Comportamiento del consumidor en la valoración y apreciación de productos artesanales mexicanos a través del social *marketing*

Consumer behavior in the evaluation and appreciation of Mexican handcrafted products through social marketing

Comportamento do consumidor na valorização e valorização dos produtos artesanais mexicanos através do marketing social

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Resumen

El arte artesanal es una actividad subjetiva para el espectador, ya que su percepción puede variar según las circunstancias y el contexto que lo rodea. Incluso la valoración económica de este tipo de obras es subjetiva, lo que puede resultar en una remuneración insuficiente o, por el contrario, en una cotización elevada en el mercado. Por eso, este trabajo se centró en determinar cómo las redes sociales pueden influir en el valor de los productos artesanales. Para ello, se empleó una metodología cualitativa, de naturaleza exploratoria y descriptiva, respaldada por una revisión bibliográfica exhaustiva que abarcó trabajos recientes indexados en bases de datos como JCR, Scopus y Latindex. La metodología utilizada se sustentó en la teoría fundamentada y en los principios del interaccionismo simbólico de Mead. El área de estudio se limitó al ámbito de la joyería artesanal, dado que en este sector se sigue trabajando de manera artesanal, incluso cuando incorpora diversas tecnologías para mejorar su producción. Para recabar la información, se llevaron a cabo entrevistas con propietarios de negocios en la ciudad de México, y cada caso fue analizado en relación con su presencia y estrategia en el entorno digital. Los resultados obtenidos permiten comparar la situación de estas empresas durante y después de la pandemia del SARS-CoV-2 con el fin de comprender las mejoras y los resultados derivados de su participación en las redes sociales y evaluar la valoración estimada de sus productos.

Palabras clave: comportamiento del consumidor, productos artesanales mexicanos, social *marketing*, redes sociales, pequeñas y medianas empresas.

Abstract

Handmade art is a subjective activity for the viewer, who can change their perspective on the object according to the user's circumstances and the surrounding context. The valuation of artisan art in economic terms is also subjective and can become poorly paid or escalate to the high-cost market. In this research work, we highlight how social networks can improve the value of a craft product. Our research carries out exploratory, descriptive, and bibliographic qualitative research in recent works published in the literature with JCR, Scopus, and Latindex indices. The methodology used produced the fundamental theory enriched in Mead's Symbolic Interactionism. Our research was limited to the artisanal jewelry sector because it is a one hundred percent handmade process when its activity is even strengthened with various technologies. Interviews were conducted with business owners in Mexico City, and each case was analyzed in its digital implementation. Our results show and compare the situation of these companies during and after the SARS COV-2

pandemic to find out the improvements and results of their foray into social networks to analyze the estimated valuation.

Keywords: Consumer behavior, Mexican artisan products, social marketing, social networks, small and medium-sized companies

Resumo

A arte artesanal é uma atividade subjetiva para o espectador, pois sua percepção pode variar dependendo das circunstâncias e do contexto que a cerca. Mesmo a valorização económica deste tipo de trabalho é subjetiva, o que pode resultar numa remuneração insuficiente ou, pelo contrário, num preço de mercado elevado. Portanto, este trabalho focou em determinar como as redes sociais podem influenciar o valor dos produtos artesanais. Para isso, utilizou-se uma metodologia qualitativa, de natureza exploratória e descritiva, apoiada por uma exaustiva revisão bibliográfica que incluiu trabalhos recentes indexados em bases de dados como JCR, Scopus e Latindex. A metodologia utilizada baseou-se na teoria fundamentada e nos princípios do interacionismo simbólico de Mead. A área de estudo limitou-se ao ramo da joalharia artesanal, tendo em conta que este sector continua a trabalhar de forma artesanal, mesmo quando incorpora diversas tecnologias para melhorar a sua produção. Para coletar informações, foram realizadas entrevistas com empresários da Cidade do México e cada caso foi analisado em relação à sua presença e estratégia no ambiente digital. Os resultados obtidos permitem-nos comparar a situação destas empresas durante e após a pandemia SARS-CoV-2, de forma a compreender as melhorias e resultados derivados da sua participação nas redes sociais e avaliar a valorização estimada dos seus produtos.

Palavras-chave: comportamento do consumidor, produtos artesanais mexicanos, marketing social, redes sociais, pequenas e médias empresas.

Introduction

In Mexico, due to the SARS-CoV-2 pandemic, 48% of small and medium-sized businesses (SMEs) found it necessary to sell their products online as a measure to keep their operations active, which represented for significant technological advance in that sector (Guarneros, July 28, 2021).

However, today businesses of all sizes still face challenges in fully harnessing the potential of social media and in using their websites effectively, which could bring them even greater benefits. This problem is particularly evident in Mexico, especially among small and medium-sized companies that have limited resources.

Due to this situation, this work attempts to answer the following question: how should artisanal brands use social networks to improve the value of their products?

This question arises because, in recent years, social media has become a highly important marketing channel, especially during the SARS-CoV-2 pandemic, when it played a fundamental role in the survival and growth of millions. of companies (Heredia Bustamante *et al* ., A., 2022), which was possible thanks to the fact that currently 60% of the world's population has access to the Internet (Thirión and Valle Zárate, 2018).

For this reason, the study of social networks as a media phenomenon is essential to improve assertive communication and build loyal communities. These actions and strategies are crucial to strengthen the positioning of small and medium-sized businesses, especially those dedicated to artisanal production, as they contribute to the development of local and regional economies in Mexico.

In the words of Cueva *et al* . (2021), social *marketing* is a tool capable of positively influencing user behavior, encouraging or discouraging actions, increasing participation and loyalty towards brands or social groups, and how this impacts the improvement of position and the corporate image. Furthermore, it contributes to the retention of products in the consumer's mind, which in turn influences their purchasing behavior.

Therefore, an exhaustive analysis of the presence of artisanal brands on social networks was carried out, with a particular focus on how these brands can establish a distinctive identity in a highly competitive environment. In addition, the information available on other social networks related to the market was examined, such as those aimed at social *marketing* and *influencers* who have links with artisanal brands (Armano , January 18, 2011). The purpose was to observe and quantify *marketing* content that generates significant impact and could serve as crucial strategies for artisanal brands.

Theoretical framework

Social networks have become a key media element for companies, of all sizes, to promote their products (Gil- Or , 2010; Clemente and Atienza, 2019). In the case of emerging brands, and especially those dedicated to the field of crafts in rural regions of Mexico, social networks have allowed them to establish a closer relationship between users, products and the brand, which has allowed them allowed us to build customer loyalty and achieve better positioning as a high-value brand. This has happened because social networks have become an ideal environment to transmit advertising messages, generate trust in them (Gangadharbatla , 2008) and even influence consumer behavior (Cueva *et al* ., 2021).

In this regard, it is important to understand that social networks, both in the virtual realm and in the real world, represent a network of emotional connections and shared lines of thought that unite two or more individuals. In other words, these technologies take advantage of the fact that human beings are inherently social and seek belonging, complementation, encounter and identification with others (Gil- Or *et al* ., 2015).

In this way, platforms have been created whose objective is to connect people who share common interests or values, as well as facilitate interaction between companies and consumers (BtoC) or between companies and individuals that offer products and services (BtoB). These social networks offer a fast and direct connection, overcoming physical limitations and encouraging interaction within the community, which in turn contributes to building trust between its members (Rėklaitis and Pilelienė , 2019) . For this reason, social networks have gained great relevance in highly digitalized societies.

At the business level, social media has become the preferred platforms for connecting with potential consumers and customers. Additionally, they have proven to be effective tools for creating large-scale advertising at a relatively low cost compared to traditional methods such as print, radio and television advertising.

For example, the fashion sector has been one of the most beneficiaries during the SARS-CoV-2 pandemic, particularly in the online sales market, where it has become one of the main investors in online advertising . As Eco (2000) pointed out, fashion is a form of communication, and Paricio (2000) reinforces this idea by stating that it cannot exist without communication, since for fashion to be accepted and consumed, it must first be known and followed. (Del Olmo, 2005). In this context, social networks have played a fundamental role in allowing brands to actively

communicate with their consumers, thereby improving the management of their brand strategies and their ability to connect with consumers (Cristófol *et al* ., 2019).

Now, with the purpose of creating more human brands – with identities behind them and taking advantage of content algorithms – companies began to look for people who reflected their strategies and philosophies, which gave rise to the emerging profession of *influencers* . According to Bakshy *et al* . (2011), *influencers* must possess credibility, experience, enthusiasm and the ability to connect with their audience. Trust, therefore, is a very important factor, since, if a person does not transmit it, it is unlikely that they will become a digital *influencer* (Clemente and Atienza, 2019).

Regarding consumer perception of the impact of *influencers* on the purchase of products - according to Clemente and Atienza (2019) - this depends on three important factors:

1. Appearing disinterested: Subjects who act consistently and honestly, which increases confidence in their opinions.
2. Empathy: Measures the quality of interactions.
3. Perceived as an expert: Contains variables that are considered typical of a person who masters a topic, that is, conveys management and control of what he speaks, seems to have a high level of knowledge or is up to date with new trends.

Based on these three factors, companies should seek to collaborate with *influencers* who have cultivated an active community of followers who share the brand's values and principles, because when these three characteristics are not evident in an *influencer* , the campaigns may not generate results. positive in terms of acquiring new potential customers or direct sales conversions.

For his part, Lenderman (2008) points out that, in the advertising landscape, people are increasingly less concerned about what brands are and what they say. This is due to the overwhelming amount of advertising that people are exposed to, both in physical and digital media. Reinforcing this point, the Meaningful study Brands by Havas Media (2013) indicates—with a sample of more than 134,000 people in 23 countries and after evaluating more than 700 brands from 12 different sectors (including 14,500 people and 107 brands in Spain)—that at 73% of people would not mind if brands disappeared, since they consider that only 20% of them provide quality of life.

In this sense, and according to Jansom and Pongsakornrungsilp (2021), the perception of quality of life is closely related to the way in which consumers value luxury brands, which positively influences their purchase intentions. This is achieved through appreciation of the social, personal and conspicuous value of these brands; That is, when consumers perceive high social

value in luxury brands, this has a positive impact on their willingness to purchase them. The ongoing challenge, therefore, lies in capturing the consumer's attention and connecting with their emotions.

marketing professionals , strategies that arouse the interest of algorithms and the action of users often involve elements of chance, surprise, and a consumer instinct, variables that are often described as serendipity (Brognara Roberto , 2022) . Therefore, the lack of meaningful experiences can lead to consumer exhaustion, resulting in ads that have little impact or are completely ignored. To avoid this problem, it is essential to use larger data sets that include personal and contextual information, allowing recommendation algorithms to recognize and present offers that are relevant and attractive to each user (White and Samuel, 2019).

Due to the above, it is stated that the economy is characterized by being informational and global (Cristofol *et al* ., 2018), since the success of economic units and agents depends largely on their ability to effectively manage and disseminate information, which has increased considerably thanks to the internet. As a result, each product finds itself competing for consumers' attention in a broader market with a greater number of options compared to the time when markets were primarily national. In this new reality, producers need to acquire new skills, in addition to traditional management and marketing competencies, to ensure that their products stand out and gain visibility (García , 2015).

Now, although it is generally believed that social networks can function as communication tools, an implicit challenge of said resource must also be considered, since users have an average attention span of just five seconds, hence it can be said that we live in an "attention economy". For this reason, *marketing* experts and content creators with active accounts on social networks recommend that 80% of the content that is shared should be valuable to the public and attractive enough that users want to save it, while the remaining 20% The content may be more oriented towards the direct sale of products or services.

To be considered authentic, brands must be associated with individuals who have a genuine affinity for the intrinsic value of the product (Holt, 2002). According to Cárdenas and Orozco (2020), the social product should be seen as an intangible concept that is transformed into beliefs, values or attitudes that the target audience must adopt. Its purpose is for members of society to identify or become empowered with the social cause. The implementation of social *marketing strategies* has a positive effect on the image and reputation of the company in society, which can indirectly influence the purchasing behavior of consumers (Cueva *et al* ., 2021).

Now, returning to the case of artisanal companies, which have limited budgets for advertising or lack knowledge in this area, an effective strategy is to personalize your brand, giving it a face or even involving the people who are part of the business. . This involves the creation of valuable content that contributes to building and communicating the essence of the brand. For this, it is important to avoid all shared content having a constant commercial focus, since social networks are a space to strengthen and build a community that shares the brand's values.

For artisanal products, unlike completely industrialized ones, their nature can represent an advantage, since they have an intrinsic identity value impregnated by the human essence of each detail. These products can reflect the roots of the community in which they are created, as they contain cultural aspects of certain regions, which provides added value that creates an emotional connection and identification with the community.

By considering social *marketing* as part of a broader strategy of social change, Lambin (1986) recognizes that this change can manifest itself at four different levels, from the simplest to the most complex: cognitive, action, behavior and values. . *Cognitive* change involves people acquiring understanding and knowledge that leads them to perform a specific *action* at a particular time. The level of *behavior* refers to whether consumers adopt a certain pattern of behavior. To do this, it is essential to understand the product as something intangible, a symbol that represents and communicates a message, more than simply a material good. Through it and its communicator, whether a person or a brand, exposed on social networks, *values* or attitudes can be generated that the target group must adopt. For this reason, it is essential to create content that goes beyond the commercial, and encourages the creation of a community by transmitting key messages and, in this way, building trust and loyalty.

The main strategy should be focused on the emotional connection with the archetype of the target user, aligning their lifestyle with the beliefs of the people who represent the brand or who offer the product. This must be done on both a functional and emotional level. This is where the tool of storytelling, known as *storytelling* , plays a fundamental role in *marketing* and product creation. Through it, we seek to empathize and immerse ourselves in the daily life of the target user to understand their thoughts, circumstances, preferences and dislikes, which allows us to reach the key message to address their problems or connect with them more effectively.

From the above, it can be assured that there are three essential keys that brands must follow to be successful in their sales strategies on social networks. First, they must develop a distinctive personal essence and a message that clearly connects with their audience. Secondly, it is essential to analyze and understand the metrics generated by sharing content on your profiles and in

temporary stories, which serves to discover which content generates the greatest impact and interaction with the audience. With this information, the brand can take the next crucial step: paid advertising, which will allow the brand to more effectively reach its target audience and collect accurate data to analyze its metrics.

Furthermore, it should be noted that the loyalty of the client, user or consumer is also determined by the capacity for interactivity and co-creation of value that the brand can promote. This can be achieved through timely customer service through which they are motivated to offer their opinions and recommendations in blogs, forums and other similar media (Ballesteros, 2019).

On the other hand, and regarding the most relevant studies related to this research article, it is worth highlighting the data provided by the Spanish Institute of Statistics (INE), which offer an overview of the use of the Internet in that country on year 2021 in different age groups. The results reveal that the most active age group on the Internet corresponds to the generation between 16 and 24 years old (99% of frequent users). In second place are people between 25 and 34 years old, with 98% and, in third place, the group between 35 and 44 years old, with 97.6%. It is interesting to note that even in older age groups, such as 45 to 54 years (95.7%), 55 to 64 years (88%), and 65 to 74 years (68%), a notable level of activity is recorded online. This clearly demonstrates that the use of the Internet and information and communication technologies (ICT) is constantly growing, regardless of the age of the users.

Regarding the most popular activities carried out by Spanish Internet users in 2021, it stands out that 74% used the internet to search for information about goods and services, while 64.7% actively participated in the use of social networks. In fact, Figure 1 shows the percentage of people, divided by gender, who have purchased online until 2021. In this figure, the increase in online purchases is evident, as the world of the World Wide Web has continued . its growth and has increased data flow and user participation.

Figure 1 . Percentage of purchases through the internet
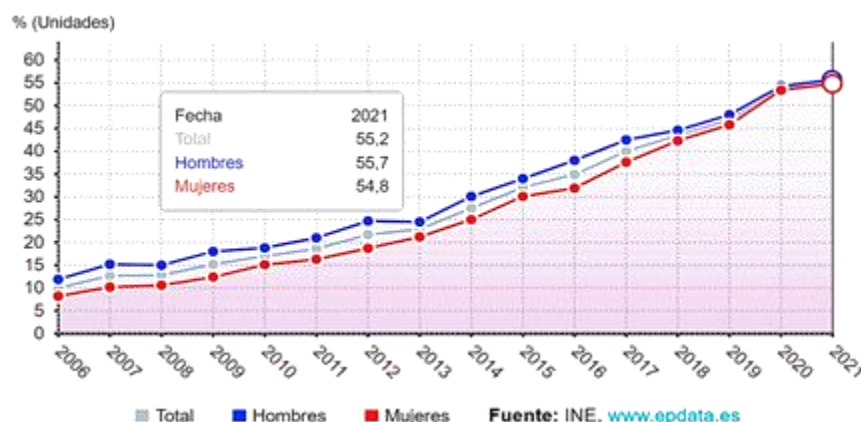
Source: INE (2022)

However, in this research, in-depth interviews were used for people who worked in small and medium-sized companies (SMEs) in the jewelry sector in Mexico to learn about their experiences regarding the use of social networks and online platforms, both during and after the SARS-CoV-2 pandemic.

The purpose of this article was to carry out a comprehensive analysis of the impact of social networks on consumer purchasing behavior, as well as on the valuation, appreciation and acquisition of products in small and medium-sized businesses dedicated to artisanal jewelry. Our hypothesis focuses on the importance of building a strong brand and a distinctive identity to establish an emotional bond with consumers, which in turn improves the appreciation of craftsmanship and contributes to customer loyalty.

Methodology

The methodology used to analyze the data was grounded theory, which has antecedents in Mead's symbolic interactionism, and was proposed by Glaser and Strauss (1967) and described in Campo-Redondo and Labarca Reverol (2009), as shown. observed in Figure 2. Grounded theory stands out as a methodology adapted to investigate social reality with the main purpose of achieving a deep understanding of the functioning of the world and the human experience.

According to Glaser and Strauss, grounded theory is a research approach in which theory is systematically derived from collected data. In other words, it does not start from a preconceived

theory, but rather emerges from the data in order to faithfully reflect reality. Since the aforementioned authors intended to create new ways of understanding and expressing reality, they chose methods that facilitate the construction of theories. Therefore, grounded theory is presented as the appropriate approach for this study.

To achieve the objectives of this research, an exploratory and descriptive analysis was carried out based on the review of relevant literature on the topic, covering the period from 2008 to 2022. This review focused on articles from recognized indices such as JCR, Scopus and Latindex , related to digital *marketing* , digital strategies, creative industries and consumer behavior. The purpose is to understand how consumers value brands and respond to various digital *marketing experiences and strategies* . It should be noted that qualitative research is defined as an approach that produces results and discoveries without employing statistical procedures or other quantitative methods (Foucault, 1999).

Figure 2. Grounded theory proposed by Glaser and Strauss in 1967

Source: Álvarez Cedillo *et al.* (2022)

Qualitative analysis refers to rational, and not mathematical, reinterpretation with the purpose of discovering key words or concepts and relationships in raw data and then organizing them in a theoretical scheme (Restrepo-Ochoa, 2013). These qualitative methods are used in areas in which new knowledge is sought (Mei-Hsing Shen, 2020). There are three main components in qualitative research:

1. The data, which can come from different sources, such as interviews, observations, documents, records and films.

2. The procedures used to interpret and organize the data, such as

      to. Conceptualize and

      b. Reduce data,

      c. Elaborate categories, in terms of their properties and dimensions,

      d. Relate the data through a series of propositional sentences (these four are known as *encoding*).

3. Written and verbal reports, which can be presented as articles in scientific journals, in talks (for example, at conferences) or as books.

To carry out the data analysis, Taguette was used , a free and open source qualitative research tool that allows:

    1. Import PDF files, Word documents, text and HTML files.

    2. Highlight words, sentences or paragraphs and encode them into classes.

    3. Work collaboratively with other users.

    4. Export the obtained encoding.

Taguette stores information in nodes, which are structured in hierarchies or trees to create topologies. According to the methodology used, coding allows us to find the elements that form the keywords or properties, and with these to create the categories. When applying the constant comparison technique, the information found from a text is continually compared with other encoded texts. The categories and properties that emerge from the analysis are combined with the key concepts, allowing axes of knowledge to be found. From these keys, it is possible to search for more data to strengthen the initial theory. The tool warns when saturation of the elements and categories being analyzed has been reached.

Development

For this study, a brief survey was applied to 150 jewelry store entrepreneurs located in the historic center of CDMX. The survey was carried out in 2022 to determine how many businesses in the artisanal jewelry sector digitized their sales services during the SARS-CoV-2 pandemic period. The answers are shown in the following figures.
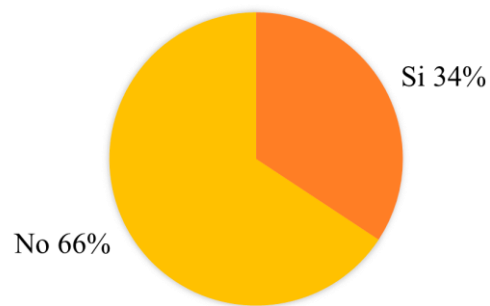
Figure 3 . Question 1: Breakeven point after the SARS-CoV-2 pandemic
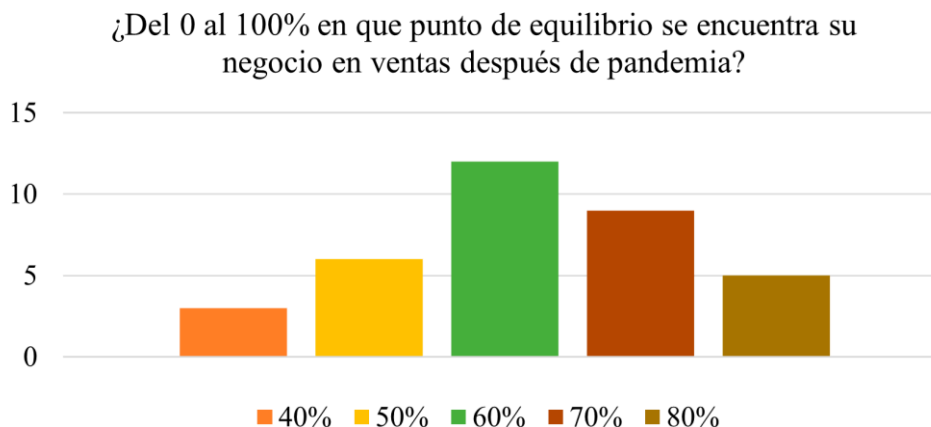
Fountain: Own elaboration

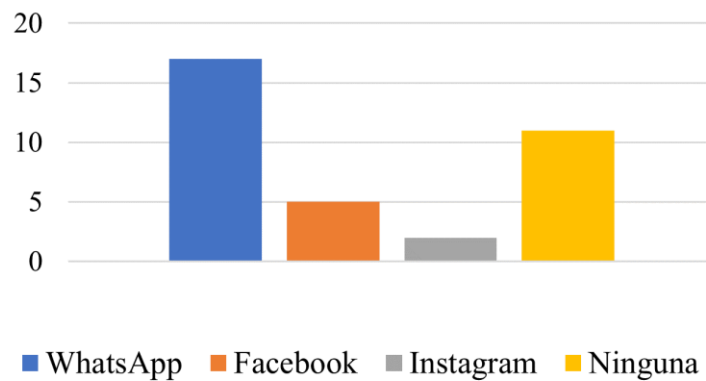**Figure 4** . Question 2: Use of social networks and website

¿Utilizan alguna red social o página web
para tener otro punto de venta?

Source: self made

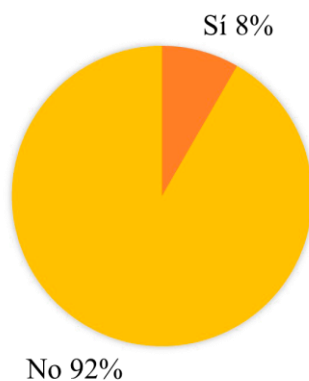**Figure 5.** Question 3: Most used social networks among sellers

¿Qué red social utilizan para promocionarse?

Source: self made

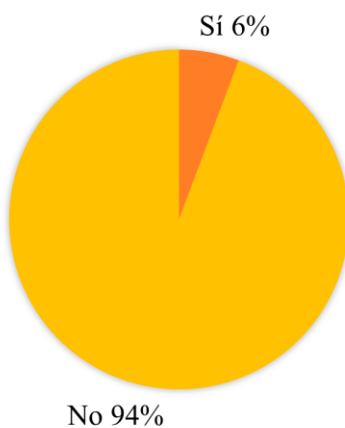**Figure 6.** Question 4: Percentage of use of social networks and website

¿Contaban con red social o página web para
ventas desde antes de la pandemia?

Sí 8%

No 92%

Source: self made

Figure 7 . Question 5: Percentage of businesses with a digital *marketing team*
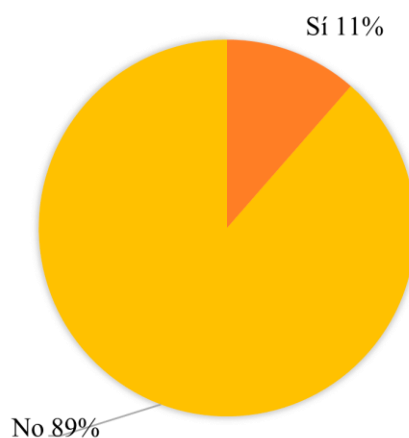
¿Cuentan con un vendedor o grupo de marketing
solo para realizar ventas en línea?

Sí 6%

No 94%

Source: self made

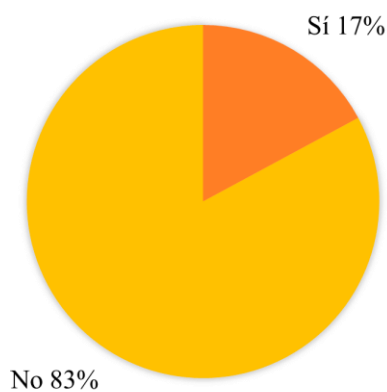**Figure 8.** Question 6: Percentage of businesses that pay for advertising

¿Han pagado publicidad por estos medios?

Source: self made

Figure 9. Question 7: Percentage of usefulness of social networks perceived by sellers
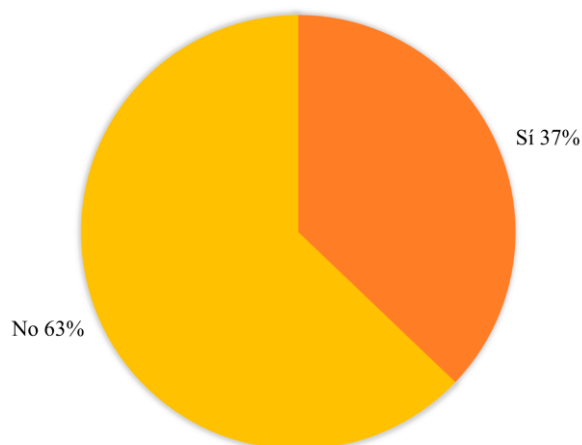
¿Han funcionado el uso de redes sociales para
mejorar sus ventas?

Source: self made

Figure 10. Question 8: Percentage of producers who sell their own design

¿Son diseños propios o fabrican ustedes?

Sí 37%

No 63%

Source: self made

Table 1 shows the results of the instrument.

Table 1 . Results of the instrument applied to jewelry stores in the historic center of Mexico City

Do you have any comments on the current context that the jewelry sector is experiencing?
Relevant comments   - People do not want to consume jewelry because of crime. There is low consumption of silver and gold due to fear of theft.   - They only use Instagram as a catalog. It hasn't helped them make sales. They don't advertise.   - The pandemic did affect their business, because since they were very crowded places, the influx of people decreased due to fear of contagion.   - They were one of the first businesses to close again due to the outbreak.   - After the pandemic, clients decreased.   - You have to use online sales.

Source: self made

After the coding carried out from the application of the fundamental theory, Figure 11 shows the main trends.

Figure 11. Word cloud obtained by selective coding

Source: self made

As the second study presented, a brief survey (non-probabilistic and convenience) was carried out with the objective of identifying the relevance of social networks as a purchase stimulus and improvement of brands.

Results

The survey was carried out between November and December 2022 among users of social networks (Instagram, Facebook and WhatsApp). Of a sample of 100 respondents, 65% were women and 35% men between 15 and 58 years old. The questions had an optional response to each other (sometimes and never). The results obtained are presented in table 2.

Table 2. Results obtained in the survey of relevance of social networks as a purchase stimulus

| Questions	Yeah	Sometimes	Never
Have you met new companies that you like thanks to social networks?	78%	16%	6%
Have you purchased products found or advertised on social networks?	60%	28%	12%
Do you keep some brands more present or do you interact with them through social networks?	56%	28%	16%
Do you use social networks to search or compare products?	52%	32%	16%
Do social networks influence your online search and purchasing decision?	fifty %	28%	22%

Source: self made

From the results obtained, a significant increase is evident in the number of people who actively use social networks as a means of interaction, search for information, comparison and purchase of brands that are present and active on these platforms. This information is supported by the findings of the study *Digital marketing strategy and its impact on the positioning of the microenterprise* , carried out by Emanuel Durán (2021). In this study, a survey was carried out with the purpose of evaluating the influence of social networks in strengthening brands. According to the results, two thirds of those surveyed consider that social networks play a fundamental role in positioning and interaction with brands, while half of them believe that these platforms are crucial to publicizing microbusinesses.

In this sense, it is recognized that the active participation of users in relation to a brand tends to increase their loyalty towards it (Roozen and Raedts , 2020). Social networks, therefore, have established themselves as a fundamental pillar in the promotion strategy and a solid tool to build loyalty among followers of fashion and lifestyle brands (Del Olmo *et al* ., 2018).

In addition to the questions mentioned above, the survey included another relevant query: which platform influenced your purchasing decision the most? Response options included searches

on Google, social media (Facebook, Instagram, TikTok), YouTube, and *email marketing* . The results of this question are presented in figure 12.

Figure 12. Results obtained in the survey of relevance of social networks as a purchase stimulus after the assessment of coding by categories
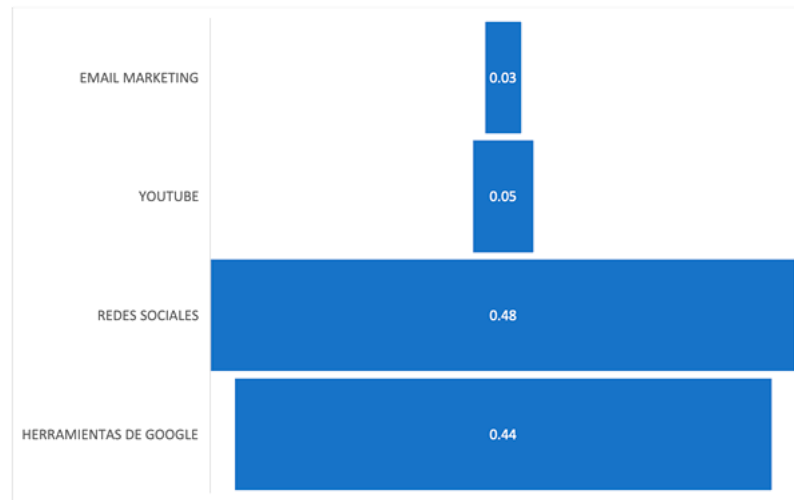
Source: self made

marketing , *branding* and *influencers* content creators . These accounts share common characteristics, as they focus on creating attractive content to save or share. Their approach includes informative and educational content, as well as creative, motivational and emotional material, designed to establish and grow their communities of followers. They are accounts that, although they do not necessarily publish daily on their *feeds* , make an effort to interact daily through their stories. In addition, they carry out calls to action, such as surveys on topics of interest to their audience, with the aim of channeling the attention of their followers towards possible sales opportunities.

Subsequently, the accounts related to artisanal products were analyzed, especially the jewelry sector, which stands out for being one of the most active in terms of traffic and online sales conversions, according to data collected in 2018 by the National Commission of the Markets and Competition (CNMC).

marketing accounts and *influencers* manage to capture attention more effectively. These brands stand out for their ability to connect with their audience through messages that reflect their identity, humorous content and material aimed at helping their followers, providing useful information about their products and addressing frequently asked questions from their community.

Finally, the artisanal jewelry brands Sigularu (Spanish brand) and Vitanni (Mexican brand) were selected as case studies. Although these companies have different target audiences, they share a common point: both started as MSMEs and managed to grow significantly thanks to their online presence. They used various online strategies, such as creating optimized sales pages, establishing strong social media presences, and analyzing metrics through tools like Google Analytics and Ads . These actions allowed them to plan their advertising strategies and campaigns based on feedback from their community, which resulted in exponential business growth.

The use of social marketing stands out for its ability to influence pricing, taking into account consumer perception and ensuring that fair prices are established. This approach not only increases consumer satisfaction, but also seeks to foster customer loyalty and trust (Abril Flores *et al* ., 2017; Cueva *et al* ., 2021).

As an additional result of the analysis of consumer behavior in the valuation and appreciation of Mexican artisanal products through social *marketing* , the following significant results were obtained:

1. Greater awareness of Mexican culture and traditions.
2. Increased demand for artisanal products: By highlighting the unique and authentic characteristics of Mexican artisanal products, social marketing can attract a broader audience and generate greater demand for these products. Consumers may be motivated to purchase them due to their emotional connection to the country's culture and identity.
3. Strengthening cultural and national identity: By supporting and valuing Mexican artisanal products, consumers can feel more connected to their cultural and national identity. This can create a sense of pride and belonging to their heritage, resulting in a greater preference for these products.
4. Stimulation of the local economy and artisans: When consumers appreciate and value Mexican artisan products, they are contributing to the promotion of local production and the well-being of artisans. Increased demand can help boost the local economy and preserve traditional craft tools and techniques.
5. Creation of a community of committed consumers: Social *marketing* can encourage the creation of a community of consumers committed to valuing Mexican artisanal products. This community can share their experiences and recommendations online, which in turn increases the visibility and popularity of these products.
6. Improved brand perception: Focusing on high-quality, authentic Mexican artisan products can improve overall brand perception in the national and international market. This can

influence the way other Mexican products and services are perceived in the global environment.

7. Sustainability and Fair Trade Awareness: Social *marketing* can highlight the sustainable and ethical aspects associated with Mexican artisanal products, such as fair trade and environmentally friendly production. This can increase awareness of the importance of supporting responsible business practices.

Discussion

Various studies (Booth Norman and Matic Julie Ann, 2011; Clemente and Atienza, 2019; Jansom and Pongsakornrungsilp , 2021; Pérez Curiel, Sanz Marcos, 2019) have shown that *influencers* have exerted a strong tendency in viewers to make their purchase decision. , since they are considered as people who show an ideal life and have connected emotionally with their community by proving themselves genuine and possibly sharing information of value to their audience.

In this sense, it is necessary—as Lenderman (2008) mentions—to carry out experiential *marketing* to involve users, so that they can bond emotionally. In fact, in the case of artisanal brands, the added value they offer will contribute to the influence and valorization of the work-product.

Therefore, the answer to the research question posed in this work (How can artisanal brands use their social networks to improve the value of their products?) can be pointed out as follows : the better the message and identity are developed of the brand as a personalized and humanized entity, and how it is communicated in a creative, honest and consistent way, together with consistency and investment in advertising, the greater the presence, relevance and value perceived by its community, as well as the expansion towards new potential clients.

Currently, online commerce, through the use of social networks, has transformed into a market of experiences, attention, emotions and active participation of users. These factors influence the assessment of satisfaction with the offer of products and services, whether positively or negatively.

As could be seen in the case studies, *influencers* may not be the most ideal or sustainable strategy in the long term. Although they can generate an impact and carry out profitable campaigns, the most effective strategy is to create your own brand language and complement it with paid

advertising strategies. In this way, the metrics can be analyzed to evaluate if the results are as expected or if it is necessary to adjust the message or sales strategies.

Conclusions

Social networks have become fundamental tools to create communities, spread messages, identity, values and give voice to both individuals and brands. From the literature review and analysis of active accounts on Instagram, it is evident that the most effective strategy to influence users' purchasing decisions is the creation of content that positions brands as experts in their field of production. . The quality of their work is validated through the evaluation of the community of users, who have contributed to the enrichment of the available information.

Likewise, personal brands have been shown to be especially effective in the sales process. Therefore, artisanal brands are recommended to show personal interaction in their daily lives in their content, beyond simply promoting products. In addition, it is essential to give a face to the brands, and even better if the entire team that collaborates in the creation of the artisan products is involved. The more sincere the presentation of the personality of the brand and its collaborators, and the greater the interaction with the community, the greater the empathy and identification with the image of the brand and the people involved. This, in turn, will foster consumer loyalty, who will become active members of the brand community.

On the other hand, while price and quality remain important factors influencing the purchasing decision, the values inherent to the product—such as the purchasing experience, the design, the message behind the product or brand, and, in some cases, the charitable causes it supports—are elements that help differentiate and stand out from the competition. In this sense, given that human beings are emotional by nature, purchases of artisanal products tend to connect with these values and ideals of the target buyers.

Identity and brand management constitute key elements that artisanal brands must take advantage of to avoid devaluing the price of their products. In this sense, a deep analysis of your market and the development of an effective communication strategy are essential to establish a solid emotional bond with your community, which represents the basis for starting your presence on various online platforms. But before investing in advertising, it is imperative to have a coherent message that the platforms' algorithms consider relevant and contributes to the company's positioning in user searches and discoveries.

In other words, artisanal brands must identify their values and their distinctive voice, as well as learn to communicate them to attract a community interested in their history, their essence and their creation process. This involves the generation of content that actively involves its audience and the people who participate in the production of the organization's products. Furthermore, craft companies should not lose sight of the fact that their greatest differentiator lies in their human nature, although they may make use of technological tools, such as social networks. Your communication must have a genuinely human identity and convey it to your community, which can make consumers value and appreciate your artisan products.

Finally, the results obtained, both in the jewelry centers of Mexico and in the successful case studies, highlight the need to have specialized personnel focused on social media management, the creation of advertising campaigns on platforms such as Facebook Ads , Instagram Ads and Google Ads . In short, a similar or greater effort is required to capture attention, identify the target market and satisfy their needs.

Future research

It is suggested that the *Influence on the Purchase Decision survey be repeated* , given the disparity in gender participation, with 65% of women and 35% of men. The objective would be to determine if there are significant differences in the results and if the male gender is equally or less influenced by content on social networks in evaluating products and making purchase decisions.

Furthermore, it would be extremely relevant to investigate the possibilities and competitive advantages offered by the use of artificial intelligence in the development of social *marketing* . This would include the study of interaction with users and possible future alternatives in communication and *marketing* campaigns , without dehumanizing the interaction of companies with their customers.

Thanks

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