



Comportamiento del consumidor 2.0: nuevas realidades en entornos digitales [

2018

text (article)

Analítica

The purpose of this article was to analyze the consumer 2.0 behavior in social media users in the city of Maracaibo. The research type was descriptive to gather characteristics of the selected topic, qualitative-quantitative because the variable is approached from both perspectives. The design was non-experimental and transectional type. The study population were 7 brands with presence in the city of Maracaibo and 77 followers of these brands in social networks. The data collection technique was a self-administered questionnaire with open questions for the brands, and a questionnaire with a Likert scale for the followers. It was evident in the results that knowing the consumer goes beyond knowing their sex, origin, location, race or age, it's necessary to know characteristics of their behavior, tastes, hobbies and have a competitive advantage before brands that offer similar content, in this way it is recommended to be aware of trends in digital environments, analyze communities in depth, not only see numbers if they don't learn to see beyond, identify patterns of relationship and interaction and qualities that make content relevant in the digital platforms

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