

Social media techniques and their impact on the performance of luxury goods market

Técnicas del social media y su impacto en el rendimiento de mercado de bienes suntuarios

Técnicas de mídias sociais e seu impacto no desempenho de mercado de bens de luxo

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Abstract

Introduction: This article is the product of a master's research project; in the current context, the presence of digital techniques is crucial for the success of local companies such as Isa Joyas in Montecristi, which faces the challenge of integrating traditional practices with digital strategies. The study was carried out at the Universidad Laica Eloy Alfaro de Manabí in Manta in 2025.

Problem: The research focuses on how social media actions can enhance customer recognition and acquisition, as well as improve brand perception in an increasingly digital environment.

Objective: The main objective is to analyze the impact of social media strategies on Isa Joyas' commercial performance, evaluating their effectiveness in customer loyalty and brand growth.

Methodology: A quantitative approach with a descriptive design was used, administering surveys to a non-probability sample of 50 women aged 20 to 45. A Likert-type scale was employed, and the instrument was validated using Cronbach's alpha coefficient.

Results: The findings indicate a positive correlation between social media actions and company performance, highlighting the importance of digital content in building trust and strong relationships with customers.

Conclusion: Social media strategies are fundamental to the success of Isa Joyas, improving its visibility and fostering customer loyalty.

Originality: This study provides a detailed perspective on the impact of social media on a local business, contributing to the literature on digital marketing in the artisan sector.

Limitations: Limitations include the small sample size and the lack of longitudinal analysis, suggesting the need for more extensive future research.

Keywords: Social media, digital strategies, techniques, online advertising, customer loyalty, sales growth.

Resumen

Introducción: Este artículo es producto del proyecto de investigación de maestría; en el contexto actual, la presencia de técnicas digitales es crucial para el éxito de las empresas locales, como Isa Joyas en Montecristi, que enfrenta el desafío de integrar prácticas tradicionales con estrategias digitales. El estudio fue realizado en la Universidad Laica Eloy Alfaro de Manabí en 2025.

Problema: La investigación se centra en cómo las técnicas de social media pueden potenciar el reconocimiento y la captación de clientes, así como mejorar la percepción de la marca en un entorno cada vez más digital.

Objetivo: El objetivo principal es analizar el impacto de las estrategias de redes sociales en el rendimiento comercial de Isa Joyas, evaluando su efectividad en la fidelización de clientes y el crecimiento de la marca.

Metodología: Se utilizó un enfoque cuantitativo con un diseño descriptivo, aplicando encuestas a una muestra no probabilística de 50 mujeres de 20 a 45 años. Se empleó la escala tipo Likert y se validó el instrumento mediante el coeficiente Alfa de Cronbach.

Resultados: Los hallazgos indican una correlación positiva entre las acciones en redes sociales y el rendimiento de la empresa, destacando la importancia del contenido digital en la construcción de confianza y relaciones sólidas con los clientes.

Conclusión: Las estrategias de social media son fundamentales para el éxito de Isa Joyas, mejorando su visibilidad y fomentando la lealtad del cliente.

Originalidad: Este estudio proporciona una visión detallada del impacto de las redes sociales en un negocio local, contribuyendo a la literatura sobre marketing digital en el sector artesanal.

Limitaciones: Las limitaciones incluyen el tamaño reducido de la muestra y la falta de análisis longitudinal, lo que sugiere la necesidad de investigaciones futuras más amplias.

Palabras clave: Redes sociales, estrategias digitales, técnicas, publicidad en línea, fidelización de clientes, incremento de ventas.

Resumo

Introdução: Este artigo é produto de um projeto de pesquisa de dissertação de mestrado. No contexto atual, a presença de técnicas digitais é crucial para o sucesso de empresas locais, como a Isa Joyas em Montecristi, que enfrenta o desafio de integrar práticas tradicionais com estratégias digitais. O estudo foi realizado na Universidade Eloy Alfaro Lay de Manabí em 2025.

Problema: A pesquisa concentra-se em como as técnicas de mídias sociais podem aprimorar o reconhecimento da marca e a aquisição de clientes, bem como melhorar a percepção da marca em um ambiente cada vez mais digital.

Objetivo: O objetivo principal é analisar o impacto das estratégias de mídias sociais no desempenho comercial da Isa Joyas, avaliando sua eficácia na fidelização de clientes e no crescimento da marca.

Metodologia: Foi utilizada uma abordagem quantitativa com delineamento descritivo, aplicando questionários a uma amostra não probabilística de 50 mulheres com idades entre 20 e 45 anos. Foi utilizada a escala do tipo Likert e o instrumento foi validado pelo coeficiente alfa de Cronbach.

Resultados: Os resultados indicam uma correlação positiva entre a atividade nas mídias sociais e o desempenho da empresa, destacando a importância do conteúdo digital na construção de confiança e relacionamentos sólidos com os clientes.

Conclusão: As estratégias de mídia social são fundamentais para o sucesso da Isa Joyas, melhorando sua visibilidade e fomentando a fidelização de clientes.

Originalidade: Este estudo fornece uma visão detalhada do impacto das mídias sociais em um negócio local, contribuindo para a literatura sobre marketing digital no setor artesanal.

Limitações: As limitações incluem o tamanho reduzido da amostra e a falta de análise longitudinal, sugerindo a necessidade de pesquisas futuras mais abrangentes.

Palavras-chave: Mídias sociais, estratégias digitais, técnicas, publicidade online, fidelização de clientes, aumento de vendas.

1. INTRODUCTION

In today's dynamic business environment, digital presence is a determining factor for the success and longevity of local businesses. In this context, the local jewellery store Isa Joyas, strategically located in the Montecristi district, faces the constant challenge of balancing solid traditional sales practices with the imperative need to adapt to emerging opportunities in the digital world. The intersection between ancestral craftsmanship and technological innovation is redefining the business landscape for Isa Joyas, highlighting the critical importance of its online presence [1].

This research project delves deeply into the intersection between digital presence—specifically social media strategies—and the commercial performance of Isa Joyas. Despite the undeniable economic relevance of local jewellery shops in Montecristi, an essential question drives this inquiry: How can social media actions enhance recognition, customer acquisition, and customer perception for Isa Joyas in an increasingly digital world?

Isa Joyas' unique differentiation in design, quality, and price becomes a central element of the research, meticulously exploring how these distinctive characteristics translate into specific social media strategies. Furthermore, a detailed analysis of the technological infrastructure, entrenched business culture, and the demographic and behavioral profile of local consumers provides a holistic context. This allows not only for an understanding of Isa Joyas' current position but also for identifying digital opportunities that may be key to its future success [2].

Analysis of social media techniques applied in jewellery businesses shows how platforms such as Facebook, Instagram, and TikTok act as catalysts for local business growth, strengthening brand visibility and customer loyalty. These findings are connected to a study conducted in the community of Arlington, Virginia, which shows that the impact of advertising on these social networks varies across generations, with young people preferring live audiovisual content and Instagram, while adults lean toward interaction on Facebook. In both contexts, proper segmentation and content personalization are determining factors in connecting with consumers and generating positive results in sales, reputation, and trust [3].

When exploring how social media actions can act as catalysts for the success of Isa Joyas in Montecristi, the perspective of [4] in *Digital Marketing: Navigating Digital Waters* becomes relevant. These authors highlight how social media platforms offer companies the opportunity to establish a strong online presence, interact with potential customers, and build lasting relationships. This theoretical approach is fundamentally integrated into the structure of the present research.

Beyond being a mere analysis of digital presence, this research takes a proactive role by aspiring to provide not only a clear vision of the current digital reality of jewellery stores in Montecristi, but also strategic and ethical recommendations that strengthen the digital presence of Isa Joyas. The intersection between advertising effectiveness and integrity in digital communication thus becomes a key point, guiding the theoretical exploration based on essential works on advertising ethics [5].

2. THEORETICAL FRAMEWORK

2.1. Actions and techniques in social media

We are currently immersed in an era of global transformation, where new information and communication technologies, especially the Internet, have generated significant changes in society, giving way to innovative forms of communication. In this context, social media and digital marketing have become fundamental elements in the promotion of products and services, particularly in sectors such as the craft industry, which is undergoing a notable transformation in its dissemination and marketing strategies [6].

From the perspective of [2], social media marketing is presented as an essential corporate function that evaluates and leverages the impact of social media on a company, integrating itself into different aspects of corporate strategy such as advertising, communication, product development, market research, and customer service. In this regard, [5] highlights that social media marketing, as a specific online marketing tool, is used to promote websites or blogs through social networks.

Social media advertising has taken on a fundamental role in the marketing strategy of numerous companies globally, including Isa Joyas in the canton of Montecristi, Ecuador. This literature review focuses on examining the impact of social media advertising in the specific context of Isa Joyas, exploring previous research and approaches related to the use of social media in promoting local businesses [2], [7].

The relevance of social media advertising becomes evident in the digital age, where platforms such as Facebook and Instagram have become effective channels for reaching a diverse and highly segmented audience. According to [6], these platforms not only offer the opportunity to establish an online presence, interact with potential customers, and build lasting relationships, but also make it possible to promote products more effectively and cost-efficiently compared to traditional media [8].

The importance of integrating social media into digital marketing strategies is emphasized by [9] in *Digital Advertising Ethics: Responsibility and Transparency in the Data Age*, highlighting the need for companies to maintain high ethical standards in their social media advertising to build a solid reputation and gain consumer trust.

The impact of social media on local businesses is evident in the case study by [6], which analyzes successful strategies in the digital context, demonstrating how companies that adopt effective approaches on social media manage to increase their visibility and attract a wider audience.

Customer loyalty is another important aspect related to the impact of social media. According to [5], social media allows businesses to establish closer relationships

with their customers and provide more personalized service, which can lead to greater customer retention and increased long-term sales.

The impact of social media strategies on the performance of Isa Joyas in the Montecristi canton provides an eloquent testimony of how a local company can significantly boost its overall performance. Isa Joyas has actively used platforms such as Facebook and Instagram to successfully promote its extensive jewellery collection, attracting the attention of both local customers and broader audiences. This approach has yielded tangible results, improving brand visibility and increasing traffic to its points of sale [6], [10].

The implementation of social media actions has had a direct and positive impact on sales and customer interaction. The company has managed to build a committed community of followers who actively engage with its online content, benefiting from promotions and contests [2]. In addition, social media platforms have served as an effective channel for showcasing the unique craftsmanship of the jewellery, attracting new customers and consolidating Isa Joyas' presence in the market [5].

The implementation of social media actions has also strengthened customer interaction and retention. The company has developed a loyal community of followers who actively participate in its online activities. Social media platforms have proven to be effective tools for highlighting the artisanal qualities of its products, attracting new customers, and reinforcing its market presence [11], [12].

In the context of customer loyalty, Isa Joyas has implemented strategies that go beyond commercial transactions. Continuous and positive interaction with customers through social media has strengthened trust, cultivating a solid base of loyal followers. This loyalty not only affects financial results but also contributes to consolidating brand prestige and image [13].

2.2. Digital content in social media advertising and its importance

In the current context of social media advertising, digital content has become the cornerstone for attracting, engaging, and retaining audiences. Isa Joyas, a company based in the Montecristi district, like many other businesses around the world, has recognized the importance of creating quality content for its social media strategies. This section explores the relevance and impact of digital content in promoting the Isa Joyas brand and connecting with its online audience [2], [14].

2.3. Content creation with audience engagement

Content creation is a tool that allows companies such as Isa Joyas to establish meaningful connections with their audience. This content is not limited to promoting products and services but also seeks to entertain, educate, and inspire followers. Posts that tell stories about jewellery creation, the inspiration behind each design, or the manufacturing process generate a deeper connection with customers [15].

Well-crafted digital content can also humanize the brand, bringing it closer to its audience in a more personal and authentic way. Followers of Isa Joyas see the company not only as a business but as a team of passionate artisans and designers.

2.4. Audience attraction and retention

Digital content plays a crucial role in attracting and retaining audiences on social media. Isa Joyas uses high-quality images to capture users' attention, which is essential in the jewellery industry [16]. In addition, the company has maintained consistency in publishing content, helping retain an informed and engaged audience [17].

2.5. Creating value and trust

Creating valuable digital content goes beyond promotional posts. Isa Joyas has shared useful and relevant information about the quality of the materials used in its jewellery, care and maintenance tips, and trends in the jewellery industry. By providing valuable content, Isa Joyas has become a reliable source of information, reinforcing customer trust [2].

Customer trust is essential for businesses, especially in the jewellery industry, where investment and quality are priorities. Informative and useful digital content helps consolidate Isa Joyas' position as a trusted and authoritative brand in its niche market [15]. This perspective aligns with advertising ethics and the development of strong customer relationships, as addressed in [18] regarding the duties of communication in corporate digital advertising.

3. METHODOLOGY

The methodology applied to Isa Joyas in the Montecristi district is based on a quantitative research approach, specifically the positivist paradigm [19]. This model seeks to identify general laws that explain the nature of the object of study through observation,

verification, and experience. The research is framed within a descriptive design, aimed at specifying key properties and characteristics of the analyzed phenomenon, with particular emphasis on social media advertising strategies for Isa Joyas.

The research was conducted through surveys and observation. Data collection was based on a non-probabilistic convenience sample, selecting participants according to accessibility and the researcher's criteria. In this case, the focus was on women aged 20 to 45, residents of Montecristi with a medium-high social status, who were customers of Isa Joyas during the second half of 2023 and followers of the brand's Facebook and Instagram accounts with prior interaction. The final sample consisted of 50 people who met these criteria.

The survey technique was used as the main data collection method, and a questionnaire of 19 questions was structured based on indicators related to the dimensions of the case variables. A Likert scale was chosen to measure responses.

The research instrument was validated using Cronbach's alpha coefficient to measure reliability. The value obtained was 0.776, which is considered acceptable, supporting the internal consistency of the instrument.

In summary, this comprehensive methodology seeks to provide an in-depth understanding of how Isa Joyas approaches its online presence, especially in the realm of social media, and how these strategies can positively influence service quality and customer loyalty in the local market.

The survey methodology is used in accordance with [20]. The survey is defined as an explanatory technique that seeks to provide answers to the relationship between variables through the systematic collection of information according to a predefined design, thus ensuring the rigor of the data obtained. The questionnaire consists of 16 questions based on indicators linked to the dimensions of the case variables, which were developed in accordance with the consistency matrix. To construct the instrument, the Likert scale was adopted, in accordance with the definition in [21], which describes it as a set of items presenting statements or judgements, where the participant must select one of the five categories on the scale. The questionnaire was distributed via Microsoft Forms and structured with indicators designed to measure the dimensions.

The validity of the research instrument was verified using Cronbach's alpha coefficient to assess its reliability. According to [22], 'Cronbach's alpha coefficient is one of the simplest and best-known ways to measure the internal consistency of a scale.' A minimum acceptable value is 0.70, indicating low internal consistency if it is below this threshold. Values above 0.90 may suggest redundancy between items. In this case, the coefficient reached a value of 0.977, which is considered adequate.

Table 1. Cronbach's alpha reliability analysis using SPSS

Reliability statistics	
Alfa de Cronbach	N° elements
0,977	19

This research paper seeks to understand social media actions and their impact on Isa Joyas' performance in the Montecristi district. To achieve this objective, it is crucial to present the study variables, as well as their corresponding dimensions and indicators. The independent variable covers social media actions, which are broken down into recognition, content, and response management. On the other hand, the dependent variable refers to the overall performance of the company, with dimensions such as financial growth, customer satisfaction, and community impact.

These elements provide the basis for the research hypotheses. Consequently, the general hypothesis (H1) is formulated, stating: "The effectiveness of social media strategies is positively correlated with the commercial performance of Isa Joyas." In addition, specific hypotheses are derived: H1-1 argues that a higher level of engagement is positively related to an increase in recognition; H1-2 argues that effective content strategies are directly linked to an increase in lead and prospect acquisition; and H1-3 suggests that effective response and management of comments positively impact customer perception and brand success.

4. RESULTADOS

After collecting data through a survey of Isa Joyas customers, the responses were organized and evaluated on a 5-point Likert scale using Excel. These data were then transferred to SPSS statistical software to analyze the correlations between the variables and dimensions of interest. Before determining the appropriate correlation coefficient, a normality analysis was performed using the Shapiro–Wilk test. This analysis was based on the recommendation of Shapiro and Wilk, who developed this test specifically for small samples, generally with a size equal to or less than 50, according to various current studies on the application of this test [23].

Table 2. Normality analysis using SPSS

Normality tests			
	Shapiro-Wilk		
	Estadística	gl	Sig.
How often do you interact on Isa Joyas' social media?	,745	50	<,001
Have you purchased anything after contacting Isa Joyas on social media?	,850	50	<,001

With a significant level of $p < 0.01$ for both variables, it was determined that the data did not follow a normal distribution. Therefore, a non-parametric correlation analysis based on Spearman's Rho coefficient was performed, following the recommendation in [24]. This coefficient was chosen as an appropriate measure of association between variables, given the absence of normality in the data. This choice was based on the proven effectiveness of Spearman's coefficient in situations where data do not meet the assumptions of normality, allowing for a robust exploration of the relationships between the variables of interest in the context of research on customer interactions with the brand on social media.

Considering the level of significance obtained in the normality tests and the recommendation of [25], a consistent and robust methodological approach to data analysis is ensured. This decision is not only based on statistical evidence but also reflects a prudent adaptation to the specific characteristics of the data collected, which strengthens the validity and reliability of the results obtained in the research on the relationship between social media activity and the purchasing behavior of Isa Joyas customers.

According to recent studies, Spearman's coefficient is widely recognized as an effective tool for correlating variables in non-parametric contexts and ordinal measurement variables [26]. This methodological choice ensures a consistent and robust approach to data analysis, adapting to the specific characteristics of the data collected. This strengthens the validity and reliability of the results obtained in the research on the relationship between social media activity and the purchasing behavior of Isa Joyas customers.

Correlations				
			How often do you interact on Isa Joyas' social networks?	Do social media offers influence your purchasing decisions?
Rho de Spearman	How often do you interact on Isa Joyas' social networks?	Coefficient de correlation	1,000	,112
		Sig. (bilateral)	.	,437
		N	50	50
	Do social media offers influence your purchasing decisions?	Coefficient de correlation	,112	1,000
		Sig. (bilateral)	,437	
		N	50	50

Table 3 shows the correlation between the X, Y dimensions for their respective analysis.

In fact, it can be determined at a general level that there is a significant correlation between study variables X and Y. Therefore, the null hypothesis H0 is rejected and the alternate hypothesis H1 is approved, for this reason, it is assumed that social media actions are influencers in the consumption decisions of Isa Joyas customers in the Montecristi canton.

Table 4. The correlation between the dimensions of the study can be visualized

Correlations				
			Do you like Isa Jewels' content on social networks?	Do social media offers influence your purchasing decisions?
Rho de Spearman	Do you like Isa Jewels' content on social networks?	Coefficient de correlation	1,000	1000
		Sig. (bilateral)	.	
		N	50	50
	Do social media offers influence your purchasing decisions?	Coefficient de correlation	1000	1,000
		Sig. (bilateral)		
		N	50	50

In the same way, the level of significance in the correlations of the dimensions can be visualized in Tables 3 and 4. In effect, all the specific null hypotheses (H0-1, H0-2, H0-3) are rejected, and the specific alternative hypotheses (H1-1, H1-2, H1-3)

are accepted. It is therefore assumed that the frequency of interaction of Isa Joyas' users, as well as purchases made after contacting Isa Joyas through social networks, influences the company's performance, having obtained a medium correlation.

With the results obtained from the study sample, it was possible to identify respondents' opinions about the communication actions used by the marketing area, considered in this study by conducting a survey and detailing their perceptions of these actions. It was found that Isa Joyas' followers consider that social media actions influence their purchasing decisions.

5. DISCUSIÓN

Based on the aspects examined regarding social media actions and their impact on business performance, several key elements emerge to understand how these strategies influence the relationship between brands and users.

According to [27], there is no magic formula for success on social media, but certain elements can facilitate effective interaction between the brand and the user. Social media has become a crucial tool for brands, as users rely on it to interact with companies of interest, receive recommendations, and stay updated on their preferences and tastes.

User perceptions of social media advertising are diverse. Many find ads related to previously searched products or services appealing. However, the promotion of offers is influenced by positive feedback from other users, underscoring the importance of creating authentic and relevant content to establish a genuine connection with the audience.

The type of content in social media posts plays a crucial role in how brands connect with users. According to [27], the personality that the brand imprints on the content is essential to capture the user's attention. Furthermore, research such as [28] suggests that the type of content can vary according to geographic region, highlighting the importance of tailoring content strategies to local preferences.

This discussion reflects how social media has evolved beyond simple communication platforms to become strategic channels that shape brand perception and encourage meaningful consumer interaction.

6. CONCLUSIÓN

In this study, the impact of social media advertising on Isa Joyas, a local company in the Montecristi canton, has been examined. Through analysis of the data collected, several significant conclusions were reached:

The impact of social networks as a branding tool is considerable, as revealed by studies such as Ávalos (2019). Users primarily obtain information about brands through platforms such as Facebook, Instagram, and Twitter. In addition, users seek content that generates an immediate connection, highlighting the importance of creating authentic and engaging posts.

Digital content plays a crucial role in Isa Joyas' promotion strategy on social media. Beyond simply promoting products and services, it seeks to establish meaningful connections with the audience, humanize the brand, and provide added value to followers through useful and relevant information. This strategy aligns with digital marketing experts who emphasize the importance of narrative content to generate deeper connections with customers.

Furthermore, well-crafted digital content allows Isa Joyas to foster deeper connections with its audience, contributing to customer loyalty and strengthening the relationship with the brand. Consistency in content publishing is essential to keeping the audience engaged and supporting their retention—an aspect reinforced by previous studies that highlight the need for a consistent social media presence to attract and retain audiences.

Sharing valuable and useful information about products and the jewellery industry helps Isa Joyas consolidate its position as a trusted and authoritative brand within its niche. This contributes to strong customer relationships and a positive market perception of the brand. In the jewellery industry, where investment and quality are priorities, customer trust is essential, and informative digital content plays a central role in strengthening this trust.

The methodology applied in the study, based on a positivist approach and using survey and observation techniques, provides an in-depth understanding of how Isa Joyas manages its online presence and how these strategies impact its performance in the local market. The validity and reliability of the research instrument support the robustness of the results obtained, lending credibility to the study's conclusions.

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