

Digital Media and Its influence on the positioning of ventures from the Yaguachi canton Municipal Market

Medios digitales y su influencia en el posicionamiento de emprendimientos del Mercado Municipal del cantón de Yaguachi

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Digital communication media are the main updated resources that allow the transmission of information and attention to the needs of society. Therefore, an investigation was developed with the objective of analyzing the effectiveness and influence of digital communication media for the positioning of enterprises in the municipal market of the Yaguachi canton. The methodological process that was considered was mixed, with a qualitative - quantitative approach, of a descriptive type; the methods for data development were applied; techniques such as interviewing and

Resumen

Los medios de comunicación digital son los principales recursos actualizados que permiten que exista la transmisión de información y la atención de las necesidades en la sociedad. Por ende, se desarrolló una investigación con el objetivo de analizar la efectividad e influencia de los medios de comunicación digital para el posicionamiento de los emprendimientos del mercado municipal del cantón Yaguachi. El proceso metodológico que se consideró fue mixto, de enfoque cualitativo

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surveying people involved in the research. The results reflected that there is a deficit in user assistance in the municipal market for reasons that make it impossible to increase sales. In conclusion, it is necessary to intervene with the purpose of improving through marketing strategies to exploit the spaces maintained by the establishment's facilities.

Keywords: Strategies, Advertising, Assistance, Commerce.

- cuantitativo, de tipo descriptiva; se aplicaron los métodos para el desarrollo de los datos; técnicas como la entrevista y encuesta a personas involucradas en la investigación. Los resultados reflejaron que, existe un déficit en la asistencia de los usuarios en el mercado municipal por razones que imposibilitan el incremento de las ventas. En conclusión, es preciso que se intervenga con la finalidad de mejorar mediante estrategias de marketing para explotar los espacios que mantienen las instalaciones del establecimiento.

Palabras Clave: Estrategias, Publicidad, Asistencia, Comercio.

Abstract

INTRODUCTION

Digital media have become an essential resource in the 21st century; their primary function is to reach more people quickly, with the aim of conveying accurate and reliable information. According to Danilla (2021), these are strategies employed to enhance advertising for specific locations where there is a constant need to achieve advertising objectives.

For this reason, a study is being conducted with the aim of analyzing the effectiveness and influence of digital media on the positioning of business ventures in the municipal market of Yaguachi Canton.

The Yaguachi Canton market requires priority attention in order to ensure consistent patronage; therefore, a methodological study involving descriptive analysis and the collection of both qualitative and quantitative data is being conducted. This process is underpinned by the use of both theoretical and empirical research methods, as well as the application of interviews and surveys using appropriate instruments.

This process involves developing a proposal to implement advertising strategies that build awareness within the canton's community, aiming to attract more users and travelers to the local establishment while fostering an active economy among entrepreneurs and residents. The following sections are outlined: the research problem—specifically regarding the market positioning of the ventures within the Yaguachi canton's municipal market; the problem formulation in relation to the research scope; the guiding research questions; the general and specific

objectives; the justification, highlighting the study's significant contributions; and the scope, premises, and variables, which are analyzed using the corresponding operationalization matrix.

The Theoretical Framework details information derived from applied studies with viable results; it also presents the theoretical basis—covering conceptual theories—as well as the historical and legal foundations and the definition of study terminology. The Methodology section highlights the process used to gather information directly from study participants, employing a descriptive, mixed-methods approach. It addresses the methods, techniques, and instruments used to achieve the initially established objectives, providing a detailed analysis of each element's contribution to the study.

The current era is characterized by a digital transformation that provides widespread internet access. Digital media have become essential tools for promoting businesses at both local and global levels. The relevance of these media is not limited to large corporations or highly developed urban markets; their impact extends to small communities and emerging markets, such as the Yaguachi Municipal Market.

Yaguachi is a canton with a predominantly agricultural economy that has expanded into sectors such as commerce and services, presenting both opportunities and challenges for local entrepreneurs. Despite the potential for economic growth and the rising popularity of the internet and smartphones in the region, there is a significant lack of knowledge regarding how digital media can be effectively leveraged to position and expand local businesses.

Entrepreneurs at the Yaguachi Canton Municipal Market face various challenges in expanding their businesses; one such challenge is a lack of knowledge regarding the efficient use of media channels. This lack of understanding limits their ability to leverage resources for promoting products and services and restricts access to information that could influence strategic and operational decisions. When used correctly, media channels can transform local businesses by providing visibility and credibility, ultimately enabling them to reach broader markets.

A lack of a digital media strategy can impact the competitiveness of entrepreneurs in the municipal market. As more consumers turn to the internet to research and make purchases, businesses without an online presence risk falling behind competitors who leverage digital platforms to reach new customers and foster loyalty among existing ones. This digital disconnect can affect consumer perceptions regarding the modernity and relevance of municipal market businesses, potentially making them less attractive compared to modern, accessible online options.

Furthermore, limited use of digital media hinders an entrepreneur's ability to shape new market dynamics—such as trends driven by consumers themselves—by leveraging valuable data on user preferences and merchant insights, as well as online tools that remain largely inaccessible to entrepreneurs; this places them at a disadvantage when making decisions and formulating strategies for the development of the workforce.

The study on the municipal market's challenges highlights several disadvantages: the

public's limited awareness of the market's utility; resistance from external entrepreneurs who are excluded from the system governing stall access and regulation; poor communication from the officials in charge, coupled with a failure to promote the formalization of community-oriented improvements; and a lack of strategic management by merchants to develop new prospects for their products and offerings. Therefore, a crucial aspect of this study is investigating how digital media—including social networks and websites—can influence the positioning and success of businesses within the Yaguachi Municipal Market. Understanding this dynamic will make it possible to identify the specific weaknesses and opportunities faced by these entrepreneurs.

Strengths offered by digital media include the use of far-reaching low cost channels, with the ability to convey relevant information, and the capacity to connect the world with the space being promoted. Opportunities include the unlimited use of technological advances, the projection of new ideas, unrestricted advertising, business expansion, extended ad duration, and the ability to target specific audiences. Weaknesses include infrequent campaign launches and limited proficiency in managing digital media. Finally, threats include low content visibility, market competition, limited internet access, misinformation from competitors, and a lack of consumer awareness or digital literacy.

This research project aims to implement communication strategies in collaboration with the municipal market in order to fully leverage the spaces it offers the community—creating an environment that aligns with consumer interests—

while also securing competitive advantages for improved municipal service through effective communication. Essentially, the project seeks to capitalize on the market's strengths by integrating external entrepreneurs into the transformation intended to benefit the merchants of Yaguachi.

This research aims to validate the effectiveness of digital media—specifically regarding advertising—in engaging consumers at the Yaguachi municipal market through strategies designed to capture their interest. It seeks to involve the community of social media users and informal vendors in a management system that boosts sales at the municipal market. Furthermore, by leveraging technology, the study explores new theoretical frameworks regarding service spaces, promotions, and social events to effectively reach impulsive buyers, while also contributing significant theoretical insights into modernizing sales systems and the overall market experience.

“Social media presents itself as an ideal space for finding a sense of belonging and obtaining the recognition that, in turn, enables the self-affirmation of one's own subjectivity” (Del Prete & Redon, 2020, p. 5). In other words, they arise from human needs regarding the ability to communicate with the world and are defined as a historical development of technology.

Social media enables human communication across every corner of the globe, utilizing platforms that provide constant tracking of real-time changes as they unfold. In other words, it allows one to be present as events occur in order to understand the reality of the situation. According to the authors, social media causes:

Fostering the formation of new friendships—

with spaces to meet new people and connect simultaneously to various communication channels that serve as sources of new information, news, and research—these platforms not only provide access to such information but also enable users to generate it and to share experiences, ideas, and feelings quickly and easily. (Moreira et al., 2021, p. 326)

Social media emerged from the desire to improve human relationships through innovation and creativity, creating pleasant spaces for communication, information dissemination, and the sharing of unique experiences. In the advertising realm, social media enables the promotion of new products to a global audience for acquisition and consumption.

The influence of figures on social media drives high daily sales volumes when influencers leverage platforms like Facebook, Instagram, and TikTok. Their involvement can draw large crowds to the locations or businesses being promoted.

According to Rentería et al. (2021), Facebook is an emerging tool for disseminating information during challenging times—specifically the difficulties witnessed during the pandemic, when many entrepreneurs turned to social media to advertise their products, thereby accelerating sales to levels unprecedented in human history.

Instagram: Social media has made unique contributions; for instance, according to Velar et al. (2020), Instagram is used to boost sales of goods, products, and services for large, medium, and small enterprises. Guíñez et al. (2020) note that influencer strategies on Instagram are largely successful in driving sales for the products they promote, as they utilize social media as a powerful

medium for sales growth.

TikTok: This is a significant social network for today's youth. While initially intended for entertainment and communication, it has evolved into a platform for showcasing youth trends and fashions, offering fewer advertising limitations than Facebook. TikTok allows brands to reach broader audiences, thanks to the app's ability to deliver precise information instantly. It has fostered not only the rise of influencers but also the growth of small and medium-sized enterprises achieving high online sales volumes.

In conclusion, social media serves as an effective vehicle for digital marketing, increasing profits from product and service advertisements. Content shared on these platforms can transform a product into a popular brand. When it comes to promoting a site, the venture transforms it into a destination for ongoing consumer engagement.

Entrepreneurship

According to Lozada et al. (2021), it is an activity that fosters an entrepreneurial mindset within the current societal system. It encompasses processes that discover, define, and leverage activities enriching the entrepreneur's work—utilizing ideas, whether novel or not, that are then projected by companies or organizational management in an innovative manner.

"Entrepreneurship can also be defined as an individual's talent for generating a project or business idea" (Baque et al., 2020, p. 121). It involves challenges aimed at solving economic problems, maintaining competitiveness, securing a steady revenue stream, and innovating

through technology. The objective arises from the merchant's needs, triggering a series of actions such as implementing sales strategies and advertising products or services. The entrepreneur relies on business advertising and marketing; according to Dueñas et al. (2019), marketing "allows companies to connect with their users while raising awareness of their brand, when the tool is used accordingly, increasing brand value and reaping the associated benefits" (p. 121). Above all, it enables the entrepreneur to sustain the business, offer products, and reach a wider audience to meet their needs.

Among the various types of ventures—categorized based on how they address people's needs—the following are described:

Scalable: According to Ávila (2021), these are established when there are records of high growth rates driven by short-term innovations. The goal is rapid global expansion, offering solutions tailored to the needs of businesses and users.

Opportunity-based: According to Ávila (2021), these arise from market needs, meeting demand through the development of relevant solutions.

Small businesses: Ávila (2021) notes that these are widespread and common. They lack a robust structure and primarily generate just enough income to cover a family's basic expenses.

Social: Ávila (2021) explains that these ventures create products and services aimed at solving societal problems. They operate on a non-profit basis—focusing on generating earnings rather than accumulating wealth—yet they contribute significantly to the social, economic, and environmental spheres.

Innovative: According to Ávila (2021), these

apply new ideas to transform businesses into sources of solutions that benefit the entrepreneurial community in their daily operations, with the aim of implementing new strategies.

Mirror: Ávila (2021) describes these as ventures that reflect the success of existing socially impactful companies, drawing inspiration from ideas with proven positive results. They often develop through the launch of new products or services.

Cultural: These enable the creation of businesses and solutions by groups of people sharing a common culture. They leverage technology, creativity, and innovation to provide relevant business solutions.

Necessity-based: According to Ávila (2021), these are created to address one's own needs or those of others, with the aim of covering expenses during times of significant hardship.

Thus, entrepreneurship is an innovative undertaking in which entrepreneurs use marketing strategies to reach various audiences, aiming to improve lifestyles and address both their own needs and those of others. During the pandemic, this type of activity emerged as a key economic driver for the country in the wake of an emergency situation. Consequently, some ventures have relied on social media and agile entrepreneurs, while others have depended on the creative ideas entrepreneurs implement to reach a wider consumer base.

Advertising

Herrera et al. (2022) define advertising as a way of introducing products, goods, or services to the

world. It aims to present information of interest to consumers by showcasing offers—promotions designed to capture customer attention. Large, medium, and small businesses alike employ this strategy to promote their offerings and boost daily revenue. Advertising serves as a method of presenting information to showcase or promote a company's product for sale, with the ultimate goal of influencing consumer purchasing decisions; furthermore, it highlights product or service profiles via media channels, potentially increasing or decreasing sales based on the impact on prospective customers. The outcome depends on the strategies the entrepreneur chooses to adopt to increase revenue.

Advertising is a process comprising two elements: inputs and outcomes. The authors maintain that the effectiveness of an advertisement is determined by the relationship between the two. Inputs consist of the elements that make up the ad's content, such as the message and its framing, creativity, format, and the medium used (Garay et al., 2023, p. 282).

It is a combination of elements designed to achieve sales results; the professional responsible for creating the advertising has the ability to reach thousands of people—either directly or indirectly—driven by the goal of generating profits for the client.

Research methodology

Methods are the means employed—based on logical processes—to achieve the objectives of scientific research. The following methods guided the research and were applied to gather data relevant to the study:

Inductive-deductive: According to Vera (2020),

the inductive process involves analyzing the possible causes or origins of a problem to establish general solutions based on the observation of events. This methodology was applied to analyze the factors leading to users' lack of awareness regarding the products and services offered at the Municipal Market, thereby enabling the timely identification of the problem and potential solutions.

Analytic-synthetic: According to Vera (2020), this process involves analyzing the individual components of phenomena encountered during research and subsequently summarizing the facts. This methodology was used to obtain effective, direct information from stakeholders, analyze specific events occurring at the market, and implement appropriate strategies as solutions for each identified issue.

Statistical-mathematical: According to Pérez (2020), this method is used to represent data—obtained as numerical values or percentages—through tables, graphs, or software such as Excel. This method was employed to detail the values obtained from research techniques and to visualize the data necessary for understanding the problem at hand.

A finite population sample the 382, was used because the population is under 100,000 inhabitants. predetermined questions, following the order of the study's analysis. This approach was chosen based on the logical flow of ideas and the analysis of the variables under study, as well as the fact that it facilitates structured—rather than improvised—conversations with the professional being

interviewed.

The survey was administered using standardized procedures designed to gauge levels of satisfaction regarding the issue at hand. Responses were gathered from entrepreneurs, users, and public officials. Google Forms was used to reach the study population.

Data analysis

Figure 1. Age range

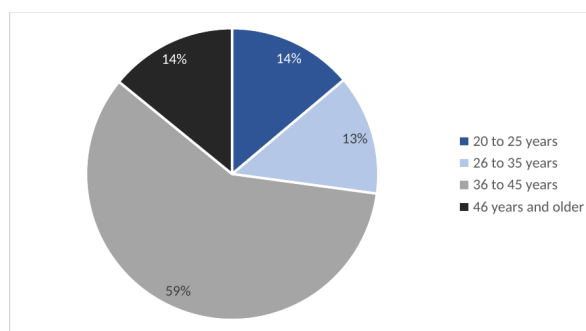
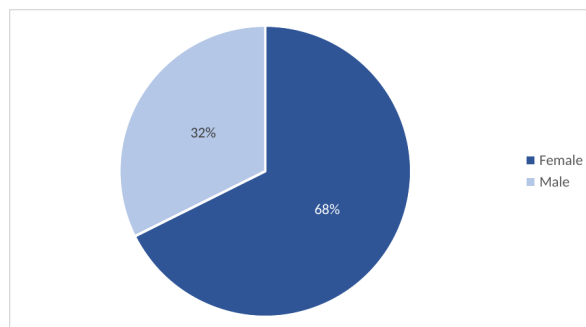


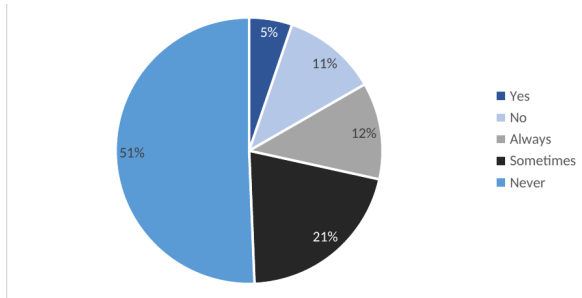
Figure 2. Gender



Note: Gender breakdown of the people who visit the market most frequently.

Question 1: Do you frequently visit the market to buy groceries?

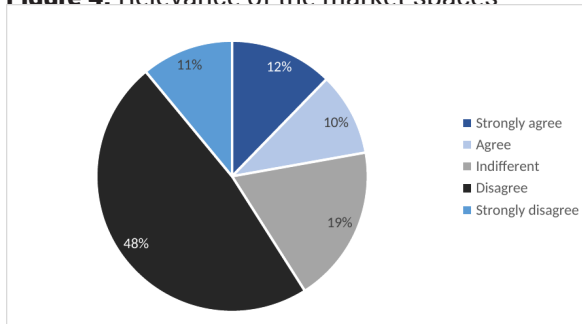
Figure 3. Market attendance



Note: Frequency of visits to the Yaguachi Municipal Market.

Question 2: Do you consider each of the spaces offered by the Yaguachi Municipal Market to be relevant?

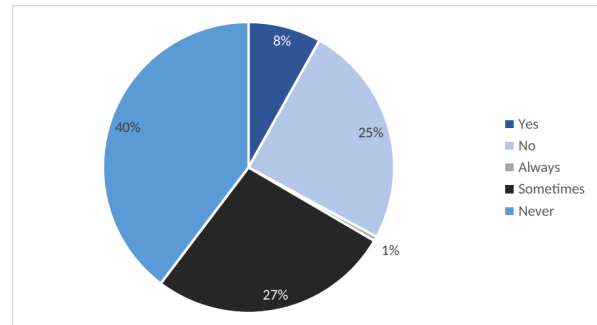
Figure 4. Relevance of the market spaces



Note: Lack of awareness regarding the spaces offered by the municipal market.

Question 3: Do you think the market uses any interesting form of advertising to raise awareness?

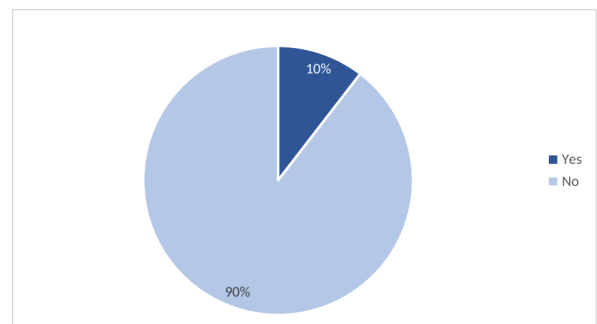
Figure 5. Market usage



Note: Use of advertising to promote the municipal market.

Question 4: Are you aware of the long-term risks posed by the absence of advertising for the market?

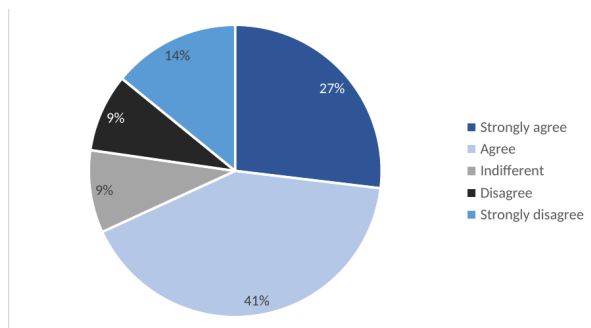
Figure 6. Risks to the market



Note: Lack of awareness regarding the risks associated with the municipal market.

Question 5: Do you agree that social media is an important tool for boosting sales in the Yaguachi market?

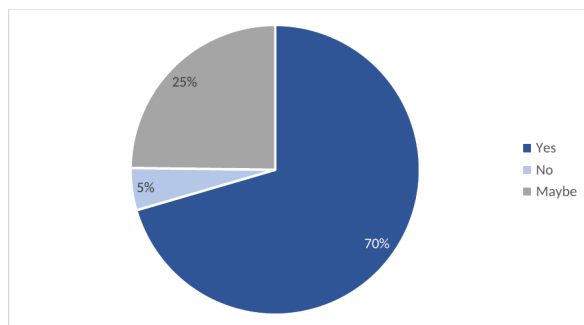
Figure 7. Importance of social media



Note: Use of social media as a key channel for market sales.

Question 6: Do you believe that frequent use of social media allows you to reach more users?

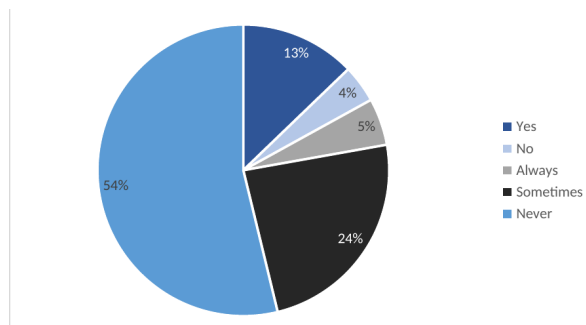
Figure 8. Frequent use of social media



Note: Use of social media to reach more people.

Question 7: Is the content offered on social media appropriate for the target audience?

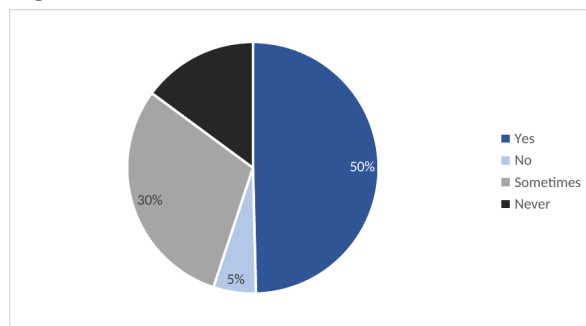
Figure 9. Appropriate social media content



Note: Use of content appropriate for the selected age group.

Question 8: Do you believe that limited use of social media contributes to poor sales in the Yaguachi market?

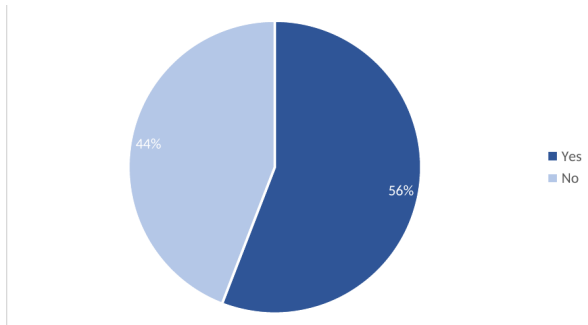
Figure10. Limited use of social media



Note: Ineffective use of social media to boost sales.

Question 9: Would you like to receive information on managing social media to increase engagement and product sales?

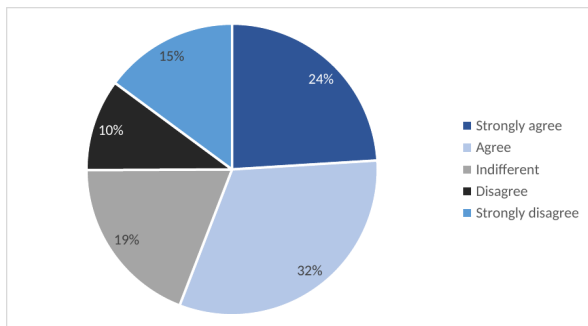
Figure 11. Information on social media management



Note: Information needed to better manage social media.

Question 10: Do you consider the use of strategic marketing media important for strengthening market image?

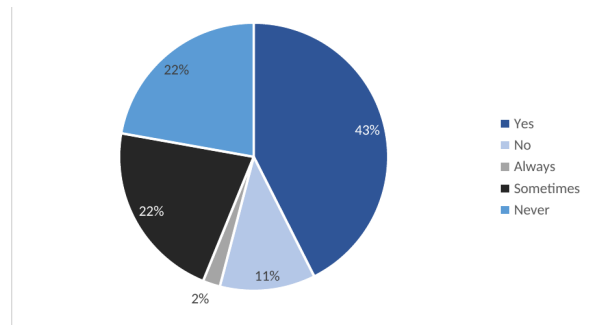
Figure 12. Strategic media



Note: Implementation of marketing strategies to promote the market's image.

Question 11: Would you be willing to contribute to the advertising planned to boost sales at the Yaguachi market?

Figure 13. Contributing to advertising for sales



Note: Development of activities to promote sales at the municipal market of Yaguachi Canton.

Conclusions

Research confirms that digital media has powerful and essential tools for positioning and expanding businesses within the municipal market of the Yaguachi canton. Digitalization offers significant opportunities to increase visibility, attract new customers, and build loyalty among existing ones.

One of the major challenges identified is the lack of knowledge among local entrepreneurs regarding the effective use of digital media. This knowledge gap prevents them from fully leveraging the opportunities offered by the digital landscape, thereby limiting business growth and competitiveness.

Implementing digital communication

strategies—such as the use of social media and websites—can significantly transform how local entrepreneurs operate and promote their businesses. These strategies offer advantages such as low costs, broad reach, and the ability to target specific audiences.

Digital media presents both opportunities and threats. While they can provide a platform for expansion and visibility, they also entail challenges such as competition in the digital marketplace and the need to stay current with emerging trends and technologies.

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