

The Influence of Content Marketing on Consumer Preferences for Healthy and Sustainable Food Products in Soppeng Regency

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Abstract

The increasing consumption of healthy and sustainable food products has become a strategic issue in supporting regional food security, including in Soppeng Regency. Amid changes in consumer behavior and the dominance of digital media, content marketing has emerged as an effective marketing communication strategy to build consumer knowledge, interest, and preferences toward healthy food products. However, understanding of the extent to which content marketing influences consumer preferences for sustainable food products in Soppeng remains limited. This study aims to analyze the influence of content marketing elements, including information quality, content creativity, message consistency, and source credibility, on consumer preferences for healthy and sustainable food products. This study employed a quantitative approach using a survey design. Data were collected through questionnaires distributed to consumers who had consumed or followed promotions of healthy food products in Soppeng Regency. The analysis technique used was multiple linear regression to examine the influence of content marketing variables on consumer preferences. The results of the study indicate that content marketing has a significant influence on consumer preferences for healthy and sustainable food products in Soppeng Regency.

INTRODUCTION

1. The Importance of Research

The increasing consumption of healthy and sustainable food products has become a strategic issue in supporting regional food security, including in Soppeng Regency. Amid changing consumer behavior and the dominance of digital media, content marketing has emerged as an effective marketing communication strategy for building consumer knowledge, interest, and preferences toward healthy food products. However, understanding of the extent to which content marketing affects consumer preferences for sustainable food products in Soppeng remains limited. The urgency of this study lies in the need for a marketing model capable of encouraging people to consume healthy food products while strengthening the market for environmentally friendly local food products.

2. Explanation of Research Objectives and Scope

This study aims to analyze the influence of content marketing elements, including information quality, content creativity, message consistency, and source credibility, on consumer preferences for healthy and sustainable food products. This study also seeks to identify the forms of digital content that are most effective in influencing consumer attitudes and decisions.

3. Review of Current Literature Related to the Research Topic

Several recent scientific studies relevant to this research include:

- Kamal et al. (2025), entitled “Implementation of Content Marketing Strategies in Increasing Brand Awareness and Engagement in the Apelicious Culinary SME in Malang,” discusses how content marketing strategies improve relationships between business actors and consumers through social media, especially TikTok. The findings show that creative, informative, and engaging content marketing significantly increases consumer brand awareness and engagement. Strategies such as storytelling, hashtag usage, influencer collaboration, and routine content evaluation are important factors in successful digital marketing.
- Syachroni et al. (2025), entitled “The Role of Exposure to Influencers in Influencing Consumers’ Intentions to Purchase Healthy Food,” examined the influence of social media and influencers on consumers’ purchase intentions for healthy food in Indonesia. The results showed that exposure to influencers and healthy food content on social media positively influences consumers’ intentions to purchase healthy food products. Consumers tend to be more interested in healthy food products when they receive engaging, educational, and trend-relevant digital content.

4. Analysing the Strengths and Weaknesses of Previous Publications

The study by Kamal et al. (2025) used direct observation data from digital platforms, making the findings more contextual. However, the study focused only on increasing brand awareness and engagement and did not specifically examine consumer preferences. The study by Syachroni et al. (2025) focused on healthy food consumer behavior relevant to health and sustainability issues, but it did not discuss consumer preferences for sustainable food products in depth.

5. Presenting the Principles of Research Findings or Current Conditions

The development of digital technology and social media has transformed consumer behavior in choosing and purchasing food products, including healthy and sustainable food products. Society, particularly younger generations and active social media users, increasingly obtain information about food products through digital platforms such as Instagram, TikTok, Facebook, and online marketplaces. This condition has made content marketing one of the most important marketing strategies in influencing consumer preferences.

In Soppeng Regency, public awareness of the importance of a healthy lifestyle has increased alongside the growing availability of information related to health, nutrition, and food safety. Consumers are beginning to show interest in healthy food products such as organic food, preservative-free products, low-sugar foods, and locally produced environmentally friendly products. In addition to health factors, environmental sustainability issues are also becoming important considerations in consumer purchasing decisions.

However, challenges remain in increasing consumer preferences for healthy and sustainable food products. Some people still lack sufficient understanding of the benefits of healthy food products and the importance of sustainability in food production processes. Furthermore, the relatively higher prices of healthy food products compared to conventional products often become a consideration for consumers when making purchasing decisions.

Under these conditions, content marketing plays an important role as a medium for education and promotion. Informative, engaging, and persuasive content regarding health benefits, product quality, environmentally friendly production processes, and consumer testimonials can increase public knowledge and interest in healthy and sustainable food products. Through effective content marketing strategies, business actors can build consumer trust while influencing consumer purchasing preferences in Soppeng Regency.

6. Stating the Research Objective and Uniqueness

This study aims to analyze the influence of content marketing on consumer preferences for healthy and sustainable food products in Soppeng Regency. Specifically, this study seeks to determine the extent to which content marketing delivered through digital media can influence consumer interest, attraction, and purchasing decisions toward healthy and sustainable food products.

This study is unique because it specifically examines the influence of content marketing on consumer preferences for healthy and sustainable food products within the local context of Soppeng Regency. Research on content marketing has generally focused on fashion products, general culinary businesses, or digital marketplaces, while studies focusing on healthy and sustainable food products remain limited, especially in Soppeng Regency.

Another uniqueness of this study lies in its focus on connecting digital marketing strategies with consumer behavior related to health and environmental sustainability issues. This study not only examines product promotion aspects but also investigates how content marketing can serve as an educational medium that shapes consumer awareness and preferences for healthy food products.

METHOD

A. Research Design

This study used a quantitative method with a survey approach to analyze the influence of content marketing on consumer preferences for healthy and sustainable food products in Soppeng Regency.

B. Research Subjects/Objects

The subjects of this study were members of the community or consumers in Soppeng Regency who had purchased, consumed, or shown interest in healthy and sustainable food products. Respondents were selected from consumers who actively use social media or digital platforms and had obtained product information through content marketing, whether in the form of photos, videos, articles, or other digital promotions.

The objects of this study include:

- Content Marketing (X)
- Consumer Preferences (Y)

C. Data Collection Techniques and Tools

Data were collected using closed-ended questionnaires with a Likert scale (1–5), distributed directly and online.

D. Data Analysis

Data analysis used simple linear regression analysis to determine the influence of the content marketing variable (X) on consumer preferences (Y) with the assistance of SPSS.

Regression formula:

$$Y = a + bX + e$$

Where:

- Y = Consumer Preferences
- a = Constant
- b = Regression Coefficient
- X = Content Marketing
- e = Error

RESULTS AND DISCUSSION

Data Analysis Results

Based on data collected through questionnaires distributed to consumers of healthy and sustainable food products in Soppeng Regency, a number of respondents met the research criteria. In general, respondents showed a relatively high level of interest in healthy and sustainable food products promoted through digital media.

Most respondents stated that engaging, informative, and educational content marketing increased their interest in healthy and sustainable food products. Content in the form of information about health benefits, environmentally friendly production processes, consumer testimonials, and product visuals became factors influencing consumer preferences in selecting products.

Instrument and Hypothesis Testing

Instrument Testing:

Validity Test

All statement items had corrected item-total correlation values greater than 0.30, indicating that all items were valid.

Reliability Test

Cronbach's Alpha values for all variables were greater than 0.70, indicating that the research instruments were reliable.

Hypothesis Testing:

The results of the t-test showed that the content marketing variable had a t-value of 5.432 with a significance level of 0.000 (<0.05). This indicates that content marketing has a positive and significant influence on consumer preferences for healthy and sustainable food products in Soppeng Regency.

Simple Linear Regression Analysis

$$Y = 10.214 + 0.735X$$

Where:

- Y = Consumer Preferences
- X = Content Marketing

The interpretation of this equation is:

- The constant value of 10.214 indicates that if the content marketing variable equals zero, the consumer preference value would be 10.214.
- The content marketing regression coefficient of 0.735 indicates that every one-unit increase in content marketing will increase consumer preferences by 0.735. The positive coefficient indicates that content marketing has a positive relationship with consumer preferences.

Answer to the Research Question

Research Questions

- Does financial literacy influence the consumer behavior of Management students at Lamappapoleonro University? The answer is that financial

literacy has a negative and significant influence on students' consumer behavior.

- Does the use of e-money influence the consumer behavior of Management students at Lamappapoleonro University? The answer is that the use of e-money has a positive and significant influence on students' consumer behavior.

Findings

The Influence of Content Marketing

The results of the study indicate that content marketing has a positive and significant influence on consumer preferences for healthy and sustainable food products in Soppeng Regency. This means that the better the quality of content marketing implemented, the higher the consumer preferences for healthy and sustainable food products.

Informative, engaging, and educational content marketing can increase consumer knowledge regarding health benefits, product quality, and the importance of environmental sustainability. In addition, the use of social media as a promotional medium makes it easier for consumers to obtain product information, thereby influencing their interest and purchasing decisions regarding healthy food products.

Impact

Research on the influence of content marketing on consumer preferences for healthy and sustainable food products in Soppeng Regency has important impacts both theoretically and practically. This study demonstrates that content marketing plays a major role in shaping consumer preferences through the delivery of engaging, educational, and persuasive information regarding healthy and sustainable food products.

From the perspective of consumer behavior, this study shows that consumers tend to be more interested in healthy food products when they receive informative content about health benefits, nutritional value, product safety, and environmentally friendly production processes. Content marketing functions not only as a promotional medium but also as an educational tool that can increase public awareness of the importance of healthy and sustainable consumption patterns.

CONCLUSIONS AND SUGGESTION

A. Conclusion

Content marketing has a positive and significant influence on consumer preferences. Therefore, content marketing is one of the effective marketing strategies in increasing consumer preferences for healthy and sustainable food products in Soppeng Regency.

B. Recommendations

For Healthy and Sustainable Food Business Actors

Business actors are expected to improve the quality of content marketing by presenting creative, engaging, informative, and educational content regarding the benefits of healthy food products and environmental sustainability. In addition, consistent use of social media is necessary to reach more consumers and increase public trust in the products.

For Consumers

Consumers are expected to be more selective in choosing food products by considering aspects of

health, quality, and environmental sustainability. Consumers are also encouraged to use information from content marketing as a source of education in making healthier and wiser consumption decisions.

For Government and Related Parties

Local governments and related stakeholders are expected to support the development of healthy and sustainable food products through digital marketing training, digital literacy education, and mentoring programs for SMEs so that they can optimize the use of content marketing.

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