

# USO DE LAS REDES SOCIALES COMO INSTRUMENTO DE LAS PYMES PARA LA GENERACIÓN DE CONFIANZA

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## RESUMEN

**Objetivo:** El objetivo de este trabajo es comprender cómo el uso que las pequeñas y medianas empresas (pymes) hacen de las redes sociales influye en la confianza del consumidor. Concretamente, se estudia como la reputación percibida, la calidad de la información, la comunicación activa y la comunicación boca a boca (WOM) a través de Facebook influyen en la confianza del consumidor hacia las pymes. La originalidad de la investigación radica en el contexto de estudio, las pymes.

**Marco teórico:** El estudio se basa en la literatura sobre el comportamiento del consumidor en las redes sociales y su confianza hacia la empresa.

**Metodología:** El modelo conceptual propuesto se evalúa mediante una encuesta online en la que participaron 157 usuarios activos de redes sociales. Los datos fueron analizados mediante la técnica de ecuaciones estructurales de mínimos cuadrados parciales (PLS-SEM).

**Resultados:** Los resultados obtenidos muestran que la reputación percibida, la comunicación activa y la comunicación boca a boca influyen positiva y significativamente en la confianza del cliente. Esta investigación contribuye a la teoría y la práctica de la gestión de las pymes de su presencia en las redes sociales, al mejorar el conocimiento de su influencia en la confianza del consumidor.

## Palabras clave:

Pyme; confianza; redes sociales; Facebook

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