

# **Uso de las redes sociales digitales como herramienta de marketing**

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## **Abstract**

This dissertation addresses, from three empirical studies, a hot topic in marketing: the use made by companies of the online social networks (OSN) as a marketing tool. This research aims to answer three questions: i) How and why the OSN are used as a marketing tool in business ii) If the intensity of use of the OSN as a marketing tool moderates the relationship between the Market Orientation, the Entrepreneurial Orientation and business performance, and iii) If the type of online comments that people make about a product affects the intention to purchase the product and the brand trust, and if this relationship is moderated by the degree of brand awareness and product type. Several research techniques were used, as a case study, a multi-group structural equation model analysis and experimentation, obtaining results with relevant academic and professional implications. Finally, some general conclusions are proposed, and the main lines of future research.