

Use of social media in business restauranteras Villahermosa, Tabasco

El uso del social media en las empresas restauranteras de Villahermosa, Tabasco

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Abstract

The research Consist of a study of the use of Social Media in the restaurant companies of Villahermosa, Tabasco. Social networks as one of the Most Important tools of social media are being used by companies to perform marketing, due to the profound changes have Caused That technological development in the way of doing business. The objective of the article is to analyze the use of social networks in restaurant companies in Villahermosa, Tabasco, Mexico, as an area of opportunity for them. The research was non-experimental, transectional, correlational, quantitative. The development of the research shows an acceleration of the use of Social Media Marketing, and Facebook is the social network Most Used. The results show That some of the SMEs Surveyed make intensive use of social networks, Facebook is the MOST used, followed by WhatsApp and the Least used is YouTube. That it was Also Observed That marketing personnel is a factor Affects the use of social networks. It was found That if the use of WhatsApp Increases, the use of Facebook Increases more..

La investigación consiste en un estudio del uso del Social Media en las empresas restauranteras de Villahermosa, Tabasco. Las redes sociales como una de las herramientas más importante del Social Media están siendo utilizadas por las empresas para realizar marketing, debido a los profundos cambios que el desarrollo tecnológico ha provocado en la manera de hacer negocios. El artículo tiene por objetivo analizar el uso de las redes sociales en las empresas restauranteras de Villahermosa, Tabasco, México, como un área de oportunidad para las mismas. La investigación fue de tipo no experimental, transeccional, correlacional de corte cuantitativo. El desarrollo de la investigación muestra una aceleración del uso de Social Media Marketing, siendo Facebook la red social más utilizada. Los resultados arrojan que de las Pymes encuestadas algunas hacen uso intensivo de las redes sociales, siendo Facebook la que más se usa, le sigue WhatsApp y la de menor uso es YouTube. Así mismo, se observó que el personal de marketing es un factor que incide en el uso de las redes sociales. Se encontró que en la medida que se utiliza más el WhatsApp aumenta en mayor proporción el uso del Facebook.

Social Media Marketing, Use, SMEs

Social Media Marketing, Uso, Pymes

Resumen

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Introduction

In recent years consumers have experienced a big change in how to interact with each other and with businesses as a result of technological breakthroughs. Indeed, media and communication, especially the Internet has facilitated social behavior through the virtual world that has changed the activities of people and their habits (Pinheiro & Cristovao, 2014).

People have changed both their social, political, educational, and above all its commercial life and business (Abdallah, Rana, Dwivedi, & Algharabat, 2017). This means that the market has increasingly evolved until a digital era where consumers now have the ability to establish a direct relationship with companies through social media marketing tools (Hofacker & Belanche, 2016).

Rationale

This research will identify opportunities for improving Social Media Marketing strategies, hereinafter (SMM) for restauranters companies Villahermosa, Tabasco. In addition, the study will show the current panorama of use and likewise scientifically known deficiencies present. Notably, the data obtained, may be given to entrepreneurs in the restaurant sector alternatives for decision-making and strategy formulation SMM. Likewise, the study will contribute to the undergraduate, master's and doctorate as reference material and especially contribute to the advancement of knowledge about Social Media and digital marketing in the State of Tabasco.

Problem

In the city of Villahermosa, Tabasco there are a number of companies in the restaurant industry using moderately, the SMM little or nothing to increase sales and position.

In fact, this marketing tool is being underused by companies, which is in sync with the gap having south-southeast of Mexico, if areas of lower Internet use in the country with 6% and present the largest lag in the percentage of Internet penetration according to the National Institute of Statistics and Geography (INEGI, 2016).

Hypothesis

For this study, four hypotheses set out hereinafter arise:

H1 SMM tools are heavily used as a marketing factor by restauranters SMEs in Villahermosa, Tabasco.

H2 restauranters SMBs use SMM tools such as Facebook, WhatsApp and YouTube in different proportions of use and time.

H3 Use as marketing tool Facebook and WhatsApp are related

H4 The number of hours used in Facebook is positively related to the number of hours of WhatsApp.

Objectives

General Purpose

The overall objective is to estimate the use of SMM in restauranters companies in the city of Villahermosa, Tabasco.

Specific objectives

1. Estimate the proportion of companies with marketing staff and those without.
2. To determine the frequency of use as a marketing factor SMM tools by SMEs restauranters Villahermosa, Tabasco.
3. And demonstrate statistically estimate the hours of use of the tools of SMM in Villahermosa Tabasco restauranters SMEs.
4. Assess the amount of use as marketing factors Facebook, WhatsApp and YouTube by restauranters SMEs in Villahermosa, Tabasco.
5. Assess and determine the relationship between the use of Facebook and WhatsApp.

Theoretical Framework

According to studies by the Mexican Internet Association (AMIPCI) in 2014 99.3% of people were enrolled in a social network, and social networks with more impact were Facebook, Twitter, YouTube, Instagram and WhatsApp. Facebook being the favorite social network with 84.9% of consumer preferences.

The average number of hours that consumers sailed internet was 6 hours, with at least 4.5 hours and maximum 20 hours a day.

71.9% of consumers followed brands on social networks, while only 28.1% did not follow companies by such means. Studies show that 57.9% of consumers followed companies on social networks for offers and promotions and 64% to learn more about the company's products. 37.(AMIPCI, 2014).

In the thirteenth study on the habits of Internet users in Mexico 2017 found that on average users are enrolled in five social networks, with Facebook, WhatsApp and YouTube first three, also 2 hours and 58 minutes, the average time They use social networks (AMIPCI, 2017). This displays a potentially large market users of social networks.

The era of the internet and the great technological advances have led to a transformation in world markets, Mexico has not been exempt from this. Conventional marketing has given way to digital marketing, markets are becoming increasingly digitized(Leeflang, Verhoef, Dahlström, & Freundt, 2014). Digital marketing unlike conventional marketing is always available to the customer and have a lower cost for businesses, only for use it is necessary for more training and innovation(Callejas, Aguirre, & Aparicio, 2015). Against this background, small and medium enterprises should not only implement traditional marketing strategies, but rather need to have a presence on the internet market by positioning strategies, sales and digital advertising(Fernandez, 2015).

According to Spais (2010) currently companies have to have a presence on the internet through social networks to sell their products and services successfully. In fact, many companies have recognized that consumers are increasingly using social networks and they have to implement these strategies to be competitive in the market(Saavedra, Scepter, & Llonch, 2013). Accordingly, the Social Media Marketing can be defined as the use of social networks and their applications in order to communicate and sell products / services and market positioning(Alharbie, 2015).

According to Neti (2011) the SMM is divided into two actions, the first [media marketing] it refers to the communication of information through advertising in social applications and the second [social] concerning interactivity the clients. He argues that interactivity with customers is established with messages, comments in publications such as images and videos. What results in successful sales and market positioning(Neti, 2011). Similarly, states with the results of their studies are few companies that use the SMM but it's a great opportunity to have market presence. The SMM concerned in implementing strategies for companies to persuade consumers, these strategies can be advertising as publications promoted on social networks and discounts (Neti, 2011). These advertising strategies have resulted in the interactivity that is the social part of social networking with customers because they capture their attention. Interactivity refers to the contact with users among social networks, either between them or with companies.(Lampe & Vitak, 2012). In this sense, interactivity in the social media marketing is the relationship between businesses and users through social networks as are the likes, comments and sharing the content published by the company among the users themselves(Chu, 2011).

Currently there have been several studies concerning the use of SMM by companies. Meanwhile, researchers González, Medina, & Sanchez (2015) in his research on the use of SMM companies in the restaurant industry to increase sales conducted an analysis using an instrument with the dimension: the use of social media marketing and concerning information sharing companies about their products and services. The variables were: the major social networks they use, intensity of use, and why not handle. They found that these restauranteras companies have had positive achievements related to the image. However, the impact of sales were not favorable because companies do not offer promotions on social networks. Saavedra, Scepter, & Llonch (2013) authors collected data by three constructs in the first market orientation, in the second and third entrepreneurial orientation use intensity SMM. For these authors the use of Social Media concerns the number of publications by social networks and frequency of use. In this study, researchers found that the sales performance of companies depends heavily on the intensity of use of social networks, ie the more greater use will be the impact of these companies.

In research conducted by Valdez, Rascon, Ramos, & Huerta (2012) to measure and identify strategies and use of SMM employing companies used an instrument made up of two dimensions: 1) general information, and 2) use social networks. The use of social networks refers to the time that those responsible for the marketing department invest and strategic plans that are made with social networks.

The findings of the study conducted these researchers were that most companies do not use social networks and the few companies that if they use it inappropriately. E-mail being the most used tool to sell and promote their products (Valdez-Juarez, Rascon-Ruiz, Ramos-Escobar, & Huerta-Gaxiola, 2012).

Studies on the use of SMM analysis presented above allow us to have an overview about how to measure more precisely the use of this important tool currently drives many companies.

Technological breakthroughs and the opening of markets have transformed the way consumers buy products and services, also, companies have adapted to these changes by implementing strategies through Social Media generating more sales and positioning in the market.

Research Methodology

Research Design

It is quantitatively cut, not experimental, transeccional, correlational, it is considered that quantitative research variables are measured by the Likert (Konthari, 2004) scale.

It is not experimental because the variables being studied and correlational are not controlled because it seeks to understand the relationship or degree of association exists between two or more concepts, categories or variables in a sample or particular context (Hernández, Fernández, & Baptista, 2014 p.93).

It is transeccional because the collection and analysis of data was performed in the period from 1 April to 31st May 2018.

Sampling

For information using the SMM of these establishments a survey was applied to managers of restaurants. Whereas has the directory of restauranters SMEs and the list of managers of establishments, simple random sampling from a finite population was used and is defined as a selected sample that allows each individual who is part of the sample have the same probability of being selected (Anderson, Sweeney, & Williams, 2008).

The sampling frame consists of a list of 162 SMEs restauranters in Villahermosa, Tabasco.

This type of sampling was selected because it has a directory of companies and their managers, it is also a fair way to select the subjects that make up the sample.

The sample calculation was performed using the following formula proposed by Murray & Larry (2009):

$$n = \frac{N * z_a^2 * p * q}{e^2 * (N - 1) + z_q^2 * p * q} \quad (1)$$

n = Sample size

N = Population size Villahermosa restaurants (162 according to the yellow section)

Z = Confidence level (1,645) (90%)

e = Error desired sample (5%)

p = Probability of event (50%) occurs studied

q = (1-p) Probability that no event (50%) occurs

n = 101

$$n = \frac{162 * 1.645 * 50 * 50}{5 * (162 - 1) + 1.645 * 50 * 50} \quad (2)$$

The total population of 162 restaurants that exist in the city of Villahermosa a sample of 101 individuals or elements is obtained. The selection of the sample was randomly drawn from SPSS.

Method and tools for collecting data

The instrument used in data collection was self-applied questions of the four scales measuring questionnaire which are nominal, ordinal, interval and ratio. Questions nominal scale would be the restaurant's name.

In ordinal scale would be questions Likert scale where 0 is rare, 1 is rare, 2 common thing, 3 and 4 is often very common. Questions interval scale would be the approximate monthly income of SMEs and daily hours Marketing staff invests in the use of social networks. Finally, the ratio scale question Likes amount received monthly, among others.

Organization of fieldwork

The organization of the fieldwork was conducted in three steps: 1) those responsible for establishments according to the random numbers that gave us the SPSS, 2 software) contacted carried out the implementation of the survey with those responsible for the restaurant and 3) was conducted capture and data analysis.

Organization, processing and analysis of information

Emptying and data processing was performed using SPSS software which allowed us to perform all tests and analysis of statistical data needed for research.

Results

The main findings of the statistical analysis were as follows. The reliability test instrument was performed through Cronbach Alpha .785 obtaining a result. The authors Gerogue & Mallery (2003) state that this result is acceptable, as seen in Table 1.

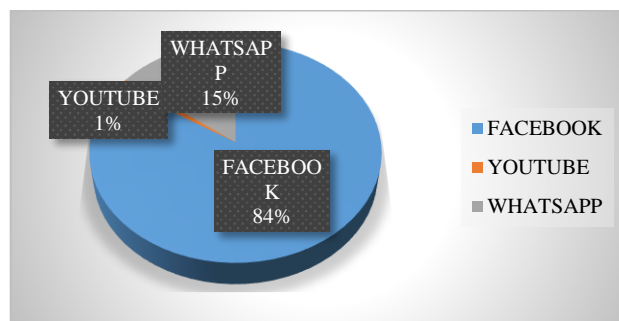
Cronbach	N elements
.785	14

Table 1 Reliability test
Source: Prepared

When analyzing the variable statistical system SSPS [staffed Marketing] was obtained that restauranters SMEs Villahermosa, only 43.6% have marketing staff and 56.4% do not have (see Table 2).

3. Does Marketing staff?					
		Frequency	Percentage %	Percentage valid	Percentage accumulated
Valid	Yes	44	43.6%	43.6%	43.6%
	Do not	57	56.4%	56.4%	100.0%
	Total	101	100.0%	100.0%	100%

Table 2 Marketing staff
Source: Prepared



Graphic 1 Proportion publications on social networks
Source: Self Made

The proportion of publications on Facebook is 84% compared to 15% and 1% in WhatsApp YouTube (see Figure 1). This indicates that Facebook is the most used social network for publishing and YouTube, the least used.

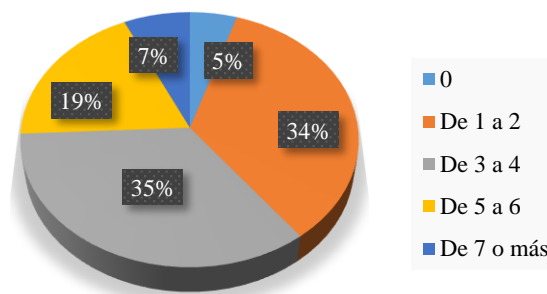
To comply with the above in the general objective, specific objectives and look for the testing of hypotheses, analyzes mentioned hereinafter were performed.

In relation to this area this study proposed four hypotheses.

H1 tools Social Media Marketing (SMM) are intensively used as a marketing factor by restauranters SMEs in Villahermosa Tabasco

When analyzing the variable [the hours the marketing staff invests in social networks], it was found that 95% of SMEs surveyed make use of SMM, likewise, can be considered intensive use of more than three hours, thus, it was found that 61% of SMEs surveyed intensive social networks (see Figure 2).

Uso de las redes sociales por las Pymes restaurateras de Villahermosa Tabasco



Graphic 2 Percent daily use of social networks
Source: Self Made

Individually Facebook, WhatsApp and YouTube presented next use (see Table 3).

Questions	N	Half	Standard deviation
24. How many hours you use Facebook everyday?	101	4.43	2,769
26. How many hours daily use WhatsApp?	101	3.41	3,861
27. How many hours daily use YouTube?	101	1.38	2,029

Table 2 Descriptive statistics

Source: Prepared

According to the empirical rule of statistics can be seen that 68% (Anderson, Sweeney, & Williams, 2008, p.101) restauranters of companies in Villahermosa use 1.6 to 7.2 hours daily on Facebook, from 0-7 hours daily the WhatsApp and 0 to 3 hours a day on YouTube.

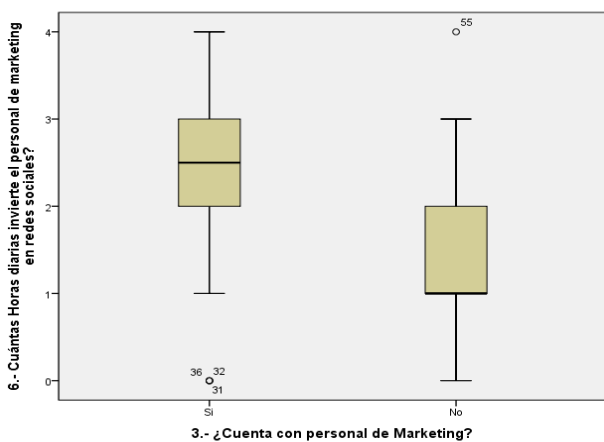
It was also noted that marketing personnel is a factor that affects the use of social networks.

If the company has marketing staff average it is 2.43 hours of daily use and if no account is 1.46 hours per day (see Table 4), this can also be seen in Figure 3.

Question	Answer	Half	Standard error
3. Does Marketing staff?	Yes	2.43	0.157
6. spends many hours a day the marketing staff in social networks?	Do not	1.46	0.097

Table 3 As Trend Marketing focuses Personal daily hours of use

Source: Prepared



Graphic 1 Media use of social networks with or without personnel Marketing.

Source: Self Made.

Based on the above evidence can not reject the hypothesis [SMM tools are extensively used as a marketing factor by restauranters SMEs in Villahermosa Tabasco, except YouTube that is not used intensively, ie it used less than three hours].

H2 restauranters SMBs use SMM tools such as Facebook, WhatsApp and YouTube in different proportions of use and time

It was observed that the average frequency of publications restauranters companies Villahermosa Tabasco, is 2.73 to Facebook, WhatsApp and 1.93 to 1.07 for YouTube (see Table 5).

Question	Half	Standard error
9. How often promotes its products by Facebook?	2.73	0.116
10. How often produces publications by WhatsApp?	1.93	0.128
11. How often produces publications for YouTube?	1.07	0.118

Table 4 Average frequency of promotion of publications.

Note: Prepared

By analyzing the frequency of promotion of publications was noted that 62 companies use frequent Facebook and frequent, while for WhatsApp 37 companies and YouTube 14 companies, confirming that indeed the tools SMM are used in different proportions of use and time (see Table 6).

Question	Answer	Count
9. How often touts its publications for Facebook?	Rare	6
	Infrequent	8
	a common occurrence	25
	Frequent	30
10. How often produces publications by WhatsApp?	very common	32
	Rare	19
	Infrequent	18
	a common occurrence	27
11. How often produces publications for YouTube?	Frequent	25
	very common	12
	Rare	Four. Five
	Infrequent	22
	a common occurrence	twenty
	Frequent	10
	very common	4

Table 5 Tables Custom Facebook, WhatsApp, YouTube.

Source: Author

Based on the above evidence can not reject the hypothesis [SMEs use the restauranters SMM tools such as Facebook, WhatsApp and YouTube in different proportions of use and time].

H3 Use as marketing tool Facebook and WhatsApp are related

To test this hypothesis the following statistical assumptions were made:

- H0 The hours of use of Facebook in Villahermosa restauranters companies are independent to the hours of use of WhatsApp.
- H1 The hours of use of Facebook in Villahermosa restauranters companies are not independent to the hours of use of WhatsApp.

When performing a test of independence with the use of contingency tables and Chi Square contrast, it was found that no relationship between the use of Facebook and WhatsApp use because the level of significance is less than 0.05 (see Table 7)

Tests of chi-squared			
	Value	df	asymptotic significance (bilateral)
Chi-square Pearson	163,898th	110	.001
Likelihood ratio	131312	110	.081
linear linear association	26,334	one	.000
N valid cases	101		

Table 6 Chi square.
Source: To. 129 squares (97.7%) have expected count less than 5. The minimum expected count is 0.01

Leading to the conclusion that there is no evidence to accept the null hypothesis therefore the alternative, ie, hours of use of Facebook in Villahermosa restauranters companies are not independent to the hours of use of WhatsApp is accepted.

To confirm the dependence of these variables level relationship between them was measured (see Table 8).

Correlations			
		24. How many hours you use Facebook everyday?	26. How many hours daily use WhatsApp?
24. How many hours you use Facebook everyday?	Pearson correlation	.513 **	one
	Sig. (Bilateral)	.000	
	N	101	101
26. How many hours daily use WhatsApp?	Pearson correlation	.513 **	one
	Sig. (Bilateral)	.000	
	N	101	101

Table 7 Correlations
Source: Correlation is significant at the 0.01 level (bilateral)

As shown in Table 8 the correlation level is 0.513, which can be taken as an average relationship between these variables, that is, there is an average ratio between the hours of use of Facebook in restauranters companies Villahermosa and WhatsApp usage hours.

Based on the above evidence can not reject the hypothesis "Use as marketing tool Facebook and WhatsApp are related."

H4 The number of hours in which you use Facebook is positively related to the use of daily hours when using WhatsApp

It was found that the relationship is positive dependent, ie the extent rising daily use WhatsApp also rises Facebook use (see Table 9).

Coefficientsa								
Model		Coefficient. You run notd standardized		standardize coefficients	t	S.I.G	95.0% confidence interval for B	
		B	Standard error				Beta	Lower limit
one	(Constant)	3,172	.318		9,987	.000	2,542	3,802
	26. How many hours daily use WhatsApp?	.368	.062	.513	5,949	.000	.245	.491

Table 9 Linear regression
Source: To. Dependent variable: 24.- How many hours you use Facebook everyday?

From which it appears that the mathematical model representing this relationship is given by the following equation:

Hours of daily use Facebook = 3.172 + 0.368 (hours of daily use of WhatsApp)

Which when developed gives the results shown in Table 10.

WhatsApp hours	Hours Facebook
0	3,172
one	3,54
two	3,908
3	4,276
4	4,644
5	5,012
6	5,38
7	5,748
8	6,116
9	6,484
10	6,852

Table 8 WhatsApp hours and Facebook
Source: Author

It is observed that for every hour of daily use WhatsApp are more than 3 hours of use of Facebook.

Based on the above evidence can not reject the hypothesis "The number of hours in which you use Facebook is positively related to the use of daily hours when using WhatsApp "

After using the SPSS statistical tools system could test the hypotheses, there being no evidence to reject the proposed hypothesis.

Conclusions

During the development of this research it could test the hypotheses raised and allowed resultado verify compliance and scope of the proposed objectives. Regarding the general objective estimate related to the use of SMM in Villahermosa Tabasco restauranteras companies, it was observed that it is being used by the vast majority of businesses and only a very small percentage do not use it. Similarly, just over half use it intensively and the rest moderately or little used.

Facebook is the most used social network, followed by WhatsApp and YouTube, the latter is the least use. It is perceived to have marketing staff is factor for increased use of SMM, which corroborates the scope of one of the specific objectives.

Using Facebook and WhatsApp for commercial use in SMEs is another objective showing significant use in measuring scales, not the YouTube has a strong representation in social networks. Finally, it can be concluded that there are a number of companies studied twist requiring intensify the use of SMM so that in a short time sector companies studied inroads over the use of social networks as respects marketing.

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