to compare results. and get a different view.

Another aspect to consider is the data collection time. Given the conditions of the COVID19 pandemic, it was a key factor that delayed the times for the collection of the questionnaires. Based on the quantitative analysis carried out, it is suggested that a future mixed or qualitative study can be carried out, which more generally complements the explanation of this study.

If the organization wishes to improve its communication channels with its target market, in this case its students, the use of social networks must be managed according to the student's lifestyle, to a modern society, in permanent change and high demands.

## Conclusions

This is how, based on the above, the present research determined as a general objective (GO): Examine the effect of marketing activities on brand awareness generation, image and loyalty in social networks of the Autonomous University of Tamaulipas, taking for this as specific objectives, (SO1): Examine the effect of marketing activities in social networks on brand awareness of the Autonomous University of Tamaulipas, (SO2): Measure the effect of marketing activities in social networks on brand image of the Autonomous University of Tamaulipas, and (SO3): Analyze the effect of marketing activities in social networks on brand loyalty of the Autonomous University of Tamaulipas.

It can be said that both the GO and the SO1 and SO2 were achieved through a positive and statistically significant influence, since from the analysis of the general needs and the implemented strategies based on technical tools that helped to understand and to know students' behavior of the Autonomous University of Tamaulipas. The results indicated the way in which appropriate strategies can be incorporated in social networks. Therefore, these responded to the objectives previously raised where some important points are briefly concluded:

- A positive relationship between the dependent variable and the independent variables is accepted.
- Brand loyalty acceptance is verified.

In other words, the dependent variable, which is marketing activities, plays a large role in the incorporation of the independent variables, which are entertainment, exchange, advertising, personalization, brand loyalty, and the brand.

In addition, it was found that brand loyalty goes hand in hand with the brand, that is, a customer is loyal to the brand due to various factors that interfere with the brand.

To achieve the above, a contextual analysis of social networks in Mexico and the marketing strategies background applied through activities in social networks was carried out. Likewise, an exhaustive review of the literature on brand knowledge, brand image and brand loyalty, allowed us to address an optimal analysis of the relationship among these variables.

## *Theoretical and managerial implications*

Based on the previously mentioned results, the importance of carrying out marketing activities through strategies applied in social networks in a higher institution is established, since these are a key factor to learn the brand knowledge, brand image and, in a second instance, the brand loyalty on behalf of the users, in this case the University students. These provide a guide to establish such marketing activities in social networks.

The above statements detail areas of interest that can be addressed: in the academic, methodological, and social environment. Speaking of the academic field, a contribution to the literature can be mentioned, since there are no studies generated in Higher Education Institutions (HEIs). Likewise, based on the review of the literature given in companies or organizations, it was possible to generate a possible



guide for HEIs to carry out their marketing activities according to the knowledge of their consumers (students).

This contribution offers the possibility of following up and monitoring students' behavior according to their generation, since they have very different lifestyles, being able to make future adaptations to have a greater impact according to emerging needs.

In addition, this essential contribution is to have made a specific approach to marketing activities in the field of public higher education institutions, since there are not enough studies that support and are related to HEIs on marketing activities in social networks for image, knowledge and loyalty increase of the brand.

In relation to the methodological contribution, it can be said that the development and verification of the measurement instrument based on a questionnaire prepared by Bilgin (2018), allowed the evaluation of each of the constructs and variables.

Finally, as for the contribution to society, the importance of marketing activities established in social networks can be pointed out since these can increase brand awareness, brand image and brand loyalty of the Autonomous University of Tamaulipas (UAT). Therefore, social networks can be improved, giving the user a greater sense of brand towards the UAT.

In this regard, a call can be made to potential applicants to enter the university, with the purpose of making a focus group or a meeting point and interaction dialogue so that the target audience can be better known.

The aforementioned implications take relevance to the importance of the effects of marketing activities in social networks, which allow guiding actions through social networks.

## Disclosure statement

No potential conflict of interest was reported by the author(s).

## About the authors

**Miriam Nanyeli Sanchez Garza** Ph.D in Managment and Innovation of Institutions; Sustainability Collaborator in Autonomous University of Tamaulipas. Email: [miriam.sanchez@docentes.uat.edu.mx](mailto:miriam.sanchez@docentes.uat.edu.mx)

**Monica Lorena Sanchez Limon** Ph.D. in Management Sciences; Member of the National System of Researchers Conahcyt Level 2; Full-Time Professor; Autonomous University of Tamaulipas-Mexico. E-mail: [msanchel@docentes.uat.edu.mx](mailto:msanchel@docentes.uat.edu.mx)

**Dr. Yesenia Sanchez Tovar**, Ph.D in Economy. Member of the National System of Researchers Conacyt Level 1. Autonomous University of Tamaulipas-Mexico. Email: [yesanchez@docentes.uat.edu.mx](mailto:yesanchez@docentes.uat.edu.mx)

**Dr. Sikandar Ali Qalati** is Associate Professor at the School of Business, Liaocheng University, China. Ph.D. in Management Sciences and Engineering. Email: [sidqalati@gmail.com](mailto:sidqalati@gmail.com)

## ORCID

Miriam Nanyeli Sánchez Garza  <http://orcid.org/0000-0003-2008-796X>

Mónica Lorena Sánchez Limón  <http://orcid.org/0000-0002-0671-0076>

Yesenia Sánchez Tovar  <http://orcid.org/0000-0002-4299-191X>

Sikander Ali Qalati  <http://orcid.org/0000-0001-7235-6098>

## References

- Aaker, D. A. (1992). The value of brand equity. *Journal of Business Strategy*, 13(4), 1–15. <https://doi.org/10.1108/eb039503>
- Aguayo Díaz, D. T., Arriagada Veyl, R., & Possell Galli, C. J. (2007). Un análisis de los antecedentes de confianza y la lealtad hacia las marcas de la industria automotriz en Chile.
- Alba, J. W., & Hutchinson, J. W. (1987). Dimensions of consumer expertise. *Journal of Consumer Research*, 13(4), 411–454. <https://doi.org/10.1086/209080>
- American Marketing Association. (2021). *American Marketing Association*. American Marketing Association. Retrieved May 16, 2021, from <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>

- Andreu, J. L., & López Belbeze, M. P. (2002). La integración organizativa de las actividades de marketing: Factores condicionantes y consecuencias. *Cuadernos de Economía y Dirección de la Empresa*, 2002(11), 5–27.
- Bilgin, Y. (2018). The effect of social media marketing activities on brand awareness, brand image and brand loyalty. *Business & Management Studies*, 6(1), 128–148.
- Brito, J. G., Laaser, W., & Toloza, E. A. (2015). El uso de las redes sociales por parte de las universidades a nivel institucional. Un estudio comparativo. *Revista de educación a distancia. (RED)*(32). Retrieved from <https://revistas.um.es/red/article/view/233071>.
- Bucheli Sandoval, J. E., & Brin, J. (2016). Relación entre la confianza hacia la publicidad y la lealtad hacia la marca. *Cuadernos Latinoamericanos de Administración*, 12(23), 59–72. <https://doi.org/10.18270/cuaderlam.v12i23.2126>
- Chaffey, D., & Ellis-Chadwick, F. (2014). *Marketing digital: Estrategia, Implementación y Práctica*. Pearson Educación de México.
- Chiang, B. T., & Shang-Chia, C. (2014). The impact of brand knowledge on consumers of different genders and from different cultures. *Management Review*, 19(1), 47–59.
- Chu, S.-C. (2011). Viral Advertising in social media: Participation in Facebook groups and responses among college – Aged users. *Journal of Interactive Advertising*, 12(1), 30–43. <https://doi.org/10.1080/15252019.2011.10722189>
- Colmenares Delgado, O. A., Schlesinger, W., & Saavedra Torres, J. L. (2009). Conocimiento de marca: una revisión teórica. *Técnica Administrativa*, 8(38), 1.
- De la Iglesia, J. d., Casal Otero, L., Fernández-Morante, C., & Cebreiro, B. (2020). Actitudes y uso de Internet y redes sociales en estudiantes universitarios/as de Galicia: Implicaciones personales y sociales. *Revista Prisma Social*, 2020(28), 145–160.
- Duque-Oliva, E. J., & Ramírez-Angulo, P. J. (2014). Evolución conceptual y relación entre involucramiento y lealtad. *Suma de Negocios*, 5(12), 169–179. [https://doi.org/10.1016/S2215-910X\(14\)70039-4](https://doi.org/10.1016/S2215-910X(14)70039-4)
- Elías Zambrano, R., & Jiménez-Marín, G. (2021). Reflexiones en torno a la comunicación organizacional, la publicidad y el audiovisual desde una perspectiva multidisciplinaria.
- Erdem, T., & Swait, J. (2001). Brand Equity as a Signaling. *Journal of Consumer Psychology*, 7(2), 131–157. [https://doi.org/10.1207/s15327663jcp0702\\_02](https://doi.org/10.1207/s15327663jcp0702_02)
- Escobar Naranjo, S. (2000). La equidad de marca brand equity una estrategia para crear Y agregar valor. *Estudios Gerenciales*, 2000(75), 35–41.
- Freeman, L. C., White, D. R., & Romney, A. K. (1992). *Research Method in Social*. Londres: Transaction Publishers.
- García Muñoz, A. S., Hernández Muñoz, M., & Ramos Carvajal, C. (2002). *La teoría de redes sociales como herramienta de análisis económico estructura*. Documentos de trabajo. Universidad de Oviedo. Facultad de Ciencias Económicas.
- González Hernández, E. M., Orozco Gómez, M. M., & De la PazBarrios, A. (2011). El valor de la marca desde la perspectiva del consumidor. Estudio empírico sobre preferencia, lealtad y experiencia de marca en procesos de alto y bajo involucramiento de compra. *Contaduría y Administración*, 2011(235), 217–239. <https://doi.org/10.22201/fca.24488410e.2011.417>
- Gou Greoles, R. (2016, mayo 20). *Efecto de las redes sociales en las universidades españolas*. Retrieved from <https://repositori.udl.cat/bitstream/handle/10459.1/59642/rgoug.pdf?sequence>.
- Griffiths Acha, S. M. (2016). La congruencia entre la personalidad de marca y el autoconcepto, real y deseado, del consumidor, y su impacto en la lealtad de marca de las mujeres limeñas, entre 20 y 35 años, de NSE B, dentro del mercado de cosméticos. Repositorio académico UPC.
- Gupta, S. (2023). *Brand Recognition: Definition, Importance, Levels, & Strategies*. Retrieved January 25, from <https://www.feedough.com/brand-recognition/>.
- Gustafson, T., & Chabot, B. (2007). Brand awareness. *Cornell Maple Bulletin*, 105, 1–5.
- Hanna, R., Rohm, A., & Crittenden, V. L. (2011). We're all connected: The power of the social media ecosystem. *Business Horizons*, 54(3), 265–273. <https://doi.org/10.1016/j.bushor.2011.01.007>
- Harvey, S. (2021). *Brand recognition or brand awareness: What's the difference?* Retrieved from <https://fabrikbrands.com/brand-recognition-or-brand-awareness/>.
- Hennig-Thurau, T., Langer, M. F., & Hansen, U. (2001). Modeling and Managing student loyalty: An approach based on the concept of relationship quality. *Journal of Service Research*, 3(4), 331–344. <https://doi.org/10.1177/109467050134006>
- Hernández, S., Fernández-Collado, C., & Baptista-Lucio, P. (2006). *Metodología de la investigación*. McGraw Hill.
- Hernández-Gil, C., Figueroa-Ramírez, E. F., & Correa-Corrales, L. E. (2018). Reposicionamiento de marca: el camino hacia la competitividad de las pequeñas y medianas empresas. *Revista de Investigación, Desarrollo e Innovación*, 9(1), 33–46. <https://doi.org/10.19053/20278306.v9.n1.2018.8505>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Keller, K. L. (1993). Conceptualizing, measuring and managing customer – Based brand equity. *Journal of Marketing*, 57(1), 1–22. <https://doi.org/10.1177/002224299305700101>
- Keller, K. L. (2001). *Building customer-based brand equity* (Vol. 10). Marketing Science Institute.
- Keller, K. L., Parameswaran, A. M., & Jacob, I. (2011). *Strategic brand management: Building, measuring, and managing brand equity*. Pearson Education.

- Khajeh Nobar, H. B., Kalejahi, H. K., & Rostamzadeh, R. (2020). Impact of social media marketing activities on brand equity and brand commitment in the leather industry. *International Journal of Business Excellence*, 20(2), 191–204. <https://doi.org/10.1504/IJBEX.2020.105346>
- Khan, M., & Mahmood, Z. (2012). Impact of brand loyalty factors on brand equity. *International Journal of Academic Research*, 4(1), 33–37.
- MacInnis, D. J., Shapiro, S., & Mani, G. (1999). Enhancing brand awareness through brand symbols. *ACR North American Advances*, 26, 601–608.
- Melis, C., Velicia, M., Félix, A., & Montiel, J. F. (2017). ¿Cómo el sistema de memoria construye el conocimiento conceptual de marca en la mente del consumidor?. *XXIX Congreso de Marketing AEMARK*, 713–719.
- Mulyono, H., Hadian, A., Purba, N., & Pramono, R. (2020). Effect of Service Quality Toward Student Satisfaction and Loyalty in Higher Education. *The Journal of Asian Finance, Economics and Business*, 7(10), 929–938. <https://doi.org/10.13106/jafeb.2020.vol7.no10.929>
- Palazón, M., Silicia, M., & Delgado, E. (2014). El papel de las redes sociales como generadoras de "amor de marca". *Universia Business Review*, 1(41), 19–39. <https://journals.ucjc.edu/ubr/article/view/897/1023>
- Pappu, R., Quester, P. G., & Cooksey, R. W. (2005). Consumer-based brand equity: Improving the measurement – Empirical evidence. *Journal of Product & Brand Management*, 14(3), 143–154. <https://doi.org/10.1108/10610420510601012>
- Pérez-Bonaventura, M., Tárrega, S., & Vilajosana, J. (2021). Análisis del uso de las redes sociales de las instituciones de educación superior catalanas. *REIRE Revista d'Innovació i Recerca en Educació*, 14(1), 1–20. <https://doi.org/10.1344/reire2021.14.131558>
- Prado Román, A., Blanco González, A., & Mercado Idoeta, C. (2014). Análisis del proceso de generación de lealtad en el entorno on-line a través de la calidad del servicio y de la calidad de la relación. *Revista Europea de Dirección y Economía de la Empresa*, 23(4), 175–183. <https://doi.org/10.1016/j.redee.2014.09.003>
- Real Pérez, I., Leyva Carreras, A. B., & Heredia Bustamante, J. A. (2014). Uso e impacto de las redes sociales en las estrategias de marketing de las PyMEs. *Revista de Investigación Académica sin Frontera: División de Ciencias Económicas y Sociales*, (19).
- Requena Santos, F. (1989). El concepto de red social. *Reis*, 1989(48), 137–152. <https://doi.org/10.2307/40183465>
- Ríos Portales, D., & Almeida Cardona, R. (2022). La influencia de la confianza y valor en la lealtad de marca en estudiantes de instituciones privadas de educación superior. *Revista Perspectivas*, 49, 9–34.
- Rivera-Trigueros, I., Gutiérrez-Artacho, J., & Olvera-Lobo, M.-D. (2020). Websites and social networks. A study of health-care SMEs in Andalusia. In *Information Technology and Systems: Proceedings of ICITS 2020* (pp. 297–306). Springer International Publishing.
- Ruiz Cartagena, J. J. (2017). Millennials y redes sociales: estrategias para una comunicación de marca efectiva. *Mhcf Miguel Hernández Communication Journal*, 2017(8), 347–367.
- Ruiz Herrera, C. R., Liza Geldres, C. D., & Chacón Resino, R. (2020). El impacto de las aplicaciones de marketing de redes sociales relacionadas con la percepción en la lealtad de marca, compromiso e intención de compra por parte de los consumidores de las veterinarias del distrito de San Miguel.
- Saavedra, F. U., Criado, J. R., & Andreu, J. L. (2013). El uso de las redes sociales digitales como herramienta de marketing en el desempeño empresarial. *Cuadernos de Administración*, 26(47), 205–232.
- Santillan, G., Bright, J., & Rojas Herrera, S. P. (2017). *El marketing digital y la gestion de relaciones con los clientes (crm) de la empresa manufacturas kukuli sac*, 2017.
- Sasmita, J., & Mohd Suki, N. (2015). Young consumers' insights on brand equity. *International Journal of Retail & Distribution Management*, 43(3), 276–292. <https://doi.org/10.1108/IJRDM-02-2014-0024>
- Schaefer, M. W. (2014). *The Tao of Twitter*. McGraw-Hill.
- Scott, J. (1991). *Social Network Analysis*. SAGE.
- Seo, E.-J., & Park, W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36–41. <https://doi.org/10.1016/j.jairtraman.2017.09.014>
- Sordo, A. I. (2022). *Los 10 factores que afectan el comportamiento de tus consumidores*. Retrieved August 05, from <https://blog.hubspot.es/marketing/factores-comportamiento-del-consumidor>.
- Tabón, S., & Pérez Acosta, A. M. (2016). *El papel de la discriminación de estímulos en la lealtad hacia un producto de consumo masivo* (pp. 85–101). Universidad & Empresa.
- Tsimonis, G., & Dimitriadis, S. (2014). Brand strategies in social media. *Marketing Intelligence & Planning*, 32(3), 328–344. <https://doi.org/10.1108/MIP-04-2013-0056>
- Villarroel Puma, M. F., Carranza Quimi, W. D., & Cárdenas Zea, M. P. (2017). La creación de la marca y su incidencia en el posicionamiento de un producto. *Revista Publicando*, 4(12), 684–697.
- Weinberg, T. (2009). *The New Community Rules: Marketing on the Social Web*. Marketing on social web.