

LA INFLUENCIA DE LA COMUNICACIÓN DE MARCA EN LA ACTITUD Y EN EL COMPORTAMIENTO DE LOS CONSUMIDORES A TRAVÉS DE LOS MEDIOS SOCIALES

**THE INFLUENCE OF BRAND COMMUNICATION IN
THE ATTITUDE AND IN THE BEHAVIOR OF
CONSUMERS THROUGH THE SOCIAL MEDIA**

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RESUMEN

La mayoría de los investigadores, académicos y profesionales presenta una comprensión limitada de los efectos que la comunicación a través de los medios sociales puede tener sobre cómo perciben las marcas los consumidores. Existen numerosos trabajos de investigación que indican que el modo de percibir los consumidores la marca a través de los medios sociales puede tener un efecto directo sobre sus actitudes y comportamientos. Ante este contexto, el presente trabajo trata de analizar dichas relaciones mediante técnicas cuantitativas; en concreto, mediante la utilización de la encuesta *online*. Para probar el modelo, se aplicó a 876 usuarios de medios sociales de las principales cadenas hoteleras de España mediante ecuaciones estructuradas. Y, para los resultados, se utilizó el análisis factorial en la fase exploratoria; y las ecuaciones estructurales, para la confirmatoria. Como conclusión, podemos afirmar que existe una relación positiva entre la comunicación de marca y la actitud de los consumidores hacia ella, pero no encontramos una influencia positiva hacia el comportamiento de los consumidores.

ABSTRACT

Most researchers, academics and practitioners present a limited understanding of the effects social media communication can have on how consumers perceive the brand. There is a great deal of research that indicates that how consumers perceive brands through social media can have a direct effect on their attitudes and behaviors. In this context, the present work tries to analyze these relations through quantitative techniques; In particular, through the use of the online survey. To test the model, it was applied to 876 social media users of the main hotel chains in Spain using structured equations. And, for the results, we used the factorial analysis in the exploratory phase and the structural equations, for the confirmatory. In conclusion, we can affirm that there is a positive relationship between brand communication and consumer attitude towards it, however we do not find a positive influence on consumer behavior.

PALABRAS CLAVE

Comunicación de marca; Actitud de marca; Comportamiento de marca; Medios Sociales; Calidad de la relación.

KEY WORDS

Brand communication; Brand attitude; Brand behavior; Social media; Relationship quality.

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