

ORIGINAL

Social networks as a tool for brand positioning

Redes sociales como herramienta para el posicionamiento de marca

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ABSTRACT

In this research, the relationship between social networks and the positioning of a brand was analyzed. This study used as a methodological part a quantitative approach with a non-experimental, transversal and causal correlational design. In addition, it has an explanatory scope, the technique was the composition of a questionnaire with Likert scale alternatives using the online survey in Google Forms as an instrument. A sample of 137 respondents was obtained. The results show that social networks do have a medium and significant positive relationship in the positioning of a brand, in this case, a seafood restaurant. It is concluded that social networks do have a medium and significant positive relationship with the positioning of a brand, through optimal and strategic use, this can be of great help for positioning in the consumer's mind as well as having more recognition and scope.

Keywords: Social networks; brand; positioning; marketing.

RESUMEN

En la presente investigación, se analizó la relación de las redes sociales y el posicionamiento de una marca. Este estudio utilizó como parte metodológica un enfoque cuantitativo con un diseño no experimental, transversal y correlacional causal. Además, tiene un alcance explicativo, la técnica fue la composición de un cuestionario con alternativas de escala Likert usando como instrumento la encuesta online en Google Forms, se obtuvo una muestra de 137 encuestados. Los resultados evidencian que las redes sociales si tienen una relación positiva media y significativa en el posicionamiento de una marca, en este caso, un restaurante de mariscos. Se concluye que las redes sociales si tiene una relación positiva media y significativa con el posicionamiento de una marca, mediante un uso óptimo y de manera estratégica, esto puede ser de gran ayuda para el posicionamiento en la mente del consumidor como también tener más reconocimiento y alcance.

Palabras clave: Redes sociales; marca; posicionamiento; marketing.

INTRODUCTION

Marketing had a revolutionary impact on history because the first printed advertisement was produced in 1945, at which point marketing 1.0, also known as traditional marketing, began, as at that time, technology did not substantially impact the community. Companies publicize their products through mass-printed flyers, either locally or in different regions. Messengers carried out these actions, becoming globalized marketing (Villacis et al., 2022). The evolution from traditional marketing to marketing 2.0 was due to technological and digital advances, including the Internet. At that time, companies had a presence on social networks, strengthening their relationship with users

through interaction and making their image and products known. Given that the user or consumer is given importance when making decisions (Bedoya et al., 2024). At the same time, a product or service introduced to the market can change how marketing is done, as it depends on the technological factor that helps enhance advertising through printed flyers, radio, television, and telephones, among others (Church, 2024). Likewise, marketing has gained more relevance for all established companies, businesses, or entrepreneurs to be current in the market or grow against the competition through positioning and various strategies (Jaramillo & Hurtado, 2021). Therefore, all companies, whether small, medium, or large, are not alien to the use of marketing since the evolution of this makes companies adapt to new digital technologies called social networks to generate brand positioning.

Social networks are places where information can be shared and exchanged (Barroso et al., 2024). Likewise, they have become a fundamental part of our daily life, as they can be used anywhere, whether at home, in the office, on public transport, at school, or university, among others. Different technological devices, such as Twitter, Facebook, WhatsApp, and TikTok, are used, among other social networks (Pedreschi & Nieto, 2021). They also have different functions. Some people use it for entertainment, others for information through news or groups that share the same interest in various topics, and they also use it to promote products, businesses, and their brands by making themselves known (Islas et al., 2022). It should be noted that communication between companies and consumers through social networks such as Instagram, Facebook, TikTok, and YouTube, among others, has been essential, as an emotional bond is created with users due to personalized communication, generating a degree of preference for these platforms as well as when advertising new or existing products (Tentori et al., 2023). Consequently, most people use social networks for entertainment, to communicate, and to keep up to date with topics of interest. They use technological devices such as cell phones as part of their daily lives.

Brand positioning is a set of strategies highlighting an organization's brand and image to differentiate from the competition and position it in the consumer's mind (Philip & Keller, 2012). For this reason, digital platforms as a means of communication are beneficial, whether for mass or specific advertising. These social networks are widely used for strategies such as promotions, offers, discounts, and customer service. We need to position ourselves in the minds of the consumers and build their loyalty (Siguenza et al., 2020). Search engines even significantly help place a brand, as there is more consumer interaction on digital platforms, whether to rate, evaluate, or give opinions, among other things (Carpio Maraza et al., 2019). At the same time, it conveys reliability, making users prefer us over direct and indirect competition by having a good position and being the first choice for consumers (Ramos & Neri, 2022). In this sense, the positioning of a brand is significant for a company, as it helps us stand out from the competition and has more reach through advertising, consumer perception, and the values we offer.

Social networks are essential for companies, as they optimize performance through management tools, which allow for positioning and competitive advantage, among other benefits (Limas & Sierra, 2023). On the other hand, the misuse of social networks can negatively impact companies, either on sales or the corporate image (Limas & Sierra, 2023). It should be noted that the unfavorable positioning of the brand in the consumer's mind, whether due to carelessness, late deliveries, unanswered complaints, or messages, among other things, can cause a bad first impression or break the consumer's relationship with the company, generating mistrust, negatively associating the brand, impacting sales or losing followers on social networks (Ramos & Neri, 2022). Similarly, neglect and inactivity in social networks based on new trends do not help position brands, stagnating the visibility of the products or services offered. The company may grow, but at a very slow pace (López et al., 2023).

Previous studies on the impact of social networks on brand positioning indicate that the various digital platforms greatly help the positioning of a brand through communication and corporate visual image, resulting in a high brand positioning that generates a higher level of purchase in digital channels (Urrutia & Napán, 2021). Some companies do not take advantage of social networks' benefits regarding brand positioning. Even though the digital age and omnipresence are advancing, they resist change due to many factors, including mistrust and ignorance in using and applying strategies on communication platforms (Maitta & Ormaza, 2024). Frequent activity on communication platforms (social networks) helps position the brand digitally moderately, mainly due to search engines and digital marketing strategies such as advertisements, publicity, incentives, and promotions, among others (Carpio et al., 2019). However, it has been shown that having a more significant number of channels and a presence on social networks does not directly correlate with obtaining an optimal positioning of the organizational brand (Isín et al., 2019). For this reason, social networks are a fundamental part of a company that seeks to position its brand; it must be taken into account that good management of digital platforms through strategies can generate a positive and beneficial impact.

In short, social networks boost a new or stable business, providing more visibility and reach if used optimally. Likewise, people use cell phones to communicate through various digital platforms, thus becoming a fundamental part of everyday life. Therefore, companies use this tool to generate a significant impact, relevance, and positive positioning in the consumer's mind, standing out from the competition. On the other hand, social networks must be used optimally since poor management can cause a bad reputation or tarnish the image, creating a negative positioning.

Knowing the research can be helpful for Mypes, which seeks to develop the use of social networks in a good way

to obtain a reasonable positioning and show that the management of digital platforms is of great help for business entrepreneurship. However, many companies are forgotten or fail if they do not adapt to new trends and remain conformist by not using social media tools. This can give us an overview of how digital platforms greatly help brand positioning. In this way, the present research on social networks as a tool for brand positioning of a company is of great importance in the business world since the platforms can generate various benefits if they are well managed, such as standing out from the competition through an emotional link with consumers and interactions with users, having more recognition, positioning themselves in mind among others. The general objective of the research is to determine the relationship between social networks and brand positioning.

Literary review

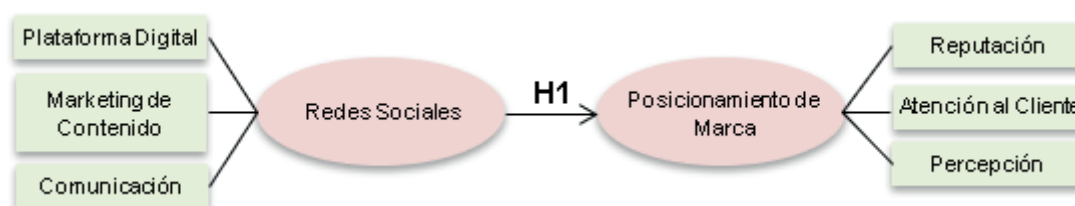
Relationship between social networks and brand positioning

Most companies today use social networks as a means of communication. Therefore, all companies must adapt to the changing world; social networks significantly influence users' needs by studying their profiles to position themselves in the consumer's mind (Mera et al., 2022). Likewise, the use of social networks as a strategy makes it possible to achieve objectives through the various interactions with users; this helps to enhance the positioning of the brand by attracting attention to the content that it produces, be it advertising, offers, or promotions (Vite & Moran, 2023). Similarly, there is an influence between social networks and brand positioning, as it is possible to build consumer loyalty, increase sales, and quickly achieve the objectives set through the various digital platforms (Quintero et al., 2020). Finally, the use of social networks by various entrepreneurs has helped them to publicize their products or services, position themselves in search engines, and build their brands. The designs of the web page, interacting, being active, and having an online store are of great help to position the brand of various enterprises; one must take into account the good administration that is done of the social networks to achieve optimal results (Mackay et al., 2021). In this sense, social networks are a fundamental part of a company's consolidation, influencing positioning through various strategies such as content, communication, and interaction on its various digital platforms, achieving a good reputation and a positive perception of the brand due to various factors such as interaction and constant activity.

H1: Social networks have a positive relationship with brand positioning

Figure 1.

Proposed Diagram



METHOD

The research has a quantitative approach, seeking statistical and numerical data and percentages based on measurable facts. In addition, the approach is based on procedures of accumulation of diverse data that are not common as well as not fully anticipated; the accumulation seeks to acquire different opinions and panoramas of those who participate in it; it seeks to recognize emotions, experiences among other subjective things (Hernández et al., 2014). It is also explanatory, focusing on explaining the influence or causes of events. A causal relationship between two variables is predicted. Descriptive studies aim to answer the various causes of physical or social events and phenomena. This tends to demonstrate why various phenomena occur and how they are shown, as well as knowing to what objective they are related between two or more variables (Hernández et al., 2014). Similarly, the quantitative approach collects data to prove the hypothesis using a foundation based on a numerical evaluation and a statistical analysis to establish behavior patterns and confirm the hypothesis. In this way, it would be non-experimental cross-sectional because the research opted for two variables that cannot be manipulated since it is only possible to observe or evaluate existing situations (Hernández et al., 2014). Research that does not deliberately manipulate its variables. Intentionally, the studies do not vary the indecencies that the variables have to observe their intentions above other variables (Hernández et al., 2014). Similarly, it has a specific period since the technique will be applied at a single moment; the designs seek to collect data through cross-sectional research, all this in one situation, with an exclusive period (Hernández et al., 2014). Likewise, it is causally correlational due to the research work since the social networks variable affects the brand positioning variable. Correlation and causality are criteria that have a link, but at the same time, they are unequal; there are two variables with a correlational link; it does not have to be the cause of the other (Hernández et al., 2014).

The research collects data through surveys; this option is necessary to obtain statistical data and convert it into

quantitative data. In other words, they indicate a great diversity concerning data collection, an example of which can be quantitative research, such as data annotation through statistics and closed polls. On the other hand, there is qualitative research, which is manifested in interviews, observations, and group meetings, among others (Hernández et al., 2014). Also, cross-sectional non-experimental research refers to surveys from the point of view of individuals, either descriptively or causally related; it is said that the designs that one or the other has, as well as both, contain the same determination (Hernández et al., 2014). As for the subtraction of data for research work, it is done using a questionnaire, an instrument, or an appropriate measuring mechanism such as one that records visible data that seeks to represent the authenticity of the opinions, evaluations, or variables that are in the understanding of the researcher. Furthermore, when conducting a questionnaire, we can say that this instrument, developed by researchers, is the most widely used to obtain and collect data (Hernández et al., 2014). A questionnaire is a group of questions related to measuring one or more variables (Hernández et al., 2014).

Likewise, the problem and the hypothesis the researchers or others developed must be coherent (Hernández et al., 2014). In this case, the service company of the district of Ate 2024. Its population is the users of the brand's social networks. That is to say, the population is a group of people with different cases that coincide with specific successions (Hernández et al., 2014). Also, the study of the population is non-probabilistic since a sample is taken of people voluntarily on social networks as a tool for the positioning of a brand, in this case, a seafood restaurant.

Table 1.
Dimensions associated with social networks

Dimensions	Indicators
Digital platforms	Habit
	I frequently use social networks.
	I consider social networks to be part of my daily life.
	Interaction
Communication	I consider the interaction of a brand with users on social networks to be important.
	I think the brand should have a varied publication schedule for each social network.
	Messages
	I prefer personalized messages on social networks.
Content Marketing	How often a brand should interact on social networks.
	Texts
	I prefer short, understandable and emotional texts on social networks.
	Quality Content
	I think that a brand on social networks should produce interesting and entertaining content in line with what it does.
	I think it is necessary for a brand to be visually appealing through social networks.
	Quality Format
	How often should a brand implement different formats on social networks such as stories, reels, among others.
	I think that social media content helps me to remember the brand.

Table 2.
Dimensions associated with brand positioning

Dimensions	Indicators
Customer Service	Automatic Reply
	I believe that a brand's real-time messages through social networks influence its positioning in my mind.
	I think that a brand should use ChatBot on social networks to find out information about the product or service being offered, among other things.
	Strategies
Reputation	I believe that good customer service through social networks influences brand recognition.
	I believe that positive customer service influences consumer loyalty.
	Brand Image
	I believe that the quality of the product or service influences the reputation of a brand.
	I believe that the customer experience influences a brand's reputation.

Perception	Quality Content
	I consider a brand that is frequently active on social networks to be safe and reliable.
	I consider the order and the visual designs of the brand's social media presence as well as the online store to be important for my purchasing decision.

The instrument of the present investigation underwent an IBM SPSS test to determine its reliability, also known as Cronbach's Alpha, with the aim of achieving good consistency. The test carried out for the social networks variable obtained a result of 0,87 in Cronbach's Alpha, passing the test satisfactorily, this being an acceptable reliability. Similarly, the brand positioning variable obtained a result of 0,82, passing the test satisfactorily using Cronbach's Alpha, this being an acceptable reliability.

Table 3.
Reliability of the instrument

Variables	Cronbach's alpha	Number of Elements
Social Networks	0,87	11
Brand Positioning	0,82	8

Note. Taken from the pilot test and processed with SPSS 2025

RESULT

Table 4 shows that of the 100% of respondents, 46,7% are male and 53,3% are female. Looking at these results, it is known that the restaurant has a moderate number of male followers on social networks compared to female followers.

Table 4.
Descriptive results by gender

Sex	Frequency	Percentage
Masculine	64	46,7%
Feminine	73	53,3%
Total	137	100,0%

Table 5 shows that of the 100% of respondents, 6,6% of users responded that their level of education is secondary and 93,4% responded that their level of education is higher. Looking at these results, it is known that the restaurant has very few followers with a secondary education level, with a big difference from most of the followers who responded that their level of education is higher.

Table 5.
Descriptive results of the level of education

Level of Education	Frequency	Percentage
Primary	0	0,0%
Secondary	9	6,6%
Superior	128	93,4%
Total	137	100,0%

Table 6 shows that of the 100% of respondents, 78,8% of users indicated that they are between 18 and 30 years old. Also, 17,5% responded that they are between 31 and 40 years old. In addition, 2,2% of respondents replied that their age range is 41 to 50 years. Finally, 1,5% claimed to be between 51 and 60 years old. Looking at these results, it is clear that the restaurant has a mostly teenage and young adult following (18 to 30 years old). This may be due to the greater use of social networks by young people compared to adults and older adults (41 to 60 years old), as some are not familiar with new digital trends.

Table 7 shows that out of 100%, 0,7% of restaurant followers consider the use of social networks as a tool to be bad. On the other hand, 46,0% say it is fair. Finally, 53,3% of followers mention that it is good. Nowadays, the use of social networks as a tool has become indispensable for any business, but having a social network does not guarantee success. Having a neglected and inactive social network can generate insecurity for users and little emotional connection, affecting consumer loyalty.

Table 6.
Descriptive results of age

Age	Frequency	Percentage
18 to 30 years	108	78,8%
31 to 40 years	24	17,5%
41 to 50 years	3	2,2%
51 to 60 years	2	1,5%
61 and more	0	0,0%
Total	137	100,0%

Table 7.
Descriptive results of the social networks variable

Category	Frequency	Percentage
Bad	1	0,7%
Regular	63	46,0%
Well	73	53,3%
Total	137	100,0%

In table 8 it can be seen that out of 100%, 0,7% of the restaurant's followers consider brand positioning to be unimportant. On the other hand, 57,7% claimed that it is not very important. Finally, 41,6% of the followers mentioned that it is important. The positioning of a brand through social networks is very important, as there is a lot of competition and the aim is to be the first option, as well as to be remembered in a positive way. It should be borne in mind that when we talk about positioning we are referring to a positive positioning in the mind of the consumer, as the consumer will become an advocate of the brand, recommending it either for the quality of the content, the experience, the quality of the product, the customer service, among other things.

Table 8.
Descriptive results of the brand positioning variable

Category	Frequency	Percentage
Not important	1	0,7%
Of little importance	79	57,7%
Important	57	41,6%
Total	137	100,0%

In table 9, it can be seen that out of 100%, 0,7% of the restaurant's followers highlight that the use of digital platforms is bad. On the other hand, 62,0% said it is fair. Finally, 37,2% of followers mention that it is good. Nowadays, companies as well as individuals have a presence on social networks. Most people use it for their endeavors, as it is indispensable, since they can reach different people without having a physical store, but it is also surrounded by many malicious people who seek to scam, this generates insecurity and lack of consumer confidence.

Table 9.
Descriptive results of digital platforms

Category	Frequency	Percentage
Bad	1	0,7%
Regular	85	62,0%
Well	51	37,2%
Total	137	100,0%

In table 10, it can be seen that out of 100% of the people surveyed, 0,7% of the restaurant's followers emphasize that the use of communication on social networks is not useful. Followed by 35,8%, who say it is not very useful. Finally, 63,5% of the followers responded that it is useful. Communication is very important, whether to inform, persuade, among other things. This is relevant in social networks, since communication between a brand and its users and followers is very useful and important, in order to know their complaints, opinions, claims, etc. With the aim of continuous improvement and an emotional connection with users.

Table 10.
Descriptive communication results

Category	Frequency	Percentage
Not useful	1	0,7%
Not very useful	49	35,8%
Useful	87	63,5%
Total	137	100,0%

In table 11, we can see that out of 100%, 0,7% of restaurant followers mention that the use of content marketing is not important. On the other hand, 63,5% indicate that it is not very important. Finally, 35,8% of followers mention that it is important. Content marketing on social media is important because it allows us to communicate and transmit information that the company wants you to know in an entertaining way, fostering an emotional connection with users and thus generating a good perception or associating the brand with positive things such as the principles and values that it seeks to transmit and which are attached to the philosophy of a company.

Table 11.
Descriptive results of content marketing

Category	Frequency	Percentage
Not important	1	0,7%
Of little importance	87	63,5%
Important	49	35,8%
Total	137	100,0%

In table 12 it can be seen that out of 100%, 2,9% of restaurant followers responded that customer service is not important. On the other hand, 75,2% mentioned that it is not very important. Finally, 21,9% of followers indicated that it is important. Online customer service is an important pillar for a brand, even more so for one that offers services, as this simplifies the user's time when it comes to finding information or making a complaint, among other things. The responses will help consumers feel that they are listened to and important to the brand.

Table 12.
Descriptive results of customer service

Category	Frequency	Percentage
Not important	4	2,9%
Of little importance	103	75,2%
Important	30	21,9%
Total	137	100,0%

In table 13, it can be seen that out of 100%, 2,9% of restaurant followers indicate that the brand's reputation is not important. On the other hand, 46,0% responded that it is not very important. Finally, 51,1% of the followers claimed that it is important. Brand reputation is very significant, as it is a means by which you can make yourself known to more people through recommendations, ratings and positive comments, generating more security and reliability for new users looking to buy a product or service.

Table 13.
Descriptive results of reputation

Category	Frequency	Percentage
Not important	4	2,9%
Of little importance	63	46,0%
Important	70	51,1%
Total	137	100,0%

In table 14 it can be seen that out of 100%, 0,7% of the restaurant's followers emphasize that the perception of a brand on social networks is not important. On the other hand, 51,1% mentioned that it is average. Finally, 48,2% of followers responded that it is good. The perception of a brand on social networks is important, since everything is seen with the

eyes, people on social networks want to feel safe and confident. A brand with little presence or connectivity on social networks is not very reliable compared to a brand that has order and is very active interacting with users by having a well-designed website.

Table 14.
Descriptive results of perception

Category	Frequency	Percentage
Not important	1	0,7%
Of little importance	70	51,1%
Important	66	48,2%
Total	137	100,0%

Table 15 shows the normality test, working with Kolmogórov-Smirnov, since the study population is over 50. In addition, it can be seen that the significance is less than 0,05, this means that the data does not have a normal distribution, in this sense, non-parametric tests (Spearman's Rho) with scales will be used. Since the data was transformed into qualitative.

Table 15.
Inferential statistics

Variables	Kolmogórov-Smirnov		
	Statistician	Gl	Sig.
RS	0,119	137	0,000
PM	0,104	137	0,001
PD	0,151	137	0,000
CM	0,192	137	0,000
MC	0,189	137	0,000
AC	0,158	137	0,000
RP	0,179	137	0,000
PR	0,169	137	0,000

Note. Lilliefors significance correction

Table 16 shows that the correlation of Spearman's Rho coefficient between the following variables, social networks and brand positioning, is 0,439. That is to say, the degree of relationship according to the correlation coefficient is positive mean (Hernández and Fernández cited by Mondragón, 2014). The level of bilateral significance is 0,000, lower than the significance level of 0,05. Therefore, social networks do have a positive and significant average relationship with brand positioning.

Table 16.
Correlation of the hypothesis

Type of coefficient	Variable	Statistician	PM
Rho de Spearman	RS	Correlation coefficient	0,439**
		Sig. (two-tailed)	0,000
		N	137

Note. The correlation is significant at the 0,01 level (two-tailed).

DISCUSSION

The present research reveals that social networks do have a positive, average and significant relationship with brand positioning. This is consistent with previous research, which mentions that it has statistical evidence to support the hypothesis, mentioning that there is significance in a positive relationship with a moderately high level between the two variables, social networks and brand positioning (Escobedo et al., 2017; Vite et al., 2023).

CONCLUSION

It is concluded that social networks are an excellent tool for brand positioning due to the incredible reach they can have through digital platforms thanks to various strategies such as communication, connectivity, advertising, customer service, interaction, and constant activity to relate to users, strengthening the perception of a brand by

being positively remembered and recommended, transmitting security and generating an emotional bond. It is recommended to have optimal management of social networks since it is not only because you have a social network on different platforms that you feel secure. You have to keep up with the new trends, creating quality content that is visually appealing and makes users feel loved and secure, thus building loyalty through a good experience and obtaining a positive perception and reputation.

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