

THE IMPACT OF DIGITAL MARKETING STRATEGIES AND SOCIAL INFLUENCE IN THE CULINARY INDUSTRY: EVIDENCE FROM RICE BOWL CONSUMERS IN MAKASSAR

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ABSTRACT

This study examines the effects of Social Media Marketing Content and Peer Influence on the purchase intention of rice bowl consumers in Makassar, with Attitude toward Advertising as a mediating variable. Using a quantitative approach, data were collected from 150 Gen Z respondents through questionnaires and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The study aims to explain how visually engaging content and social interaction influence consumer attitudes and purchasing decisions in a highly competitive culinary market. The findings provide practical insights for MSMEs in designing socially responsive digital marketing strategies



INTRODUCTION

The culinary industry in Indonesia is characterized by an increasingly dynamic interaction between digital visual communication and consumer social behavior, particularly within the highly competitive rice bowl market that primarily targets urban youth. In Makassar, the widespread adoption of social media has fundamentally changed how culinary products are discovered, evaluated, and consumed, positioning Social Media Marketing Content (SMMC) as a key mechanism for capturing consumer attention (Izogo and Mpinganjira, 2024). Nevertheless, mere exposure to digital content does not automatically translate into purchasing behavior. The effectiveness of marketing efforts largely depends on how consumers interpret and respond to the advertising messages they encounter (Jamal and

Khan, 2024).

Recent empirical evidence highlights that Attitude toward Advertising plays a pivotal mediating role in converting marketing content into purchase intention, functioning as a psychological gatekeeper that determines advertising success. (Kaushal and Kumar, 2016) conceptualize attitude as a learned predisposition that guides consumer behavior and significantly influences purchase decisions, while Sanesh et al., (2022) demonstrate that attitude toward advertising is a robust and significant predictor of advertising effectiveness. Furthermore, (Dr. Randhir Singh Ranta *et al.*, 2025) emphasize that advertising attributes such as credibility, informativeness, and entertainment value substantially shape consumer attitudes and subsequent purchase intentions. These findings underscore that delivering visually appealing or frequent content alone is insufficient; rather, the way consumers cognitively and emotionally process marketing messages ultimately determines whether digital marketing strategies can successfully transform attention into actual purchasing behavior (Dr. Randhir Singh Ranta *et al.*, 2025; Subasinghe and Weerasisri, 2019).

Furthermore, the decision-making process of Gen Z consumers in Makassar is rarely an isolated cognitive event; it is deeply embedded in their social context, specifically Peer Influence. Research indicates that peer groups validate consumption choices, serving as a benchmark for what is considered desirable or viral (Le and Ngoc, 2024; Theocharis, 2025). In high-speed internet environments like Makassar, peer influence operates almost instantaneously through sharing and tagging mechanisms, reinforcing or diminishing the impact of seller-generated content (Onofrei *et al.*, 2022; Wang *et al.*, 2012). The synergy between what the seller posts (SMMC) and what friends endorse (Peer Influence) is hypothesized to shape the consumer's overall attitude toward the ad, subsequently influencing their intention to buy (Le and Ngoc, 2024; Onofrei *et al.*, 2022).

Despite the growing attention to digital marketing in the culinary sector, empirical studies that simultaneously examine Social Media Marketing Content, Peer Influence, and Attitude toward Advertising as parallel antecedents of purchase intention remain limited, particularly within the context of Eastern Indonesian MSMEs. Existing literature often investigates these variables in isolation, focusing on either content effectiveness or social influence without integrating attitudinal responses as an independent driver of consumer behavior (Cheung and Thadani, 2012; Lou and Yuan, 2019). Prior research demonstrates that high-quality social media marketing content can directly stimulate purchase intention by enhancing message value and credibility, while peer influence operates as a powerful social cue that shapes consumers' purchasing decisions through endorsement and social validation (Cheung and Thadani, 2012; Lou and Yuan, 2019). Additionally, attitude toward advertising has been consistently identified as a direct and sign (Duffett, 2017; Sanesh *et al.*, 2022). By positioning Social Media Marketing Content, Peer Influence, and Attitude toward Advertising as independent predictors of purchase intention, this study offers a parsimonious framework that captures the multifaceted drivers of Gen Z culinary consumption behavior in Eastern Indonesia without assuming mediating mechanisms.

Therefore, the objective of this research is to examine the structural relationships between Social Media Marketing Content, Peer Influence, Attitude toward Advertising, and Purchase Intention among rice bowl consumers in Makassar. By validating this model, the study offers novelty in explaining the behavioral psychology of digital culinary consumption

in a developing region with high digital engagement.

LITERATUR REVIEW

The Influence of Social Media Marketing Content on Purchase Intention

Social Media Marketing Content (SMMC) refers to the visual and informational elements employed by brands to communicate product value and attract consumer attention on digital platforms. In the culinary industry, particularly within the rice bowl market, visually appealing food presentations and clear, concise information—such as menu options, pricing, and product attributes—serve as direct persuasive stimuli that influence consumers' purchase intention. Recent empirical studies demonstrate that aesthetic appeal, informativeness, and interactivity of social media content have a direct and significant effect on purchase intention, especially in food-related contexts where visual evaluation dominates consumer decision-making (Lou and Yuan, 2019; Muhammad *et al.*, 2024; Riaz *et al.*, 2022). Furthermore, high-quality social media content enhances perceived product attractiveness and reduces cognitive effort in decision-making, thereby directly stimulating consumers' intention to purchase without the involvement of mediating or moderating variables (Koay *et al.*, 2021; Qin *et al.*, 2025). These findings confirm that Social Media Marketing Content functions as a primary determinant of purchase intention in contemporary digital food marketing environments.

H1: Social Media Marketing Content has a positive and significant effect on Purchase Intention.

The Influence of Peer Influence on Purchase Intention

Peer Influence in the digital environment refers to the extent to which consumers' purchase decisions are directly affected by the opinions, behaviors, and consumption patterns of their social peers on online platforms. Recent studies in digital consumer behavior confirm that peer-generated cues such as recommendations, shared experiences, and visible consumption behavior exert a direct and significant influence on purchase intention, particularly among Generation Z consumers who are highly embedded in social media networks (Bhagat *et al.*, 2025; Ge, 2022). In food-related contexts, observing peers consuming or endorsing a product increases perceived desirability and social relevance, which directly encourages individuals to replicate similar purchase behaviors (Bhagat *et al.*, 2025; Gunawan *et al.*, 2023; Qin *et al.*, 2025). Empirical evidence further demonstrates that social conformity and peer endorsement on digital platforms significantly enhance purchase intention without requiring intervening attitudinal or motivational mechanisms, especially in fast-moving culinary markets where social visibility plays a central role in consumption decisions (Lou and Yuan, 2019; Qin *et al.*, 2025). These findings indicate that Peer Influence functions as a direct determinant of purchase intention among Gen Z consumers in digital food consumption settings.

H2: Peer Influence has a positive and significant effect on Purchase Intention.

The Influence of Attitude toward Advertising on Purchase Intention

Attitude toward Advertising refers to an individual's overall evaluative response toward an advertisement, reflecting the extent to which the advertisement is perceived as

appealing, credible, and enjoyable. In digital marketing contexts, particularly on social media, empirical evidence consistently demonstrates that a favorable attitude toward advertising has a direct and significant effect on consumers' purchase intention, as positive evaluations of advertising messages increase persuasion and reduce resistance to buying decisions. Recent studies indicate that advertisements perceived as attractive, trustworthy, and entertaining are more likely to stimulate consumers' intention to purchase the promoted products, especially among younger consumers who are highly exposed to digital advertising content. In the culinary sector, where visual presentation and creative messaging play a central role, a positive attitude toward food-related advertisements directly enhances consumers' desire to try and purchase the advertised food products (Dr. Randhir Singh Ranta *et al.*, 2025; Kaushal and Kumar, 2016; Sanesh *et al.*, 2022; Voorveld *et al.*, 2018). These findings confirm that Attitude toward Advertising functions as a direct determinant of purchase intention in digital food marketing contexts.

H3: *Attitude toward Advertising has a positive and significant effect on Purchase Intention.*

Below is the conceptual framework of this study showing the hypothesized relationships among variables.

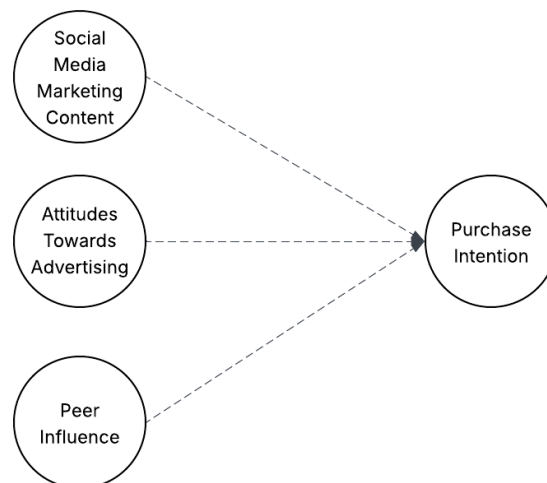


Figure 1. Conceptual Framework
Source: Author

METHODE

Research Design

This study employs a quantitative approach with an explanatory design to test the causal relationships between variables. The model posits three independent variables (exogenous): Social Media Marketing Content (X1), Peer Influence (X2), and Attitude toward Advertising (X3), which are hypothesized to influence one dependent variable (endogenous): Purchase Intention (Y).

Population and Sample

The population comprises consumers of rice bowl products in Makassar who are

active on social media. Using purposive sampling, the criteria include: (1) Domiciled in Makassar, (2) Aged 18-35 years, (3) Exposed to rice bowl advertisements on social media, and (4) Have purchased a rice bowl based on social media recommendations or ads. The sample size was determined by considering methodological recommendations for PLS-SEM analysis. Previous studies suggest that a minimum sample size of 100 observations is required to obtain reliable estimates in PLS-SEM models, while sample sizes between 150 and 300 are considered adequate for models with moderate complexity. In this study, the measurement model consists of a limited number of constructs and indicators; therefore, a total of 150 respondents was deemed sufficient to ensure robust estimation and statistical power for hypothesis testing (Hair et al., 2019; Hair et al., 2022).

Operationalization of Variables

Variables are measured using a 5-point Likert Scale:

1. Social Media Marketing Content (X1): Measured by *Visual Appeal* (quality of food images), *Informativeness* (menu/price clarity), and *Entertainment* (engaging video/captions) (Abbas et al., 2019).
2. Peer Influence (X2): Measured by *Peer Recommendation*, *Social Conformity* (following friends' choices), and *Observational Learning* (seeing friends eat the product) (Gunawan et al., 2023).
3. Attitude toward Advertising (X3): Measured by *Likeability* (liking the ad), *Credibility* (believing the ad), and *Enjoyment* (enjoying seeing the ad) (Ho Nguyen et al., 2022; Kaushal and Kumar, 2016).
4. Purchase Intention (Y): Measured by *Intention to Buy*, *Desire to Taste*, and *Priority to Purchase* (Ho Nguyen et al., 2022).

Data Analysis Technique

The data will be analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4.0. This analytical approach is selected because it allows the simultaneous examination of multiple independent variables and is well suited for data that do not meet the assumption of normal distribution, which is commonly encountered in social science research (Hair et al., 2019).

RESULT AND DISCUSSION

RESULT

Demographic Respondent

The demographic profile of the respondents indicates a strong alignment with the study's target population, namely Generation Z consumers in Makassar who are frequently exposed to social media marketing (SMM) and advertising (ADV) related to rice bowl products. In terms of age, the majority of respondents fall within the 18–21 years group (48%), followed by those aged 22–27 years (30%), while respondents aged 12–17 years account for 22%. This distribution confirms that the sample is dominated by young consumers who are highly active on digital platforms and represent the core audience of social media-driven culinary marketing.

From a gender perspective, female respondents constitute 63.33% of the sample, indicating a stronger participation of women in responding to and engaging with digital food-

related content, which is consistent with prior findings that female consumers tend to be more responsive to visual and promotional food advertising on social media. Regarding economic characteristics, more than half of the respondents (52%) report a monthly income of less than IDR 1.4 million, while the remaining respondents are distributed across higher income categories. This income profile reflects the dominance of students and young adults with limited purchasing power, a segment that is particularly sensitive to promotional content, peer recommendations, and visually appealing advertisements when making food purchase decisions.

In line with this, the occupational data show that 82.7% of respondents are students (school or university), further reinforcing the relevance of the sample to the research context. Students are among the most intensive users of social media and are frequently exposed to seller-generated content, influencer promotions, and peer-shared advertisements related to rice bowl products. Geographically, all respondents (100%) are domiciled in Makassar, ensuring that the findings are firmly grounded in the local urban context where rice bowl brands actively compete through social media marketing campaigns.

Overall, the demographic composition confirms that the respondents meet the specific selection criteria of the study, namely individuals who frequently encounter social media marketing content and digital advertisements for rice bowl products. This alignment strengthens the validity of the analysis, as the sample represents consumers who are not only demographically relevant but also behaviorally exposed to the marketing stimuli examined in this research.

Tabel 1. Demographic Respondent (N=150)

Characteristics	Category	Frequency (n)	Percentage (%)
Age	12–17 Years	33	22.00
	18–21 Years	72	48.00
	22–27 Years	45	30.00
Gender	Female	95	63.33
	Male	55	36.67
Monthly Income	< IDR 1.4 Million	78	52.00
	IDR 1.4–5.4 Million	40	26.67
	IDR 5.4–16.7 Million	15	10.00
	> IDR 16.7 Million	17	11.33
Occupation	Student (School/University)	124	82.70
	Private Employee / Staff	14	9.30
	Entrepreneur / Freelance	8	5.30
	Others (Civil Servant/Unemployed)	4	2.70
Domicile	Makassar	150	100.00

Source: Authors' analysis based on survey data, 2025.

Validity, Reliability, and Hypothesis Testing

The data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The evaluation of the measurement model (outer model) and structural model (inner model) is presented below.

The first step in evaluating the measurement model is to assess the outer loadings of each indicator. A loading value greater than 0.70 is recommended to ensure indicator reliability.

Table 1. Outer Loadings

Construct	Indicator	Loading	Decision
Attitude toward Advertising (ATA)	ATA1	0,934	Valid
	ATA2	0,928	Valid
	ATA3	0,885	Valid
Purchase Intention (Y)	Int1	0,939	Valid
	Int2	0,895	Valid
	Int3	0,929	Valid
Peer Influence (PI)	PI1	0,889	Valid
	PI2	0,914	Valid
	PI3	0,937	Valid
	PI4	0,914	Valid
Social Media Marketing (SMM)	SMM1	0,828	Valid
	SMM2	0,902	Valid
	SMM3	0,804	Valid
	SMM4	0,838	Valid
	SMM5	0,858	Valid
	SMM6	0,920	Valid

Source: Authors' analysis based on survey data, 2025.

Table 1 displays the outer loadings for all indicators. The results show that all items for Attitude toward Advertising (ATA), Purchase Intention (Int), Peer Influence (PI), and Social Media Marketing (SMM) have loading values ranging from 0.760 to 0.848. Since all values exceed the recommended threshold of 0.70, it can be concluded that the indicators are reliable and valid for measuring their respective constructs.

To evaluate the internal consistency and convergent validity, Cronbach's Alpha, rho_A, Composite Reliability, and Average Variance Extracted (AVE) were examined. The threshold for reliability metrics is > 0.70 , and for AVE, it is > 0.50 .

Table 2. Construct Validity and Reliability

Construct	Cronbach's Alpha	Composite Reliability (CR)rho_A	Composite Reliability (CR)	Average Variance Extracted
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			rho_C	(AVE)
Attitude toward Advertising (ATA)	0,904	0,908	0,940	0,839
Purchase Intention (Y)	0,911	0,911	0,944	0,849
Peer Influence (PI)	0,934	0,935	0,953	0,835
Social Media Marketing (SMM)	0,929	0,936	0,944	0,738

Source: Authors' analysis based on survey data, 2025

As shown in Table 2, all constructs demonstrate good internal consistency reliability. Cronbach's Alpha values range from 0.729 to 0.795, and Composite Reliability values range from 0.846 to 0.878, all exceeding the 0.70 threshold. Furthermore, the rho_A values are also satisfactory (>0.7). Convergent validity is established as the Average Variance Extracted (AVE) for all constructs ranges from 0.648 to 0.706, which is well above the required 0.50 cutoff.

Discriminant validity was assessed using the Fornell-Larcker criterion. This criterion compares the square root of the AVE with the latent variable correlations. The square root of the AVE (diagonal values) should be greater than its highest correlation with any other construct.

Table 3. Fornell-Larcker Criterion

Construct	ATA	Int	PI	SMM
Attitude toward Advertising (ATA)	0,916			
Purchase Intention (Y)	0,631	0,921		
Peer Influence (PI)	0,603	0,816	0,914	
Social Media Marketing (SMM)	0,670	0,763	0,713	0,859

Source: Authors' analysis based on survey data, 2025

Table 3 presents the Fornell-Larcker criterion results. The bolded values on the diagonal represent the square root of the AVE for each construct. These values (ATA: 0.840, Int: 0.817, PI: 0.805, SMM: 0.815) are consistently higher than the correlations between constructs in the corresponding rows and columns (off-diagonal values). This confirms that discriminant validity is established, meaning each construct is distinct from the others in the model.

Another method to assess discriminant validity is examining the cross-loadings. An indicator's loading on its assigned construct should be higher than its loadings on all other constructs.

Table 4. Cross Loadings

Indicator	ATA	Int	PI	SMM
ATA1	0,934	0,576	0,532	0,620
ATA2	0,928	0,613	0,539	0,606
ATA3	0,885	0,541	0,591	0,618
Int1	0,645	0,939	0,760	0,711
Int2	0,517	0,895	0,751	0,675
Int3	0,578	0,929	0,743	0,722
PI1	0,537	0,750	0,889	0,626
PI2	0,540	0,708	0,914	0,578
PI3	0,553	0,735	0,937	0,686
PI4	0,573	0,783	0,914	0,710
SMM1	0,486	0,595	0,570	0,828
SMM2	0,604	0,722	0,661	0,902
SMM3	0,563	0,570	0,568	0,804
SMM4	0,637	0,585	0,558	0,838
SMM5	0,557	0,738	0,668	0,858
SMM6	0,613	0,692	0,632	0,920

Source: Authors' analysis based on survey data, 2025

Table 4 details the cross-loadings of the indicators. It can be observed that the loading of each indicator on its respective construct (bolded) is higher than its cross-loadings on other constructs. For example, Int2 loads 0.825 on Purchase Intention but only 0.338 on ATA, 0.654 on PI, and 0.603 on SMM. This result further supports the discriminant validity of the measurement model.

The structural model was evaluated by examining the Coefficient of Determination (R^2) and the Effect Size (f^2). R^2 measures the variance explained in the endogenous variable, while f^2 measures the magnitude of the effect of each exogenous variable.

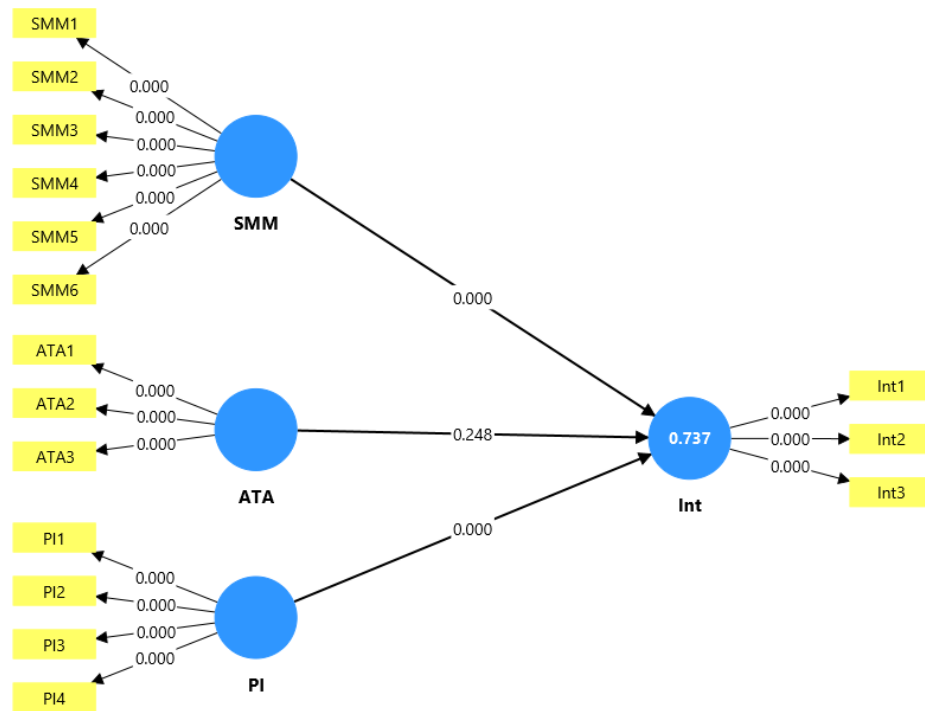


Figure 2. Structural Model Result

Source: Authors' analysis based on survey data, 2025

Table 5. Inner Model Results

Variable	R Square (R ²)	R Square Adjusted
Purchase Intention (Y)	0.737	0.732
Structural Path	f Square (f ²)	Effect Size Criteria
ATA -> Int	0,018	Small
PI -> Int	0,490	Large
SMM -> Int	0,158	Medium

Source: Authors' analysis based on survey data, 2025

Table 5 shows the predictive power of the model. The R² value for Purchase Intention is 0.737, indicating that 73.2% of the variance in purchase intention can be explained by Attitude toward Advertising, Peer Influence, and Social Media Marketing. This represents a substantial predictive accuracy, suggesting the model explains a large portion of the consumer's intention to buy.

Regarding the effect sizes (f²), Peer Influence has the largest effect on Purchase Intention (f² = 0.395), followed by Social Media Marketing with a medium effect (f² = 0.155). Attitude toward Advertising shows a small effect size (f² = 0.016). This suggests that while all factors contribute, Peer Influence is the strongest driver in this model.

The hypotheses were tested using the bootstrapping method with 5,000 subsamples. The significance of the path coefficients was determined based on the T-statistics (> 1.96) and p-values (< 0.05).

Table 6. Hypotheses Testing Results (Bootstrapping, N = 5,000)

Path	β (O)	M	STDEV	t-statistic	p-value
PI -> Int	0,528	0,528	0,100	5,298	0,000
SMM -> Int	0,322	0,326	0,092	3,493	0,000
ATA -> Int	0,096	0,093	0,083	1,157	0,248

Source: Authors' analysis based on survey data, 2025

Table 6 presents the results of the structural path analysis. Social Media Marketing (SMM) -> Purchase Intention (Int): The analysis shows a positive and significant effect ($\beta = 0.322$, t-statistic = 3.218, p-value = 0.001). Since the p-value is < 0.05 and the t-statistic is > 1.96 , the hypothesis is accepted. Peer Influence (PI) -> Purchase Intention (Int): This path demonstrates the strongest positive and significant effect ($\beta = 0.528$, t-statistic = 5.298, p-value = 0.000). With a p-value < 0.05 , the hypothesis is accepted. Attitude toward Advertising (ATA) -> Purchase Intention (Int): As highlighted in the table, this path shows a positive coefficient ($\beta = 0.096$) but is statistically insignificant because the t-statistic (1.157) is less than 1.96 and the p-value (0.248) is greater than 0.05. Therefore, the hypothesis is rejected.

DISCUSSION

This study provides empirical evidence on the determinants of purchase intention among rice bowl consumers in Makassar, one of the fastest-growing urban culinary markets in Eastern Indonesia. The structural model explains a substantial proportion of variance in Purchase Intention, indicating that the selected variables include Peer Influence, Social Media Marketing Content, and Attitude toward Advertising that are relevant in capturing consumer decision-making behavior in this context. The findings highlight that purchase intention for affordable culinary products is primarily driven by social and visual stimuli, rather than by evaluative attitudes toward advertising.

Peer Influence as the Strongest Predictor of Purchase Intention

The results indicate that Peer Influence is the most dominant factor influencing purchase intention, underscoring the importance of social cues in culinary consumption decisions. This finding is consistent with prior studies in the Indonesian context, which show that consumers tend to rely heavily on recommendations, reviews, and observable consumption behavior of peers when deciding to purchase food products (Bhagat *et al.*, 2025; Duffett, 2017; Gunawan *et al.*, 2023; Kaushal and Kumar, 2016). In collectivist societies such as Indonesia, purchasing decisions are often shaped by group norms and social validation rather than purely individual preferences.

In the context of Makassar, where social media platforms are intensively used by young consumers, peer-generated content—such as friends sharing food experiences or

recommending specific rice bowl brands—serves as a powerful signal of product desirability. This social validation reduces perceived risk and directly encourages purchase intention, particularly for low-involvement products such as ready-to-eat meals. The finding supports previous empirical evidence that peer influence plays a decisive role in shaping purchase intention in food and beverage consumption without requiring complex cognitive evaluation (Gunawan *et al.*, 2023).

The Role of Social Media Marketing Content

Social Media Marketing Content is also found to have a positive and significant effect on purchase intention, confirming the importance of visual and informational cues in digital culinary marketing. This result aligns with studies conducted in Indonesian food and beverage contexts, which demonstrate that attractive food visuals, clear pricing, and concise menu information significantly enhance consumers' intention to purchase (Duffett, 2017; Ibrahim, 2022; Koay *et al.*, 2021). For rice bowl products, which are visually driven and relatively low-priced, high-quality images and engaging content can directly stimulate appetite and buying desire.

These findings suggest that for MSMEs in Makassar, social media content should not be viewed merely as a branding tool, but as a direct sales driver. Investment in visually appealing photography, short-form videos, and informative captions can immediately translate into increased purchase intention, particularly among Generation Z consumers who frequently discover food products through digital platforms (Dwivedi *et al.*, 2021).

The Non-significant Effect of Attitude toward Advertising

Although Attitude toward Advertising has long been regarded as an important antecedent of purchase intention (MacKenzie *et al.*, 1986), recent evidence suggests that its influence may weaken in social media environments. Subasinghe and Weerasisri, (2019) show that even when digital marketing content is well received, its ability to explain purchase intention is relatively limited, indicating that positive evaluations of advertising do not necessarily translate into buying decisions.

This weakened relationship can be explained by the tendency of consumers to develop advertising avoidance in social media contexts. (Chinchanachokchai and de Gregorio, (2020) argue that repeated exposure to branded content leads consumers—particularly younger and digitally experienced users—to recognize persuasive intent and consciously reduce the impact of advertisements on their behavioral decisions. As a result, consumers may cognitively process or even appreciate advertising content while deliberately distancing it from their actual purchase intentions.

Consistent with this perspective, Sanesh *et al.*, (2022) note that changes in media consumption patterns have altered the relevance and strength of traditional advertising effects. In fast-paced, content-saturated digital environments, attitudinal responses toward advertisements may no longer function as a decisive predictor of purchase intention.

In the context of this study, which focuses on Gen Z rice bowl consumers in Makassar, the non-significant effect of Attitude toward Advertising suggests that purchase decisions are driven less by evaluative judgments of advertisements and more by immediate visual cues and external social signals. This finding reinforces the view that positive attitudes toward

advertising alone are insufficient to directly stimulate purchase intention in contemporary digital culinary markets.

CONCLUSION

Peer Influence emerges as the strongest determinant of purchase intention because rice bowl consumption among Gen Z consumers in Makassar is strongly embedded in a socially driven decision-making process. Consumers tend to rely on observable peer behavior—such as recommendations, shared experiences, and visible consumption on social media—as a reference for acceptable and desirable choices. In this context, purchasing a rice bowl product functions not only as an individual consumption decision but also as a means of aligning with prevailing social norms within one’s peer group.

The dominance of peer influence is further reinforced by the non-significant effect of Attitude toward Advertising. When attitudinal evaluations of advertisements do not translate into purchase intention, consumers are more likely to depend on external social cues rather than internal cognitive assessments. This indicates that purchase decisions are driven by immediacy, social validation, and visual exposure, rather than reflective judgments about advertising messages. Consequently, peer-driven signals become more influential than advertising attitudes in shaping purchase intention among Gen Z consumers in Makassar.

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