

ORIGINAL ARTICLE

Public sector marketing and brand image of the Congress of the Republic of Peru

ABSTRACT

The objective of this research is to determine how public sector marketing relates to the brand image of the Congress of the Republic among citizens in the district of La Victoria in 2022. An observational, correlational, cross-sectional study was used, with a sample of 384 citizens in the district of La Victoria, selected through non-probabilistic convenience sampling. Two Likert scale questionnaires were used to measure the study variables. The Spearman's Rho correlation test was used with a significance level of 0.05. The results showed a positive, moderate and significant correlation between public sector marketing and brand image ($Rho = 0.578$, $p < 0.05$). The relationship was stronger in the product and price dimensions, with values of $Rho = 0.543$ and $Rho = 0.536$, respectively. The promotion dimension obtained a $Rho = 0.442$ and the place dimension, a $Rho = 0.309$. In conclusion, public sector marketing, as well as each of its dimensions (product, price, place and promotion), is significantly related to the brand image of the Congress of the Republic among citizens in the district of La Victoria.

Keywords: marketing strategies; state; public management.

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INTRODUCTION

Currently, public institutions are evaluated both for their performance and for the image they project, which influences their proximity or distance from citizens. However, there is still a high level of distrust in the government, especially in the legislative branch (Banco de Desarrollo de América Latina, 2018). Among the countries with the lowest levels of trust in their parliaments are Peru (8%), El Salvador (10%), Brazil (12%), Nicaragua (15%), and Chile (17%), reflecting widespread discontent and a disconnect between society and public institutions. This situation can exacerbate social conflicts and jeopardize democratic stability (Corporación Latinobarómetro, 2018).

In Peru, it is estimated that 79% of the population disapproves of the work of the Congress of the Republic, believing that parliamentarians prioritize their personal interests, are perceived as corrupt, and do not promote laws that benefit citizens (Ipsos, 2022). The image of state institutions, especially the legislature, has deteriorated due to factors such as lack of transparency, cases of corruption and poor communication with the population. This has led to high disapproval ratings in various opinion polls and even growing support for the idea of dissolving this institution. In this context, it is necessary to examine the causes of this phenomenon and to analyze how the implementation of marketing strategies could contribute to improving the image of an institution that represents one of the fundamental pillars of citizen representation and, therefore, of democracy in the country.

History of public sector marketing

Research has examined the application of marketing in public institutions in other countries, providing a frame of reference for understanding its impact on improving institutional image. Among these studies, Granda (2019) stands out. Starting from the premise that public companies face greater challenges than private companies in the use of strategic marketing tools, Granda identified a significant relationship between marketing and the corporate image of the Corporación Nacional de Electricidad del Ecuador. The author concluded that it is essential for this company to optimize its customer service and strengthen marketing

as a strategy to consolidate its corporate image. Similarly, Pinzón (2018) analyzed social marketing as a tool to strengthen the corporate image of public institutions in the municipality of Maracaibo, Venezuela, highlighting that this approach, aimed at meeting the needs of the community, contributes positively to improving the perception of these institutions. Similarly, an experience in Cuba showed that marketing promotes municipal development initiatives and public management, becoming an important mechanism for positioning local governments (Arias *et al.*, 2018). However, the use of public sector marketing has been mainly focused on the electoral sphere, as part of electoral strategies (Al-Nsour, 2023), as some officials still consider this field to be exclusively reserved for large private companies. This perception partly explains the poor quality of many state-owned enterprises and justifies the need to analyze marketing management in public institutions (Kubera, 2019). As Casanoves *et al.* (2018) point out, through marketing strategies, all entities should be able to develop a strong brand that increases citizens' trust and commitment. In the same sense, Schmidt and Velásquez (2023) highlight that marketing professionals, although traditionally trained for the business world, can bring valuable skills to the management of public institutions.

The modernization of public sector marketing plays a crucial role in fostering trust and positive perceptions of institutions (Vărzaru, 2023) and improving the perception of their initiatives in innovative areas, such as those related to the environment (Boenigk and Möhlmann, 2016). This helps to strengthen the legitimacy of public institutions and political commitment (Matos *et al.*, 2020), reducing the gap between citizens and their authorities (Zaheer & Rashid, 2017). This phenomenon was evident globally during the COVID-19 pandemic, when state institutions improved their communication tools in response to the population's need to stay connected to their leaders (Nastase-Anysz & Baba, 2020). However, digital spaces have not yet been effectively used to promote citizen interaction (Berriain *et al.*, 2023).

There is a clear need to implement public sector marketing, especially in institutions such as Congress, since on numerous occasions this and other branches of government have been

perceived as spoils and used to consolidate authoritarian regimes rather than to meet the demands and needs of the population (Zavaleta, 2023). Congress, as the representative body of the will of the people, must prioritize the use of marketing strategies that promote citizen participation and respect for democratic principles (Schuetze, 2018). In addition, it must adapt to the modern technological tools available today, complementing their application with the academic support necessary to promote the theoretical and methodological foundations that can be derived from future research (Lito-tseva *et al.*, 2022).

However, while some of these studies show that marketing can improve corporate image in specific contexts, they do not explore in depth how marketing tools can be applied comprehensively in institutions as complex and politically exposed as a parliament. Furthermore, the recommendations focus on general aspects of customer service and social marketing, without addressing the specifics of an institution that manages not only public perception, but also citizen representation and the legislative process. There is a significant gap in the study of marketing applied to institutional image in non-commercial entities, especially in contexts of chronic negative perception, such as the Peruvian Congress.

Perceptions of brand image in a public institution

With regard to the brand image of the Congreso de la República en el Perú, recent electoral processes show a weakening of the institution, as citizens tend to prioritize immediate solutions to their problems over long-term projects. In addition, there is a dominant perception of the figure of a “leader” above the political party (Cusihamán *et al.*, 2020). Similarly, a significant portion of the population continues to perceive the state power as ineffective in meeting their needs (Petrakis, 2024; Jovanović, 2019). This negative image explains why a significant portion of citizens are willing to accept the closure of parliament, even if it means living under an authoritarian and dictatorial regime (Yalle, 2021). Therefore, it is essential for any organization, public or private, to build a solid brand that guarantees its sustainability and, in the case of a representative body such

as the Congress of the Republic, its legitimacy (Casanoves *et al.*, 2018).

Design of public sector marketing and brand image

In the context of public sector marketing, it is conceived as a planning platform that enables a public body to meet the needs of citizens and generate real value in the services it provides (Kotler & Lee, 2007). It includes four fundamental dimensions: a) product, which refers to the service that public officials provide to the population they represent; b) price, which is understood as the value that citizens place on the work that public officials do; c) place, which includes both the physical location of the institution and the service channels and hours offered; and d) promotion, which encompasses the way in which the benefits of the services provided are communicated. Currently, these elements are complemented by aspects such as e-governance and digital technology. (Antoniadis *et al.*, 2019).

Brand image focuses on how consumers think, feel, and act toward a brand. A brand is the sign or symbol that identifies the manufacturer or seller of a product, which can be a tangible good, a service, an organization, a place, a person, or even an idea (Kotler & Lee, 2007). In a context where consumers are increasingly informed, having a good image is a competitive advantage that can set you apart from other players (Martínez *et al.*, 2004).

A product’s brand image consists of three key aspects: a) the functional image, which includes the characteristics, attributes or benefits associated with the brand; b) the affective image, which includes aspects related to the essence of the brand that imply a favorable perception by consumers, including emotional and social values such as status or respect for the environment; and c) the reputation, which refers to consumers’ perception of a brand over time (Martínez *et al.*, 2004).

In light of the above, the following research question was posed: What is the relationship between public sector marketing and the brand image of the Congress of the Republic of Peru? Based on this question, the following hypothesis was formulated: “existe una correlación directa y significativa entre el marketing en el sector

público y la imagen de marca del Congreso de la República del Perú" [there is a direct and significant correlation between public sector marketing and the brand image of the Congress of the Republic of Peru]. The general objective derived from this question is to determine how public sector marketing relates to the brand image of the Congress of the Republic of Peru among citizens in the district of La Victoria in 2022. Specific objectives include determining how the dimensions of marketing—product, price, place and promotion—relate to brand image.

METHODS

In terms of methodology, the research adopted a quantitative approach, using statistical techniques to analyze and clarify the relationships between variables. It was a non-experimental design, also known as observational, in which no variables were manipulated to obtain the results. In addition, the study was cross-sectional and prospective in nature. Its scope was correlational, as it sought to identify the possible relationship between two variables without attempting to establish causality.

The study population consisted of all citizens between the ages of 18 and 65 residing in the district of La Victoria (Lima, Peru) in 2022, the period during which the research was conducted. According to the data obtained from the Oficina Nacional de Procesos Electorales (ONPE, 2021), used for the 2021 presidential elections, the population was estimated at 187,664 people. The sample size was calculated using the formula for finite populations, with a confidence level of 95%, which resulted in a total of 384 people selected by convenience sampling. Inclusion criteria were citizens who, according to their national identity card, resided in the district and who stated that they were aware of the Congress of the Republic, either in person or through the media. Those who refused to sign the consent form were excluded.

A survey technique was used to collect the data. Two questionnaires were designed and validated by experts to measure each of the variables. To evaluate the perception of marketing in the Congress of the Republic, a 27-item Likert scale was developed, organized into four dimensions: product (5 items), price (4 items),

place (5 items), and promotion (13 items). Each item had five response options ranging from 1 (strongly disagree) to 5 (strongly agree) (Benites and Vega, 2023).

A Likert scale questionnaire consisting of six statements with five response options ranging from 1 (strongly disagree) to 5 (strongly agree) was used to assess brand image perceptions. These statements were grouped into three sections corresponding to the functional image, affective image and reputation components.

The data collection instruments were validated by experts with master's or doctoral degrees, registered with SUNEDU, whose professional experience was fundamental to their validation. Reliability was determined through a preliminary study with 225 citizens (Benites & Vega, 2023). The Cronbach's alpha coefficient was calculated and obtained a value of $\alpha = 0.907$ for the first instrument and $\alpha = 0.802$ for the second, indicating high reliability. The experts evaluated each item of the questionnaires to ensure their relevance, clarity and appropriateness to the study objectives.

The survey was conducted face-to-face between January and May 2022. Prior to this, a strategic distribution was organized in the main markets of the district, where the surveys were planned to cover a diverse population. The surveys were conducted mainly on Fridays, Saturdays and Sundays in the morning (between 9 and 11 a.m.), as these days and times coincide with the busiest times for citizens doing their weekly shopping.

The scores obtained from both surveys were first analyzed using the Kolmogorov-Smirnov test, which determined that their distributions did not follow a normal pattern ($p < 0.05$). Given the lack of normality in the data, the nonparametric Spearman's Rho test was chosen to measure the correlation between the scores, with a significance level of 0.05. This test was chosen for its usefulness in analyzing data that do not conform to normality, i.e., are not distributed as expected. In addition, it allows for the identification of general trends in the data, making it suitable for this type of analysis.

Given the nature of the study and the practical limitations of the context in La Vic-

toria, Lima, Peru, convenience sampling was chosen. This method facilitates the selection of participants who are available and willing to cooperate, which speeds up data collection within a given time period.

Regarding the ethical aspects of the research, all participants were given an informed consent form, which was briefly explained to them before they signed it. This document confirmed their willingness to participate in the study and ensured that they were adequately informed about the objectives and procedures of the research. Questionnaire responses were then subjected to quality control and those with incomplete responses or errors in completion were discarded. This process continued until the required sample size of 384 citizens was reached. Finally, the data were transformed into a matrix in the statistical package SPSS version 25, where the appropriate analyses were performed.

RESULTS

Once the statistical analysis was completed, the results were interpreted based on the research objectives and hypotheses. Both the strength and direction of the identified correlation were evaluated, as well as its relevance

for understanding the relationship between the variables studied.

Table 1 highlights the existence of a positive, moderate and statistically significant correlation between public sector marketing and brand image, as evidenced by the Spearman's Rho statistic ($Rho = 0.578$, $p < 0.05$). This result allows us to reject the general null hypothesis (H_0) of the research and accept the alternative hypothesis (H_a), which indicates that as citizens' perception of Congress' marketing improves, their perception of its brand image also increases moderately.

According to Table 2, there is a positive, moderate and statistically significant correlation between the marketing product dimension and brand image, which is supported by Spearman's Rho statistic ($Rho = 0.543$, $p < 0.05$). This result allows us to reject the first specific null hypothesis (H_{01}) of the research and to accept the alternative hypothesis (H_{a1}). In other words, as citizens' perception of the product dimension in Congress marketing improves, their perception of the brand image also increases moderately.

Based on the Spearman's Rho statistic ($Rho = 0.536$, $p < 0.05$) presented in Table 3, it can be interpreted that there is a positive,

Table 1
Correlation between public sector marketing and brand image

			Public sector marketing	Brand image
Spearman's Rho	Public Sector Marketing	Correlation Coefficient	1.000	0.578**
		Sig. (two-tailed)		< 0.001
		N.	384	384
	Brand Image	Correlation Coefficient	0.578**	1.000
		Sig. (two-tailed)	< 0.001	
		N.	384	384

Note. **Significant correlation at 0.01 level (two-tailed). Prepared using data from the Spearman's Rho statistical test in the research survey.

Table 2
Correlation between product dimension and brand image

			Product Dimension	Brand Image
Spearman's Rho	Product Dimension	Correlation Coefficient	1.000	0.543**
		Sig. (two-tailed)		< 0.001
		N.	384	384
	Brand Image	Correlation Coefficient	0.543**	1.000
		Sig. (two-tailed)	< 0.001	
		N.	384	384

Note. **Significant correlation at 0.01 level (two-tailed). Prepared using data from the Spearman's Rho statistical test in the research survey.

moderate and statistically significant correlation between the price dimension of marketing and brand image. This result allows us to reject the second specific null hypothesis (Ho2) of the research and to accept the alternative hypothesis (Ha2). In other words, as citizens' perception of the price dimension of Congress marketing improves, their perception of brand image also increases moderately.

According to the Spearman's Rho statistic ($Rho = 0.309$, $p < 0.05$) shown in Table 4, it can be interpreted that there is a positive, weak and statistically significant correlation between the place dimension of marketing and brand image. This result allows us to reject the third specific

null hypothesis (Ho3) of the research and to accept the alternative hypothesis (Ha3). In other words, as citizens' perception of the place dimension of Congress marketing improves, their perception of the brand image also improves, albeit slightly.

Based on the Spearman's Rho statistic ($Rho = 0.442$, $p < 0.05$) shown in Table 5, it can be interpreted that there is a positive, weak and statistically significant correlation between the promotion dimension of marketing and brand image. This result allows us to reject the fourth specific null hypothesis (Ho4) of the research and to accept the alternative hypothesis (Ha4). In other words, as citizens' perception of the

Table 3
Correlation between Price and Brand Image

			Price Dimension	Brand Image
Spearman's Rho	Price Dimension	Correlation Coefficient	1.000	0.536**
		Sig. (two-tailed)		< 0.001
		N.	384	384
	Brand Image	Correlation Coefficient	0.536**	1.000
		Sig. (two-tailed)	< 0.001	
		N.	384	384

Note. **Significant correlation at 0.01 level (two-tailed). Prepared using data from the Spearman's Rho statistical test in the research survey.

Table 4
Correlation between place dimension and brand image

			Place Dimension	Brand Image
Spearman's Rho	Place Dimension	Correlation Coefficient	1.000	0.309**
		Sig. (two-tailed)		< 0.001
		N.	384	384
	Brand Image	Correlation Coefficient	0.309**	1.000
		Sig. (two-tailed)	< 0.001	
		N.	384	384

Note. **Significant correlation at 0.01 level (two-tailed). Prepared using data from the Spearman's Rho statistical test in the research survey.

Table 5
Correlation between place dimension and brand image

			Promotion Dimension	Brand Image
Spearman's Rho	Promotion Dimension	Correlation Coefficient	1.000	0.442**
		Sig. (two-tailed)		< 0.001
		N.	384	384
	Brand Image	Correlation Coefficient	0.442**	1.000
		Sig. (two-tailed)	< 0.001	
		N.	384	384

Note. ** Significant correlation at 0.01 level (two-tailed). Prepared using data from the Spearman's Rho statistical test in the research survey.

promotion dimension of Congress marketing improves, their perception of the brand image also improves, albeit slightly.

DISCUSSION

This research represents a significant contribution to the field of public sector marketing. Despite the scarcity of previous studies on this state institution compared to other government agencies, the relevance of Congress in maintaining the national democratic order is unquestionable. The results of this study reveal a remarkable relationship between the marketing strategies implemented by Congress and the perception of its brand from the perspective of citizens in the district of La Victoria.

Although similar research at the congressional level is limited internationally, the findings of Pinzón's (2018) study highlight that social marketing aimed at meeting community needs contributes significantly to improving the corporate image of public institutions. These findings are similar to those of this study, as both suggest that marketing should not be considered exclusively for the private sector, but can also be used by the public sector. In this regard, the Congress of the Republic could benefit from implementing strategies to inform citizens about its activities, functions and objectives, as well as actions aimed at fostering positive public opinion. Also worth mentioning is the study by Sánchez Garza *et al.* (2024), conducted in a public university, which highlights the influence of marketing on institutional image and student loyalty. This approach could be similarly applied in Congress to strengthen its link with citizens. Similarly, although the contexts are different, interesting parallels can be drawn with the research by Schmidt and Velásquez (2023), who argue that in order to improve the commercial performance of Productive Innovation and Technology Transfer Centers (CITE), it is not enough to offer the best product or service; it is also essential to know how to promote it, obtain market information and design strategies based on the components of the marketing mix. Both the Congress of the Republic and the CITE need to use effective marketing tactics to connect with their "customers", whether they are citizens or businesses, and thus improve their image and public acceptance.

In addition, Schmidt and Velásquez (2023) emphasize the need for marketing professionals capable of applying their knowledge and skills to optimize commercial performance. This recommendation could be extended to the Congress of the Republic, which also needs personnel trained in communication and marketing strategies to strengthen its image. Although the objects of study are different, both studies agree on the importance of using marketing to improve the performance and perception of public institutions. In the product component, this study found a positive and moderate correlation with the brand image of the Congress of the Republic. This result is particularly relevant since quantitative analyses tend to focus on other public institutions that provide more tangible services to citizens. However, it is worth mentioning the study by Casanoves *et al.* (2018), which highlights the need for organizations, including educational institutions, to build a strong brand through marketing. This study found that universities have successfully positioned their brands by implementing marketing strategies that target university stakeholders, generating positive word of mouth, high brand awareness, and favorable opinions. However, it is suggested that their social media presence should be increased to further enhance their recognition. In this regard, the results suggest that the Congress of the Republic should also focus on marketing strategies that highlight its legislative and representative work. In both cases, effective communication and a deep understanding of the public's needs are key elements for improving the institutional image.

In the case of the Congress of the Republic, the product it offers to citizens is usually assessed in a general way, mainly in terms of laws, leaving the representative work carried out by parliamentarians in the background. This representative function, although less visible, is just as crucial, since legislators are elected to defend the interests of their constituents, to listen to their demands and to translate their concerns into concrete actions. Legitimacy comes from representativeness; without it, there is a disconnect with society (Ponce, 2015).

Like educational institutions, the Congress of the Republic faces the challenge of building and strengthening its brand image through marketing strategies aimed at citizens, with

the goal of generating greater awareness, favorable opinions, and positive word-of-mouth. This could include a greater presence on social media, transparent communication campaigns about its work, and better dissemination of its achievements and services to the population.

However, it is clear that members of Congress face difficulties in trying to satisfy individual preferences, as a law that benefits one group may cause dissatisfaction in another. In addition, the contradictory positions of legislators, discussed in long sessions and heated debates that often exceed the time allotted to each legislator, create the perception that their work is utopian and therefore unlikely to gain general approval from the population (Rivas, 2022).

This negative perception of the work of Congress not only affects the image of Congress in the present, but can also have a long-term impact on the legitimacy and stability of the democratic system as a whole. A widespread perception that parliament is not fulfilling its role of representing and serving the interests of society can undermine confidence in democratic institutions and foster discontent and political apathy among citizens.

However, the Congress of the Republic could benefit from a strategy to build and strengthen its brand, following the guidelines applied in the education sector. This could help improve public perception, generate greater trust and commitment among citizens, and strengthen the legitimacy of democratic institutions (Casanoves *et al.*, 2018).

Regarding the price dimension, this study found a positive and moderate correlation with the brand image of the Congress of the Republic. Similarly, although in a radically opposite context, Simons (2018) showed that the notorious terrorist organization ISIS used branding and political marketing as tools to increase its value and intangible assets in order to influence its operational capabilities. This contrast illustrates how an organization can use marketing to build its image despite controversial practices, highlighting the complexity of this field in political contexts where perceptions are volatile and influenced by emotional and social factors. Therefore, to counter negative perceptions, it is

imperative that Congress adopt a more transparent and participatory approach, interacting directly with citizens and building trust through actions that reflect their interests.

Likewise, the result in the price dimension is related to the economic value that the population assigns to the work of Congress, which is reflected in the dissatisfaction of citizens with the remuneration of legislators. This is manifested in populist proposals to reduce salaries in response to the negative perception of their representative role, especially among the lowest social strata (Barria *et al.*, 2022). For this reason, citizens often accuse congressmen of spending money irresponsibly, even though they do not have the power to decide on public spending. This lack of knowledge contributes to deepening the misperception of the work of Congress, which reinforces the widespread dissatisfaction with the first branch of government.

The marketing strategy to encourage the population to value the work of Congress could include addressing public dissatisfaction with legislators' salaries by proposing transparent and educational measures that clarify the use of public funds and the limitations of legislators in budgetary decisions. This would seek to counteract the negative perceptions and lack of knowledge that fuel widespread dissatisfaction with this institution.

In terms of location, this study found a direct and low correlation with the brand image of the Congress of the Republic. This suggests that although citizens perceive the physical space represented by Congress as adequate, it does not guarantee a positive image of this branch of government. Therefore, institutions should not focus their efforts exclusively on the physical space they occupy, but should also take advantage of non-physical spaces, such as social media, to promote dialogue, interaction and citizen participation. These platforms should not be equated with traditional communication systems, such as the written and television press, which are limited to the transmission of information and relegate the population to a passive role.

The study by Beriain *et al.* (2023) shows that political parties use their social media profiles mainly to refer to themselves and disseminate propaganda, without establishing

two-way communication with citizens. This reflects a failure to take advantage of the opportunities for interaction that these platforms offer. Political parties have not yet managed to effectively use these digital spaces to establish meaningful two-way communication with the electorate.

The results show that digital spaces are not being used effectively to promote citizen interaction and participation, which should be a priority for institutions and political parties. It is essential that these entities make better use of the opportunities offered by social media to connect with citizens (Beraiain *et al.*, 2023).

Regarding the promotion dimension, this study found a positive and moderate correlation with the brand image of the Congress of the Republic. No similar studies have been reported in this regard, as most research focuses on the usefulness of promotion through social media. All of this is done to set the agenda in the electoral process (Conway *et al.*, 2022), its influence on voting intentions as measured by electronic word of mouth, candidate image, and religious beliefs (Moslehpour *et al.*, 2021), its ability to arouse emotions among citizens and strengthen the image of candidates (Bringula *et al.*, 2023; Simões and Silva, 2019), or its role as a platform for political advertising (Bene *et al.*, 2023).

It should also be noted that the way in which advertising is conducted can also affect the image of an institution. It is important to consider the use of offensive and rude language, especially when spokespersons and parliamentarians, especially those who are younger and less educated, debate their proposals, as this is perceived negatively by the population (Alafnan, 2024). These political clashes, many of which are laden with false information, contribute to tarnishing the image of the authorities and undermine the work of parliamentarians.

It is worth considering the study carried out by Mas (2018), which points out that museums, as public institutions, should strive to be more social, participatory and collaborative, focusing their attention on the public and making them active participants in dialogues and interactions. These recommendations could be applied by the Congress, which could encourage citizen participation in its social media by

actively responding to citizens' concerns and addressing their issues in a transparent and effective manner. This would improve its image and strengthen its relationship with the public.

CONCLUSIONS

Based on the above, it can be concluded that public sector marketing, together with each of its dimensions (product, price, place, and promotion), is significantly related to the brand image of the Congress of the Republic among citizens in the district of La Victoria. This is evidenced by the p-values of less than 0.05 obtained with the Spearman's Rho correlation test. This finding lays the foundation for the implementation of marketing strategies in a public institution, in this case a branch of government such as the Congress of the Republic of Peru, which provides an intangible service—citizen representation and promotion of laws—to a demanding customer with a generally negative perception of its image.

After analyzing marketing strategies based on the “four Ps”—a term that encompasses the dimensions of marketing: product, price, place, and promotion—the following recommendations are presented:

Product: It is essential to analyze and understand the needs and behavior of citizens so that services can be tailored to their needs. It is necessary to promote the joint drafting of laws that correspond to reality and are of tangible use to the population, in order to meet their expectations. The application of appropriate marketing strategies will generate greater public acceptance and, consequently, an improvement in the image of the Congress of the Republic.

Price: The team of institutional image consultants of the Congress should increase citizens' knowledge of the legislative work of this institution in order to achieve a better evaluation in comparison with other branches of government. It is necessary to implement marketing strategies that directly address the public's concerns about legislators' remuneration and transparency in the use of public funds. This is an effective way to counteract the negative perceptions and lack of knowledge that fuel widespread dissatisfaction with Congress.

Location: It is crucial to harness the potential of social media as non-physical spaces to strengthen communication and interaction with citizens. This involves not only disseminating relevant information about legislative work, but also establishing an active dialogue with citizens where their concerns can be addressed transparently and effectively.

Promotion: It is recommended that the website of the Congress of the Republic be improved and that its interaction with existing social networks be increased in order to improve the dissemination of the messages of the speakers. It is also necessary to strengthen the image of parliamentarians through media training and personal image training, with the aim of improving their presence and performance in the media. In addition, the use of elevated and respectful language in parliamentary work should be encouraged, as this will contribute to improving the perception of the institution.

It is essential that Congress not only adopt concrete measures to address the country's problems and challenges, but also effectively communicate its contribution to national well-being and progress, highlighting its achievements and the impact of its work on society. Transparency, accountability and commitment to democratic principles are key elements in rebuilding trust, strengthening its legitimacy and, consequently, improving its image among citizens.

Finally, the study raises the following questions that could be the subject of future research: Is it possible to extend the relationship between public sector marketing and brand image to other branches of government? What marketing strategies have the greatest impact on the brand image of the Congress of the Republic? What factors would affect the brand image of Congress regardless of the existence of a marketing strategy?

RECOMMENDATIONS

Analyze the needs and behaviors of citizens in order to adapt the services of the Congress of the Republic and promote the collaborative creation of practical and effective laws. It is essential to increase the population's knowledge of legislative work, as well as to address concerns related to remuneration and transpa-

rency in the management of public resources. In addition, social media should be used to optimize communication and interaction with citizens, fostering an active dialogue that allows questions to be answered and concerns to be addressed.

Among the priority actions is the immediate improvement of the Congress website and the strengthening of its interaction on digital platforms. Likewise, parliamentarians should be trained in communication techniques (media training) and in the use of clear and respectful language, in order to strengthen their image in the media and in society. Finally, in the context of transparency, the contribution of the Congress of the Republic to the well-being of the country must be communicated clearly and effectively, ensuring accountability in order to rebuild public trust.

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Conflict of Interest

The author has no conflicts of interest to declare.

Author Contributions

Yolanda Liliana Benites Salas (lead author): conceptualization, data curation, formal analysis, fundraising, research, methodology, project management, resources, software, supervision, validation, visualization, writing (original draft, review, and editing).