

ORIGINAL ARTICLE

## Content marketing on Instagram. The case of Natural Pau Organic in Lima

### ABSTRACT

The objective of this paper is to determine how content marketing is related to the way users decide to purchase Pau Organic natural cosmetics products on Instagram. For this purpose, a quantitative approach methodology was used, with a descriptive correlational nonexperimental and cross-sectional design, for a study population of 11,300 followers and a sample of 372. The survey technique was used to collect the information and the instrument was probability sampling. The results showed that there is a significant relationship between content marketing on Instagram and the way users purchase Pau Organic natural cosmetics products on Instagram, with a Spearman coefficient of 0.603, which is positive and moderate, and a significance level of 0.000.

**Keywords:** Marketing; Social media; Instagram; Decision-making.

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## INTRODUCTION

The beauty industry is improving, especially when it comes to health care in the manufacture of its products. Pau Organic makes a difference by protecting the health of its customers through the production of natural and organic products, and by encouraging purchase through the promotion of a social approach.

The Content Marketing Institute (CMI, n.d.) explains that content marketing is “es un enfoque estratégico de marketing centrado en la creación y distribución de contenido valioso, pertinente y coherente para atraer y retener a un público claramente definido y, en última instancia, para conducir al cliente hacia una acción rentable” [a strategic marketing approach that focuses on the creation and distribution of valuable, relevant, and consistent content to attract and retain a clearly defined audience and, ultimately, to drive profitable customer action] (p. 4).

In this regard, Rodriguez (2020) points out that this type of marketing seeks to provide the consumer with relevant content in order to establish a balance between what the brand wants to express and what the public wants to hear. This content can be divided into three categories: educational, about something we want to know about the brand; entertaining, with content that is easy, cheerful and fun to share; and informative, what the brand wants to communicate, such as prices, new promotions, product launches and news.

According to Ávila (2019), “el marketing de contenido es un elemento transversal en los entornos digitales, sirve de hilo conductor para ser la palanca que haga que tu producto digital tenga éxito” [content marketing is a transversal element in the digital environment; it serves as a common thread to be the lever that makes your digital product successful] (p.10). Therefore, it is the main link to deliver a precise and useful message to capture the attention of the user-reader.

In this regard, Blanco (2019) states that it is important for content creators to understand the buyer's journey and the type of content to be shared. This journey consists of three stages: in the awareness or discovery stage, the

most important thing is to make the benefits known, what it is for, what it seeks to achieve and thus attract the potential buyer, especially if the product solves a type of problem that will help the buyer. In the consideration stage, the users are already familiar with the market and knows what they need to satisfy their needs, so the brand's goal is to convert them into potential customers. Here, the type of communication and service provided will be fundamental. It is also very likely that customers will try to contact the brand to resolve certain queries. In the decision stage, customers decide to make a purchase. In order for this final transaction to take place, the opinions of other users, such as reviews or testimonials, which endorse the product or service, are crucial. To a large extent, they act as the additional and necessary impulse to decide to buy.

For authors Ferrel and Hartline (2018), “el interés de un profesional de la mercadotecnia por el proceso de compra puede ir más allá de estas etapas para incluir los comportamientos de consumo reales, el uso del producto y su eliminación después del consumo” [a marketer's interest in the purchase process may extend beyond these stages to include actual consumption behavior, product use, and post-consumption disposal] (p. 139). In addition, in managing the purchase, the attributes that satisfy the buyer are known, and whether they meet expectations.

For Hoyer *et al.* (2018), “entre todos elementos que pueden perturban en las decisiones de compra, uso o desecho, se dividen en cuatro espacios: el núcleo psicológico, el proceso de toma de decisiones, la cultura del consumidor y los resultados del comportamiento del consumidor” [all elements that can influence purchase, use or disposal decisions are divided into four areas: the psychological core, the decision-making process, the culture of the consumer and the results of consumer behavior] (p. 36). In order to do this, it is necessary to analyze the four segments in order to decide which one is the most appropriate.

In Peru, a study by Growth from knowledge & MU Marketing and Content Lab (2019) and sponsored by Seminarium, which took into account the opinions of around 150 marketing

executives, concluded that content marketing on social media can be exercised in a more professional way and has a high potential for growth and development. However, according to the same study, only a small percentage of these Peruvian executives were confident that their products could be sold through social networks. It should be noted that the person in charge of content marketing is also in charge of the online marketing plan, which focuses on online media and tools (websites, social networks, e-commerce, search engine optimization, e-mailing, etc.). This plan must be consistent with the overall marketing plan (Villar, 2020, p. 2).

Today, the strategies and tools for communicating with consumers are constantly changing as technology is modified and updated. Communication through a social network influences the customer, and the interaction generates direct control by the entrepreneurs or managers of a company. Faced with this phenomenon, Mangold and Faulds (2009) argue that “a través de una buena estrategia, los ejecutivos deben aprender a dar forma e influencias a las discusiones de los consumidores” [through good strategy, executives must learn to shape and influence consumer discussions] (p.12).

For Kotler *et al.* (2016), “hasta hace unos años la sociedad solía verse muy influenciada por las campañas publicitarias y la promoción de las principales marcas dominantes en el mundo” [until a few years ago, society was heavily influenced by the advertising campaigns and promotions of the main dominant brands in the world] (p. 42). Today, it has taken a 360-degree turn and now everything is based on the changes that people have and the needs that are being created. Cisneros (2012) reports that “el consumidor no puede vivir sin adquirir nuevos productos o servicios, por lo tanto, vivimos en un espiral de consumo, que se recompone en los entornos y sociedades que afronta con los tiempos” [the consumer cannot live without acquiring new products or services; therefore, we live in a spiral of consumption that is recomposed in the environments and societies it faces over time] (p. 16). The way of thinking and seeing things is constantly changing in society.

Instagram is a social network that has a great interaction between companies and entrepreneurs. Manovich (2020) mentions that “los elementos de productos comerciales [sirven] para crear sus propias estéticas. Instagram y otras redes globales visuales se encargan de diseminar estas formas estéticas alrededor del mundo entero” [elements of commercial products [serve] to create their own aesthetics. Instagram and other global visual networks are responsible for spreading these aesthetic forms around the world] (p. 148).

Cueto (2008) states that “las posibilidades de las redes sociales trascienden como herramientas, inicia de la comunicación comercial como venta para poder contactar justo al decisor final que se busca” [the possibilities of social networks go beyond being tools, initiating commercial communication as sales, to be able to contact the final decision maker that is sought] (p. 22). In this sense, social networks are the most powerful means of interaction because they are up-to-date and let consumers know which products or services will satisfy them.

According to a report by agencies We are Social and Hootsuite (2022), Instagram is the fourth most widely used social network due to its emphasis on the use of images, photos and videos. Prospective customers keep up with new promotions posted on the network, follow well-known influencers and brands, and share images and content with friends and family.

In this sense, Endres (2013) mentions that “los usuarios son seguidores de marcas en redes sociales porque quieren ver sus contenidos de forma inmediata” [users follow brands on social networks because they want to see their content immediately] (p. 45). Likewise, as a primarily visual application, a space where images or interactive videos are shared, it generates greater attention from users by providing a connection. That is, like other social networks, it fulfills the promise of communication as exchange. Moreover, instead of prohibiting responses, it requires responses, or at least a technical notion of reciprocity. (Lovink, 2019, p. 122).

Alkhowaiter (2016) points out that “a nivel general las redes sociales son plataformas poderosas que logran captar la atención del público a que la empresa va dirigida, el Instagram es la

herramienta segmentada para generar un lazo de comunicación entre empresa y consumidor” [at a general level, social networks are powerful platforms that manage to capture the attention of the public to which the company is directed, Instagram is the segmented tool to generate a communication link between the company and the consumer] (p. 59). Therefore, Instagram is a social network of free use, with no restrictions on the sharing of promotional material through photos or videos.

Arroyo (2013) mentions that “el éxito del desarrollo del comercio online radica en situar al cliente en el centro de atención” [the success of the development of online commerce lies in putting the customer at the center of attention] (p. 65), while Matías (2011) states that “los empresarios dudan que [los] consumidores están [sic] presentes en las redes sociales, por tanto, debemos estar” [entrepreneurs doubt that [the] consumers are [sic] present in social networks, therefore we must be there] (p. 9). For both authors, social media influence the criteria of the consumer, and a digital strategy must be set to show and meet the needs of the consumer.

Nevertheless, the main objective of this paper is to study in depth how a brand’s content on Instagram influences customers’ decisions, in order to improve the literature on the subject, with the added value of doing so from a scientific, theoretical and practical perspective. For this reason, we analyze the factors that influence Instagram users from the publications created through the tools of content marketing in the cosmetics and personal care with natural inputs.

To conduct this research, content marketing studies were reviewed, as well as the opinions of experts and the theoretical foundations provided by various authors. Also reviewed were research papers that deal with cases in which the content shared on Instagram influences users, who later become potential followers of a brand. In addition, surveys were carried out to finally provide certainty on the hypothesis and objectives set in the research.

## METHODS

The paper has a non-experimental, descriptive correlational design with a basic orientation,

since the study was oriented to analyze the types and formats of the contents. At the same time, the directionality was retrospective, since the phenomenon studied represents an effect in the present, although its cause is studied in the past: to analyze the contents that influence the behavior of consumers since they started shopping on the Internet and with the arrival of social networks.

Likewise, the collection source used is of a prolective nature, since the information is specifically focused on Instagram. At the same time, it is of a cross-sectional type because the data are collected on a single occasion; the respondent is not manipulated.

The study population is represented by the 11,300 followers that the company Pau Organica has on Instagram. These people use natural personal care products or products that are not harmful and do not contain chemicals that can harm the planet. In turn, 372 followers of the brand on Instagram were taken for the sample.

The type of sampling is probabilistic, meaning that the sample was randomly selected from the database of followers using the random number function in Excel. With the help of filters, the target population was segmented to obtain a sample of followers of the brand who are influenced by the content that appears in their Instagram account and by the number of impressions of the publications.

The technique used was the survey, and the questionnaire for collecting information was designed based on dimensions by variables, and a Likert scale was used to evaluate the responses.

Due to the pandemic lockdown, the surveys were conducted virtually and the data processing was carried out after the collection of the product information and the corresponding tabulation using the SPSS version 27 in order to obtain the appropriate results.

## RESULTS

A study was conducted with 372 followers and the reliability was calculated with a Cronbach’s alpha value of 0.951. This means that there is high internal consistency between the instrument questions.

Construct validity was also calculated with a Kaiser-Meyer-Olkin (KMO) test for the variable Content marketing on social network Instagram, which obtained 0.905, a very high value. In the case of the variable Decision making by users of the products offered as beauty and personal care Pau Organic in Peru, a KMO value of 0.914 was obtained, which shows that the instrument measures what it was designed to measure.

## DISCUSSION

Results show that the general hypothesis test positively influences the variable Content Marketing in the purchase of the product in the company Pau Organic with a Spearman coefficient greater than 0.6, which is positive and moderate.

These figures show that there is a statistically significant relationship between the variables Content Marketing and Customer Decision-making. In addition, in the first dimension, Content Type, there is a statistically significant positive association. According to the result, 38.7% say they have good content, 36.8% very good and 21.5% excellent. These figures together represent 97% of the respondents, which shows that they have indeed considered the content when deciding on the brand.

It is also observed that in the Content Stage dimension, according to the result, 63.7% say it has excellent content; 30.9%, very good; and 5.1%, good. In total, these figures represent 99.7% of the respondents. This shows that they have gone through the various stages of the purchase process to decide on the brand.

In the Content Format dimension, 47% of respondents said the content was very good, 32.3% said it was excellent, and 17.5% said it was good. Together, these figures represent 96.8% of respondents, which shows that they are aware of the different types of formats used to communicate content.

In the final dimension, Purchasing Process, 49.7% of respondents say it is excellent, 34.7% say it is very good, and 12.6% say it is good. In total, these figures represent 97% of

respondents. These results show that respondents confirm that there are stages in the purchasing process.

## CONCLUSIONS

- The Spearman coefficient value of 0.603, positive and moderate, which shows that content marketing significantly influences decision making in the users of Pau Organic on Instagram.
- With a Spearman's correlation coefficient value of 0.480 positive and moderate, it is shown that the type of content significantly influences when choosing the product through the Instagram social network of the company Pau Organic in Peru.
- With the value of Spearman's coefficient of 0.486 positive and moderate, it is shown that the level of content significantly influences the decision of customers of the company Pau Organic in Peru on social network Instagram.
- With the value of Spearman's coefficient of 0.612 positive and moderate, it is shown that the stage of content has a highly significant influence on the decision making of customers of the company Pau Organic in Peru on social network Instagram.
- From the analysis conducted, it is concluded that content marketing has a significant influence on the decision-making of customers of the company Pau Organic in Peru on Instagram. In addition, the research shows that the type of content significantly influences the decision making of the customers of the company Pau Organic in Peru on social network Instagram. It is also concluded that the level of content has a highly significant influence on the decision making of customers of the company Pau Organic in Peru on social network Instagram.
- The contribution of this research to the scientific community is the concrete systematization of the results on how Instagram has become a key tool of content marketing, directly influencing customer decision-making. In addition, it is probably one of the first local studies that addresses the

topic of social networks, specifically Instagram, from a more academic, theoretical and practical perspective.

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### Conflicts of interest

The author has no conflicts of interest to declare.

### Author contributions

Karina Lizeth Rubio Mendoza (lead author): conceptualization, data curation, research, formal analysis, data visualization, writing (original draft, editing and review).