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Presentation of the content

In the first article we present, *Impact of the work motivation of the Colibri's cinema in times of Pandemic by COVID-19* by PEDROZA-CRUZ Mariela, CHAVEZ-ISOJO, Irlanda, ORTIZ-MEJIA, Paola and GARCÍA-CASTILLO, Karla Yazmín, with adscription in the, Tecnológico de Estudios Superiores de Villa Guerrero, in the next article we present, *Quality of service and digital engagement on Facebook pages* by PÉREZ-CRUZ, Omar Alejandro, REYES-LEAL, Oscar Bernardo, SANTARRIAGA-PINEDA, María de los Dolores and SOTO-RAMÍREZ, Francisco Carlos, with adscription in the, Universidad de Colima, in the next article we present, *The advertising campaign from a sustainable approach* by LÓPEZ-GUTIÉRREZ, Zuleyma, ANTONIO-VIDAÑA Paula Rosalinda, HERNÁNDEZ-PERALTA, Jesús Alejandro and GÓMEZ-SÁNCHEZ, Jesabel, with adscription in the, Universidad Tecnológica del Centro de Veracruz, in the next article we present, *Digital Marketing and the use of social media as a relevant factor in the way of marketing of any company* by OLIVEROS-COELLO, José Pablo, with adscription in the, Universidad Juárez Autónoma de Tabasco.

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Impact of the work motivation of the Colibrí's cinema in times of Pandemic by COVID-19

Impacto de la motivación laboral del cinema colibrí en tiempos de Pandemia por COVID-19

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Abstract

It is very important for organizations to find staff with emotional intelligence because they are valuable people, committed to work and know how to make better decisions, this benefits them greatly because they take care of the organization as if it were about them; However, it is also imperative to keep them in that balance, in that healthy environment, since it has been seen that motivation is something that human beings should possess by nature, which should not depend on external agents, but in many occasions the environment in which an individual develops can affect their way of thinking and therefore their way of acting, such is the case of the mandatory isolation due to the pandemic by COVID-19, where the emotional state of the workers was discussed a lot, In this research we intend to analyze the impact that the COVID-19 pandemic had on the work motivation of Cinema Colibrí, which was an industry that was undoubtedly very damaged, so a series of tests and surveys were conducted to employees, to verify the working hypothesis, which was, work motivation influences the performance of the staff of the company Cinema Colibrí Tenancingo.

Motivación, Organización, Pandemia, Productividad, Empleados

Resumen

Es muy importante para las organizaciones encontrar personal con inteligencia emocional ya que son personas valiosas, comprometidas con el trabajo y que saben tomar mejores decisiones, esto les beneficia en gran medida ya que cuidan de la organización como si de ellos se tratara; sin embargo también es imperativo mantenerlos en ese equilibrio, en ese entorno sano, ya que se ha visto que la motivación es algo que el ser humano debería poseer por naturaleza, que no debería depender de agentes externos, pero en muchas ocasiones el entorno en el que se desarrolla un individuo puede afectar su manera de pensar y por consiguiente su manera de actuar, tal es el caso del aislamiento obligatorio por la pandemia por COVID-19, donde se discutió mucho el estado emocional de los trabajadores, ya que ante la incertidumbre de la situación muchas personas sufrieron de inestabilidad emocional, entre otras cosas, por lo cual en la presente investigación se pretende analizar el impacto que tuvo la pandemia por COVID-19 en la motivación laboral del Cinema Colibrí, la cual fue una industria sin duda alguna muy perjudicada, por lo cual se realizaron una serie de test y encuestas a los empleados, para la comprobación de la hipótesis de trabajo, la cual fue, la motivación laboral influye en el desempeño del personal de la empresa Cinema colibrí Tenancingo.

Motivación, Organización, Pandemia, Productividad, Empleados

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Introducción

According to Sum Mazariegos (2015), employees attend organizations with different needs, as everyone has capabilities such as: skills, abilities, interests, and aptitudes where they have different expectations from their employers and different views of what they think their employers are entitled to expect from them. And they vary greatly in what they expect from their work. For example, some of your employees derive more satisfaction from their personal interests and activities and are not interested in making their work more challenging or interesting or winning performance contests, while others derive a great deal of satisfaction from their jobs and are motivated to put forth great effort.

Since, according to previous research, 77% of workers currently state that they would be more involved in their work if they felt that their achievements were recognized, the main objective of this research is to analyze the impact of the COVID-19 pandemic on work motivation at Cinema Colibrí. This was a time of uncertainty at work, which causes multiple emotional problems, focusing on methods of evaluation of work motivation and performance to see if there is a correlation between these, where in the first section concepts and theories that will help to support the hypothesis put forward in this work are addressed. In the second section, the research design for the testing of the hypothesis will be presented, and then the results obtained, and the conclusions will be explained.

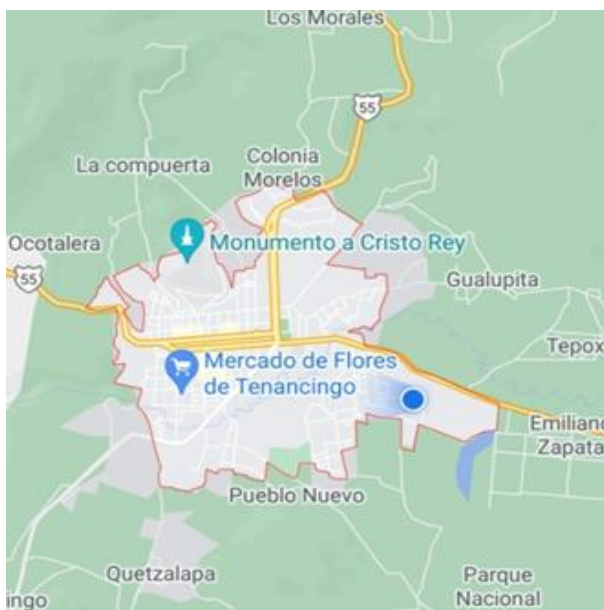


Figure 1 Map of the municipality of Tenancingo, Mex.
Source of reference: Tenancingo, Mex. Google Maps, 2022



Figure 2 Cinema Colibrí, Tenancingo, Mex.
Source of reference: Student conducting surveys at the Cinema Colibrí facilities. Photo taken by the authors

Literature Review

Motivation

For Peiró (2020), motivation is an attitude continued over time with the aim of satisfying a need or objective: "being something that can help any individual to stay in action, achieve the necessary processes and implement the relevant actions to achieve an achievement, objective or satisfy a certain need", in short, it is about prolonging actions over time with the reward of achieving a goal, which may be related to personal, work, family, sporting achievements, among others. (p. 01).

Motivation is also considered as the impulse that leads a person to choose and perform an action among those alternatives that are presented in a given situation: "Indeed, motivation is related to the impulse, because it provides effectiveness to the collective effort aimed at achieving the objectives of the company, for example, and pushes the individual to the continuous search for better situations in order to fulfill himself professionally and personally, thus integrating himself in the community where his action becomes meaningful." (Fragan, 2006, p. 01)

Theories

For the present research, four motivation theories were taken as a reference, the main characteristics of these theories are described below:

1. Maslow's pyramid.

Maslow's pyramid is a theory of motivation that tries to explain what drives human behavior. The pyramid consists of five levels that are hierarchically ordered according to the human needs that all people go through, which are the following:

- Basic or physiological needs: these are the only ones inherent in every person, basic to the survival of the individual. Breathing, feeding, hydration, clothing, sex, etc.
- Security needs: The aim is to create and maintain a situation of order and security in life. Physical security (health), economic security (income), need for housing, etc.
- Social needs: These involve the feeling of belonging to a social group, family, friends, partner, work colleagues, etc.
- Esteem or recognition needs: These are the needs for recognition such as confidence, personal independence, reputation, or financial goals.
- Self-realization needs: This fifth and highest level can only be satisfied once all other needs have been sufficiently met. It is the feeling of having reached personal success.

2. Heezberg's Motivation-Hygiene theory

Frederick Irving Herzberg (1923-2000) was a renowned psychologist who became one of the most influential men in business management: Herzberg proposed the "Two-Factor Theory", also known as the "Motivation-Hygiene Theory". According to this theory, people are influenced by two factors:

- Satisfaction is primarily the result of motivational factors (see drawing). These factors help to increase an individual's satisfaction but have little effect on dissatisfaction.
- Dissatisfaction is primarily the result of hygiene factors (see drawing). If these factors are missing or inadequate, they cause dissatisfaction, but their presence has little effect on long-term satisfaction.

3. McGregors' Theory X and Theory Y

The X and Y Theory was devised by Douglas McGregor in 1960 as part of his studies of management officials in the United States. McGregor differentiates between two approaches to understanding and leading workers:

- Theory X is rigid, authoritarian management, which we now understand to be more traditional, and is based on the idea that workers always try to do as little as possible and therefore tend to duck out of work. This negative idea of workers in turn means that their leadership must be clear in its structures and processes and also very strict. The differentiation between workers and bosses will also be very clear.
- Theory Y is a management more focused on the motivation and responsibility of our workers, and it is a more modern management. In this case it is based on the premise that workers try, seek to take responsibility and accept challenges, so their motivation comes from aspects other than earning money with their work. Management in this case focuses on distributing responsibilities and creating a work team that remains motivated throughout the project (Suarez, 2019).

4. McClelland's Motivational Theory

McClelland's theory is based on three types of needs: affiliation, achievement, and power; which are acquired in the culture and are taken as a source of motivation either by yourself or by your co-workers. The needs that predominate in a person can even be useful if you want to know in which types of positions you will be more motivated:

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- Affiliation Need: reflects the desire to belong to social groups, to interact socially with others. They have a strong interest in forming social relationships and feeling appreciated and accepted by their social group. This type of person would feel more comfortable in positions where they can be part of a team, they opt for collaboration rather than competition, so they could perform better as employees than as leaders.
- Need for Achievement: They tend to be attracted to achieving goals that reflect hard work or that require certain skills and aptitudes to achieve, they impose challenges on themselves and the satisfaction of these people lies in the ability to overcome them. People in whom this need predominates are usually very effective at the individual level, and manage well in middle management positions, or in some other that can provide them with constant challenges.
- Need for Power: These types of people are motivated by the desire to have an impact on others, to influence or control their behavior, they get satisfaction in competitive situations where one side wins and the other loses. Those whose need for power predominates tend to be comfortable in high-level management positions, easily achieving competitive advantage and leadership.

Each person has different needs so that they are motivated differently, it is advisable to know both your needs and those of your team, think about them and see if they are really being satisfied with the position in which they are performing. The fulfillment of these needs will undoubtedly result in an increase in motivation, bringing with it better results (Balbuena, 2020).

Robbins and Coulter (2010) report that understanding and forecasting employee motivation is one of the most popular areas of management research. However, modern studies on employee motivation are influenced by some issues that occur in the place where employees perform their duties.

Job performance

Robbins & Coulter (2010), defines it as a process to determine how successful an organization (or an individual or a process) has been in achieving its work activities and objectives. In general, at the organizational level, work performance measurement provides an assessment of the fulfillment of strategic goals at the individual level.

Robbins & Judge (2013), explain that, in organizations, they only evaluate the way in which employees perform their activities and these include a job description, however, current companies, less hierarchical and more service oriented, require more information today three main types of behaviors that constitute job performance are recognized.

Methodology

To test the hypothesis of the present work, which is: Work motivation in times of pandemic by COVID-19, influenced the performance of the personnel of the company Cinema Colibri Tenancingo. A mixed methodology was used with a descriptive type of research, which according to Bernal (2010), consists of observing the behavior of individuals and different social variables and recording quantitative and qualitative data, so we worked with a quasi-experimental design plan that according to Hernandez Sampieri, Fernandez Collado, & Baptista Lucio (2017), are applied to individual case studies where the figures and results generated often reinforce the findings of a case study and allow some kind of statistical analysis to take place.

The employees were tested in order to measure their level of motivation and when interpreting the information, to know the social factors that could benefit or harm the work environment; as well as to describe some recommendations for the company, for which field research was conducted at the cinema facilities to know the interaction of staff with the customer and manager; to finally analyze and compile the data both theoretically and practically. The population included for this study were all the employees of Cine Colibri Tenancingo, because there are only 15 employees including the manager, so the type of sampling was non-probabilistic by convenience.

The sample is made up of 15 individuals, of which 2 are women and 9 are men as a pilot study, so that a first set of 15 employees was used as the first step in a pilot study.

The techniques used in this research were direct observation, In addition, a work motivation test will also be applied, which is a questionnaire used to measure and assess the level of motivation and job satisfaction of the worker in a company and comprises a series of questions related to the tasks performed, the degree of involvement in them and in the achievement of goals and objectives.

The test to be applied will be the MbM questionnaire that measures internal motivations, as perceived by the individual, developed by Marshall Sashkin, Ph.D. and the Motivation and Job Satisfaction Test created by the Antonio De Arrevalo Technological Foundation.

Resultados

The results obtained from the motivational tests applied are presented below, where first the results of the MbM questionnaire and then the Motivation and Job Satisfaction Test will be presented.

Analysis MbM Questionnaire

According to the results obtained by applying the MbM questionnaire to the employees of the Colibri cinema, which measures the internal motivations, as perceived by the individual, where the following was observed:

- Need for Protection and Security: after the analysis and evaluation of the information we can conclude that within the cinema colibri there is a medium level of protection and security, being most men and two women with quite varying ages, most are young people aged 20 and 24 years, the remaining two with 27 and 35 years. Probably the salary paid to the operatives is not enough to cover all their needs, while the departments with a high level of responsibility had the lowest scores, which indicates that they feel good about the protection and security provided by the company.

- Social and permanence needs: most of the employees are satisfied with the work environment that exists within the company and do not have great desire to feel that they belong to a group since they are at a low level, on the contrary, only one employee feels the need to belong to a group, this one develops his activities in the Cafeteria area, probably because he has less time to spend with his coworkers.
- Self-esteem needs: The analysis of the data obtained from the Self-esteem needs with a score of 228 indicates that the workers do not have a high self-esteem, most of them feel identified at a medium level, so the manager should encourage more recognition of the achievements of employees, although EI should also be recognized since he was the employee with the greatest need for valuation of his work.
- Self-realization needs: After analyzing the data, a score of 194 points of self-fulfillment was obtained, which indicates that most of the workers are in constant movement, which allows them to acquire new skills and knowledge, allowing them to feel satisfaction, three of them could be entering a comfort zone, so they need to acquire new experiences.

Motivation and job satisfaction test analysis

In terms of job performance, it was found that most of the respondents except for one totally agree and agree (45.5%), followed by (9.1%) that their activity is suitable, mentioning that 90% of the employees work in a good way in terms of their performance.

In addition to reviewing the results, it was observed that employees are in the right areas of work, which, of the 100% of the workers, only 1% should be considered more in the way they work, 81.8% of the workers totally agree that they feel encouraged and energetic to carry out their activities properly, while 18.2% agree. 2% agree and this indicates that all employees feel encouraged and energetic to perform their activities adequately and provide quality service.

Despite the pandemic situation, which is based on the fact that employees fully agree that they feel motivated if they have a good working relationship with their coworkers and this indicates that a work environment keeps employees motivated and also perform their activities effectively and efficiently,

And from what was observed, the employees show an optimistic work environment since the Manager, despite the forced closure during the pandemic, did not take away their jobs, and upon returning to work, the employees were grateful to the company, which made the personnel feel motivated in a constant manner.

Financing

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Conclusions

Nowadays, emotional intelligence is fundamental, not only personally, but also companies value finding people who are self-motivated, however, it is also their responsibility to continue promoting it within the organization since it is essential within these, because it allows you to have a healthy work environment, that the activities are more productive and employees who are willing to achieve the success of your company, so in this scenario the research question arose, if the work motivation in the Colibri cinema in times of compulsory isolation by COVID-19, caused an impact.

In order to answer the questioning, it was decided to apply a test, where the employees showed that they agree with the salaries and wages since it allows them to satisfy their needs, in addition to the fact that the cinema has a healthy work environment where employees can easily create interpersonal relationships and do not feel great need to belong to any specific group, but despite this, workers feel that their efforts are not valued, they lack automation and need someone to reaffirm their achievements and at the same time they feel self-realized since they are in constant movement, develop new skills, acquire new knowledge.

With this motivation test (MbM), we can conclude that the need that should be worked more in Cinema Colibri is "Self-esteem" as it obtained the highest score, so their workers have a greater need for their achievements to be recognized. The second highest score is the need that should be worked on is "Protection and Security", the manager should listen to what is the cause of their workers feel this way. The needs of "Self-realization and Social and belonging" are in balanced levels being the last one the lowest score; although they do not need to be worked on, they need to be maintained and improved; the reasons why it is possible to have these results is that there is a healthy work environment and they are stimulated to acquire new knowledge, which generates satisfaction in the workers.

From all the above, the task of analyzing which were the employees and the positions where they had the highest needs was given:

- Cafeteria: with a higher score 85 out of 100 shows a low emotional intelligence, so the manager should find the causes of why your employee feels this way and look for tools to help you improve the stay of your employee.
- Management: 73 out of 100 The manager is in the average; however, the most striking fact is that in the need for self-esteem he has a higher score, which may indicate that he does not have the recognition he deserves for the success of the company, which can generate his dissatisfaction and lack of motivation.
- Customer Service: 67 out of 100, this employee is in an average, however, there is a need with which he feels dissatisfied, and it is the need for protection and security, it is the responsibility of the manager to know why his employee feels this way and as far as possible to give him a solution.
- Sweet shop: 64 out of 100 is the lowest score of the test; without much to say this employee is with good emotional intelligence, does not demand much any of the needs; however, it is important to maintain or improve it.

As for the motivation test, it was demonstrated that the hummingbird cinema shows an adequate motivation without being negatively impacted by the sanitary restrictions that were implemented due to the COVID-19 pandemic, all this, thanks to the good management of the trainings and adequate interpersonal relationships, which allowed generating an optimal work environment for the collaborators of the Administrative Area. Given that the administrative personnel state that it is necessary to pay attention to the salary and benefits dimension, in order to improve the remuneration they receive for the work they do, the company's work performance is adequate, since the personnel consider that the products and services are provided in an adequate manner, their productivity is high, and they have a performance and attitude that is beneficial to the company in terms of profitability.

Having a high level of motivation has also allowed the company to achieve an adequate work performance for its own good and that of its workers, in terms of productivity and efficiency. Therefore, according to the working hypothesis proposed, it is concluded that work motivation did not have a negative impact on the work performance of the workers because it was demonstrated that motivation is a key factor for workers to be more productive and it is encouraged at the Colibrí cinema.

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Quality of service and digital engagement on Facebook pages

Calidad del servicio y enganche digital en páginas de Facebook

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Abstract

Small and medium-sized enterprises (SMEs) are recognizing the importance of social networks as loyalty strategies, engaging customers, and reinforcing their commercial brand. Based on the concepts of quality, the study examines the elements of the SERVQUAL model: tangibles, reliability, responsiveness, security and empathy. Goals: This research analyzes how small and medium-sized women's clothing companies (SMEs) strategically use Facebook to engage customers and disseminate the quality of their services. Methodology: Information was obtained from 104 women's clothing SMEs from the cities of Colima and Villa de Álvarez, in Mexico. Regarding the method of multinomial logistic regression analysis. Contributions: The suggest that the quality of the service is positively influenced by the publication of visual content (specifically, photographs) and by the publication during the weekends. The publication frequency did not have a statistically significant effect on the quality of the service. The study also shows that the majority of SMEs in this market segment do not use Facebook with a social media strategy. Only 25% of the SMEs in the sample used Facebook with a digital marketing strategy.

Resumen

Las pequeñas y medianas empresas (PyME's) están reconociendo la importancia de las redes sociales como estrategias de fidelización, enganchar a los clientes y reforzar su marca comercial. Con base en los conceptos de calidad, el estudio examina los elementos del modelo SERVQUAL: tangibles, fiabilidad, capacidad de respuesta, seguridad y empatía. Objetivos: La presente investigación analiza cómo las pequeñas y medianas empresas (PyME's) de ropa para dama, emplean estratégicamente el Facebook para enganchar a los clientes y difundir la calidad de sus servicios. Metodología: Se obtuvo información de 104 PyME's de ropa para dama, de las ciudades de Colima y Villa de Álvarez, en México. En cuanto al método de análisis de regresión logística tipo multinomial. Contribución: Los sugieren que la calidad del servicio se ve influenciada positivamente por la publicación de contenidos visuales (en específico, fotografías) y por la publicación durante los fines de semana. La frecuencia de publicación no tuvo un efecto estadísticamente significativo en la calidad del servicio. El estudio también muestra que la mayoría de las PyME's de este segmento de mercado no utilizan Facebook con una estrategia de redes sociales. Solo el 25% de las PyME's de la muestra utilizaron Facebook con una estrategia de mercadotecnia digital.

SERVQUAL, Facebook pages, Digital engagement

SERVQUAL, Páginas de Facebook, Engagement digital

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Introduction

The consumers of the new generations have had more contact with social networks from a very early age. They are what is known as digital natives, since they are highly familiar with the application of new technologies long before making their first purchase (appointment).

This commercial reality has motivated many companies to venture into social networks as digital marketing strategies, thus offering their products and/or services through the internet. These new channels of digital communication with customers include the recent options of social networks, where micro, small and medium-sized companies intend to transfer part of their service experience. Added to this growing interest in linking their products and services through new digital channels is the need to measure the effects of social networks and quality service practices as customer attraction strategies (citation).

In the service sector, there is an abundance of research related to digital marketing with respect to communication and social networks, however, there is less research related particularly to the Facebook platform and its relationship with service quality management in the activity promotion by small businesses. Moreno (2020) points out that studies on quality management in retail commerce are considerably partial and limited.

The objective of this research was to apply the service approach from the vision of quality in the discipline of public relations, in which the concepts of tangibles, reliability, responsiveness, security and empathy carry more meaning.

The article has been integrated into five parts. The first gives an introduction to the object of study. The second is made up of a review of the literature in which information on the SMEs sector of the women's clothing sales sector in Mexico is presented, as well as a review of the literature of empirical and theoretical studies that support the analysis of the quality in the service.

The third section briefly exposes how the information was obtained, to integrate an analyzed database, as well as the design of the specified variables and the hypotheses raised for this investigation.

The fourth section discusses and analyzes the results found. Finally, it is concluded according to the specified hypotheses, the findings are contrasted with other studies and guidelines for future lines of research on this topic are proposed.

Literature review

Quality management, in the new perspective of social agency, entails the relational function, starting with the tangibility and reliability of the media, in order to guarantee the achievement of organizational goals (Geraldo, 2020: and Pérez-Cruz, 2015).

Within this new commercial scheme, a progressive interest in marketing and online communication has developed (Martinez-Lopez, 2020).

These communication flows must build trust in customers, so the service quality function becomes one of the most important marketing strategies (Sharafi et al., 2019).

Although the commercial context in the face of the COVID 19 pandemic has changed, the function of digital marketing continues in force (Fairlie, 2020).

From the service quality approach, digital marketing does not seek to generate content on the Internet, but to attract the attention of customers bombarded by excess information; it is about establishing relationships with them and closing the circle of communication (Dodson, 2016; Zeng & Wei, 2013).

In their study, Reillier & Reillier (2018) highlight the use of digital marketing as a strategy adopted by various companies such as Uber, Airbnb, Amazon and eBay that have conquered the world. In nearly every industry, these platforms have disruptively innovated to effectively position themselves in consumer communities.

On the other hand, the digital and global marketing provided by social networks is essential if organizations seek to develop communicative and affective relationships to promote their products and/or services (Sharafi et al., 2019).

In general, research on digital marketing and social networks explain that this is characterized by giving a leading role to the client, who adopts an active role because they can make decisions (Wang, 2015).

These investigations recognize that, in general, social networks are oriented to inform, promote and disseminate what the company requires (Fink et al., 2020).

In addition, trade and service customers have multiplied the options to choose the product or service, and have new personalized comparison schemes, free of charge and with rapid reach (Craig, 2015).

But the truth is that the fact of developing content on a Facebook page or in an Instagram or Twitter communication is not enough or significant for your marketing efforts to be effective or reach all levels (Wang & Yang, 2010).

In this way, the use and implementation of digital marketing through social networks in companies has grown exponentially in the last decade, but research on this reality based on small companies and with an adequate methodology, have been scarce, except for some global initiatives (Wissman, 2018).

This is due to the lack of empirical studies and, therefore, to the scarce transfer of knowledge to small companies. Despite this, Mata & Quesada (2014) argue that more exhaustive research is needed to expand these results.

Thus, this study focuses on the digital marketing strategies of small women's clothing companies (boutiques) in the city of Colima, in Mexico. Therefore, the analysis of this study focused on the Facebook social network, the main page (fanpage) of those companies that have it, as it is the social network of reference in the promotion and communication of these small businesses; in addition to being one of the key platforms that may be of interest to other potential businesses.

Variables

Thus, to measure the implementation of the strategies, service quality indicators based on the SERVQUAL model were analyzed, which measures five dimensions:

Tangibility (T), Reliability (R), Response Capacity (CR), Security (S) and Empathy (E).

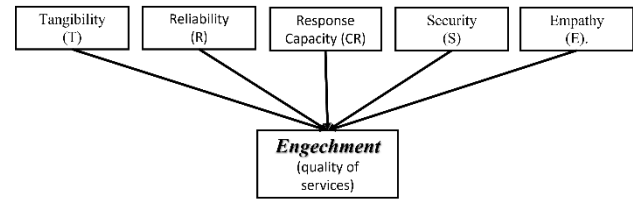


Figure 1 Theoretical model

Source: Own Preparation

For Park (2018) these five elements that allow measuring the quality of the service are understood as follows:

- **Tangibles:** This dimension allows us to evaluate the physical appearance of our object of study, which will be the social networks of the boutiques.
- **Reliability:** Here it was evaluated whether the company is reliable, that is, where it is located, opening hours, among other factors.
- **Response capacity:** This dimension evaluated the promptness of response, as well as the care that is provided.
- **Security:** Allows you to analyze the credibility and trust shown to your customers.
- **Empathy:** Refers to the level of customer satisfaction.

This design is consistent with that used in other investigations (Pérez-Cruz y Pérez-Pinto, 2021; Causado-Rodríguez et al., 2019; Muhammad, 2017; Muhammad & Cyril, 2010).

In such a way, that these dimensions were adjusted to the indicators provided by Facebook and its characteristics so that companies interact with their audiences.

They were collected at different levels of analysis that represented the interactivity characteristics of the social network: photographs, information, location, inbox response, home delivery, likes, and comments on the publications, among others.

The following figure illustrates the model addressed in this research:

Variables	Indicators
Tangibility	Fotografías de productos, fotos de perfil y fotos de biografía.
Reliability or presentation of the service	How to get there?, address, hours and telephone.
Answer's capacity:	Indicate in inbox, the average response time, do you have home delivery? ¿Do you have payment options?
Safety:	Change options, sample prices, shows price range
Empathy:	Likes, people following, people registered visit, forwards
Engachment	Comprehensive service quality measured through the opinion of people.

Table 1 Research model

Source: Own Preparation

Hypothesis

As hypotheses are presented:

H₁: The digital engachment is positively related to the degree of tangibility of quality of services in MSMEs boutiques.

H₂: The digital engachment is positively related to the degree of reliability of quality of services in MSMEs boutiques.

H₃: The digital engachment is positively related to the degree of response capacity of quality of services in MSMEs boutiques.

H₄: The digital engachment is positively related to the degree of security of quality of services in MSMEs boutiques.

H₅: The digital engachment is positively related to the degree of empathy of quality of services in MSMEs boutiques.

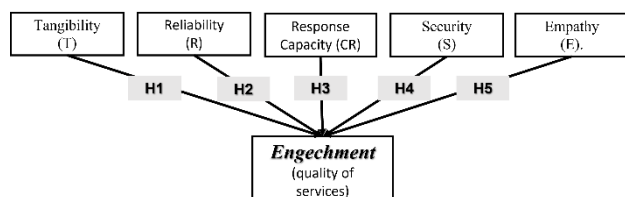


Figure 2 Hypothesis research

Source: Own Preparation

Methodology

Based on the state of the research, it is assumed that service quality should be the main strategy for SMEs to structure and strengthen sustainable relationships with their customers on social networks.

To answer the underlying question of how do small and medium womenswear companies use Facebook strategically to promote and market the quality of their services? A content analysis of the official Facebook pages of 104 women's clothing SMEs, from the cities of Colima and Villa de Álvarez, in Mexico, was carried out.

This social network has enriched the opportunities for companies to get closer to their customers and other interested parties.

According to the data provided by the National Statistical Directory of Economic Units (DENUE, 2019), in the branch (463211) of retail clothing, except baby clothes and lingerie, in the cities of Colima and Villa de Álvarez (metropolitan area), 409 boutiques are registered. When carrying out an analysis of the digital platforms used by these companies, 104 of these boutiques were found, that is, only 24% of these companies use the Facebook social network as a digital marketing strategy.

Only 40% (41.6 PyME's) use the Instagram social network and none of the boutiques analyzed registered applying the Twitter social network as a digital marketing strategy, which is why the study was limited to the Facebook social network.

Results

Immediately afterwards, a Pearson correlational analysis was carried out to establish the levels of significance of the dimensions. The following table 3 shows these data.

Variables	T	F	CR	S	E
T	1.000				
F	0.655*	1.000			
CR	0.549*	0.838*	1.000		
S	0.469*	0.731*	0.818*	1.000	
E	0.548*	0.687*	0.671*	0.602*	1.000

Significance at: 95%*

Table 2 Pearson correlation

Source: Own Elaboration based on STATA 14

As can be seen, all the dimensions were significant at 95%, so the data can be analyzed using linear regression. Thus, the following table shows which of the five dimensions contemplated in the SERVQUAL model are linearly related to the quality of the service perceived by the users, the students.

The results of the boutique strategy research are presented below, comparing the use of the indicators indicated in Table 2, in all the companies examined.

Regarding the functional level, in the sense of the strategies of interaction with customers, the presence of specific indicators on Facebook pages was examined.

Based on Moreno (2000) and Park (2018), service quality encompasses specific characteristics that allow companies to exchange information directly with customers, that is, the publications that are addressed to users, which were the center of this analysis.

Variables	Coef.	Z Stat.	P-valor
T	0.65194	0.6417	3.137 **
F	0.90278	0.4889	1.112
CR	-0.9473	0.3694	-1.423
S	0.10834	0.2835	0.294
E	0.98458	0.7374	2.090g
Constante			
Observ. 104	R ² : 0.610	F: 0.0000	

Note: signif. codes: *** 0.001; ** 0.01; * 0.05; “°” 0.1.

Table 3 Multinomial logistic regression

Source: Own Elaboration, based on STATA 14

The above table shows that of the 5 dimensions (responsiveness, tangibles, empathy, reliability and security) only 1 of them, the tangibles dimension, is significantly related to the dependent service quality.

Due to these results, a second analysis was carried out only with the indicators that make up the tangible dimension. According to the instrument applied, this dimension integrates 3 indicators: photographs, profile photos and biography photos.

Variables	P-valor	Decision
H ₁ : T -> ENG	3.137 **	Accepted
H ₂ : F -> ENG	1.112	Rejected
H ₃ : CR -> ENG	-1.423	Rejected
H ₄ : S -> ENG	0.294	Rejected
H ₅ : E -> ENG	2.090g	Rejected

Note: signif. codes: *** 0.001; ** 0.01; * 0.05; “°” 0.1.

Table 4 Hypothesis validation

Source: Own Elaboration, based on STATA 14

Analysis of Variance (ANOVA)

Once the significance of the previous results had been obtained, a parametric test was carried out to determine whether or not there were significant differences between the means of the tangible dimension.

For this purpose, the Analysis of Variance (ANOVA) was applied, where the significance of the service quality model was verified according to those established by Jeager (2008).

This analysis was carried out with the dimensions that were significant.

	LR Chisq	Df	Pr(>Chisq)
Fotografías	19.904	3	0.0001 ***
Fotos de perfil	12.868	3	0.0049 **
Fotos de biografía	14.412	3	0.0023 **

Note: signif. codes: *** 0.001; ** 0.01; * 0.05; “°” 0.1.

Table 2 ANOVA

Source: Own Elaboration, based on STATA 14

Based on the results obtained, the acceptance of the influence between the tangible elements of digital marketing and the quality of service perceived by the clients was verified. This explains that the management of this variable significantly impacts the quality of service perceived by customers.

Finally, it is observed that the previous model is consistent, given the significant values of the ANOVA Test, where the dimension of tangibles was significant at 0.001%. In the same way, it is shown that the model was correctly estimated and can be used for the prediction (Nande et. al., 2022).

Based on these results, it becomes evident that Facebook is the most common social network among the small companies that sell women's clothing analyzed in the city of Colima-Villa de Álvarez. 24% of the sample analyzed has this social network in the sense of Martínez, AP; Ruiz, LH; Cruz, OAP. (2020).

Despite this positive data, it was also found that 76% of the companies in this sector currently do not have any social network.

In this sense, in line with what Hamouda (2018) exposes, it is understood that boutiques should take into account the new digital marketing strategy and plan the maintenance of the new communication channels.

Conclusions

Existing research on the analysis of social networks has been based mainly on relational models and in large companies (Mariani et al., 2018).

Based on theoretical principles and conventional strategies, they frequently expose that companies do not take advantage of the potential of social networks to build and maintain relationships.

These analyzes are questionable, since they do not correlate with the interaction that customers maintain with these social networks.

The concept of service quality is a line of analysis that allows sufficient analysis of communication procedures, predominantly in social contexts.

Regarding the academic implications, this research shows that the conceptual focus of service quality and digital marketing strategies must be changed.

One of the realities observed, through this research, is that Facebook is a social network that allows the exchange of content through different tools or formats, such as photographs, videos, links, etc., and the promotion of the visibility of the content.

This analysis has made it possible to observe that, in terms of content, there are significant differences between the boutiques, highlighting the use of photos, profile photos and biography, specifically everything related to the visibility of the products.

This entails, a priori, influencing visibility, although it does not guarantee interaction with your customers.

The level of interaction with your customers is generally adequate, which strengthens the strategy of maintaining relationships with your customers, because it implies spending specific time on this activity.

On the other hand, there are few boutiques that meet the requirements of the other dimensions of service quality.

It can be seen that they give more importance to the number of followers than to the ability to respond or empathy with each one of them. Thus, keeping a social network up-to-date means dedicating time to it every day, not only to post the photos, also to answer user questions and interact with them.

It is necessary to train in the proper use of Facebook and other social networks, not as a mere static information content, but as a tool for interaction with current and potential customers, so that they become prosumers of the boutique, taking advantage of the relational capacity of this social network.

It is about dialogue and establishing long-term relationships, as Ertugan (2021) affirms, and also in line with Seounmi (2019) in the need to take public relations into account as a strategy adopted by small companies to promote the use of social media social media.

Thus, as social networks like Facebook offer more features for businesses to engage with their customers, social networks will play an increasingly important role as integrated strategies and focal points for relationships.

By analyzing the management of digital marketing strategies, this research expands on existing research and contributes to one of the most important marketing processes for SMEs. The results of this research provide marketers with empirical evidence that social media communication is effective in creating and maintaining sustainable relationships.

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The advertising campaign from a sustainable approach

La campaña publicitaria desde un enfoque sustentable

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Abstract

A situational analysis of the problems that Mexico faces today was carried out, according to Lazovska (2019), one problem identified was the poor development of sustainability by companies. The objective of this research is to analyze the state of the art to identify strategies that organizations have implemented promoting sustainability through the use of advertising campaigns that allow establishing their elements and relevance, thereby establishing the method to be considered for the design of an advertising campaign. using digital marketing, which promotes awareness in companies of the importance of creating ecological products and carrying out sustainability responsibly. Faced with this situation, the problem and objective of this research is based on the SDG (Sustainable Development Goal) 12, which establishes that world consumption and production depend on the use of the natural environment and resources in a way that continues to have effects. destructive on the planet. The economic and social progress achieved over the last century has been accompanied by environmental degradation that is endangering the very systems on which our future development depends (Agenda 2030, 2020). A qualitative investigation was carried out through a documentary analysis using scientific search engines. Obtaining as a result the methods that have been used and rescuing the main elements of business sustainability, likewise, factors to implement in order to correctly design the disclosure through digital marketing, complying with the regulations.

Advertising campaign, Digital marketing, Organic products, Sustainability, Business awareness

Resumen

Se realizó un análisis situacional de los problemas a los que se enfrenta México hoy en día, de acuerdo con Lazovska (2019), una problemática identificada fue el mal desarrollo de la sustentabilidad por parte de empresas. La presente investigación tiene como objetivo el análisis del estado del arte para identificar estrategias que han implementado organizaciones promoviendo la sustentabilidad mediante el uso de campañas publicitarias que permitan establecer sus elementos y pertinencia, estableciendo con ello el método a considerar para el diseño de una campaña publicitaria utilizando marketing digital, que promueva en las empresas la concientización de la importancia de crear productos ecológicos y llevar a cabo la sostenibilidad de manera responsable. Ante esta situación la problemática y objetivo de la presente investigación se basa en el ODS (Objetivo de Desarrollo Sustentable) 12 donde establece que el consumo y la producción mundiales dependen del uso del medio ambiente natural y de los recursos de una manera que continúa teniendo efectos destructivos sobre el planeta. El progreso económico y social conseguido durante el último siglo ha estado acompañado de una degradación medioambiental que está poniendo en peligro los mismos sistemas de los que depende nuestro desarrollo futuro (Agenda 2030, 2020). Se realizó una investigación cualitativa mediante un análisis documental utilizando buscadores científicos. Obteniendo como resultado los métodos que se han utilizado y rescatando los principales elementos de la sustentabilidad empresarial, así mismo, factores a implementar para poder diseñar de manera correcta la divulgación a través de marketing digital, cumpliendo con la normativa.

Campaña publicitaria, Marketing digital, Productos ecológicos, Sustentabilidad, Conciencia empresarial

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Introduction

The purpose of this research is to gather information on the practices and actions that companies have implemented to adequately develop corporate sustainability, and from this information to design a proposal for an advertising campaign to generate an impact on those companies that have not developed it adequately. This research consists of five sections, which are: problem statement and its elements, theoretical underpinning, methodology, presentation of results and conclusions.

Problem statement

At present, one of the most relevant topics for humankind is sustainable development in its different determinations. The complexity of phenomena and the variety of relationships involved in sustainability, such as, for example, the survival of millions of living species on the planet (as well as the disappearance of many others) and their relationship with the ecosystems of nature and of these with society.

To analyse the problem of sustainability according to the United Nations, the Sustainable Development Goals (SDGs) were adopted in September 2015, and although significant progress has been made in raising awareness of the 2030 Agenda for Sustainable Development, it is not on track to achieve any of these goals by the target dates.

That is why the UN must implement the right policies and plans, but also foster partnerships with governments, civil society and the private sector to leverage the resources, fresh thinking and skills that are urgently needed to make the vision of the 2030 Agenda a reality. The UN Global Compact is the world's largest corporate sustainability initiative, is underpinned by the United Nations and embraces the principles and values of the United Nations. As such, it is uniquely positioned to foster this collaboration to achieve and scale up solutions that address global challenges. The Compact is based on the vision of former UN Secretary-General Kofi Annan, who, at the 1999 World Economic Forum, called on business leaders to partner with the UN to create "global impact" on shared values and principles to bring a human face to the global marketplace (UN, 2019).

However, it is rarely the case that companies care about or carry out proper sustainability plans, and instead only pretend to meet these goals by greenwashing, changing their goals, products and policies to be environmentally friendly in order to gain more customers.

Often organisations do not understand the problem they are trying to solve. Unfortunately, sustainability for many companies today has become a marketing and sales tool, and has nothing to do with creating social change and impact.

What is even more worrying is that the action and responsibility of companies remains low, especially when they are allowed to profit from one fraction of the problem. This promotes the mentality in business that once the 'sustainability quota' is reached, the job is done (Lazovska, 2019).

This has resulted in companies not engaging in analysing the situation and understanding beyond self-benefit and the effects of not implementing sustainability models correctly.

According to the SDG Progress Report, some of the main effects of not implementing sustainability models correctly include:

- Loss of income, limited social protection and rising prices could put even previously safe people at risk of poverty and hunger.
- Underemployment and unemployment resulting from the crisis mean that already vulnerable workers in the informal economy may be significantly affected, with an estimated drop in their incomes (United Nations, 2020).
- For environmental consequences, it would lead to severe environmental disruption and climate change. It would increase the loss of species in their natural habitats.

It would also lead society to have a mentality of appearing to be sustainable and not really caring about sustainability. And this is the biggest problem, because behaviours are adopted from company to company avoiding achieving the SDGs, and to carry out the research considering the above, it was necessary the analysis that would allow the detection of the problem, as shown in Figure 1.

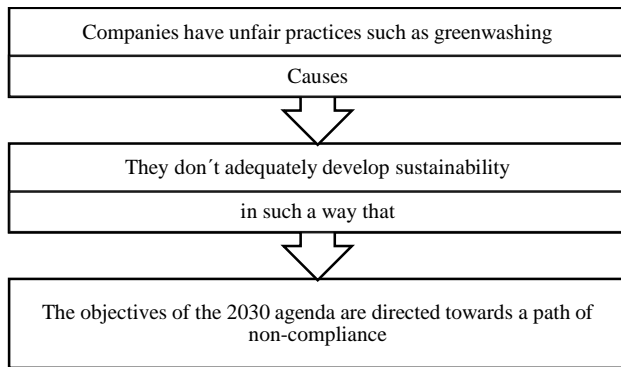


Figure 1 Analysis for the detection of the problem

According to the review and inquiry on the problems Mexico is facing today, it was possible to identify the bad development that is taking place, not only at the national level, but also at the international level. One of the factors that is not contributing to this development are the companies, who apply unfair practices such as greenwashing to generate a profit exclusively for themselves, this has put at risk the preservation of the environment and also an imbalance in society.

According to (Launchmetrics Content Team, 2015) cited by (Rodríguez and García, 2021) among the people who exert some kind of influence on the public, according to the Influencer Engagement Pyramid, three types can be found: community leaders and prosumers, celebrities and opinion leaders.

Influencers are not influencers in all networks, and not all networks have influencers, so a company must first choose a network where its target audience is present and then an influencer from that network that interests it (Rodríguez and García, 2021). In the article *Impacto del marketing digital a las empresas colombianas emergentes* (Pitre Redondo et al. (2021), cites the authors (Franco Restrepo and Sánchez Giraldo (2014) and (Cantillo Guerrero (2013).

In which the former states that competitiveness and the objective of achieving a more efficient organisational development have become a driving force for innovation and the search for new management alternatives that will increase the effectiveness of their actions and improve their results.

Digital marketing is leading the way by offering new functions to reach, inform, engage, deliver and sell products and services to customers, and is expected to continue to be at the forefront of the technological revolution (Kim et al., 2021).

Sustainable development aims to meet the needs of the present without compromising the ability of future generations to meet theirs" (Blázquez and Peretti, 2012).

Sustainability is a word that has become fashionable in recent decades, however, there is an erroneous assimilation of it to what is exclusively green or environmental. This reductionist vision robs the subject of much of its content and integral meaning, as it has three complementary and inseparable aspects: economic, socio-cultural and environmental (Galarza, 2020).

This sustainable development seeks to achieve greater economic well-being without neglecting the effects that the process may have on the environment and society" (Blázquez and Peretti, 2012).

According to Drucker (1993, p. 136) cited by (Blázquez and Peretti, 2012), the knowledge society requires organisations based on responsibility. In this sense, organisations need to be accountable, i.e. have a limit to their actions in order to be approved by society. One way to do this is to go hand in hand with corporate social responsibility.

Justification

The present research will focus on the analysis and implementation of strategic plans to achieve corporate sustainable development, since, due to the fact that companies do not develop this aspect correctly it can in some way contribute to the goals of the 2030 agenda not being achieved. This work will allow companies to become aware of the importance of sustainable development in the social, economic and environmental fields.

General objective

To review the state of the art for the identification of strategies that have been implemented by different organisations to promote sustainability through the use of advertising campaigns in such a way as to establish their elements and relevance, thereby establishing the method to be considered for the design of the advertising campaign through digital marketing that promotes awareness in companies of the importance of creating ecological products to carry out sustainability in a responsible manner.

Specific objectives

- To carry out a situational analysis through an analysis tool for the detection of the problem.
- To carry out a literature review to determine the best way to develop an advertising campaign.
- Identify the key elements that are used for the implementation of advertising campaigns with a sustainable approach.
- To design the process by means of a flow chart that allows the theoretical contributions to be recovered.

Theoretical framework

The development of marketing occurs whenever a company generates an exchange of value with another social unit (Bravo Torres and Hinojosa-Becerra, 2021).

According to Linares Cazola and Pozzo Rezcála (2018, p. 58) cited by Bravo Torres and Hinojosa-Becerra (2021), social networks are a primary tool to do marketing, generating the idea that, if today the company does not use social networks it would be leaving aside its success, putting itself in the face of failure.

García (2011, p. 14), considers that one tool that has contributed to the evolution of digital marketing is Web 2.0. It is a platform containing user-generated data that allows "viral advertising to be transmitted to many people on a one-to-one basis and through social networks helps to disseminate messages for private or advertising purposes among users".

With ease of access, low cost and greater reach than traditional media, social networks have moved beyond personal communication and into the business arena. Facebook is currently one of the most used social networks among internet users and its popularity is due to the ease of interaction and communication with people from anywhere in the world. However, in recent years one of the social networks that is also gaining relevance in this area is Instagram and more recently Tik Tok, although the latter is still not as well publicised.

Digital marketing offers companies a wide variety of alternatives to promote global marketing and generate revenue (Angeloni and Rossi, 2021). One of its most exploited variants today is influencer marketing based on recommendation (brand advocacy) carried out by third parties outside the brand, whether influencers, company employees, media or opinion leaders (Suárez, 2021).

In the article on the use of influencers in the digital marketing of Spanish tourism companies, Santamaría and Meana (2017), state that strategies based on influencers date back to 2009-2010, with the rise of blogs and MySpace, so that today we receive the opinion of a person who in some way has a certain power of influence over us, but who is not necessarily known outside that social network or an established opinion leader in traditional media.

A recent study concludes that users interact with influencers because they provide them with timely, entertaining and interesting content (Bentley et al., 2021). Therefore, it is still necessary for the influencer to be a person who has credibility on a specific topic and who, due to their presence and influence on social networks, can become a prescriber for a brand (Castelló and del Pino, 2015).

Method

The research carried out is of a transversal documentary type, as it was conducted through a single period of time with the consultation of documents; such as books, magazines; likewise it is of a descriptive nature; as it analyses the situation that is experienced and the techniques or tools that other companies or researches throw to adequately develop business sustainability and generate a positive impact on society.

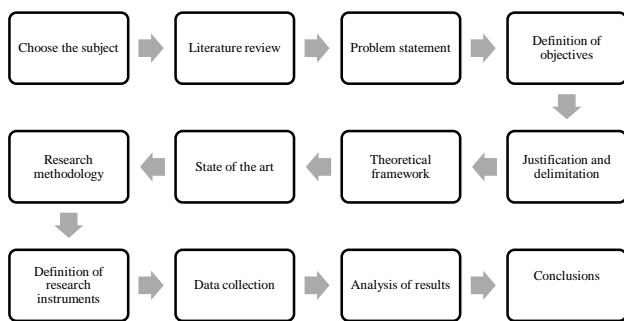


Figure 2 Methodological process

It was necessary to establish a process to retrieve the information, analyse and present the results, so a process of the methodology used and retrieve the contributions for analysis was developed according to figure 2.

Results

Pegueros et al. (2022), conducted a qualitative research approach, with a deductive method of hermeneutic approach, since general content reviews were made on the theories of CSR, Stakeholders and Corporate Sustainability, which are subjected to interpretation to reach the comprehensive conceptual approach to management in corporate sustainability where both economic and social objectives are reconciled.

In the first instance, the author defines sustainability as "a perspective of balance between the economic, social and environmental aspects of a society, which makes it possible to maintain the quality of life of future generations".

In which he started from the problem that the 2030 Agenda brings with it a series of objectives aimed at achieving sustainable development, within these is framed the importance of companies to generate changes in this area, since they have the ability to transform their environment using strategic management as a key tool, which, to be used effectively, must reconcile both the needs of business and society.

Recognising the divergence between business goals and society's demands, and in doing so working together to reconcile and successfully address sustainability, resulting in companies that address environmental issues with strategic motivation will generate a competitive advantage over those companies that fail to adapt to the changes and demands of pressure groups and governments, not only ensures that companies engage more actively in becoming sustainable, but that the exchange of benefits is shared between business and society, resulting in a win-win game for both parties.

In general, those companies that address sustainability and environmental problems through strategic processes generate a competitive advantage over the competition, since nowadays the main concern of society with regard to the activities of companies is that they operate in a way that not only seeks their own profit, i.e. profitability, but also cares about society and the environment, so that when companies carry out this development or strategy, they generate trust and loyalty towards the companies in society.

In this sense Garcia-Samper et al. (2022), conducted a positivist research, with explanatory correlational scope, in his article the author defines corporate sustainability in the language of organisational culture, as the instruments, being the appropriate scenario for the empowerment of sustainability practices because in it, all expressions are evidenced in formal and documentary terms of what is considered appropriate on sustainable management in the organisation, showing as part of this level the technical responses to environmental situations.

This research is based on the problem that, in the process of integrating environmental sustainability, small and medium-sized hotels have as their main obstacles the traditional or short-term culture that does not consider actions that foresee environmental management as an investment but rather as an expense. The research also aims to examine the dimensions of corporate sustainability as resources that argue for the development of a green organisational culture. The aim is to prove that the presence of the superficial dimension of sustainability in the organisation has a positive influence on the existence of a green organisational culture.

It also corroborates that the beliefs or values as elements of this level are formally manifested through the goals, tactics and environmental philosophies defined by the organisation, requiring the strengthening of these aspects with a preventive and sustainable approach and incorporating them into the organisational philosophy.

With this article the author stresses that it is important that companies create the culture of developing corporate sustainability towards a green organisational culture perspective, and that it is not only established in their objectives or organisational philosophy to generate advantages, but that there is actually an awareness on the part of the companies to develop this practice adequately.

In another research, Duque et al. (2022), with a mixed exploratory study conducted in the city of Pereira in Colombia, with the purpose of identifying attitudes, knowledge and practices, among other constructs, reported by the study participants to guide the application of GM in organisations, integrating the perspectives of consumers, companies and marketing professionals. Activities were carried out using qualitative methodology, integrating a documentary review of publications and studies from the last ten years.

The process continued with ten (10) interviews with business people from organisations in the city of Pereira in two (2) rounds of meetings; the first, exploratory to establish their relationship with aspects of their work; and the second, in relation to different responsible practices and issues related to GM. The application of surveys in digital format distributed via WhatsApp was also carried out, in which 97 consumers participated, with the aim of finding out about their knowledge of environmental issues and their commitment to the consumption of products or services with a lower impact on the environment.

Finally, for the purpose of contrasting the evidence and data in terms of transferability, one (1) focus group was carried out with seven marketing specialists who graduated from EAFIT University. In this article, the author firstly defines Green Marketing as an evolution of social marketing, as it is situated as an intermediary between individual interests and the public interest.

On the other hand, he obtained as main results that marketing works to generate links between brands and consumers, as well as to drive an increase in demand; but from the perspective of GM, more than fulfilling this objective, it should seek a positive impact for consumers, companies and society in environmental terms, as well as contributing with interventions focused on promoting better conditions for health and well-being associated with sustainability. In addition, responsible consumption and the use of green or sustainable products or services are currently promoted in the companies of the interviewees, and the importance of commitment to responsible consumption is considered.

The evidence shows that there is knowledge of current environmental problems, which are related to the aspects evaluated in the matrix of generation of the most recurrent negative environmental impacts in the business sector. In this respect, it is vital to establish that companies are very responsible with the information they communicate, especially with regard to green marketing in order to avoid falling into greenwashing practices, which present a green image but are contradictory in nature and can lead to loss of prestige and sanctions. Customers are becoming more and more demanding and informed, which drives companies to respond to these demands by re-engineering processes to offer sustainable products and services. There is a fine line between Green Marketing and Greenwashing, and as the results show, many of the companies express their philosophies as Green Marketing, however, they only use this term as a mask to generate confidence in their clients or in society; However, it is important and of greater relevance that companies act ethically in this situation, as nowadays the client has become more demanding, informed and aware; therefore, it is important that companies know how to communicate clearly and honestly what they are doing in order to bet on change towards sustainability.

Carrillo Punina and Galarza Torres (2022) conducted research based on documentary analysis of the sustainability reports published on the GRI Sustainability Disclosure DATABASE website of South American organisations located in Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay and Venezuela.

The countries described are purposively selected as they are the largest in terms of population and economy within the conglomerate of nations comprising South America. In addition, descriptive, comparative and explanatory analysis is applied to the quantitative results revealed, and a documentary review is used to support the importance of the publication of social responsibility reports. This article addresses social responsibility as a widely analysed topic, both in business and in academia. In this line, several South American organisations periodically develop sustainability balance sheets using different methodologies. The objective of this study was to review the sustainability reports published in the Global Reporting Initiative (GRI) by different organisations in Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay and Venezuela. The main results obtained were that the GRI methodology is one of the most widely used worldwide due to its user-friendly structure, the use of indicators that contribute to the care and development of three dimensions - economic, social and environmental - and the dissemination of the balance sheets via the web.

This is referred to by various researchers and studies. He also established as future lines of research that the evolution of the financial, energy, construction, food and beverage, mining, university and tourism sectors of each South American country and their contribution to the economic, social and environmental dimensions of social responsibility should be studied, and the methodologies under which they work on aspects of sustainability should be established.

As for the contributions regarding advertising campaigns and the media, Garzón Medina et al. (2021) conducted a quantitative type of research, through a quasi-experimental design of a control group, with pretest/posttest measurement, based on the application of a scale of attitudes and the taking of electromyography records for variations in emotional response, taking as an independent variable the advertisements seen on the social networks Instagram and Facebook. The main problem identified is that health, wellbeing and aesthetics are currently relevant for consumers and they are immersed in advertising through social networks.

Given this, the objective was to determine the relationship between advertisements seen through social networks, the emotional response and the intention to purchase functional milk drinks in young university students between 18 and 35 years of age in the city of Bogotá, Colombia. The purpose of this research was to test the following hypotheses: (1) the advertisement seen through social networks influences the variation of the emotional expression of the consumer of functional milk drinks. (2) the content of the advertisement seen through social networks is determinant in the purchase intention of functional milk drinks. The results confirm the relationship between the content of the advertisement and the intention to purchase functional dairy beverages. Two types of consumers are identified, those who base their consumption decisions on medical and scientific arguments, and those influenced by social networks, with premises based on the intuitive, on the power exercised by groups of followers, the number of likes and the influence of technology.

On the other hand, Albarracín Zambrano et al. (2021), conducted a qualitative research, where through the development of the same is intended to develop a website for the therapeutic Spa "La salud" through which, can provide benefits to the customer or user of the Spa such as the ease of knowing the facilities, get promotions and improve digital marketing, due to the needs that have each of them and under the environment in which they are. The types of research used in the research process were field research, because it took direct contact with the reality of the company, and information was obtained in accordance with the objectives set out in the research.

The bibliographic research was applied by searching in books for information about theories on different topics to be studied such as: websites, computer security, design, client-server, e-commerce, etc. where the main results were obtained from the problem that lies in the process of promoting the company, which directly influences the growth, and above all, the efficiency, autonomy and sustainability of the company with a view to business growth;

Having said this, it is clear that in the analysis of the current situation, each of the elements to which measures must be applied is evident, in the same way, thanks to the theoretical foundation, it was possible to know about the issues related to the object of study such as the coding to be used and also everything related to the design that the web portal will have. Finally, Uribe Beltrán and Sabogal Neira (2020), carried out an exploratory-descriptive research, using the content analysis technique, in a statistically representative sample of 365 companies. In addition, 140 surveys were conducted with entrepreneurs as a form of contrast to the analysis. Starting from the objective of identifying the online tools used in their digital marketing strategies, including the use of social networks and social media actions, and the hypothesis that this group is not using digital tools in their strategy and do not use the resources they recommend to their clients for self-promotion.

With the above, the aim was to generate a discussion on the opportunities that digitalisation still has to offer the advertising sector. The main results obtained were that the majority of micro and small advertising companies still do not have e-commerce platforms nor do they carry out search engine optimisation actions. The most used social networks are Facebook and Instagram, where they mostly disseminate their own images and content. In conclusion, companies of this size do not yet make efficient or strategic use of digital resources for self-promotion.



Figure 3 Universal Standards
Source of Reference: ISO.CAT. 2022

Once the state of the art was carried out, it allowed the detection of contributions of strategies carried out by the different companies to adopt sustainability in their processes, using means that have allowed them to comply with the standards to be met, sustainability through the use of advertising campaigns that allow to establish its elements and relevance, thereby establishing the use of digital media.

Therefore, a method was adopted that allows companies to promote and adopt sustainability internally and externally, being responsible and strengthening their processes, based on the GRI methodology (Global Reporting Initiative) being an entity that provides standard information guidelines, not being financial but supported by criteria accepted by institutions and organisations around the world.

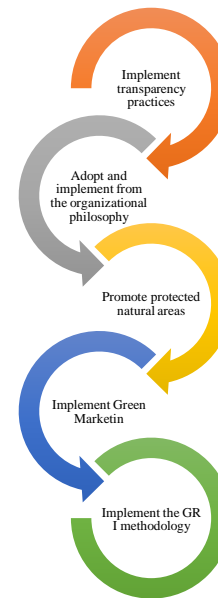


Figure 4 Proposal for the implementation of the GRI Methodology adapted to the organisations

Once the method to be used by the organisation (regardless of its line of business and size) to adopt sustainability as part of its processes has been identified, it will be important to use digital marketing as a means to promote internally and externally and to raise awareness, considering the elements that are part of the methodology.

It will be necessary to adopt to the digital tool the needs of the company, as it could consider applying from a CRM to something more traditional such as social networks to generate awareness and as a company to be socially responsible.

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Conclusions

Few companies manage to develop sustainability adequately and this problem is causing the path towards achieving the goals of the 2030 agenda to be diverted towards a path of non-compliance. But it is also true that the initiative to straighten this path starts with small actions.

And as proposed at the beginning of this research, identifying the necessary elements to present the information through an advertising campaign that allows to raise awareness among different users, whether they are customers, consumers, suppliers, among other types of internal or external users of the organisation, thus becoming a socially responsible organisation, as well as adopting sustainability in its internal and external processes.

Digital marketing plays a fundamental role in this process, because thanks to it, nowadays these processes and campaigns are more efficient and manage to have a greater reach within the public to which they are directed.

It is worth mentioning that digital marketing provides companies with great resources to implement it strategically and achieve each of the objectives established as a means of dissemination, which in this case, would present elements of the company's regulatory plan, its processes considering the use of standards in line with sustainability, as well as guidelines and good practices.

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Digital Marketing and the use of social media as a relevant factor in the way of marketing of any company

El Marketing Digital y el uso de los medios sociales como factor relevante en la forma de comercializar de toda empresa

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Abstract

This research is a review of the literature on the use of Digital Marketing as a commercialization tool, derived from the accelerated evolution of technological advances that have occurred in the recent years. The purpose of the article is to analyze Digital Marketing and specifically the use of social networks as an important factor in the Marketing of any company, given the changes that have been occurring for some time to date in the way of doing business, with the advent of the internet and digital media. A literature review was carried out in databases of renowned journals such as Ebsco, Scopus and Google Scholar. Hard data were consulted regarding the trend in the use of the internet and social media for commercial purpose. It was observed that social networks have a positive impact on marketing. In conclusion, the use of social networks plays a relevant role in the way of doing business for every company, derived from a market with a high tendency towards digital and the exponential growth of the number of people and companies that carry out their commercial activity through the internet.

Digital Marketing, Social Networks, Commercialization

Resumen

Esta investigación trata de una revisión de la literatura del uso del Marketing Digital como herramienta de comercialización, derivado de la evolución acelerada de los avances tecnológicos que se han presentado en los últimos años. El artículo tiene como propósito analizar el Marketing Digital y en específico el uso de las Redes Sociales como factor importante en la comercialización de toda empresa, dado los cambios que se han venido suscitando de un tiempo a la fecha en la forma de hacer negocio, con la llegada del internet y de los medios digitales. Se realizó una revisión de la literatura en bases de datos de reconocidas revistas como Ebsco, Scopus y Google Scholar. Se consultaron datos duros respecto a la tendencia del uso del internet y los medios sociales, con fines comerciales. Se pudo observar que las redes sociales inciden de manera positiva en la comercialización. En conclusión, el uso de las redes sociales juega un papel relevante en la forma de hacer negocios para toda empresa, derivado de un mercado con alta tendencia hacia lo digital y del crecimiento exponencial del número de personas y empresas que realizan su actividad comercial por internet.

Marketing Digital, Redes Sociales, Comercialización

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Introduction

The accelerated advances in technology coupled with the emergence of the internet have revolutionised society in recent years, we have moved from the paper era, to the era of radio, television and recently, to the digital era with smart devices, called computer, laptop, tablet, smartphone, among others. The use of the latter has been distancing itself from other mobile devices, becoming the first choice for doing business online. It should be noted that the expansion of smartphones in the world's population is increasing, as well as internet connectivity (Tsetsi & Rains, 2017).

The way of communicating, interacting and living has been modified with the advent of digital media, especially with the arrival of social networks, which have become present in all aspects of life, including the commercial aspect, which is the subject of this research. Several authors have recognised the substantial changes that have taken place in the markets and the evolution that has occurred in recent years in the relationship between producers and consumers, between companies, and the exponential increase in the way of marketing through digital media (Peterson et al., 1997). Various authors generally admit that one of the main factors influencing this change is the technological advances in the digital age (Kasperovica & Lace, 2021).

It is of utmost importance that companies understand this new reality and respond quickly and position themselves in this increasingly digitised market, otherwise they will miss a great opportunity to expand their customer base, to expand and achieve greater market positioning. Not adapting to the new ways of marketing means being absent from the world's largest market generated by the internet and digital media.

Hard data show the accelerated growth in recent years of the use of the internet and social networks as communication and marketing tools. Conventional media are becoming obsolete, more and more people are buying online and companies are becoming more visible in this huge market (We are social & Hootsuite, 2022a).

By reviewing various sources, it was found that all companies that have been venturing into e-commerce and using digital media, have had substantial progress in increasing their sales, number of customers and a greater presence in various markets, a situation that contributes positively to the financial health of your company (Asociación de Internet MX, 2022).

It can be seen that people all over the world have changed their social, political, religious, educational, but substantially their lifestyle in terms of marketing and doing business. Increasingly, the trend of doing business is increasing in the use of Digital Marketing and social networks, where Facebook, WhatsApp, YouTube, Instagram and Twitter are playing an important role as a relevant factor to position themselves in the market, for advertising, promotion and even in many cases as a link between consumers, producers and marketers, to make sales (Saravanakumar & SuganthaLakshmi, 2012).

It should be noted that in addition to technological advances and the advent of social media in recent years, the way of doing business has also been influenced by the crisis caused by COVID-19, since, in this emergency situation, many companies were unable to survive and had to close down. This situation generated a very special situation due to the confinement of society and the restriction of a large number of companies to close their doors with the exception of those of essential turn, the option was to innovate, to stay and grow, or close, before this contingency, Digital Marketing played a fundamental role.

We Are Social, the creative agency specialising in social and Hootsuite, a world leader in social network management, in its 2022 report, presents an increase of more than 10% of users of social networks in the world, reaching a figure that represents more than 58% of the world's population. There is also significant progress as the pandemic continues to have a major impact around the world (We are social & Hootsuite, 2022).

A considerable increase in digital media advertising could be observed, as e-commerce continues to trend upwards, driven in part by the recent rapid rise of social commerce. Nearly 6 out of 10 working-age Internet users (58.4%) now buy something online every week. Meanwhile, new additions to this year's report show that social commerce is accelerating at an ever-increasing pace (We are social & Hootsuite, 2022).

With all certainty companies have to venture into the use of Digital Marketing and the use of social networks as communication and marketing tools. Every company needs to understand that this is not optional, but indispensable to be present and active in the largest market in the world, the digital and internet market.

The purpose of this research is to analyse Digital Marketing and specifically the use of Social Networks as an important factor in the marketing of any company.

Methodology

The documentary review method was used to carry out this research. For this purpose, scientific articles were selected that had as an object an analysis of Digital Marketing and the use of social networks as a marketing tool. This documentary method is a qualitative research technique that collects and selects information through the reading of documents, books, magazines, recordings, films, newspapers, bibliographies, among others. According to (Bailey, 1994) the documentary research method emphasises the analysis of documents that contain information about the object to be studied.

According to (Mogalakwe, 2006) in the application of the documentary review method, two types of documents are identified, primary and secondary. Primary documents are those that contain data that have been collected and analysed on the phenomenon under study. Secondary documents, on the other hand, are those that contain information on other documents that are the result of data collection and analysis on a particular object of study (Bailey, 1994).

This research was conducted in two stages. In the first stage, an exhaustive collection of scientific articles was carried out. For this purpose, the databases of Ebsco, Scopus and Google Scholar, Global Overview Report Digital 2022, among others, were consulted in order to have hard data and take scientific articles that respond to the object of study, which is to analyse Digital Marketing and the use of social networks as a determining factor in the marketing of companies. Subsequently, in the second stage, we proceeded to carry out the analysis of scientific articles and hard data regarding the use of social networks, in response to the objective set out in this study.

Literature review

Digital marketing

According to (Kotler & Armstrong, 2017) marketing is "the process by which companies create value for their customers and build strong relationships with them to reciprocate by capturing value from customers", emphasising that the new meaning of this concept is to satisfy customer needs. They also state that the market is constantly changing, which is why we are immersed in the digital age, which has brought a new wave of communication tools, from online advertising and video sharing tools to social networks and mobile phone applications. This is where the concept of digital marketing was born, as an opportunity to get closer to the target audience. Since the 1990s and 2000s, digital marketing has evolved and changed the way different technologies and brands use digital media to their advantage (Fernandes Travassos Rosário & Nunes Cruz, 2019). To give continuity to our research, it is imperative to quote some concepts referring to digital marketing:

- Digital marketing is "the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising and any other digital media" (Desai, 2019).
- On the other hand, (Kannan & Li, 2017) define it as "a process of using digital technologies to acquire customers and create customer preferences, promote brands, retain customers and increase sales".

- Digital marketing is also said to be "the promotion of products or brands through the Internet" (Parvez et al., 2018).
- It is also determined as "the simultaneous integration of strategies on the web, through a specific process and methodology, seeking clear objectives, using different tools, platforms and social networks" (Ramón-Saura et al., 2017).
- Generally, (Krishen et al., 2021) explains that it is "the application of data, ICT-based technology (artificial intelligence), platforms (social networks), media and devices to extend the reach of marketing in both physical and virtual spaces, in order to improve customer relationships by empowering, informing, influencing and engaging consumers."
- Facilitates communication and interaction with users, as well as monitoring and analysis of competitors' actions.
- Potential to shorten the time needed to prepare and conduct market research.
- Requires less investment, suitable for start-ups, small and medium-sized companies.

It should be noted that digital marketing is one of the most effective elements of the marketing communications complex, by virtue of the fact that it shows no signs of slowing down or stopping, which is why leading companies and their marketers focus their efforts on the formation of digital communications with their consumers (Muhammedrisaevna et al., 2021).

Social media in marketing

It is relevant to mention that digital marketing is strongly related to the use of new technologies, especially social networks, the latter are defined as the set of platforms, tools, media and applications that generate interaction, distribution and collaboration between users through different tools such as Facebook, WhatsApp, YouTube, Twitter, among others (Oliveros-Coello & Guzmán-Sala, 2022).

Changes in consumer behaviour force companies to rethink their marketing strategies in the digital sphere (Bizhanova et al., 2019). Social networks as one of the most important tools of social media are being used by companies for marketing, due to the profound changes that technological development has brought about in the way of doing business (Oliveros-Coello et al., 2018).

These in turn are changing the way consumers live on a daily basis, so these new platforms are also transforming the way marketers go about their business (Tuten & Solomon, 2017); it is worth mentioning that they are being widely used by almost all individuals and even companies, regardless of their size, have started to use social media to advertise and promote themselves (Saravanakumar & SuganthaLakshmi, 2012).

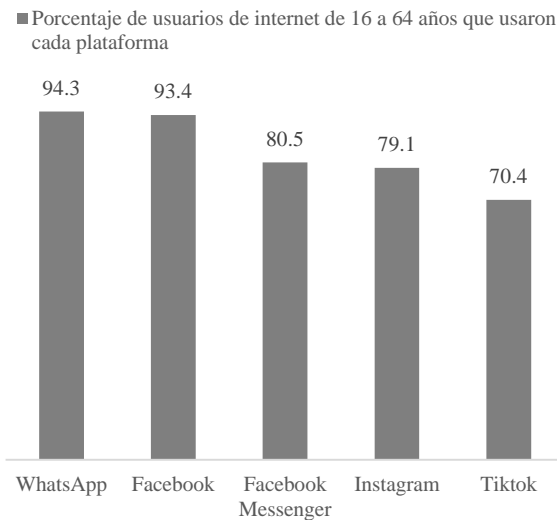
Benefits of digital marketing

Globalisation and the increased use of the Internet are two important motivations behind the transition from a traditional to a digital marketing approach (Melović et al., 2020). Some companies are gradually starting to abandon the conventional marketing model (Febriyantoro & Arisandi, 2019), as digital marketing has transformed the way companies manage and communicate with their customers and society worldwide (Diez-Martin et al., 2019), added to that it has brought multiple advantages in recent years for those who have implemented it within their marketing strategies (Veleva & Tsvetanova, 2020), these being:

- High level of interactivity.
- Overcoming geographical barriers and limitations in marketing activity.
- Provides opportunities to respond more quickly and flexibly to users' needs and desires.
- High degree of measurability of the marketing results obtained.
- Facilitates customer segmentation and targeting, high degree of personalisation of advertising messages.
- Creates more convenience for consumers.
- Allows companies to reach more users through the use of social networks.
- Increases traffic to company websites.

Knowing which social media sites are used by a company's target market is a key factor in ensuring that digital marketing is successful (Bala & Verma, 2018), as it will allow for greater interaction and responsiveness with the prospect, as well as reaching individuals in different locations around the world in a faster manner (ÇİZMECİ & ERCAN, 2015). It is worth adding that communication in this type of media makes buyers listen to each other, review product and service ratings, and provide product knowledge and personal information (Assaad & Gomez, 2013), which could facilitate viral marketing through customer recommendations (Koesharijadi et al., 2022).

According to a study carried out by (We are social & Hootsuite, 2022a), from the period November 2021, the 5 most used social networks in Mexico were found, as shown in graph 1 below:

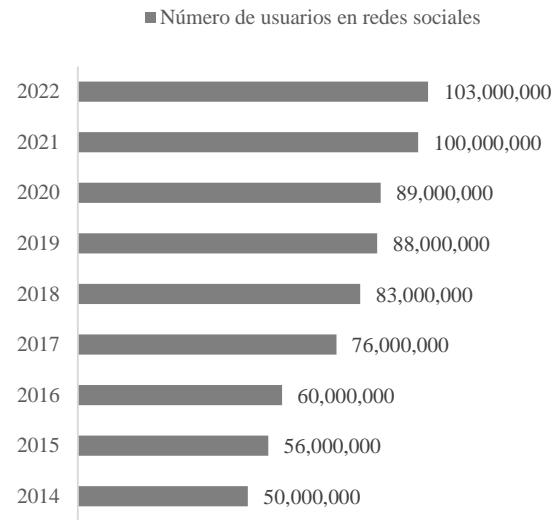


Graph 1 Most used social networking platforms in Mexico

Source: Adapted from Digital 2022 Mexico: The essential guide to the latest connected behaviours by (We are social & Hootsuite, 2022)

In first place was WhatsApp, which was used by 94.3% of people, followed by Facebook with 93.4%, in third place was Facebook Messenger with 80.5%, followed by Instagram with 79.1% and finally Tiktok in fifth place with 70.4%.

At the same time, the study also analysed the number of users who were active on social networks in Mexico, taking January as a starting point, the data is presented in graph 2 below:



Graph 2 Users on social networks over time in Mexico
Source: Adapted from Digital 2022 Mexico: The essential guide to the latest connected behaviours by (We are social & Hootsuite, 2022)

As can be seen, from 2014 to 2020 there was a significant increase of 39,000,000 users, all this with the timely advancement of new technologies, in addition, from 2020 to 2021 there was an increase of 11,000,000 users, being important to emphasise that during that period of time the pandemic originated by COVID-19 was witnessed, which accelerated the growth of digital marketing, impacting on changing consumer behaviour towards online transactions (Junusi, 2020).

Hence the importance for companies to start leveraging technology in terms of product marketing (Putu et al., 2020). In a study conducted by GoDaddy in collaboration with Scout in August 2021, which analysed entrepreneurs and microenterprises with 10 employees or less, as well as small businesses (up to 25 employees) in Mexico and Colombia, it was found that in Mexico 45% of SMEs with digital strategies were created in the last two years, In addition, it was found that 6 out of 10 companies surveyed confirmed that they started selling online because of the pandemic, while 81% of Mexican SME owners preferred to sell online through a website or online shop and social networks (Ramos, 2021), which is relevant given that, as several authors have stated, the use of digital marketing brings multiple benefits for companies, which is why more companies are beginning to implement technology in their marketing strategies.

Discussion and contributions

According to (Veleva & Tsvetanova, 2020), although digital marketing has advantages, as described above, it also has disadvantages, one of these being that digital marketing is not suitable for all types of products, services and companies, since there are a number of products and services whose target audience cannot be reached or influenced by the tools offered by digital marketing. However, as mentioned in previous lines, every year the number of users who have access to social networks has increased.

In addition, it should be taken into consideration that market research should be carried out before implementing the digital marketing strategy, in order to know specifically in which social network is the target audience that is planned to be reached. In the same way, (Assaad & Gomez, 2013), before the company makes presence in the social network, it must first analyse the real situation, as well as monitor the situation of the company after the introduction of the social network and what has changed, if the company during this process comes to the conclusion that the social network is not the right solution, it must necessarily cancel the use of the social network, however, it is mentioned that it is important that companies have a presence in social networks and, in turn, are constantly updated and interact, for example, in a study carried out by (Oliveros-Coello & Vázquez-Peralta, 2020) on the chocolate company Wolter, it was found that it has a presence on Facebook, Twitter and Instagram, the first two with a low level of publications and the last one with a medium level, leaving aside the use of other social networks that would be necessary to obtain a greater positioning and increase sales, hence the importance for companies to start adapting their strategies to the digital era, given that one of the benefits of digital marketing is its low cost, high results, ease of market segmentation and measurement of results (Parvez et al. , 2018).

Conclusions

Nowadays most of the population has access to social networks, spending most of their time day to day in these, which is why it is imperative that companies begin to have a presence within Facebook, WhatsApp, Facebook Messenger, Instagram and Tiktok, to name a few, this in order to interact closely with potential customers, build brand loyalty, It should be noted that companies must be constantly trained to be able to make use of the new technological tools that digital marketing offers, in order to be able to propose an appropriate marketing strategy that helps to increase sales of products or services.

The results of the research show an increase in the number of consumers, producers and marketers who use digital marketing and social networks as marketing tools, which gives them a competitive advantage over companies that have not been willing or able to adopt digital media as a marketing and communication strategy.

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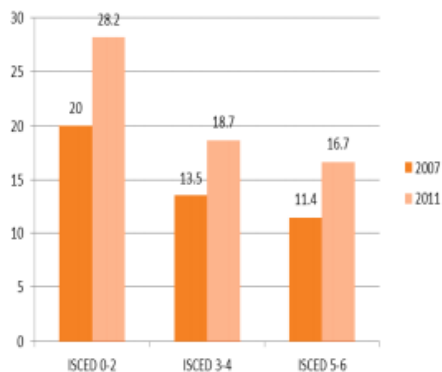
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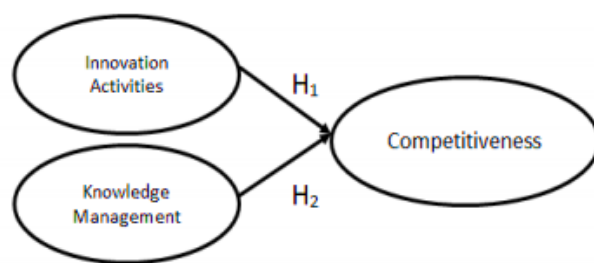


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