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The Role of Business Marketing in Brand Equity and Its Relationship to the Growth of MSMEs

Dimensiones del marketing empresarial en el brand equity y su relación con el crecimiento de las MIPYME

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Abstract

The purpose of this study is to determine how brand equity influences the growth of MSMEs from the perspective of business marketing dimensions, understood as a strategic factor in building brand value. The research problem arises from the difficulties many MSMEs face in positioning themselves in highly competitive markets, particularly due to limitations in financial resources, marketing strategies, and brand management. To address this issue, a documentary and analytical research approach was employed, focusing on business marketing, brand positioning, and brand equity. Based on the analysis of various studies and theoretical contributions, the main strategies linking the dimensions of business marketing—such as customer orientation, experience management, strategic communication, and innovation in the value proposition—were identified, along with the consolidation of brand equity. The results show that effective brand equity management enables MSMEs to improve their market positioning, strengthen customer relationships, and generate sustainable competitive advantages. Finally, accessible marketing strategies—particularly the use of digital tools and social media—are identified as efficient alternatives for enhancing brand visibility without requiring large- r significant investments. The study concludes that the strategic management of brand equity is a key factor in driving the development and competitiveness of MSMEs.

Keywords: Marketing, organization, small business, registered trademark, consumer.

Resumen

El presente estudio tiene como propósito determinar cómo el brand equity influye en el crecimiento de las MIPYME desde las dimensiones del marketing empresarial, entendido como un factor estratégico para la construcción del valor de marca. El problema de investigación surge de las dificultades que enfrentan muchas MIPYME para posicionarse en mercados altamente competitivos, especialmente debido a limitaciones en recursos financieros, estrategias de marketing y gestión de marca. Para abordar esta problemática, se empleó un enfoque de investigación documental y analítico, relacionado con marketing empresarial, posicionamiento de marca y brand equity que de acuerdo a los análisis de diferentes estudios y aportes teóricos, se identificaron las principales estrategias de relación entre las dimensiones del marketing empresarial como la orientación al cliente, la gestión de la experiencia, la comunicación estratégica y la innovación en la propuesta de valor junto con la consolidación del brand equity. Los resultados evidencian que la adecuada gestión del brand equity permite a las MIPYME mejorar su posicionamiento en el mercado, fortalecer la relación con los clientes y generar ventajas competitivas sostenibles. Finalmente, se identifican estrategias de marketing accesibles, especialmente el uso de herramientas digitales y redes sociales, como alternativas eficientes para fortalecer la visibilidad de la marca sin requerir grandes inversiones. El estudio concluye que la gestión estratégica del brand equity constituye un factor clave para impulsar el desarrollo y la competitividad de las MIPYME.

Palabras clave: Marketing, organización, pequeña empresa, marca registrada, consumidor.

Introduction

In today's competitive environment, micro, small, and medium-sized enterprises (MSMEs) face significant challenges in standing out and growing. One of the key strategies for overcoming these challenges is the effective building and management of brand equity. Brand equity not only influences consumers' or users' perception of the brand but also has a direct impact on the sustainability and growth of MSMEs, as sustainability is established not merely as a trend but as an indispensable strategic requirement for long-term business survival and success, including for micro, small, and medium-sized enterprises (Larios, 2025).

Brand equity is a tool that strengthens customer relationships because this strategy yields benchmark results for attracting new consumers and fostering their loyalty, thereby creating a strong link to the growth of MSMEs, given that customer loyalty increases the brand value generated by organizations.

Maintaining a good relationship with customers is essential, as it enables organizations to offer seamless and tailored experiences to their consumers. This is because constant engagement with customers and/or users provides these organizations with valuable insights into their customers' needs and perceptions of the value proposition, triggering a series of strategies focused on stakeholder satisfaction and recognition of these companies.

Market growth and increased market share are important indicators of the success of MSMEs. By increasing their market share, these companies not only boost their revenue but also strengthen their competitive position, as Heredia and Fonseca (2021) assert when they note that a customer-experience-centered model contributes to business growth and profitability by attracting and retaining customers, which fosters higher levels of competitiveness. Strong brand equity can facilitate this growth by making the brand more recognizable and preferred by consumers. Furthermore, greater market share allows companies to take advantage of economies of scale, reducing costs and improving profitability, while providing greater market influence and attracting investments and strategic alliances that are key to their continued expansion.

It is of utmost importance to highlight the achievements of leading large companies, taking into account their brand positioning; thanks to the reach of this positioning, many of these organizations are constantly growing. Yoza et al. (2021) assert that "If MSMEs want to survive, grow, and develop in a broader and more dynamic environment, they must devise strategies that enable them to achieve their business development goals" (p. 85). This is one of the aspects of marketing that allows a company to stand out and establish a competitive position, especially when there is a clearly defined target audience that indirectly contributes to brand growth through the relationship formed between the brand and the customer, by making effective use of communication and the messages conveyed across all its channels.

Brand equity has become one of the most important strategies for the growth of MSMEs, where its implementation is essential for them to make significant progress against their competitors and achieve positive recognition in the market, which allows them to strengthen their commercial management—where needs are identified and customers are satisfied—thanks to the research and analysis provided by marketing, given that the development of MSMEs and the application of market-oriented strategies must be treated as a priority for their economic growth, which is achieved through value creation and the identification of new consumer needs and desires (Yoza et al., 2021).

Brand equity is essential for MSMEs because it allows them to differentiate themselves in competitive markets, increasing their brand recognition and consumer trust. Strong brand equity helps improve the perceived value of a product or service, which can foster loyalty and repeat purchases, even when companies lack the resources to compete on price or scale with large corporations. As Ávila and Romero (2022) assert, a brand's positioning corresponds to the image the customer constructs in their mind relative to the competition, thus establishing itself as a key tool and a highly effective differentiation strategy. Furthermore, strong brand equity facilitates expansion into new markets, attracts strategic partners, and enables the company to strengthen its competitiveness and long-term sustainability.

For MSMEs, having a differentiator in the market is key to their growth in the face of competition, thereby strengthening their brand and allowing them to steadily climb the rankings. As Salazar (2000) states, the organization must clearly identify a fundamental element of its strategy: competition. This is not so much due to the mere existence of this element, but rather so that the company can use it to develop competitive advantages that set it apart within its specific sector.

The study of the relationship between the dimensions of business marketing, brand equity, and the growth of MSMEs is of utmost importance, especially considering that, according to the Ministry of Commerce, Industry, and Tourism (2023), between January and March 2023, microenterprises accounted for 95.3% of the country's business sector, small enterprises accounted for 3.5%, and medium and large enterprises accounted for 0.9% and 0.3% of the national total, respectively. Likewise, according to Mosquera (2024), Bogotá's business sector in January 2024 broke down as follows by size, economic sector, and legal structure: 92.5% were microenterprises, 46.9% of the businesses were engaged in service activities, and 53.7% were registered as sole proprietorships.

It is essential to understand how these businesses—which constitute the majority of the business sector—can strengthen their competitiveness and sustainability in an environment of limited resources, bearing in mind that Clemente et al. (2024) point out that many of them face difficulties associated with a scarcity of resources and a business culture that is still maturing, especially regarding human talent management, with management practices predominantly focused on the digitization of processes. In this context, by focusing on building and implementing brand equity, MSMEs can differentiate themselves in competitive markets, build customer loyalty, improve the perception of their products and/or services, and, ultimately, increase opportunities for growth and expansion.

The utility of the expected results extends to both practical and academic spheres. On the one hand, this research will provide MSMEs with tools to implement marketing strategies that strengthen their brand value, enabling them to improve their market perception, build customer loyalty, and expand their market share. On the other hand, from an academic perspective, this study will expand knowledge regarding the relationship between the dimensions of business marketing and the growth of MSMEs, generating valuable information that can serve as a basis for future research and the formulation of public policies aimed at strengthening this sector.

The feasibility of this study is supported by the wide availability of primary and secondary sources documenting the performance of MSMEs in Colombia, including data from the RUES and previous studies on marketing and brand equity. Methodologically, the research combines literature review with the collection of primary data through surveys and interviews, ensuring a comprehensive approach. Furthermore, by addressing a specific issue such as the relationship between brand equity and business growth, the project has a high degree of feasibility, as it focuses on identifying applicable, low-cost strategies that are particularly relevant for MSMEs with limited resources.

The importance of this research lies in the need to understand the elements that contribute to the commercial success of MSMEs through business marketing and brand equity, considering that the market share of these companies—especially microenterprises—increased significantly from January to December 2024, as shown below.

Table 1.

Business Creation by Legal Structure

Size	**Number of Companies Established in 2024**
Microenterprise	66,721
Small	416
Medium	12

Large	5
Total	67,154

Note: Adapted from "Newly Created Companies," by the Bogotá Chamber of Commerce, n.d.

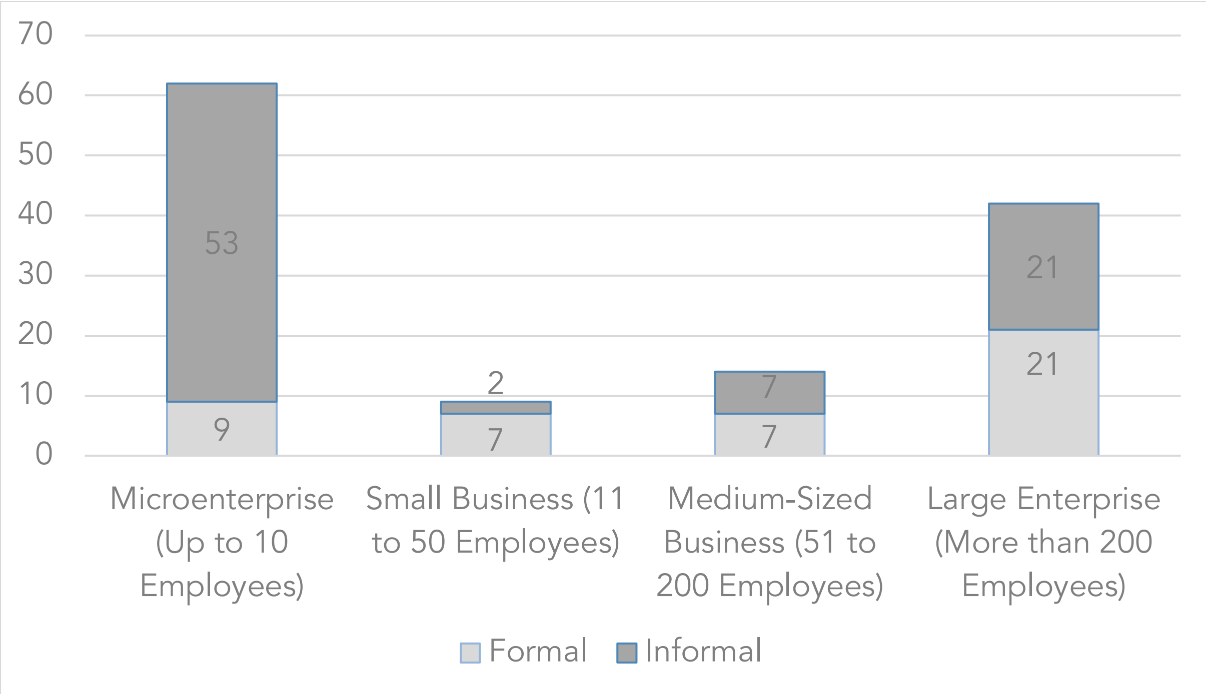
Given the economic constraints and limited investment capacity of MSMEs, marketing must be geared toward building a strong and relevant brand, considering that Soledispa et al. (2020) stated the following: On certain occasions, SMEs are unaware of the importance of marketing and how it can influence their business, since their limited educational background often prevents them from developing and realizing their potential; the high cost associated with marketing is another factor that causes concern and disinterest among the owners of these small and medium-sized enterprises.

From this perspective, research that thoroughly analyzes the dimensions of marketing that influence the creation and strengthening of brand equity, as well as the factors that impact the growth of these companies, is essential, as it will provide a foundation for formulating effective strategies that contribute to their sustained success, in alignment with the challenges and opportunities of the business environment.

Studying the marketing and brand equity of MSMEs promotes the sustainability, growth, and competitiveness of businesses that are fundamental to the Colombian economy, given that, as of 2023, these businesses accounted for 79% of total employment and 53% of formal employment in the country, as shown in Figure 1.

Figure 1.

Employment by company size and employment status.



Note: Adapted from "Employment by Company Size and Employment Status (% of Total Employment, May–July 2023)," by BBVA Research and DANE, 2024, (https://www.bbvaresearch.com/wp-content/uploads/2024/02/202401_MiPymes_Colombia-1.pdf)

As can be seen in Figure 1, understanding how MSMEs can enhance their brand equity not only promotes their business success but also fosters economic and social development by creating new job opportunities, given that these companies, by remaining competitive, constantly growing and prospering thanks to the strengthening of their brand equity, they are able to create and sustain jobs, directly contributing to job sustainability—especially in a country like Colombia, where MSMEs account for a large share of total and formal employment.

Furthermore, according to a study cited in Salamanca & ANIF (2021): "MSMEs account for more than 99% of the country's businesses, generate approximately 79% of employment, and contribute 40% to the Gross Domestic Product (GDP)." This business sector faces significant challenges related to a lack of access to financing, low levels of digitalization, and limited participation in international markets.

Therefore, research aimed at overcoming these barriers is essential to strengthen the sustainability of MSMEs and foster inclusive and dynamic economic development at the national level. By focusing on brand equity, the goal is to contribute significantly to the growth of these developing enterprises through efficient oversight and sound management that enable the implementation of effective strategies. This approach not only optimizes resources but also reinforces their market positioning, promoting their competitiveness and long-term sustainability to the extent that companies are able to recognize changes in the environment and respond strategically to them, as stated by Oliveros (2022), who notes that organizations that identify recent opportunities and adapt to new trends manage to maintain a strong competitive position in the market.

Research on the dynamics of business creation in Colombia is significant because it provides crucial information on the evolution and characteristics of the country's business landscape, highlighting key sectors and recent trends. This topic is relevant as it reflects the importance of businesses to economic sustainability and their higher survival rate, with the expected results being useful for designing policies that encourage formalization, boost strategic sectors, and strengthen the impact of businesses on job creation and economic development.

However, to ensure their sustainability and competitiveness in a globalized market, it is essential that these organizations build solid brand equity that fosters a positive perception and consumer loyalty toward the brand—which not only improves the reputation and positioning of these companies but also facilitates access to new markets, increasing confidence and enhancing their capacity for long-term growth to ensure the sustainability of SMEs in Colombia.

In this vein, MSMEs must develop activities that lead them to strengthen customer satisfaction through the results and analyses derived from the following question: How does brand equity influence the growth of MSMEs from the perspective of business marketing?

Business marketing is crucial for MSMEs, as it enables them to develop strategies that effectively position their products or services in the market. In this sense, marketing is closely linked to the business, as it seeks, through specific practices, to increase consumption and demand for goods and services, establishing itself as one of the most common business objectives and highlighting the direct relationship between these two dimensions (Gallego Gómez & Márquez García, 2025). A solid marketing approach can help these businesses differentiate themselves from the competition, reach new customers, and maintain the loyalty of existing consumers, which contributes to strengthening brand equity (Aaker, 1992); therefore, effective marketing is essential for the commercial success of MSMEs.

All companies need brand equity to support their growth, particularly MSMEs, since—due to their financial constraints—micro, small, and medium-sized enterprises must leverage resources such as brand value to achieve success. According to Otero-Gómez and Giraldo-Pérez (2020): Business sustainability inherently involves aspects such as long-term profitability, exploration, adaptation, productivity, competitiveness, performance, quality, and management. Within this context, brands must also be highly dynamic, in the sense of adapting to changes in the environment over time (p. 228). Likewise, as López (2016) notes, the strengthening of a company's administrative structure lies in its commercial strength—that is, in its marketing structure; therefore, this management area within organizations must be more capable of generating, communicating, and delivering value not only to the local market but also to the international market, whether industrial or consumer-oriented.

The importance of brand value in the growth of MSMEs is evident in consumer preference—that is, when a consumer chooses to purchase a company's products or services over those of its competitors— which is why previous studies show that brand value is the most important factor in building brand loyalty, both behavioral and attitudinal (Tian & Kamran, 2021, as cited in Lora Porras et al., 2023). Likewise, it has been found that a store's brand equity has a direct and significant effect on loyalty in the retail sector (Troiville et al., 2019, as cited in Lora Porras et al., 2023).

This is an indicator that demonstrates a customer's value and perception of their chosen brand, all thanks to marketing efforts that meet the proposed positioning objectives and lead to consumer satisfaction and a willingness to purchase, as noted below by the head of Brand Guidance, Insights Division, Spain: "Brand equity, the most powerful intangible asset of a consumer good, is the perceived added value that differentiates a brand from its competitors and drives consumer choice and the price buyers are willing to pay" (Pérez, 2023).

Brand recognition is achieved through authentic and fair connections with those who interact directly or indirectly with the brand. These connections foster trust and loyalty, reinforcing the positive image of MSMEs and enhancing the perceptions and sentiments of all market stakeholders, as companies seek to consolidate consumer preference so that their products and services are positioned not only in the public's mind but also in their emotional realm (Simanca et al., 2020). Therefore, brand equity is built through close, transparent, and ethical relationships with customers, suppliers, employees, and the community, which allows the company to earn a significant place in the perceptions and evaluations of these groups (Escobar, 2000).

As López-Rodríguez et al. (2024) state, "From the perspective of brand equity management, trust and loyalty are essential, not only in operational processes with users but also in consolidating the brand as a strategic asset"; in other words, a brand's positioning depends on those business skills that drive micro, small, and medium-sized enterprises to implement strategies focused on brand value.

Vargas Rocha et al. (2020) point out that "one of the main lines of research on brand trust is based on a psychological approach, which is grounded in consumer expectations regarding a brand's reliability." In this sense, trust not only influences consumers' perceptions of the company but also becomes a determining factor in strengthening loyalty and ensuring sustainable market positioning.

Methodology

A descriptive, literature-based analysis was conducted, consisting of the compilation of various secondary sources such as books, scientific articles, academic reports, and institutional documents. According to Hernández-Sampieri et al. (2014), this type of research allows for the examination and synthesis of existing information to construct solid theoretical frameworks and understand the state of knowledge on a specific topic. Similarly, as Arias (2012) notes, a literature review is essential for identifying background information, conceptual approaches, and research trends.

The information search was conducted using open-access databases, primarily Google Scholar, as well as SciELO Colombia and the Taylor & Francis database, along with institutional documents from various universities. The findings for this descriptive, literature-based analysis were drawn from literature published between 1992 and 2025, a period considered relevant for the study of brand equity and its relationship with MSMEs. Additionally, documents from organizations and institutional websites (.org) were consulted, which contributed to the achievement of the research objectives.

Specific articles related to the research topic were examined to obtain information needed to answer the project's research question, using terms such as "brand equity," "marketing strategies," and "growth in MSMEs," among other combinations that were highly relevant for searching these concepts in the various search tools shown in Table 1.

Table 2.

Tools for Document Analysis.

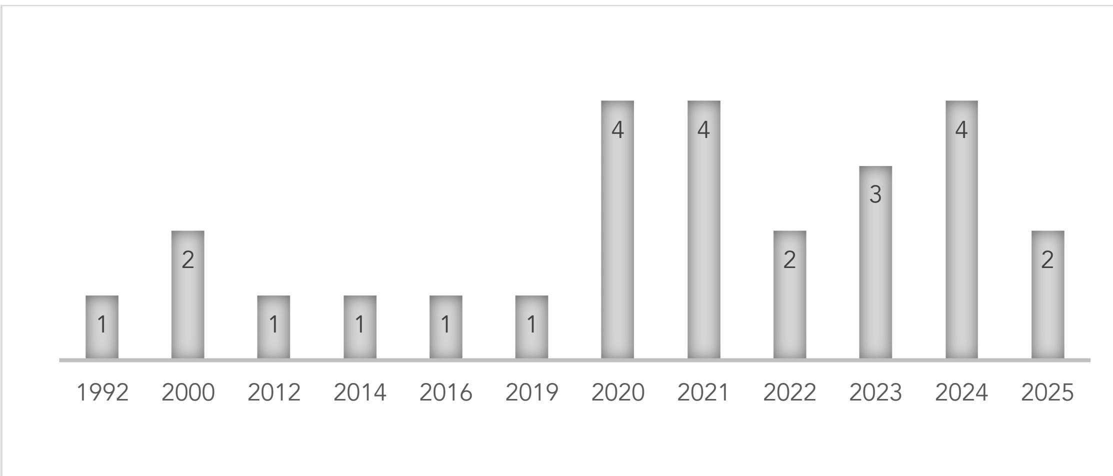
Type of source	Information Source
Academic databases	SciELO Colombia
Search engines and academic tools	https://scholar.google.com/?hl=es

Source: Compiled by the author

Based on the information sources and main selection criteria, the sources were organized and analyzed according to their year of publication, with the aim of identifying the evolution of the theoretical approach and the relevant contributions to the development of the research, as shown in Figure 2.

Figure 2.

Number of sources by year of publication

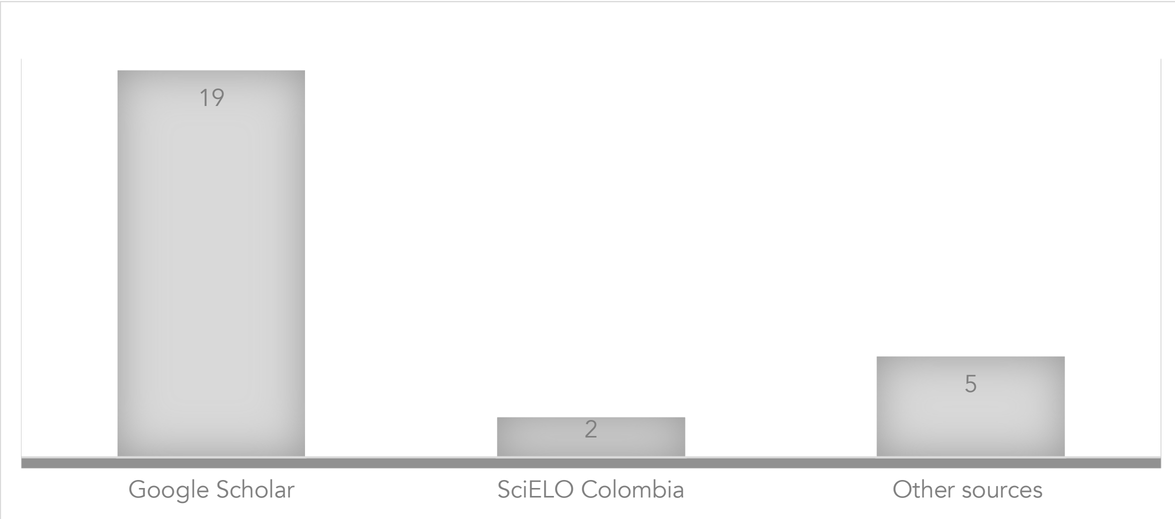


Source: Author's own work

As shown in Figure 3, this figure presents the contribution of each information source in relation to the number of documents that contributed to the development of the literature review, which enabled us to conduct the research using reliable sources.

Figure 3.

Share of bibliographic sources



Source: Author's own work

During the literature review process, four filters were applied. The first involved the use of keywords and keyword combinations, which identified 66 documents. A second filter was applied to assess alignment with the research objective, resulting in the selection of 51 texts deemed relevant to the study. Subsequently, after reviewing the abstracts, 45 documents with potential for inclusion in the review were chosen. Finally, considering the relevance of the results and conclusions to the research topic, 26 documents were selected; these were used to establish the overall structure and fulfill the methodological purpose of the study, as shown in the corresponding figure.

Results

The literature review revealed that the study of brand equity in MSMEs has been approached from various perspectives that highlight its impact on competitiveness, positioning, and business sustainability. The reviewed documents reveal theoretical consensus regarding the role of marketing as a central pillar for building brand value, as well as differences in approaches related to its implementation and measurement in organizational contexts with limited resources. Based on this review, trends, contributions, and research gaps were identified and grouped into the following categories of analysis.

Strategic Importance of Brand Equity in MSMEs

The literature agrees that brand equity constitutes a key intangible resource that enables MSMEs to compete in markets dominated by larger organizations. Brand value is related to recognition, trust, positioning, and the building of lasting relationships with customers, which strengthens business sustainability.

Furthermore, the studies analyzed highlight that a brand is no longer merely a distinctive symbol but has become a strategic asset that generates competitive advantages that are difficult to imitate, especially when associated with positive experiences, reputation, and differentiation, as shown in Table 3.

Table 3.

Strategic Importance of Brand Equity in MSMEs

Aspects identified in the literature	Authors
Brand equity as an intangible asset that generates business value	Smith & Aaker (1992); Escobar (2000)
The brand as a differentiating factor in competitive environments	Ávila & Romero (2022); Simanca et al. (2020)
Brand value as a foundation for corporate sustainability	Otero & Giraldo (2020); Larios (2025)
Building emotional connections with consumers	Escobar (2000); Lora et al. (2023); Simanca et al. (2020)
Brand positioning and brand recall as a strategic advantage	Giraldo (2019); Pérez (2023)

Brand equity as a determinant of business growth

Table 4 shows that the analysis demonstrates a direct relationship between strengthening brand equity and business growth. A strong brand fosters customer loyalty, increases market share, and improves profitability by generating perceived value. It is evident that the growth of MSMEs does not depend solely on financial variables but also on relational factors such as customer experience, trust, and reputation built through marketing.

Table 4.

Brand Equity as a Determinant of Business Growth

Aspects identified in the literature	Authors
Relationship between brand equity, growth, and profitability	Yoza et al. (2021); Pérez (2023)
Customer Experience as a Driver of Growth	Heredia & Fonseca (2021); López et al. (2024)
Market Share as an Indicator of Expansion	Peçanha (2021); Oliveros (2022)
The Role of MSMEs in Economic Growth	Salamanca & ANIF (2021)

Source: Author's own work

The Relationship Between Business Marketing and Brand Value Building

Table 5 shows that business marketing functions as the coordinating mechanism through which brand equity is built and that it is not merely about promotion or advertising, but rather a strategic management process that integrates market analysis, communication, innovation, and value creation.

Marketing is understood as an organizational capability that enables MSMEs to adapt to changes in the environment, connect with customers, and consolidate their market position.

Table 5.

Relationship Between Business Marketing and Brand Value Building

Aspects identified in the literature	Authors
Marketing as a strategic business function	Gallego & Márquez (2025)
The marketing mix as a positioning tool	Soledispa et al. (2020); Ávila & Romero (2022)
Communication and Visibility as Drivers of Brand Value	Giraldo (2019); Pérez (2023)
Dynamic marketing capabilities for business adaptation	Larios (2025)
Knowledge management applied to marketing	Salazar (2000); López Rodríguez (2016)
The Relationship Between Business Marketing and Brand Value Creation	Vargas et al. (2020)

Source: Author's own work

Structural Limitations Facing MSMEs in Marketing

Despite the importance of marketing and brand equity, the literature identifies multiple structural barriers that hinder their implementation in MSMEs. Among these are financial constraints, limited managerial training, low investment in branding strategies, and organizational fragility, as shown in Table 6.

These limitations explain why many MSMEs engage in short-term commercial activities without establishing strategic brand-building processes.

Table 6.

Structural Limitations of MSMEs

Aspects identified in the literature	Authors
Economic constraints and low investment in marketing	Salamanca & ANIF (2021)
Weaknesses in organizational management and human capital	Clemente et al. (2024)
Gaps in strategic business training	López Rodríguez (2016); Arias (2012)

High rate of business creation and fragility	Mosquera (2024); Confecámaras (2024)
Structural Importance of Microenterprises in the Economy	Ministry of Commerce, Industry, and Tourism (2023); Bogotá Chamber of Commerce (n.d.)

Source: Author's own work

Contextual and Methodological Contributions of the Literature Review

As shown in Table 7, some documents primarily contribute to the methodological and contextual foundation of the study, enabling an understanding of documentary research as a valid strategy for analyzing business phenomena and recognizing the importance of MSMEs in economic development.

Table 7.

Contextual and methodological support

Aspects identified in the literature	**Authors**
Methodological rationale for the literature review	Arias (2012); Hernández et al. (2014)
Business dynamics and entrepreneurship	Mosquera (2024); Confecámaras (2024); Bogotá Chamber of Commerce (n.d.)
Economic importance of MSMEs	Ministry of Commerce, Industry, and Tourism (2023)

Relationship between the dimensions of business marketing, brand equity, and the growth of MSMEs

Various studies agree that the dimensions of business marketing are directly related to the building of brand equity, as they demonstrate that marketing is a strategy that influences the generation of brand value. Likewise, the literature indicates that brand equity in strategic dimensions—such as segmentation, differentiation, and value creation—strengthens competitive positioning, unlike MSMEs, which limit their management to short-term tactical actions. This reaffirms the importance of implementing business marketing to demonstrate lasting competitive advantages.

Table 8 presents a summary of the relationship identified between the dimensions of business marketing, brand equity, and the growth of MSMEs.

Table 8.

Relationship Between Business Marketing, Brand Equity, and the Growth of MSMEs

Dimension	Identified relationship	Impact on growth	Authors
Marketing strategies	Influence the building of brand equity	Greater positioning and differentiation	Gallego Gómez & Márquez García (2025)
Brand Equity	A bridge between marketing and business performance	Customer loyalty and increased sales	Otero-Gómez & Giraldo-Pérez (2020)
Trust and loyalty	Brand value outcome	Sustainability and profitability	Vargas Rocha et al. (2020)
Innovation and Adaptation	Strengthen competitiveness	Market expansion and development	Yoza Calderón et al. (2021)

Source: Author's own work

Business marketing factors that contribute to the creation and consolidation of brand equity

According to the studies analyzed, there is no single determining factor; rather, strategic dimensions such as customer orientation, experience management, strategic communication, and innovation in the value proposition play a role, as these elements help generate brand recognition, positive associations, and brand loyalty. These practices not only expand market reach and improve interaction with consumers but also influence the perception of value and the consolidation of competitive advantages, as summarized in Table 9.

Table 9.

Business Marketing Factors That Affect the Brand Equity of MSMEs

Marketing Dimension	Contribution to Brand Equity	Authors
Customer orientation	Strengthens satisfaction and loyalty	Heredia & Fonseca (2021)
Digital Marketing and Social Media	Increases brand awareness and visibility	Oliveros-Coello (2022)
Customer experience	Generate perceived value and differentiation	Lora Porras et al. (2023)
Strategic communication	Consolidates positioning and identity	Gallego Gómez & Márquez García (2025)
Innovation in value proposition	Improves competitiveness and brand recall	Yoza Calderón et al. (2021)

Source: Author's own work

Conclusions

Verification of this research's findings against the theoretical framework reveals a significant alignment in the context of brand equity as a fundamental element. The results align with the views of Smith and Aaker (1992), who note that brand equity functions as a factor that enhances the effectiveness of marketing strategies by serving as an integrating element between a company's strategic actions and its market performance. In the context of MSMEs, which account for 93.3% of the business sector (Ministry of Commerce, Industry, and Tourism, 2023), it is confirmed that brand equity does not necessarily stem from large investments, but rather from the building of unique and equitable relationships (Escobar Naranjo, 2000; Siminca et al., 2020). This "relational brand equity" aligns with theoretical frameworks by demonstrating that positioning is the mental image the customer constructs in relation to the competition (Ávila Lima & Romero Melendez, 2022), enabling small businesses to differentiate themselves without the need for economies of scale.

Similarly, the research confirms the relationship between marketing and sustainability proposed by Larios Gómez (2025), who defines sustainability as a strategic requirement for long-term success. The data collected reinforce the findings of Otero Gómez and Giraldo Pérez (2020), indicating that brands must be dynamic to adapt to changes in the environment. However, there is a gap in its practical application. While Gallego Gómez and Márquez García (2025) view marketing as a strategic function aimed at driving consumption and strengthening business positioning, in the case of MSMEs, this function is often constrained by economic limitations and a business culture that is still in the process of consolidation, which hinders the implementation of more structured marketing strategies (Clemente Almendros et al., 2024). Thus, although the theory aligns with the benefits, it presents structural limitations that Salamanca and ANIF (2021) place at the center of the debate on national productivity.

The overall objective—to analyze the influence of brand equity on the growth of MSMEs—was achieved by demonstrating that brand value acts as a key performance indicator for business performance. It was determined that a strong brand facilitates customer loyalty, which reduces acquisition costs and increases profitability, allowing companies to strengthen their competitive position (Heredia & Fonseca, 2021). In this vein, the objective of linking the management of intangible assets to tangible and sustainable economic results was achieved.

The first specific objective focused on identifying the dimensions of business marketing that influence brand value; it succeeded in categorizing factors such as customer orientation and innovation in the value proposition. This study established that the strategic dimensions of communication and customer experience nurture brand identity, enabling the brand to establish an emotional connection with the public (Siminca et al., 2020). The achievement of this objective highlights that strategic marketing has a greater impact than short-term tactical marketing on the building of brand equity.

The second specific objective, which focuses on analyzing the relationship between brand positioning, consumer loyalty, and business growth, was achieved by integrating various findings from the literature that link brand equity to both behavioral and attitudinal loyalty (Lora Porras et al., 2023; Vargas Rocha et al., 2020). The analysis showed that positioning based on the perceived quality of products or services encourages repeat purchases and strengthens the relationship with consumers, which contributes to revenue stability and the ability to access new market segments. Thus, it is concluded that customer loyalty is a key element in consolidating market share as a sustainable competitive advantage.

The third specific objective focuses on analyzing the impact of brand equity on business sustainability and job creation. The findings showed that MSMEs that manage their brand effectively are more likely to remain in the market. Several studies indicate that consolidating brand value strengthens organizational competitiveness and promotes business stability, which helps these companies overcome critical stages in their development. Given that MSMEs represent a fundamental source of employment in the country, generating nearly 79% of national employment (Salamanca & ANIF, 2021), the study's results highlight that strengthening brand equity not only influences business growth but also contributes to the sustainability of formal employment and economic development.

The fourth and final specific objective, which focuses on identifying marketing strategies accessible to MSMEs, was achieved by identifying practices geared toward the use of digital tools and strategic knowledge management. Overall, the study showed that social media marketing and the use of digital platforms are effective ways to enhance brand visibility and improve interaction with consumers without requiring large advertising investments (Oliveros-Coello, 2022; Salazar, 2000). , the study provides practical guidelines that can help MSMEs strengthen their market position and develop sustainable competitive advantages.

Regarding future lines of research, the results obtained highlight the need to deepen the empirical study of brand equity within MSMEs, particularly as it relates to its direct influence on business growth and organizational sustainability. Although this study identified, through a literature review, that brand equity is closely linked to customer loyalty, market positioning, and business competitiveness, further research is still needed to more accurately measure the impact of these variables in real-world business contexts. In this regard, future research could focus on case studies or quantitative analyses applied to specific companies, with the aim of evaluating how marketing strategies aimed at strengthening brand equity influence indicators such as market share, sales growth, or expansion into new segments. Such studies would complement the findings of Yoza et al. (2021), who emphasize that business growth in the MSME sector depends largely on organizations' ability to identify market opportunities and develop strategies that strengthen their competitive positioning.

Similarly, it is suggested that future research delve deeper into the analysis of marketing capabilities and their relationship to brand value creation, particularly in business environments characterized by limited resources. As Larios (2025) argues, dynamic marketing capabilities enable organizations to adapt to environmental changes and develop strategies aimed at value creation and business sustainability. Based on the findings of this study, it is relevant for future research to examine how these capabilities can strengthen brand management in MSMEs, especially regarding innovation in commercial strategies, the use of digital tools, and the creation of positive customer experiences—aspects that have also been highlighted by Heredia and Fonseca (2021) as key factors for business growth and consolidation.

Regarding the limitations of this study, it is important to note that the research was conducted using a documentary analysis approach, which implies that the results are derived primarily from the interpretation and synthesis of the reviewed academic literature. This type of methodology allows for the identification of theoretical trends and conceptual relationships between variables, but at the same time may present limitations associated with the availability of previous studies and the diversity of approaches found in the literature. In this regard, some of the results obtained depend on the scope of the documents analyzed, which may limit the ability to generalize the findings to all business contexts in which MSMEs operate.

Nevertheless, despite these limitations, the methodological approach used is relevant for understanding the role that business marketing and brand equity play in the growth of MSMEs, as it allowed for the integration of different theoretical perspectives and provided a broad view of how marketing strategies contribute to organizational development. According to Heredia and Fonseca (2021), organizations that focus their strategies on creating positive customer experiences succeed in strengthening their relationships with the market and improving their competitive positioning, which supports the importance of continuing to investigate the relationship between marketing, brand value, and business growth.

Furthermore, the research findings highlight the importance of continuing to promote the academic study of business marketing and brand equity in the context of MSMEs, especially within the university setting. In this regard, we extend an invitation to Agustiniana University, the School of Economic and Administrative Sciences, the Business Administration program, and the research incubators to continue developing studies that deepen our understanding of these business dynamics, given that the analysis of brand equity and marketing strategies is a fundamental tool for understanding the processes of business competitiveness in the current context. The generation of knowledge in this area can contribute significantly to strengthening the business ecosystem, as well as to the design of strategies that improve the competitive capacity of MSMEs.

Likewise, it is important for students, faculty, and researchers to continue exploring the relationship between marketing, brand value, and business growth, bearing in mind that MSMEs play a fundamental role in economic and social development. In this regard, academic research can become a key instrument for generating applied knowledge that contributes to the development of strategic solutions aimed at strengthening the business sector and ensuring the sustainability of MSMEs.

Finally, based on the findings, it is possible to propose some practical guidelines for the MSME sector, particularly regarding the strengthening of marketing strategies aimed at building brand value. First, it is recommended that companies develop strategies centered on the customer experience, given that building positive relationships with consumers helps strengthen brand perception and foster customer loyalty, which in turn promotes business growth.

Similarly, it is suggested that MSMEs strengthen their strategic marketing capabilities in order to improve their ability to adapt to changes in the competitive environment. As Larios (2025) points out, the development of dynamic capabilities enables organizations to innovate in their business strategies and respond more efficiently to market demands. In this context, the integration of marketing strategies, knowledge management, and customer focus can significantly contribute to strengthening brand equity and fostering the sustainable growth of MSMEs.

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