




CONSUMER PREFERENCE AND ITS INFLUENCE ON BRAND POSITIONING

PREFERÊNCIA DO CONSUMIDOR E SUA INFLUÊNCIA NO POSICIONAMENTO DA MARCA

PREFERENCIA DEL CONSUMIDOR Y SU INFLUENCIA EN EL POSICIONAMIENTO DE LA MARCA

 <https://doi.org/10.56238/isevmjv4n4-015>

Submission date: 07/04/2025

Publication date: 08/04/2025

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ABSTRACT

The positioning of a brand is supported in the opinions of consumers. It is clear that advertising can influence positively so that this aspect is developed. However, there are other aspects such as its content, the way of communicating a message, and in particular that the programme will reach the audience to which it is addressed this allow a television program to improve their positioning. In this research the results of an investigation are presented to study the perceptions of viewers of the program youth without DNA which is broadcast by Regional Television ORT channel and which is aimed at a young audience. Constituted the sample 94 viewers, those who follow the channel, and who, from their responses, managed to position the brand in the measurement of ratings in Colombia showing a notable improvement in the growth of audience connected with the program in his hour of emission. The main finding of this research is to determine a schedule suitable for the issuance of the youth program, identifying the best time to get the program to its target. In addition, demonstrate the remarkable growth that the program managed to have after this wise decision, have national recognition. At the end we propose alternatives for the development of disruptive content with the purpose of not only being one of the most watched by the young audience but have a recognition awards India Catalina as the best youth program in the country.

Keywords: Positioning of Brand. Customer Loyalty. Customer Perception.

RESUMO

O posicionamento de uma marca se baseia na opinião dos consumidores. É evidente que a publicidade pode influenciar positivamente para que esse aspecto seja desenvolvido. No entanto, existem outros aspectos, como o conteúdo, a forma de comunicar a mensagem e, em particular, a capacidade do programa de atingir o público ao qual se dirige, que permitem a um programa de televisão melhorar seu posicionamento. Nesta pesquisa, são apresentados os resultados de uma investigação que estudou as percepções dos telespectadores sobre o programa "Juventude sin DNA", transmitido pelo canal de Televisão Regional ORT e voltado para o público jovem. A

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amostra foi composta por 94 telespectadores, aqueles que acompanham o canal, e que, a partir de suas respostas, conseguiram posicionar a marca na medição de audiência na Colômbia, demonstrando uma melhora notável no crescimento da audiência conectada ao programa em seu horário de exibição. A principal descoberta desta pesquisa é determinar uma programação adequada para a exibição do programa juvenil, identificando o melhor horário para que o programa chegue ao seu público-alvo. Além disso, demonstra o notável crescimento que o programa conseguiu alcançar após essa sábia decisão, alcançando reconhecimento nacional. Ao final propomos alternativas para o desenvolvimento de conteúdos disruptivos com o propósito de não só ser um dos mais assistidos pelo público jovem, mas ter um reconhecimento premiando o India Catalina como o melhor programa juvenil do país.

Palavras-chave: Posicionamento da Marca. Fidelização do Cliente. Percepção do Cliente.

RESUMEN

El posicionamiento de una marca se respalda en las opiniones de los consumidores. Es evidente que la publicidad puede influir de manera positiva para que se desarrolle este aspecto. Sin embargo, existen otros factores como su contenido, la forma de comunicar un mensaje, y la audiencia que influyen en el proceso. De hecho, para que el programa logre llegar a la audiencia a la cual va dirigido permite que un programa de televisión mejore su posicionamiento. En esta investigación se presentan los resultados de una investigación realizada para conocer la percepción de los televidentes del programa Juventud sin ADN que se emite por el Canal Regional de Televisión TRO y que está dirigido a una audiencia joven. La muestra la constituyeron 94 televidentes, quienes siguen el canal, y quienes, a partir de sus respuestas, lograron posicionar la marca en la medición de ratings en Colombia evidenciando un notable mejoramiento en el crecimiento de audiencia conectada con el programa en su hora de emisión. El principal hallazgo de esta investigación es evidenciar cómo el cambio de horario influye en la aceptación del programa a partir de la emisión del programa, identificando el momento más oportuno para que el programa llegue a su target. Por otro lado, se demuestra el crecimiento exponencial que tiene el programa después de realizar el cambio de horario alcanzando el reconocimiento nacional a través de las mediciones de rating. Al final se proponen alternativas para el desarrollo de contenido disruptivo con el propósito de ser uno de los programas más vistos por el público joven y además, de ser nominado, con el propósito de buscar obtener el reconocimiento en los premios India Catalina como el mejor programa juvenil del país.

Palabras clave: Posicionamiento de Marca. Fidelización. Percepción del Cliente.



1 INTRODUCTION

1.1 GENERAL OBJECTIVE

Develop a study of the perception of young viewers in Colombia, such as the program Youth without DNA, for the positioning of the brand.

1.2 SPECIFIC OBJECTIVE

Identify the preferred times for young people when watching a program with youth content to guarantee a broadcast time with better ratings

To compare the rating of the current program vs. the time suggested by the perception study for the improvement of the television audience that tunes in to the program Youth without DNA

To evaluate the level of viewer satisfaction by analyzing the content of the program Youth without DNA in order to strengthen the topics dealt with in the television space.

Nowadays, the perception of a brand depends on advertising campaigns and the quality of a product. However, there are external factors that can influence a consumer to decide on one product or another. In this sense, brand satisfaction becomes an essential factor when preferring a company's product, that the customer perceives their expectations fulfilled, the product or service generates customer loyalty. A brand when it manages to generate an identity and recognition with the characteristics that its customers have, generates a higher level of preference and becomes less sensitive to the actions of the competition, in that sense customer loyalty is easier at the moment that the customer sees their interest, motivations, etc. reflected. needs and desires thickened into a single brand. (Guadarrama, Rosales, & Mireya, 2015)(Bassat, 2017)

2 THEORETICAL FRAMEWORK

2.1 BRAND POSITIONING

One of the most important aspects in the marketing of a product or service is the positioning of the brand. Its added value is presented to seek the persuasion of the customer based on their experience, experiential marketing is more effective because it is based on the moment of truth that the customer has with the product, and this achieving a positive impact on the consumer, seeking to create a point of reference in the consumer's mind from the generation of trust they have in the brand, allowing loyalty to



be generated, and from there the recommendation to other consumers.(Recio & Barrie, 2016)

On the other hand, looking for brand recall in the consumer's mind allows you to be in the *Top of mind* of consumers, seeking that when they think or want to purchase a product or service, they remember the characteristics that the brand generates for them, such as: the perception of value, the satisfaction of their needs and/or expectations, the cost-benefit, the quality, etc.(Hunt & Weintraub, 2016)

There are different conceptions about the perception of consumers in a product or service. indicates that when a product or service is offered to consumers in the time slots and/or dí.as where there is a greater frequency of purchase, then the greater the chances of acquisition. It ensures that knowledge of the characteristics of a market segment or niche allows organizations to present a proposal in services and products that satisfy the needs and desires of customers according to the perception of each one. (Garcia, 2016)(Vargas, Peralta, & Mario, 2016)(Alcaide, 2015) It implies that products or services must solve the needs, desires, expectations and/or problems of customers, because when the consumer perceives this aspect, it contributes to the positioning of the brand.

Customer loyalty occurs when brand positioning is close to satisfying the customer's wants or needs, for this reason it is of great importance to identify the appropriate channels to reach the target customer, adapt to the preferences of the market segment and seek their satisfaction. (Alcaide, Fidelización de Clientes, 2015)

It is evident that the way of communicating has changed and the presentation of information about a product and/or service is done in a different way, where social networks play a predominant role in its exponential growth. On the other hand, the evolution of social networks has been exponential compared to other media (Guzmán & Del Moral, 2014), since it has become an ally of marketing, where a company that does not have a presence on the network through an official site and without having a profile on social networks is unknown for not following market trends. Similarly, it is natural to see television companies using social networks to transmit and broadcast their content through convergent media where technology and social networks come together to communicate. (Alcaide, Customer Loyalty, 2015) (Linares & Pozzo, 2018) (Ancín, 2018) (López, Beltrán, Morales, & Caverio, 2018)(Feixa, Fernández-Planells, & Figueras-Maz, 2016)(Campos-Freire, 2015)



On the other hand, due to the increase in the use of the internet and social media (Guzmán & Del Moral, 2015), the media requires the establishment of new ways of interacting with their viewers and their audiences, looking for disruptive ways to capture the attention of young people and connect them with a youth content program. Nowadays, broadcasters are looking for a way to communicate their content using social networks. (Pérez, Santos, & Ayerdi, 2015) (Masip, Guallar, Suau, Ruiz-Caballero, & Peralta, 2015)

2.2 THE YOUTH WITHOUT DNA PROGRAM

The broadcast of the television program Youth without DNA has been broadcast on the regional channel TRO since December 20, 2014. The audience of the program is aimed at young people between 14 and 28 years old, seeking the prevention of the consumption of psychoactive substances through an entertainment program.

Currently, more than 200 television programs have been broadcast and a foundation has been created to support social work, interested young people who know the program through television and who find other options in carrying out recreational activities that promote the prevention of the consumption of psychoactive substances, and be a different alternative to strengthen the social fabric. non-profit.

3 METHODOLOGY

This research is descriptive, and was directed to a focus group of young people (N=94) from different cities in Colombia, by means of a simple random sampling. The instrument used was an online form, with multiple-choice questions, to know the perception of young people about the youth television program Youth without DNA, its schedule and day of broadcast, tuning of the TRO channel, and the youth program, in the same way the level of satisfaction with the content of the youth program was evaluated.

The instrument is made up of the following blocks: Viewer's most preferred time, TRO channel tune, and Juventud sin ADN program, the program's rating.

The statistical techniques used were descriptive to show the viewers' perception and with the use of the statistical program SPSS version 23.

4 RESULTS

4.1 THE POSITIONING OF THE BRAND

In 2016, the program Juventud sin ADN was broadcast on Saturdays at 10 a.m., taking advantage of the availability of the programming grid, however, it did not present an important national rating, because it was located in the last programs, table 1 shows that the personal rating was 0.0, this indicates that in theory the program was not seen by an audience and it was possible that it had to be released of the air.

Table 1

TRO Channel Program Rating 2016

RANKING CANAL TRO - OCTUBRE 10 AL 17 DE 2016								
Fuente: Ibope colombia								
No.	Canal	Nombre Programa	Franja	# Emi	Dia Sem	Hora Ini	Dura	Rat Pers
81	TRO	SOBRE RUEDAS *SD*	Early	1	-----S-	14:31:17	00:29:34	0,00
82	TRO	UNA HISTORIA EN BICICLETA *F*	Early	1	L-----	12:01:19	00:29:16	0,00
83	TRO	TRO SPORTS	Prime	1	L-----	22:00:36	00:29:37	0,00
84	TRO	VIVE DIGITAL *SD*	Early	1	-----D	14:30:36	00:26:38	0,00
85	TRO	UNA HISTORIA EN BICICLETA *SD*	Early	1	-----D	12:00:38	00:29:45	0,00
86	TRO	ALBUM MUSICAL DE COLOMBIA *SD*	Early	1	-----D	15:00:48	00:59:36	0,00
87	TRO	UNA HISTORIA EN BICICLETA *F*	Day	2	L-----	11:15:39	00:29:51	0,00
88	TRO	VIVIENDO AL MARGEN	Day	1	L-----	11:30:37	00:28:52	0,00
89	TRO	COCINA CON SABOR *SD*	Day	2	-----SD	08:31:01	00:58:15	0,00
90	TRO	DANZA COLOMBIA *F*	Early	1	L-----	12:30:53	00:29:25	0,00
91	TRO	FORO INTERAMERICANO *SD*	Late	1	-----S-	23:32:26	00:28:21	0,00
92	TRO	FLORIDABLANCA AHORA PUEDES *SD*	Prime	1	-----D	19:30:28	00:29:02	0,00
93	TRO	PARIENTE	Early	1	---V---	18:00:38	00:29:56	0,00
94	TRO	PARTICIPAZ LA RUTA DERECHO *SD*	Early	1	-----D	12:30:41	00:29:33	0,00
95	TRO	MIA Y YO *SD*	Day	2	-----SD	08:30:20	00:29:52	0,00
96	TRO	JUVENTUD SIN ADN *SD*	Early	1	-----S-	15:30:37	00:29:38	0,00

Source: Ibope (2016).

This induced the owners of the program to look for alternatives for the positioning of the brand and consequently of the program so that more viewers in the country would see Youth without DNA. After a media analysis, it was detected that in the time slot it was not very visible and its content was not attractive to the television audience of the time slot. In addition, the diagnosis made it possible to determine that since the program did not mark ratings, then it was difficult to sell commercial guidelines, because the program was not seen. After this analysis, it was decided to carry out market research to determine

which aspects should be considered important, according to the perception of the consumers to whom the television program was directed.

The instrument was applied and interesting results were obtained. Figure 1 shows the times that consumers prefer, highlighting "between 3:00-4:00 in the afternoon", and followed by "between 9:00-10:00 in the morning".

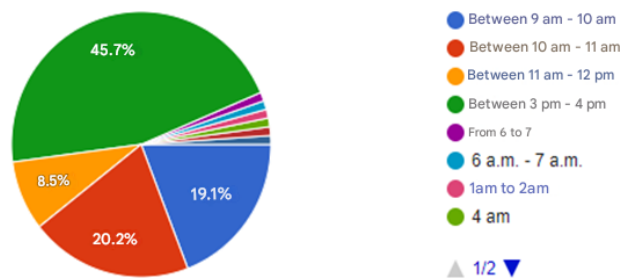
Figure 1

Viewers' preferred schedules

2. Of the following times, which do you prefer to watch a program?

youths

94 answers



Source: The authors.

Considering that 45.7% of the viewers surveyed indicated that the time slot "between 3:00-4:00 in the afternoon" was their favorite, it was decided to modify the broadcast for this time and the time change was made on the TRO Channel. The above was done to start the third season of the program.

Figure 2

New Season Launch with Schedule Change



Source: The authors.

The strategy of asking viewers the time at which they wanted the program to be broadcast increased the level of receptivity of consumers, as shown in Table 2.

Table 2

Quarterly Comparative Rating 2017

QUARTERLY COMPARISON

	Rat#	Rat#	Rat#
Month	People	Men	Women
May	0.69	0.1	0.6
June	1.46	0.29	1.17
July	7.94	2.5	5.44

Source: Ibope – TRO Channel 2017

Months after changing the schedule of the program Youth without DNA, positive results are obtained and it begins to score Rating. It went from being seen 0.0 in 2017, to 0.69 in May, 1.46 in June, and 7.94 in July of the same year. This shows the importance of the point of view of the consumers who follow the television program, to show that this opinion is more important than the criteria of the producer, the director or the availability of the programming schedule of a television channel. It is important to highlight that in order to know the audience of a program and establish strategies that allow the positioning of a program, it is necessary to carry out a study of the perception of the



viewers, considering that this allowed a program to be little watched, to begin to have an audience with a growth trend, as evidenced by the results in Table 3.

Table 3

2018 Quarterly Rating Analysis

Hora Inicio	Día de Semana	Personas	
		rch# Alcance	rat#
MARZO			
03:30:47 PM	Sábado	31,95	1,53
03:30:43 PM	Sábado	0,00	0,00
PROMEDIO MENSUAL		15,87	0,76
ABRIL			
03:31:45 PM	Sábado	10,62	10,62
03:30:51 PM	Sábado	29,86	2,26
03:30:41 PM	Sábado	0,65	0,07
03:30:32 PM	Sábado	0,00	0,00
PROMEDIO MENSUAL		10,25	3,18
MAYO			
03:31:41 PM	Sábado	52,31	48,40
PROMEDIO MENSUAL		52,31	48,40

Source: Ibope TRO Channel 2018.

4.2 THE AUDIENCE OF THE PROGRAM YOUTH WITHOUT DNA

In 2018, the television program was consolidated in its time slot with a rating of 52.31, the highest figure in the history of the program Youth without DNA (see Table 4). On the other hand, the average number of viewers for the month of March 2019 on the program had a viewership reach of 31.98 out of a national sample according to Ibope of 19,528,617 people. This fact shows that Saturday is the preferred day to follow the program and in the afternoon, implying that the commercial strategy has had an effect to position the program, supporting this aspect by the figure for the month of May of 52.31 rating, strengthening the image of the program, being one of the most watched on the channel.

Table 4

Audience Analysis 2019

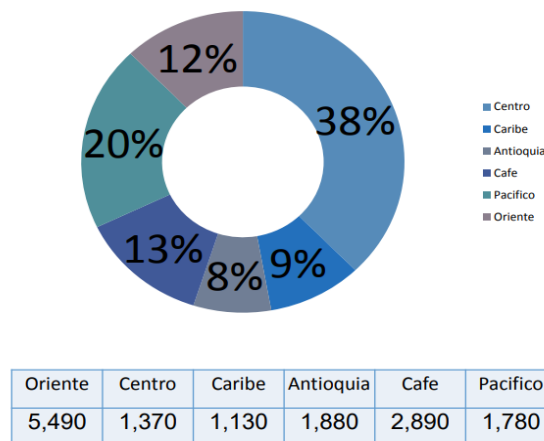
PROMEDIO DEL PROGRAMA	CANTIDAD DE PERSONAS EN LA REGION
Alcance Nacional(Rch#)	14,540
Rating Nacional (Rat#)	1,240
Tiempo promedio invertido	00:14:32

Source: Ibope TRO Channel 2019.

Figure 3 shows that currently the program Youth without DNA is still on the screen of the TRO channel, it is broadcast on Saturdays at 5:30 pm and its positioning is favorable, with an average of 14,540 people in Colombia and is seen in different regions.

Figure 3

Audience analysis 2019



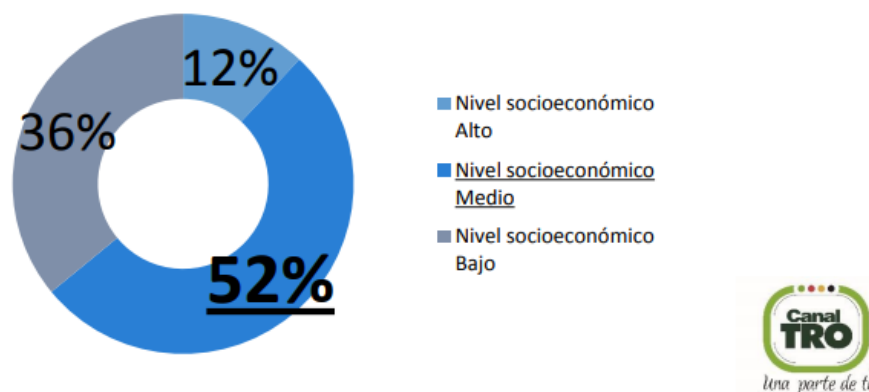
Source: Ibope TRO Channel 2019.

The program Youth without DNA identifies its main audience in eastern Colombia, made up of Santander and Norte de Santander, where 5,490 people tune in every Saturday, followed by the coffee region (2,890), the department of Antioquia (1,880), the Pacific (1,780 viewers), the Center (Bogotá with 1,370) and the Colombian Caribbean (1,130). The above allows us to assert that the Youth without DNA program can be advertised in any media, considering that it reaches and is seen from all regions of the country.

The socioeconomic segment that tunes into the program is shown in Figure 4.

Figure 4

Type of audience reached



Source: Ibope TRO Channel 2019.

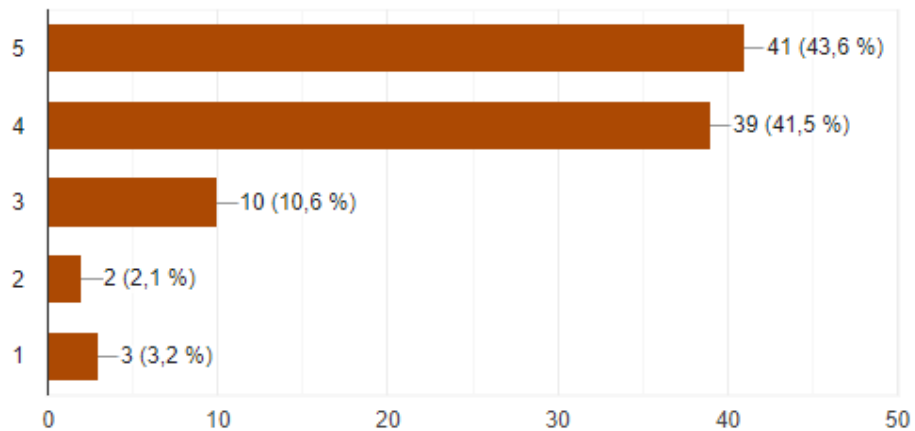
52% of the viewers of Youth without DNA are of a medium socioeconomic level (strata 3 and 4), 36% are of a low socioeconomic level (strata 1 and 2) and 12% of the viewers are of strata 5 and 6. This type of information allows the content of the program to be focused according to the demographic characteristics of the people. In terms of gender, 62% of viewers are women, and 38% are men, this characterization of what type of person tunes in to the program allows determining the focus of the development of the program's content, and also the types of companies that can advertise their advertising in the television space.

4.3 VIEWERS AND THE PROGRAM YOUTH WITHOUT DNA

The viewer was asked to rate the program Youth without DNA and its content, 43.6% say that it is a program with the highest rating, which shows that the content is to the viewer's liking, 41.5% express that the program is rated 4 that it continues to be significantly good managing to meet the expectations of the viewer, only 10.6% express that they are not so satisfied with what is presented every Saturday.

Figure 5

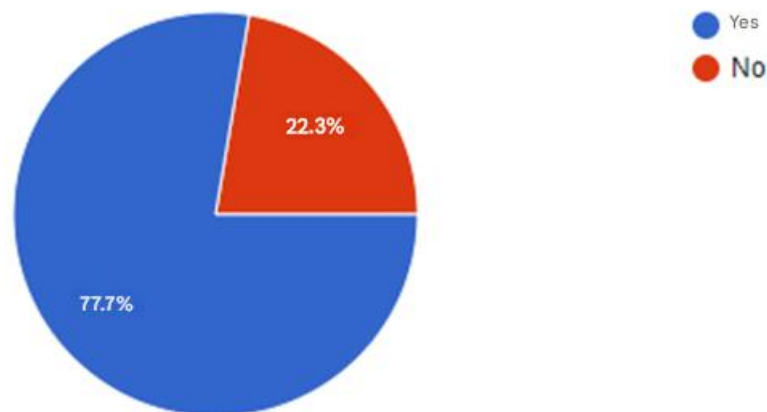
How the TV show rates



Source: The authors.

Figure 6

Tune into the TRO channel

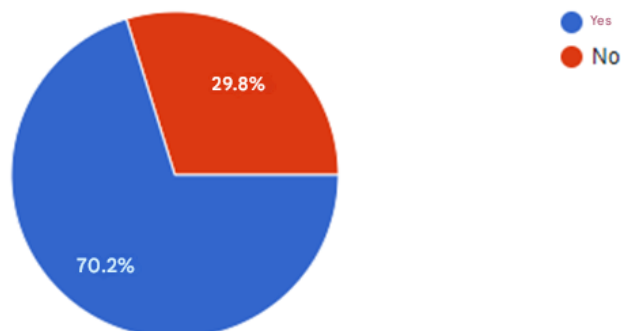


Source: The authors.

77.7% of the interviewees tune in to the TRO channel, a considerable number of viewers know the channel, this made it possible to connect with the following question of how many people have watched Youth without DNA in order to measure the positioning of the program

Figure 7

Have you ever seen Youth Without DNA



Source: The authors.

The program has been tuned in at least once by 70.2% of those surveyed, ratifying its positioning at the national level, compared to the percentage of people who watch TRO and Youth without DNA, the harmony between TRO and Youth without DNA is close, which leads to think that the youth program is a means for people to get to know the regional channel of Santanderes.

Figure 8

Top most watched programs

TOP Programas - NACIONAL

2 - 4 de Agosto *FIN DE SEMANA *

PROGRAMA	DÍA DE LA SEMANA	HORA DE INICIO	REACH # (ALCANCE) PERSONAS	RATING # PERSONAS
01 JUVENTUD SIN ADN *SD*	Sábado	05:30:02 PM	31,930	11,180
02 LENTE NOCTURNO *SD*	Sábado	12:00:18 PM	13,110	9,690
03 EUCARISTIA DOMINICAL *SD*	Domingo	07:00:50 AM	37,230	9,670
04 PIENIA *SD*	Domingo	08:31:18 AM	47,550	9,570
05 PIENIA *SD*	Domingo	09:11:45 AM	23,280	9,020
06 S/DER PROTAGONISTA INDEPEND *SD*	Domingo	10:06:09 AM	100,280	8,000
07 LA BRUJA *SD*	Domingo	03:59:55 PM	52,320	7,490
08 DE CERCA JUAN MANUEL CORREAL *SD*	Sábado	09:02:30 PM	41,650	7,010
09 ORIENTE NOTICIAS 1300 *SD*	Sábado	01:00:55 PM	20,990	6,960
10 BRAM STOKERS DRACULA *SD*	Sábado	10:30:44 PM	89,780	6,920

KANTAR IBOPE MEDIA

Datos: Kantar Ibope Media. Target: Personas -- NACIONAL (RAT#)



Source: TRO Channel – Ibope

For the year 2019, Youth without DNA is consolidated as the most watched program of the weekend on the TRO channel according to the Top of programs –



National, which ratifies the importance of applied research and the efficient results achieved thanks to the use of the information obtained in the development of research.

5 DISCUSSIONS

The program is positioned not only locally but nationally from the analysis of the appropriate schedule to be broadcast aimed at young audiences, from a change of schedule in the programming grid of the TRO channel it is possible to consolidate among one of the most watched programs in this regional television medium.

For business growth to be optimal in the search for continuous improvement, it is necessary to investigate and apply what has been researched, sometimes some companies keep the information and do not make use of it, for the specific case of the youth program of Youth without DNA by taking into account the opinion of the audience.

The regions of the country that tune in the most to Youth without DNA is the eastern region, 38% of the viewers who tune in to this youth program are in the departments of Santander and Norte de Santander, it should be noted that the channel operates in these departments and is produced in Bucaramanga, capital of Santander. In other words, the niche of viewers that is reached in these departments, and its commercial strategy must focus mainly on these regions of the country. On the other hand, the second region in which there is a large number of viewers is the region of the coffee region in which 20% of the viewers are concentrated, in that sense around 2,890 people every Saturday are connected to the signal of the TRO channel, it is an area distant from Bucaramanga where the content of the program is produced. This opens a great opportunity for the television program to manage a commercial agenda at the national level with large companies and in this way the private part is linked to the corporate social responsibility of the prevention of the consumption of psychoactive substances.

Women are the audience that the television program reaches the most, 62% of those who watch Youth without DNA are of the female gender, knowing this data reported by IBOPE allows the development of content aimed at this population group and when thinking about marketing advertising content as it is aimed at women it will have a considerable acceptance. The television program is rated in a considerably very good way, generating confidence in the viewer who watches it is entertained with the content, in other words, this facilitates the process of loyalty of viewers with the program. More than half of the people who watch the program are from a medium socioeconomic



stratum, this demographic characteristic also allows to strengthen the commercial strategy that you want to propose for a company that wants to buy television space for advertising purposes, for companies it is important to identify what type of people acquire your product or service to be more effective in the development of strategies.

6 CONCLUSIONS

Positioning a product or service for this case a television program requires having a close knowledge of what the people to whom the product or service is aimed think. Youth without DNA managed to position itself at the national level to establish a schedule according to the time and schedule preferred by its viewers.

Youth without DNA positioned itself and its growth has been constant, year after year its rating has been improving considerably, currently it is an attractive program for those who want to make a commercial guideline.

This research allowed the television program to cross the regional border and be able to position itself throughout the country in the most important regions of Colombia, responding to a latent need that the program had to position itself and begin to be seen in order to continue airing with a rating that supports its presence in the programming grid of the TRO channel.

RECOMMENDATIONS

The television program must carry out a new investigation to know the perception of viewers regarding the content they are currently handling in order to evaluate future improvements in the structure of the program that will allow them to compete for national and international recognition, such as the India Catalina Awards as the best Youth Program in the country.

Benchmark with the best television programs in the country and abroad that have received recognition as the best programs aimed at young audiences in order to implement new formats for the presentation of the program to innovate in the way of communicating and addressing the market segment between 14 and 28 years of age.

The television program must have a marketing plan for the commercialization of commercial advertising to large companies that allow better financial leverage and be



able to continue investing in high-tech production equipment in the search for excellence in content that Saturday after Saturday is made known to young Colombians.

The television programme needs to take advantage of its social approach to the prevention of psychoactive substance use to link the private sector to support the development of content with the purpose is its commercial guideline, but with an approach based on Corporate Social Responsibility.

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