DOI: 10.28934/jwee25.34.pp207-230
JEL: A20, D20, M31, O10

ORIGINAL SCIENTIFIC PAPER

Content Marketing Strategies and Their Impact on the Entrepreneurial Intentions of University Women: Towards Female Empowerment in the Contemporary Digital Context in Peru

Africa Calanchez Urribarri[1]
Kerwin Chávez Vera[2]
Universidad San Ignacio de Loyola, Lima, Perú
German Zambrano Verdesoto[3]
Universidad Bolivariana del Ecuador, Durán, Guayaquil, Ecuador
Judith Alejandra Velázquez-Castro[4]
Universidad Autónoma del Estado de Hidalgo, México

A B S T R A C T

The study analyzes the impact of content marketing strategies on the entrepreneurial intentions and female empowerment of female university students in Peru. A quantitative approach with a cross-sectional design is used, applying a simple random probability sampling to 668 students from a private university in Lima. Data were collected using a validated questionnaire, which showed excellent reliability ($\alpha = 0.979$). The analysis was performed using SmartPLS 4.0, which assessed the validity of the constructs and hypotheses raised. The results indicate that content marketing strategies have a positive influence on entrepreneurial intentions (H3: $p < 0.05$), confidence in skills (H4: $p < 0.01$), and female

[1] Corresponding author, e-mail: acalanchez@usil.edu.pe
[2] E-mail: kerwinchavez@gmail.com
[3] E-mail: gjzambranov@ube.edu.ec
[4] E-mail: judithalejandra666@gmail.com

empowerment (H10: $p < 0.05$). All the hypotheses posed were accepted, which reinforces the relationship between these variables. It is highlighted that access to resources and support networks is crucial for the success of women entrepreneurs. Women who implement these strategies have higher entrepreneurial intentions, with a 25% increase compared to those who do not use them. The conclusions suggest that encouraging the use of content marketing can be key to boosting female entrepreneurship in the Peruvian digital context. It is recommended to design support programs and public policies that promote digital inclusion and access to resources for women entrepreneurs.

KEYWORDS: *content marketing strategies, female entrepreneurship, empowerment, university women, entrepreneurial intentions, support networks, confidence in skills, access to resources*

Introduction

In the current digital context, female empowerment through entrepreneurship is a relevant factor for economic and social development (Al-Qahtani et al., 2022). Although female entrepreneurship is a powerful driver, it is often invisible in overall economic development (Sajjad et al., 2020). Content marketing strategies can be essential for female university entrepreneurs to establish their presence in the digital marketplace (Nuseir et al., 2023). In this way, digital transformation generates new opportunities, especially in developing countries such as Peru, where women-led businesses adopt more social networks and have staff trained in the use of Information and Communication Technologies (ICT) (Alam et al., 2022).

The intersection between digital marketing and female entrepreneurship is an area of growing interest, with research indicating that women who employ content marketing strategies have greater entrepreneurial intentions and success (Brush et al., 2009). Collaborative ecosystems foster creativity and help overcome gender challenges, while education plays a significant role in providing critical skills and building confidence (Sanze et al., 2024). This suggests that a favorable educational environment is crucial for developing an interest in starting businesses. Paunovic and Musial (2024) point out that the educational environment facilitates business start-ups, with training and networking programs being essential to foster female entrepreneurship.

Universities play a fundamental role in entrepreneurship ecosystems, as they provide infrastructure and serve as role models. According to Manjaly

et al. (2022), a university ecosystem is crucial for supporting the entrepreneurial intention of female university students through resources such as incubators, mentoring, and networking. The strategic use of digital platforms allows women to access resources and mentoring, challenging gender stereotypes. However, factors such as motivation and perceived opportunities influence their ability to be entrepreneurial, with support networks and digital skills development being essential (Zahra et al., 2023).

Access to supportive communities is crucial for overcoming gender barriers and facilitating the growth of their ventures (Bejjani et al., 2023). According to Messikh (2021), parental and governmental support have a significant impact on the entrepreneurial intention of female students. Despite the necessary digital skills, women face cultural and economic constraints that limit their contribution to development (Sajjad et al., 2020). In Peru, it is vital to understand how content marketing strategies can catalyze business intentions and promote female empowerment (Sharabati et al., 2024). There is a gap in the literature on how these strategies influence women's entrepreneurial intentions in the Peruvian digital context, which is essential to address the intersection of female entrepreneurship and digital marketing in Latin America.

The relevance of this research is manifested in its theoretical, practical, and social contributions. It will expand knowledge on the relationship between digital strategies and female entrepreneurship, providing a conceptual framework adapted to the Latin American context. The findings will serve as a guide for designing support programs and public policies that foster the digital inclusion of women entrepreneurs, contributing to economic development and female empowerment, and helping to reduce gender gaps in the digital entrepreneurial ecosystem. The central question of this study is: How do content marketing strategies impact the entrepreneurial intentions and empowerment of university women in the contemporary digital context in Peru?

Based on the previous approach, the central question of this study is: How do content marketing strategies impact the entrepreneurial intentions and empowerment of university women in the contemporary digital context in Peru, and the general objective is to analyze the impact of content marketing strategies on the entrepreneurial intentions and female empowerment of university women in Peru. The research is structured around specific variables that include: the influence of content marketing strategies, the impact of entrepreneurial motivation, the role of content

creation, the importance of confidence in skills, access to resources, the perception of opportunities, the role of support networks, the relationship with female empowerment and the mediating effects in the digital entrepreneurial ecosystem.

Literature Review

Influence of Content Marketing Strategies on Entrepreneurial Intentions: A Theory of Planned Behavior Approach

Ajzen's (1991) Theory of Planned Behavior (TPB) is a key model in social psychology that explains behavioral intentions through three factors: 1) attitudes toward behavior, which reflect favorable or unfavorable judgments (Wallston, 2001); 2) subjective norms, which are perceptions of social pressure (Finlay et al., 1999); and 3) perceived behavioral control, which refers to self-efficacy (Wallston, 2001). Drakpa et al. (2022) indicate that perceived behavioral control influences entrepreneurial intention; women who feel capable of starting a business are more likely to have entrepreneurial intentions. This model helps to understand how these variables influence the entrepreneurial intentions of college women, considering content marketing strategies, entrepreneurial motivation, and perceived opportunities (Ajzen, 1991).

Content marketing, on the other hand, involves creating and exchanging relevant content to attract and retain audiences (Pulizzi, 2012). Unlike advertising, it focuses on establishing meaningful connections with consumers (Hollebeek & Macky, 2019) and has been shown to influence entrepreneurial intentions positively.

Whereas entrepreneurial motivation refers to the willingness to start and maintain a new business (Belchior & Lyons, 2021), it is central to forming entrepreneurial intention (Carsrud & Brännback, 2011). The higher the motivation, the higher the likelihood of creating action plans.

Opportunity perception refers to the ability to identify and evaluate business opportunities, and it is a key predictor of entrepreneurial intentions (Shane & Venkataraman, 2007). Additionally, entrepreneurial education has a positive impact on these intentions, mediated by opportunity recognition and social networks.

In this context, the following hypotheses are proposed:

H_1: Content marketing strategies have a positive impact on content creation.

H_2: Content marketing strategies have a positive impact on content distribution and interaction.

H_3: Content marketing strategies have a positive impact on entrepreneurial intentions.

The Resources and Capabilities Theory and Its Application to the Business Intentions of Women Entrepreneurs

The Resources and Capabilities Theory (RCT), formulated by Barney (1991) and Wernerfelt (1984), is fundamental in strategy and entrepreneurship. This theory posits that internal resources and capabilities are crucial to achieving sustainable competitive advantages, provided they are valuable, scarce, inimitable, and irreplaceable (Bhandari et al., 2020; Barney et al., 2011). In this study, RCT allows us to examine how content creation, self-efficacy, and access to resources influence women's entrepreneurial intentions.

Women entrepreneurs can identify opportunities and secure resources for their success. Content creation involves generating relevant information (Vera et al., 2024; Pulizzi, 2012), using online platforms to attract audiences. Quality content enhances competitiveness and entrepreneurial intentions, as the perception of creativity can lead to business opportunities (Bhatta et al., 2024).

Confidence in skills refers to women entrepreneurs' belief in their ability to start businesses. A lack of confidence and support can limit female entrepreneurship, while self-efficacy influences the intention to start businesses and engage in key activities necessary for success (Llados-Masllorens & Ruiz-Dotras, 2021; Bandura, 1978).

Access to financial, technological, and human resources is essential, but women face barriers such as patriarchal values and less access to technology and financial services. These inequalities restrict their ability to establish and expand businesses. Access to finance, financial literacy, and technical know-how are vital to empower women and ensure sustainable growth (Bryan et al., 2024; Calanchez Urribarri et al., 2022).

In this area, the following hypotheses are put forward:

H_4: Entrepreneurship intentions have a positive impact on confidence in skills.

H_5: Entrepreneurship intentions have a positive impact on female empowerment.

H_6: Entrepreneurial intentions have a positive impact on entrepreneurial motivation.

H_7: Entrepreneurship intentions have a positive impact on the perception of opportunities.

Female Empowerment Theory and Its Relationship to Support Networks, Entrepreneurial Intentions and Perceived Opportunities

Female empowerment is a multifaceted social process that enables women to control their lives and communities by acting on issues they consider important (Bayeh, 2016). According to Huis et al. (2017), it involves gaining the power to make strategic decisions in contexts where this power had previously been denied to them. Kabeer's (1999) and Rowlands' (1995) Theory of Female Empowerment is key to understanding how control, access, and agency influence women's entrepreneurial intentions and behaviors.

This theory identifies three dimensions: access to resources, which includes financial capital, education, and support networks, enabling women to market and grow their businesses (Bryan et al., 2024; Calanchez Urribarri et al., 2022; Njuki et al., 2022); control of resources, which enhances their participation in important decisions and contributes to their well-being; and agency, which is the ability to set and achieve goals, managing their lives (Quisumbing et al., 2023). Female Empowerment Theory provides a robust framework for analyzing how these dimensions influence women's entrepreneurial intentions, where support networks and perceived opportunities are crucial.

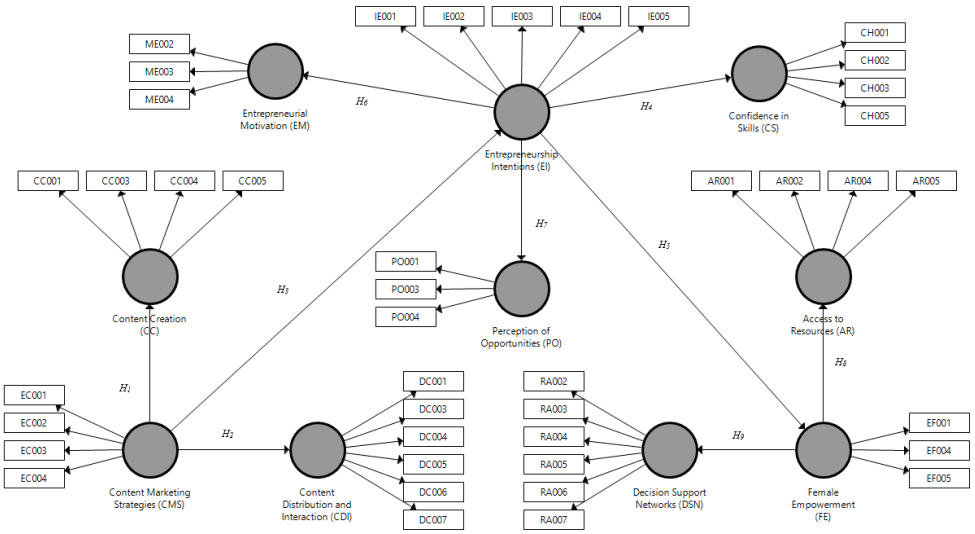
H_8: Female empowerment has a positive impact on access to resources.

H_9: Female empowerment has a positive impact on support networks in decision-making.

H_{10}: Content marketing strategies positively influence female empowerment through entrepreneurial intentions.

Figure 1 is presented below, illustrating the conceptual model that represents the main factors influencing the entrepreneurial intentions (EI) of university women in Peru's contemporary digital context. This theoretical framework integrates several interrelated constructs: entrepreneurial motivation (EM), confidence in skills (CS), content creation (CC), content distribution and interaction (CDI), content marketing strategies (CMS), perception of opportunities (PO), access to resources (AR), entrepreneurial intentions (EI), decision support networks (DSN), and female empowerment (FE). As visualized in the model, Content Marketing Strategies (CMS) are posited as a key antecedent, directly influencing Entrepreneurial Intentions (EI) and impacting EI through Content Creation (CC) and Content Distribution & Interaction (CDI), drawing upon the Theory of Planned Behavior. In turn, Entrepreneurial Intentions (EI) are hypothesized to be central, affecting outcomes such as Confidence in Skills (CS) and Female Empowerment (FE). Finally, the model proposes that Female Empowerment (FE) facilitates Access to Resources (AR) and Decision Support Networks (DSN), aligning with Empowerment Theory and the Resource-Based View. This includes a key hypothesized mediation path (H10) linking initial strategies (CMS) to final empowerment (FE) via entrepreneurial intentions (EI).

Figure 1: Conceptual model



Source: Own elaboration

Methodology

The research employed a quantitative approach with an explanatory scope and cross-sectional design to analyze the mediating influence of content marketing strategies and female empowerment on the entrepreneurial intentions of female university students in Peru, utilizing structural equation modeling (SEM). The target population consisted of 2,500 students from various majors at a private university in Lima during the 2024-2025 academic period, excluding males. Simple random probability sampling was applied, resulting in a necessary sample of 334 students; however, 668 students were surveyed to improve representativeness (Hernández et al., 2024; Hair et al., 2021).

Data were collected using a self-administered questionnaire in Google Forms, which was validated by experts in digital marketing, female empowerment, and business management. The questionnaire was reduced from 50 to 40 items following this validation process. The reliability of the questionnaire was assessed using Cronbach's alpha coefficient ($\alpha = 0.979$) and McDonald's ω coefficient ($\omega = 0.979$), both of which indicated excellent reliability. The items were scored on a 5-point Likert scale (Arias, 2023).

Data analysis was performed using SmartPLS 4.0, which is suitable for small samples and non-normal data. Preliminary tests were performed, including Harman's one-factor test, which revealed that the first factor explained 48.5% of the variance. The Kaiser-Meyer-Olkin (KMO) test showed an index of 0.954, and Bartlett's test of sphericity confirmed sampling adequacy. Metrics such as Mean Variance Extracted (MVE) and composite reliability were calculated to assess construct validity (Hair et al., 2021).

The SEM analysis was developed in two stages: the first assessed the reliability and validity of the constructs, and the second focused on structural model estimation and hypothesis analysis, evaluating the coefficients of determination (R^2) and effect sizes (f^2). Although SEM does not require multivariate normality, the distribution of the data was checked, confirming that they did not follow a normal distribution without affecting the validity of the model (Hair et al., 2022).

Finally, the study adhered to the university's Code of Ethics for Research, respecting the rights of participants and ensuring confidentiality and informed consent.

Results and Discussion

Results

The results present the main demographic, academic, and behavioral characteristics of the participants first. The findings show that most of the students are in advanced stages of their academic training, with 46.8% in final cycles (23-24 years old) and 28.2% as non-traditional students (25 years or older). 44.1% study Administration and Entrepreneurship, and 31.1% International Business, indicating a focus on management. In terms of the academic cycle, 45.4% are in cycles 7-8, and 27.3% are in cycles 9-10. In terms of work, 42.8% combine study with part-time work (26-35 hours per week) and 27.6% work full-time, evidencing a strong work commitment.

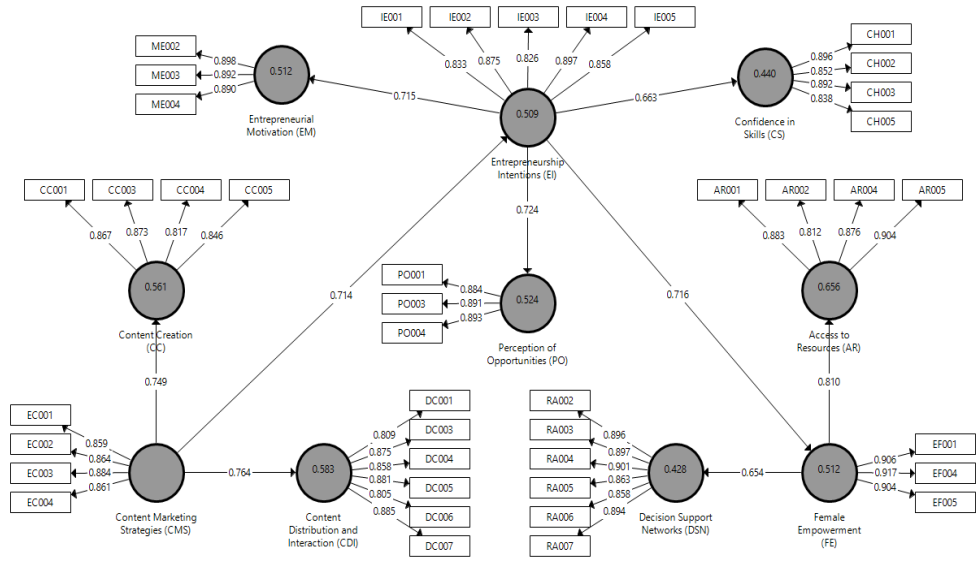
The motivation to start a business is based on family tradition (37.8%) and social impact (28.8%), suggesting that personal and social factors are key drivers. As for digital content, specialized blogs (37.3%) and professional social networks (28.3%) are the most consumed sources, reflecting a preference for practical information. Participants dedicate between 1 and 3 hours a day to content related to entrepreneurship, with a notable interest in female entrepreneurship topics (30.4% of participants are interested).

TikTok (36.9%) and LinkedIn (28.0%) are the most used platforms for professional development. In terms of family income, 35.3% comes from households with incomes between S/. 5,001 and S/. 7,500, and 32.0% between S/. 7,501 and S/. 10,000, indicating a predominance of medium and high socioeconomic levels. The data reflect a population mostly in advanced stages of academic training, with a marked interest in entrepreneurship and an active use of digital tools for their professional development.

On the other hand, the Structural Model (Figure 2) is presented, which illustrates the hypothesized structural relationships between the study constructs. This model enables the visualization of the proposed direct and indirect connections between key variables, providing a conceptual map of the causal pathways that will be empirically tested through SEM analysis. The graphical representation details the overall architecture of how the variables are postulated to interact sequentially within the theoretical framework. This figure provides a visual basis for understanding the model's structure before examining the specific quantitative results in Table 1, which

will assess the magnitude and statistical significance of the posited relationships.

Figure 2: Model Estructural



Source: Own elaboration

The results of the internal model are presented in Table 1 below, which includes the coefficients of determination (R^2) and effect sizes (f^2) for each endogenous variable. These results are essential to evaluate the predictive capacity of the model and the relevance of each predictor variable to the corresponding endogenous variables (Hair et al., 2021).

Table 1 presents the results of R^2, Adjusted R^2, and Effect Size (f^2), revealing significant findings about the structural relationships of the model. According to Hair et al. (2021), R^2 values are classified as substantial (> 0.75), moderate (0.50 - 0.75), and weak (0.25 - 0.50). AR shows the highest R^2 of the model at 0.656, indicating moderate-high explanatory power. CDI has an R^2 of 0.583 and CC an R^2 of 0.561, which are considered moderate and satisfactory for research in the social sciences.

Table 1: Quality Indicators of the Structural Model R^2, Adjusted R^2 and f^2

Endogenous Variable	R^2	R^2 adjusted	Predictor variable	f^2
AR	0.656	0.655	-	-
CS	0.440	0.439	IE	0.785
CC	0.561	0.560	EMC	1.277
CDI	0.583	0.583	EMC	1.399
FE	0.512	0.512	AR	1.904
EI	0.509	0.509	FE	1.051
EM	0.512	0.511	IE	1.048
PO	0.524	0.524	IE	1.102
DSN	0.428	0.427	FE	0.748

Source: Prepared by the author based on the results of the Smart PLS Software version 3.2.9

The variables FE, EM, and PO have similar R^2 values (0.512, 0.512, and 0.524, respectively), exceeding the minimum recommended threshold. EI shows an R^2 of 0.509, indicating a moderate level of explanatory power (Hair et al., 2021).

Regarding the effect sizes (f^2), Cohen (1988) states that values of 0.02, 0.15, and 0.35 indicate small, medium, and large effects, respectively. The RA → EF relationship has the largest effect size ($f^2 = 1.904$), classified as very large, indicating a significant influence of RA on FE. CME has important effects on CDI ($f^2 = 1.399$) and CC ($f^2 = 1.277$), considered large in the context of PLS-SEM models.

EF also demonstrates a substantial effect on EI ($f^2 = 1.051$), while EI significantly influences PO ($f^2 = 1.102$) and EM ($f^2 = 1.048$). Additionally, the FE → DSN ($f^2 = 0.748$) and EI → CS ($f^2 = 0.785$) relationships show moderate-high effects.

These results suggest a robust model with significant structural relationships. The R^2 values indicate satisfactory explanatory power, while the f^2 effect sizes reveal strong relationships between the constructs, supporting the model's relevance in understanding the dynamics between female empowerment, content marketing strategies, and entrepreneurial intentions.

Table 2: Discriminant Validity: FL and HTMT

Var.	AR	CS	CC	CDI	FE	CMS	EI	EM	PO	DSN
AR	0.869	0.758	0.836	0.798	0.891	0.735	0.816	0.890	0.829	0.895
CS	0.686	0.870	0.657	0.572	0.721	0.548	0.728	0.836	0.799	0.776
CC	0.736	0.586	0.851	0.874	0.649	0.846	0.870	0.765	0.736	0.661
CDI	0.727	0.524	0.792	0.853	0.657	0.831	0.811	0.703	0.668	0.603
FE	0.810	0.648	0.574	0.597	0.909	0.584	0.789	0.739	0.687	0.706
CMS	0.653	0.488	0.749	0.764	0.520	0.867	0.792	0.708	0.660	0.620
EI	0.736	0.663	0.779	0.748	0.716	0.714	0.858	0.790	0.812	0.691
EM	0.791	0.739	0.672	0.637	0.656	0.628	0.715	0.893	0.897	0.892
PO	0.729	0.705	0.644	0.603	0.606	0.581	0.724	0.785	0.890	0.827
DSN	0.829	0.716	0.602	0.568	0.654	0.570	0.643	0.807	0.747	0.885

Source: Own elaboration

Table 2 presents the analysis of discriminant validity, evaluated using the Fornell-Larcker criteria and the HTMT (Heterotrait-Monotrait Ratio) index. The values in the main diagonal, which correspond to the square root of the AVE (Average Variance Extracted), range between 0.851 and 0.909, indicating adequate internal consistency of the constructs. These values exceed the correlations between constructs, thus complying with the requirement of discriminant validity (Fornell & Larcker, 1981; Henseler et al., 2015). The Female Empowerment construct has the highest value (0.909), followed by Entrepreneurial Motivation (0.893), which reinforces the convergence of the indicators.

Most of the constructs meet the Fornell-Larcker criterion, since the square root of the AVE is greater than the correlations between constructs, guaranteeing discriminant validity. However, some correlations are higher, which could indicate a closer theoretical relationship between certain constructs (Henseler et al., 2015; Rönkkö & Evermann, 2013).

In the analysis of the HTMT index, five relationships were identified that exceed the threshold of 0.85, although none surpass the critical limit of 0.90, thus ensuring an acceptable discriminant validity. This indicator is more sensitive to detecting validity issues in variance-based models (Henseler et al., 2015). The highest relationships are observed between AR → DSN (0.895), EM → PO (0.897), and EM → DSN (0.892), remaining within acceptable limits.

In conclusion, the model demonstrates adequate discriminant validity based on the criteria of the square root of the AVE and the HTMT index, recognized as statistical standards in the analysis of structural equation models (Fornell & Larcker, 1981; Henseler et al., 2015).

Table 3: Analysis of Factor Loads and Variance Inflation Factors (VIF) in the Measurement Model

Variable	**VIF**	**Factor Load**	**Variable**	**VIF**	**Factor Load**
Access to Resources (AR)			Content Marketing Strategies (CMS)		
AR001	2.464	0.883	EC001	2.400	0.859
AR002	2.055	0.812	EC002	2.490	0.864
AR004	2.696	0.876	EC003	2.565	0.884
AR005	3.005	0.904	EC004	2.292	0.861
Confidence in Skills (CS)			Entrepreneurial Intentions (EI)		
CH001	3.030	0.896	IE001	2.392	0.833
CH002	2.204	0.852	IE002	2.839	0.875
CH003	2.661	0.892	IE003	2.203	0.826
CH005	2.110	0.838	IE004	3.230	0.897
			IE005	2.536	0.858
Content Creation (CC)			Entrepreneurial Motivation (EM)		
CC001	2.333	0.867	ME002	2.178	0.898
CC003	2.336	0.873	ME003	2.486	0.892
CC004	1.915	0.817	ME004	2.435	0.890
CC005	2.081	0.846	Perception of Opportunities (PO)		
			PO001	2.207	0.884
Content Distribution and Interaction (CDI)			PO003	2.419	0.891
			PO004	2.234	0.893
DC001	2.625	0.809	Decision support networks (DSN)		
DC003	3.056	0.875	RA002	3.771	0.896
DC004	3.421	0.858	RA003	3.766	0.897
DC005	3.258	0.881	RA004	3.968	0.901
DC006	2.543	0.805	RA005	2.688	0.863
DC007	3.401	0.885	RA006	2.977	0.858
			RA007	3.732	0.894
Female Empowerment (FE)					
EF001	2.648	0.906			
EF004	2.939	0.917			
EF005	2.586	0.904			

Source: Own elaboration

Table 3 presents the analysis of factor loads, which reflect a solid and reliable measurement structure for all constructs of the model. All loads exceed the critical threshold of 0.708, established by Hair et al. (2021), confirming the convergent validity of the indicators.

Female Empowerment stands out with loads between 0.904 and 0.917, evidencing a strong relationship with its indicators. The Decision Support Networks show robust loads between 0.858 and 0.901. Content Marketing Strategies have high loads ranging from 0.859 to 0.884, reflecting an excellent representation of the construct.

On the other hand, Content Creation has values between 0.817 and 0.873, while Content Distribution and Interaction range between 0.805 and 0.885, demonstrating solid convergent validity. Entrepreneurial Intentions and Entrepreneurial Motivation also show high loads, suggesting excellent reliability of the indicators.

The constructs of Access to Resources and Confidence in Skills have loads that exceed 0.70, confirming their convergent validity. In general, the factor loads in all constructs demonstrate the quality of the measurement model, supporting its reliability and convergent validity (Magno et al., 2022).

The analysis of Variance Inflation Factors (VIF) supports the validity of the model, with values ranging from 1.915 to 3.968, all below the critical threshold of 5, indicating the absence of significant collinearity problems (Hair et al., 2021). Support Network indicators have the highest VIF values but remain within the acceptable range.

The indicators of Entrepreneurial Intentions and Entrepreneurial Motivation also show manageable values, ensuring adequate independence between the indicators. Low FIV values, such as those of CC004 and CC005, indicate an excellent distinction between the indicators and confirm their unique contribution to the construct (Magno et al., 2022).

Therefore, the result of the factor loads and the VIF values confirms that the measurement model is robust and reliable. High loads ensure strong convergent validity, while VIF values within the acceptable range ensure the absence of collinearity problems, strengthening the theoretical and empirical basis for structural analysis of the model.

Table 4: Path Coefficient Analysis and Hypothesis Validation

Hypothesis	Relation	Path Coefficient	t-value	p-value
H_1	Content marketing strategies → Content creation.	0.749	38.756	$p < 0.05$, Accepted
H_2	Content marketing strategies → Content distribution and interaction.	0.764	49.500	$p < 0.05$, Accepted
H_3	Content marketing strategies → Entrepreneurship intentions.	0.714	29.085	$p < 0.05$, Accepted
H_4	Entrepreneurship intentions → Confidence in skills	0.663	23.662	$p < 0.05$, Accepted
H_5	Entrepreneurship intentions → Female empowerment.	0.716	33.508	$p < 0.05$, Accepted
H_6	Entrepreneurial intentions → Entrepreneurial motivation	0.715	34.203	$p < 0.05$, Accepted
H_7	Entrepreneurship intentions → Perception of opportunities	0.724	29.502	$p < 0.05$, Accepted
H_8	Female empowerment → Acceso a recursos	0.810	51.748	$p < 0.05$, Accepted
H_9	Female empowerment → Decision-making support networks	0.654	23.851	$p < 0.05$, Accepted
H_{10}	Content marketing strategies → Entrepreneurship intentions → Female empowerment.	0.511	20.842	$p < 0.05$, Accepted

Source: Own elaboration

The results of the structural equation analysis, presented in Table 4, confirm that all hypotheses were accepted ($p < 0.05$), thereby validating the

proposed model. Content marketing strategies significantly influence several variables. The strongest correlation is with the distribution and interaction of the content (coefficient of 0.764, $t = 49.500$, *H2*, $p < 0.05$), which shows that these strategies attract and engage the public, as indicated by Pulizzi (2012) and Hollebeek and Macky (2019). They also have a positive impact on content creation (coefficient of 0.749, $t = 38.756$, *H1*, $p < 0.05$), strengthening relationships with the audience.

In addition, they affect entrepreneurial intentions (coefficient of 0.714, $t = 29.085$, *H3*, $p < 0.05$), supported by Ajzen's (1991) Theory of Planned Behavior, which suggests that attitudes and norms influence intention. This allows women entrepreneurs to strengthen their self-efficacy and better plan their activities.

Entrepreneurial intentions also impact confidence in skills (*H4*, $\beta = 0.663$, $t = 23.662$, $p < 0.05$), female empowerment (*H5*, $\beta = 0.716$, $t = 33.508$, $p < 0.05$) and entrepreneurial motivation (*H6*, $\beta = 0.715$, $t = 34.203$, $p < 0.05$). These findings coincide with Carsrud and Brännback (2011), who state that greater motivation increases the probability of starting a business. The perception of opportunities is also influenced (coefficient of 0.724, $t = 29.502$, *H7*, $p < 0.05$), as Shane and Venkataraman (2007) explain.

Female empowerment is key, showing a high correlation with access to resources (coefficient of 0.810, $t = 51.748$, *H8*, $p < 0.05$), which allows women to overcome structural barriers (Bryan et al., 2024). It also influences decision-making support networks (coefficient of 0.654, $t = 23.851$, *H9*, $p < 0.05$), supported by Rowley (2008).

Finally, entrepreneurial intentions mediate between marketing strategies and female empowerment (coefficient of 0.511, $t = 20.842$, *H10*, $p < 0.05$), indicating an indirect effect of marketing strategies on empowerment. This validates the relationship between marketing, entrepreneurial motivation, and female empowerment, with significant empirical support.

Discussion

The findings of the structural equation analysis confirm that all hypotheses are valid ($p < 0.05$), which supports the proposed model on the interactions between female empowerment, entrepreneurial intentions, and content marketing strategies.

The H_1 hypothesis reveals a positive effect of content marketing strategies on content creation (coefficient of 0.749), aligning with Julaeha (2024), which emphasizes the importance of high-quality content in fostering strong relationships with the public. Mufadhol et al. (2024) also reinforce that relevant content increases consumer engagement and loyalty.

For H_2, it is confirmed that these strategies positively affect the sharing and interaction of content (coefficient of 0.764), supported by Pulizzi (2012) and Hollebeek and Macky (2019), who argue that relevant content generates high interaction. Chaffey and Smith (2014) indicate that well-designed campaigns can increase consumer engagement in digital by up to 40%.

In H_3, it is observed that marketing strategies have a positive influence on entrepreneurial intention (coefficient of 0.714), which is explained by Ajzen's Theory of Planned Behavior (1991). This strengthens the self-efficacy and motivation of women entrepreneurs (Dalimunthe et al., 2025).

Hypothesis H_4, linking entrepreneurial intentions and confidence in skills, is confirmed with a coefficient of 0.663, aligning with Bandura's (1978) self-efficacy theory, which highlights the importance of confidence in overcoming challenges. Women entrepreneurs with higher confidence are more likely to start new businesses. Paunovic and Musial (2024) point out that self-efficacy is a key factor in entrepreneurial intention, especially in women who participate in entrepreneurship education programs.

Hypothesis H_5 suggests that entrepreneurial intentions have a positive impact on female empowerment (coefficient of 0.716), as supported by Widiastuti et al. (2024), who note that empowered women tend to make better strategic decisions. Bryan et al. (2024) highlight that empowerment is linked to access to resources and support networks.

H_6 confirms that entrepreneurial intentions have a positive influence on entrepreneurial motivation (coefficient of 0.715). Carsrud and Brännback (2011) explain that greater motivation increases the probability of developing business plans. Manjaly et al. (2022) state that women's motivation for entrepreneurship arises from both external factors and their self-assessment and passion for entrepreneurship. Hence, motivation is crucial for business success, driving entrepreneurs to persist and adapt.

Hypothesis H_7 confirms that entrepreneurial intentions affect the perception of opportunities (coefficient of 0.724), which is essential for business emergence, as indicated by Shane and Venkataraman (2007). Motivated and confident entrepreneurs are more likely to spot entrepreneurial opportunities.

H_8 shows that female empowerment has a positive impact on access to resources (coefficient of 0.810), supporting the Theory of Resource Capabilities (Bhandari et al., 2020; Barney et al., 2011). Empowered women have more access to financial and technological resources, which allows them to develop key skills for their businesses (Widiastuti et al., 2024).

Hypothesis H_9 posits that female empowerment influences decision-making support networks (coefficient of 0.654), a finding supported by Rowley (2008) and Kabeer (2021), who emphasize the significance of these networks for business success.

At last, H_{10} validates that content marketing strategies influence female empowerment through entrepreneurial intentions (coefficient of 0.511), confirming the theoretical connection of the model. Dwivedi et al. (2021) highlight the relevance of intentions as mediators in business behavior.

These findings have practical implications, suggesting the need for content marketing strategies that foster self-efficacy and entrepreneurial intentions. They also underscore the importance of accessing resources and support networks to empower women entrepreneurs. However, the study has certain limitations that suggest directions for future research.

The main restriction lies in the sample, which is limited to students from a private university in Lima, affecting generalizability. It is recommended that future samples be expanded to include diverse institutions (public and private) and regions of Peru, using, for example, stratified sampling to better capture socioeconomic and geographic diversity.

Similarly, it is limited by the exclusive reliance on self-administered questionnaires, which are susceptible to self-report bias. To strengthen the findings, future studies could benefit from mixed approaches, integrating qualitative methods such as interviews to triangulate and deepen the understanding of students' perceptions and experiences.

Additionally, it is recognized that the measurement of empowerment focuses on perceptual indicators. Further research could employ multidimensional scales that address specific aspects such as autonomy, access, and control of resources, offering a more comprehensive assessment.

Finally, the cross-sectional design of the study offers a static perspective; the implementation of longitudinal designs could allow for examining the temporal dynamics of the relationships between content marketing, entrepreneurial intentions, and empowerment, in addition to strengthening inferences about causality.

Conclusion

The findings of this study confirm that content marketing strategies are crucial for creating and distributing relevant content, which in turn increases audience engagement and enhances women's entrepreneurial intentions. This highlights the need to develop strategies that not only capture the audience's attention but also create real, lasting connections. Organizations are advised to invest in content that emphasizes relevance, quality, and direct consumer engagement, especially on digital platforms.

The study also indicates that entrepreneurial intentions have a positive impact on confidence in skills, female empowerment, entrepreneurial motivation, and the perception of opportunities. This underscores the importance of strengthening programs and policies to support women's entrepreneurship, promoting women's self-efficacy and their ability to identify and take advantage of opportunities. It is suggested to conduct training sessions in business skills and leadership, as well as to facilitate access to financial, technological, and social resources.

Female empowerment is a key component of the model, improving access to valuable resources and enhancing the ability to network and make informed decisions. This finding implies that organizations should prioritize programs that promote gender equality and access to resources that favor women's business growth. Additionally, it is suggested to promote support networks among entrepreneurs for the exchange of knowledge and opportunities.

Indirect effects of content marketing strategies on female empowerment through entrepreneurial intention are verified, validating their inclusion in entrepreneurship support programs. Both public and private institutions must collaborate in the dissemination of success stories and strategies for female entrepreneurship. Finally, the study highlights the importance of investigating how relationships are built in different cultural and economic contexts, as well as other determinants such as technological progress and social interaction. Longitudinal studies would be useful to assess the long-term effects of content marketing strategies on women's entrepreneurship and empowerment. Future studies in this area will contribute to a more comprehensive understanding and more effective interventions for women entrepreneurs.

References

[1] **Ajzen, I.** (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes, 50*(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

[2] **Alam, K., Ali, M. A., Erdiaw-Kwasie, M. O., Murray, P. A., & Wiesner, R.** (2022). Digital transformation among SMEs: Does gender matter? *Sustainability, 14*(1), Article 1. https://doi.org/10.3390/su14010535

[3] **Al-Qahtani, M., Zguir, M. F., Ari, I., & Koç, M.** (2022). Female entrepreneurship for sustainable economy and development—Challenges, drivers, and suggested policies for resource-rich countries. *Sustainability, 14*(20), Article 20. https://doi.org/10.3390/su142013412

[4] **Arias, F.** (2023). The pragmatic paradigm as the epistemological foundation of mixed research: Systematized review. *Education, Art, Communication: Revista Académica e Investigativa, 12*(2), Article 2. https://doi.org/10.54753/eac.v12i2.2020

[5] **Bandura, A.** (1978). Self-efficacy: Toward a unifying theory of behavioral change. *Advances in Behaviour Research and Therapy, 1*(4), 139–161. https://doi.org/10.1016/0146-6402(78)90002-4

[6] **Barney, J., Ketchen, D., & Wright, M.** (2011). The future of resource-based theory: Revitalization or decline? *Journal of Management, 37*(5), 1299–1315. https://doi.org/10.1177/0149206310391805

[7] **Bayeh, E.** (2016). The role of empowering women and achieving gender equality to the sustainable development of Ethiopia. *Pacific Science Review B: Humanities and Social Sciences, 2*(1), 37–42. https://doi.org/10.1016/j.psrb.2016.09.013

[8] **Bejjani, M., Göcke, L., & Menter, M.** (2023). Digital entrepreneurial ecosystems: A systematic literature review. *Technological Forecasting and Social Change, 189*, 122372. https://doi.org/10.1016/j.techfore.2023.122372

[9] **Belchior, R. F., & Lyons, R.** (2021). An exploration of changing student entrepreneurial motivators – a longitudinal analysis. *International Journal of Entrepreneurial Behavior & Research, 28*(1), 151–181. https://doi.org/10.1108/IJEBR-05-2021-0417

[10] **Bhandari, K. R., Rana, S., Paul, J., & Salo, J.** (2020). Relative exploration and firm performance: Why resource-theory alone is not sufficient? *Journal of Business Research, 118*, 363–377. https://doi.org/10.1016/j.jbusres.2020.07.001

[11] **Bhatta, D. D., Pi, Y., Sarfraz, M., Jaffri, Z. U. A., Ivascu, L., & Ozturk, I.** (2024). What determines the entrepreneurial intentions of employees? A moderated mediation model of entrepreneurial motivation and innovative work behavior. *Heliyon, 10*(2), e24678. https://doi.org/10.1016/j.heliyon.2024.e24678

[12] **Brush, C. G., de Bruin, A., & Welter, F.** (2009). A gender-aware framework for women's entrepreneurship. *International Journal of Gender and Entrepreneurship, 1*(1), 8–24. https://doi.org/10.1108/17566260910942318

[13] **Bryan, E., Alvi, M., Huyer, S., & Ringler, C.** (2024). Addressing gender inequalities and strengthening women's agency to create more climate-resilient and sustainable food systems. *Global Food Security, 40*, 100731. https://doi.org/10.1016/j.gfs.2023.100731

[14] **Calanchez Urribarri, A., Chávez Vera, K., Reyes Reyes, C., & Ríos Cubas, M.** (2022). Innovative performance to strengthen the culture of entrepreneurship in Peru. *Revista Venezolana de Gerencia, 27*(100), 1837–1858. https://doi.org/10.52080/rvgluz.27.100.33

[15] **Carsrud, A., & Brännback, M.** (2011). Entrepreneurial motivations: What do we still need to know? *Journal of Small Business Management, 49*(1), 9–26. https://doi.org/10.1111/j.1540-627X.2010.00312.x

[16] **Chaffey, D., & Ellis-Chadwick, F.** (2014). *Digital marketing: Strategy, implementation, and practice* (5th ed.). Pearson.

[17] **Chin, W. W.** (1998). The partial least squares approach to structural equation modeling. In G. A. Marcoulides (Ed.), *Modern methods for business research* (pp. 295–336). Psychology Press.

[18] **Dalimunthe, R., Siahaan, E., Lubis, A., Astuti, P., & Bangun Siregar, M.** (2025). Success strategies for womenpreneurs to improve innovative performance and competitive advantage. *TEM Journal*, 266–277. https://doi.org/10.18421/TEM141-24

[19] **Dandona, D.** (2015). Empowerment of women: A conceptual framework. *International Journal of Indian Psychology, 2*(3). https://doi.org/10.25215/0203.044

[20] **Drakpa, D., Loday, S., & Yangchen, K.** (2022). Factors affecting entrepreneurial intention of the female students of business colleges of Bhutan: Applying the theory of planned behaviour. *Journal of Women's Entrepreneurship and Education, 1–2*, 170–186. https://doi.org/10.28934/jwee22.12.pp170-186

[21] **Dwivedi, Y., Ismagilova, E., Hughes, D., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y.** (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management, 59*, 102168. https://doi.org/10.1016/j.ijinfomgt.2020.102168

[22] **Finlay, K., Trafimow, D., & Moroi, E.** (1999). The importance of subjective norms on intentions to perform health behaviors. *Journal of*

Applied Social Psychology, 29(11), 2381–2393. https://doi.org/10.1111/j.1559-1816.1999.tb00116.x

[23] **Fornell, C., & Larcker, D.** (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research, 18*(1), 39–50. https://doi.org/10.2307/3151312

[24] **Habib, S., Hamadneh, N., & Hassan, A.** (2022). The relationship between digital marketing, customer engagement, and purchase intention via OTT platforms. *Journal of Mathematics, 2022*(1), 5327626. https://doi.org/10.1155/2022/5327626

[25] **Hair, J., Hult, G., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S.** (2021). *Partial least squares structural equation modeling (PLS-SEM) using R: A workbook*. Springer.

[26] **Henseler, J., Ringle, C. M., & Sarstedt, M.** (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science, 43*(1), 115–135. https://doi.org/10.1007/s11747-014-0403-8

[27] **Hernández, R., Fernández, C., & Baptista, P.** (2014). *Research methodology*. https://www.uncuyo.edu.ar/ices/libro-metodologia-de-la-investigacion-6ta-edicion

[28] **Hollebeek, L., & Macky, K.** (2019). Digital content marketing's role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications. *Journal of Interactive Marketing, 45*, 27–41. https://doi.org/10.1016/j.intmar.2018.07.003

[29] **Huis, M., Hansen, N., Otten, S., & Lensink, R.** (2017). A three-dimensional model of women's empowerment: Implications in the field of microfinance and future directions. *Frontiers in Psychology, 8*, 1678. https://doi.org/10.3389/fpsyg.2017.01678

[30] **Julaeha, L.** (2024). The role of content marketing in brand loyalty: An empirical analysis. *MASMAN Master Manajemen, 2*(2), Article 2. https://doi.org/10.59603/masman.v2i2.509

[31] **Llados-Masllorens, J., & Ruiz-Dotras, E.** (2021). Are women's entrepreneurial intentions and motivations influenced by financial skills? *International Journal of Gender and Entrepreneurship, 14*(1), 69–94. https://doi.org/10.1108/IJGE-01-2021-0017

[32] **Magno, F., Cassia, F., & Ringle, C. M.** (2022). A brief review of partial least squares structural equation modeling (PLS-SEM) use in quality management studies. *The TQM Journal, 36*(5), 1242–1251. https://doi.org/10.1108/TQM-06-2022-0197

[33] **Manjaly, N., Joseph, G., P. M., N., & K. S., K. N.** (2022). Entrepreneurial intention of Indian women university students. *Journal of Women's Entrepreneurship and Education, 3–4*, 273–290. https://doi.org/10.28934/jwee22.34.pp273-290

[34] **Messikh, A.** (2021). The entrepreneurial intention of Algerian women (a sample study of Skikda University female students). *Journal of Women's Entrepreneurship and Education, 3–4*, 134–150. https://doi.org/10.28934/jwee21.34.pp134-150

[35] **Mufadhol, M., Tutupoho, F., Nanulaita, D., Bell, A. de, & Prabowo, B.** (2024). The influence of posting frequency, content quality, and interaction with customers on social media on customer loyalty in a start-up business. *West Science Business and Management, 2*(02), Article 02. https://doi.org/10.58812/wsbm.v2i02.966

[36] **Nigam, N., & Shatila, K.** (2023). Entrepreneurial intention among women entrepreneurs and the mediating effect of dynamic capabilities: Empirical evidence from Lebanon. *International Journal of Entrepreneurial Behavior & Research, 30*(4), 916–937. https://doi.org/10.1108/IJEBR-07-2023-0690

[37] **Nuseir, M., El Refae, G., Aljumah, A., Alshurideh, M., Urabi, S., & Kurdi, B.** (2023). Digital marketing strategies and the impact on customer experience: A systematic review. In *Advances in digital marketing and eCommerce* (pp. 11–21). Springer. https://doi.org/10.1007/978-3-031-12382-5_2

[38] **Paunovic, I., & Musial, J.** (2024). Gender gap in entrepreneurial intention, reasoning, self-efficacy, and education preferences among university students: An entrepreneurial event theory perspective. *Journal of Women's Entrepreneurship and Education, 3–4*, 93–111. https://doi.org/10.28934/jwee24.34.pp93-111

[39] **Pulizzi, J.** (2012). The rise of storytelling as the new marketing. *Publishing Research Quarterly, 28*(2), 116–123. https://doi.org/10.1007/s12109-012-9264-5

[40] **Quisumbing, A., Cole, S., Elias, M., Faas, S., Galiè, A., Malapit, H., Meinzen-Dick, R., Myers, E., Seymour, G., & Twyman, J.** (2023). Measuring women's empowerment in agriculture: Innovations and evidence. *Global Food Security, 38*, 100707. https://doi.org/10.1016/j.gfs.2023.100707

[41] **Rönkkö, M., & Evermann, J.** (2013). A critical examination of common beliefs about partial least squares path modeling. *Organizational Research Methods, 16*(3), 425–448. https://doi.org/10.1177/1094428112474693

[42] **Rowley, J.** (2008). Understanding digital content marketing. *Journal of Marketing Management, 24*(5–6), 517–540. https://doi.org/10.1362/026725708X325977

[43] **Sajjad, M., Kaleem, N., Chani, M., & Ahmed, M.** (2020). Worldwide role of women entrepreneurs in economic development. *Asia Pacific Journal of Innovation and Entrepreneurship, 14*(2), 151–160. https://doi.org/10.1108/APJIE-06-2019-0041

[44] **Sanze, N., Bamfo, B., & Takyi, L.** (2024). Intervention programs and women empowerment: The role of skills acquisition and development and

financial independence. *Journal of Enterprising Communities: People and Places in the Global Economy, 18*(3), 528–546. https://doi.org/10.1108/JEC-03-2024-0038

[45] **Selya, A., Rose, J., Dierker, L., Hedeker, D., & Mermelstein, R.** (2012). A practical guide to calculating Cohen's f², a measure of local effect size, from PROC MIXED. *Frontiers in Psychology, 3*, 111. https://doi.org/10.3389/fpsyg.2012.00111

[46] **Shane, S., & Venkataraman, S.** (2007). The promise of entrepreneurship as a field of research. In Á. Cuervo, D. Ribeiro, & S. Roig (Eds.), *Entrepreneurship: Concepts, theory and perspective* (pp. 171–184). Springer. https://doi.org/10.1007/978-3-540-48543-8_8

[47] **Sharabati, A., Ali, A., Allahham, M., Hussein, A., Alheet, A., & Mohammad, A.** (2024). The impact of digital marketing on the performance of SMEs: An analytical study considering modern digital transformations. *Sustainability, 16*(19), Article 98667. https://doi.org/10.3390/su16198667

[48] **Taskin, S., Javed, A., & Kohda, Y.** (2023). Promoting entrepreneurial mindset for successful entrepreneurship. *Journal of Women's Entrepreneurship and Education, 3–4*, 122–142. https://doi.org/10.28934/jwee23.34.pp122-142

[49] **Vera, K., Urribarri, A., Velita, J., Illa, G., & Chirinos, A.** (2024). Influence of the development of entrepreneurial skills on the confidence to undertake in university students. *Journal of Infrastructure, Policy and Development, 8*(9), Article 6463. https://doi.org/10.24294/jipd.v8i9.6463

[50] **Wallston, K.** (2001). Control beliefs: Health perspectives. In N. J. Smelser & P. B. Baltes (Eds.), *International encyclopedia of the social & behavioral sciences* (pp. 2724–2726). Pergamon. https://doi.org/10.1016/B0-08-043076-7/03799-2

[51] **Widiastuti, T., Al-shami, S., Mawardi, I., Zulaikha, S., Haron, R., Kasri, R., Mustofa, M., & Dewi, E.** (2024). Capturing the barriers and strategic solutions for women empowerment: Delphi analytical network process. *Journal of Open Innovation: Technology, Market, and Complexity, 10*(3), 100345. https://doi.org/10.1016/j.joitmc.2024.100345

[52] **Zahra, S., Liu, W., & Si, S.** (2023). How digital technology promotes entrepreneurship in ecosystems. *Technovation, 119*, 102457. https://doi.org/10.1016/j.technovation.2022.102457

Article history: Received: March 31, 2025

Accepted: September 2, 2025

First Online: September 18, 2025