

Local Subculture and Instagram Food Influencers: Effects on Consumer Attitude, Engagement, and Purchase Preference for Bogor Souvenirs

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Abstract

This study investigates how Local Subculture and Instagram Food Influencers shape consumers' Purchase Preference for Bogor's local food and souvenir products, with Consumer Engagement and Consumer Attitude serving as mediating mechanisms. Conceptually, the study integrates Consumer Culture Theory (CCT) and the Theory of Planned Behavior (TPB) to explain how cultural identity and digital influence jointly shape consumer preferences in the Instagram environment. Using a quantitative explanatory design, survey data were collected from 208 Instagram users and analyzed with SEM-PLS. The findings indicate that Consumer Attitude is the strongest predictor of Purchase Preference ($\beta = 0.454$), highlighting the importance of favorable evaluations in shaping consumer preferences for local products. Engagement also has a significant positive effect on Purchase Preference and functions as an important mediating mechanism alongside Consumer Attitude. The strongest indirect effect is observed in the pathway from Local Subculture through Consumer Attitude to Purchase Preference ($\beta = 0.236$), emphasizing the enduring role of cultural identity in influencing consumer preferences. Overall, the findings extend Consumer Culture Theory by showing that cultural values continue to shape consumer preferences within digital media environments. They also support the Theory of Planned Behavior by demonstrating the central role of Consumer Attitude in linking cultural and digital influences to Purchase Preference.

Keywords: Bogor souvenirs, consumer attitude, engagement, Instagram food influencers, local subculture, purchase preference

INTRODUCTION

Consumer behavior can never be fully understood in isolation from the cultural context in which people encounter products and navigate their social surroundings. Culture supplies the values, meanings, and preferences that steer consumption decisions and color the way consumers appraise products tied to a collective identity (Chen et al., 2024; de Mooij, 2019; Sabina del Castillo et al., 2024; White et al., 2024). Seen through the lens of Consumer Culture Theory, consumption is embedded in a web of shared symbols, beliefs, and meanings that frame how individuals interpret local products, including regional souvenirs and other culturally significant goods (Caliandro et al., 2024; de Mooij, 2019). Consumers who hold a strong sense of local identity often feel emotionally bound to their community, identify readily with local traditions, and display a marked preference for local products. This attachment nurtures locavorism, which in turn reinforces favorable attitudes and purchase preference toward local goods (Zhang et al., 2022).

This cultural perspective is clearly reflected in Bogor, where local food and souvenir products are closely linked to the city's cultural identity and tourism economy. Signature products such as *lapis Bogor*, talas derivatives, and *asinan Bogor* are valued not only as regional specialties but also as representations of local heritage that strengthen destination branding and contribute to the local economy (Ridho et al., 2019). Their significance extends beyond the local context, as the culinary subsector is the largest contributor to Indonesia's creative economy, accounting for approximately 39% of its gross domestic product (Kadarisman, 2022). Given this context, understanding the factors that influence consumers' purchase preference for local products is both theoretically relevant and practically important.

Against this background, digital media have become an increasingly important channel through which consumers discover, evaluate, and interact with local products. In Bogor, Instagram has played a growing role in promoting culinary tourism and expanding the visibility of local food businesses (Januatisa et al., 2022; Putranto & Erdiansyah, 2022). Its highly visual and interactive nature also enables local culture, food, and product narratives to reach wider audiences, strengthening consumers' connection with local identity while shaping their attitudes and engagement toward regional products (Fusté-Forné & Filimon, 2021; Krilić et al., 2024).

Within this digital environment, food influencers and user-generated content occupy a pivotal position in molding consumer perceptions. Influencers who come across as credible, authentic, and relatable tend to be far more effective at capturing attention, prompting engagement, and encouraging purchase. A consistent body of prior research indicates that influencer credibility, content quality, and perceived similarity all work in favor of engagement and purchasing behavior in digital contexts (Ao et al., 2023; Sokolova & Kefi, 2020). Beyond the mere delivery of information, interactions with influencers can also spark emotional engagement and parasocial relationships that strengthen attitudes and nudge consumers toward purchase—particularly when local

food and cultural products are involved (Aw & Labrecque, 2020; Sokolova & Kefi, 2020; Syarif et al., 2025).

However, greater visibility on social media does not necessarily lead consumers to develop stronger preferences for local products. Consumers are increasingly exposed to competing promotional messages, influencer recommendations, and user-generated content, making it more challenging for local products to stand out on the basis of cultural identity alone. Yet despite the growing scholarship on culture and influencer marketing, relatively few studies have examined how local subcultures shape consumer attitude, consumer engagement, and purchase preference through Instagram food influencers, particularly in the context of regional souvenirs. Addressing this gap is important because social media has become a key space where cultural identity and consumption practices intersect (de Mooij, 2019; Fusté-Forné & Filimon, 2021). Taken together, these developments underscore the need to better understand how local subculture and Instagram food influencers jointly shape consumer attitude, consumer engagement, and purchase preference in the Bogor souvenir market.

Prompted by this gap, the present study examines how Local Subculture and Instagram Food Influencers influence Consumer Attitude, Engagement, and Purchase Preference toward Bogor's local food and souvenir products, while also investigating the mediating roles of consumer attitude and engagement. Drawing on Consumer Culture Theory (CCT) and the Theory of Planned Behavior (TPB), the study aims to contribute to the literature on influencer marketing and local consumption (Ajzen, 1991, 2020; Caliandro et al., 2024; Syarif et al., 2025), while also offering practical insight into how cultural identity and influencer strategies might be strengthened to promote local products.

THEORETICAL FRAMEWORK

Consumer behavior toward local products is anchored deeply in cultural values, social identity, and emotional attachment to local traditions. Culture furnishes the cognitive and symbolic framework through which consumers interpret meanings, weigh offerings, and arrive at consumption decisions (de Mooij, 2019). Within Consumer Culture Theory, consumption is read not as a purely economic act but as a cultural practice through which individuals express identity and a sense of belonging (Arnould & Thompson, 2005). From this vantage point, local subcultures operate as shared systems of meaning and value that pattern consumption and tighten consumers' bonds with their cultural heritage. As a result, local products frequently move beyond functional utility to carry symbolic meanings bound up with identity, belonging, and culturally embedded consumption practices (Graciotti & Balzano, 2025; Zhao et al., 2022).

In the realm of local food and souvenirs, cultural identity emerges as a central determinant of consumer behavior. Individuals who perceive local products as closely connected to their cultural identity and community context tend to develop more favorable attitudes and stronger preferences toward these products. Such preferences

emerge because local products provide symbolic meanings related to identity, belonging, and authenticity, beyond their functional attributes (Safeer et al., 2022). Locavorism helps explain this dynamic, capturing how emotional and psychological attachment to local culture strengthens preference for local goods and cultivates favorable consumption attitudes (Reich et al., 2018; Zhang et al., 2022). Local products, then, are not merely functional goods but cultural symbols of identity, belonging, and community connection. Consumers who feel closely tied to their local culture are accordingly more inclined to evaluate local products positively and to intend to purchase them (Graciotti & Balzano, 2025; Zhang et al., 2022).

In this study, Local Subculture is conceptualized through cultural awareness, community identification, emotional attachment, perceived authenticity, and cultural consumption behavior—dimensions that together reflect how deeply consumers internalize and enact local cultural values in their everyday consumption practices. Consistent with Consumer Culture Theory, consumption is viewed here as a symbolic, culturally embedded process rather than a purely rational exercise in decision-making (de Mooij, 2019). Previous research indicates that perceptions of local identity and localness influence how consumers evaluate local products, as these perceptions enhance the symbolic value and personal relevance associated with local offerings. Such evaluations can strengthen consumers' preference for local products, particularly when these products are perceived as authentic and culturally meaningful (Safeer et al., 2022; Zhang et al., 2022).

Alongside these cultural influences, consumer attitude performs a central psychological function in shaping how consumers evaluate and prefer local products. Attitude refers to an individual's overall evaluation of an object, formed through cognitive beliefs and affective responses (Ajzen, 1991, 2020). Where local products are concerned, attitudes take shape not only around functional attributes such as quality and price but also around the cultural meanings embedded in the product itself. Consumers who strongly identify with local cultural values are more likely to develop favorable attitudes toward local products because these products represent aspects of their identity, belonging, and cultural experience. Such positive attitudes can subsequently strengthen consumers' preferences for local products (Kartikasari et al., 2025; Zhang et al., 2022). In digital settings, influencer-generated content reinforces these attitudes further through credibility, authenticity, and persuasive storytelling that stir both cognitive evaluation and emotional resonance (Garg & Bakshi, 2024; Leite et al., 2024).

The rise of social media—Instagram in particular—has transformed cultural consumption into a visually rich, interactive, and participatory experience. Users engage through likes, comments, shares, and views, which represent forms of behavioral engagement that deepen their involvement with products, brands, and cultural narratives. Such engagement can strengthen trust, emotional attachment, and personal relevance, contributing to the formation of favorable product evaluations and preferences. Moreover, influencer content that highlights local food, culture, and heritage fosters parasocial relationships and enhances consumers' appreciation and

affinity toward local products. In this way, social media connects local cultural identity with contemporary consumption practices, allowing cultural values to be reinterpreted and experienced within digital environments (Syarif et al., 2025).

Consumer engagement is best understood as a multidimensional psychological state that spans cognitive, emotional, and behavioral involvement with content, brands, or influencers (Gu & Duan, 2024; Levesque & Pons, 2023). It builds up over time through repeated interaction, emotional resonance, and parasocial relationships that generate a sense of closeness and trust between consumers and influencers (Syarif et al., 2025). As consumers become more engaged with promoted products, they tend to develop stronger involvement, more favorable evaluations, and deeper emotional connections, which may contribute to the formation of product preferences (Ahmed et al., 2024; Chen et al., 2024; Gu & Duan, 2024).

Instagram food influencers are pivotal in cultivating consumer engagement around local products. Their credibility—a composite of trustworthiness, expertise, and attractiveness—plays an important role in shaping consumer engagement and perceptions of promoted products (Ao et al., 2023; Sokolova & Kefi, 2020). Beyond simple persuasion, influencers help communicate local cultural meanings through visual storytelling and representations of food, place, and heritage (de Mooij, 2019; Fusté-Forné & Filimon, 2021). By presenting local products in culturally resonant and emotionally engaging ways, they can foster consumers' emotional connections with local products and generate favorable responses (Bastrygina et al., 2024; Syarif et al., 2025). Through parasocial interaction and perceived congruence with consumer values, influencers shape attitudes and enhance engagement, which may contribute to the development of stronger preferences toward local products (Aw & Labrecque, 2020).

Local subculture reflects the values, traditions, and identities that define a community. Consumers tend to judge products more favorably when those products echo their cultural background and heritage, since such products reaffirm identity and belonging (Safeer et al., 2022; Zhang et al., 2022). Cultural attachment can also encourage cognitive, emotional, and behavioral involvement with products and related content, reflecting deeper engagement with local cultural meanings. On this basis, local subculture can be expected to influence both Consumer Attitude and consumer engagement toward local food and souvenir products.

Viewed as a whole, local subculture and Instagram food influencers function as complementary forces in shaping consumer responses to local products. Local subculture supplies the cultural meanings, values, and identity cues, while influencers translate and amplify those meanings through digital storytelling and visual communication (de Mooij, 2019; Fusté-Forné & Filimon, 2021). The effectiveness of influencer communication, however, hinges on credibility, authenticity, and perceived congruence among the influencer, content, and product—all of which contribute to the formation of Consumer Attitudes, engagement, and preferences toward local products in digital settings. Influencer marketing has repeatedly been shown to shape both consumer attitude and

consumer engagement by enhancing trust, attractiveness, and the perceived relevance of content (Ao et al., 2023).

The mediating roles of Consumer Attitude and Engagement imply that both variables operate as psychological mechanisms through which local subculture and Instagram food influencers channel their effects on consumer responses. Cultural identity and influencer-generated content shape consumers' evaluations and their degree of involvement, which then bear on behavioral intentions toward local products. Both Consumer attitude and engagement are therefore expected to mediate these relationships, in keeping with prior work on cultural consumption and influencer marketing (Sokolova & Kefi, 2020; Zhang et al., 2022).

Building on this framework, Local Subculture and Instagram Food Influencers are proposed as key determinants of Consumer Attitude, Engagement, and Purchase Preference. Consistent with the TPB, attitudes are expected to mediate the cultural and digital influences that shape consumers' evaluations and preferences toward local products, while engagement strengthens the emotional connection underpinning purchase preference (Syarif et al., 2025). This integrated model extends both CCT and the TPB into a social media context, illustrating how cultural identity and influencer dynamics jointly shape consumer preferences for local food products (de Mooij, 2019; Sokolova & Kefi, 2020; Syarif et al., 2025).

METHODOLOGY

Quantitative Methods

This study adopts a quantitative, explanatory, and cross-sectional survey design in order to examine how Local Subculture and Instagram Food Influencers influence Consumer Attitude, Engagement, and Purchase Preference toward Bogor souvenirs. A Structural Equation Modelling (SEM) approach implemented in SmartPLS is used to test both the causal and the mediating relationships, consistent with established practice in research on digital consumer behavior and influencer marketing (Ao et al., 2023; Hair, Jr. et al., 2022).

Purposive sampling was used to recruit respondents through an online questionnaire created in Google Forms and distributed via Instagram to followers of Bogor souvenir-related Instagram accounts. To ensure the relevance of the sample, respondents were required to meet four inclusion criteria: (1) be at least 18 years old, (2) actively use Instagram, (3) have previously purchased Bogor souvenir products, and (4) follow at least one Instagram account featuring Bogor souvenirs. A total of 208 valid responses were obtained through voluntary participation.

Following Hair et al. (2022), sample adequacy was assessed using an a priori power analysis conducted in GPower 3.1 (Faul et al., 2009). Assuming a medium effect size ($f^2 = 0.15$), a significance level of 0.05, statistical power of 0.80, and two predictors in

the most complex regression, the minimum required sample size was approximately 68 respondents. Since this study obtained 208 valid responses, the sample size was considered sufficient for estimating the proposed PLS-SEM model and testing the hypothesized relationships (Hair, Jr. et al., 2022).

Data were gathered through an online questionnaire administered in Indonesian and adapted from prior studies on Local Subculture, influencer marketing, and consumer behavior (Ao et al., 2023; Syarif et al., 2025; Zhang et al., 2022); all constructs consisted of 21 measured items in total, each assessed using a seven-point semantic differential scale.

Latent Variables/Constructs

The study employs five latent constructs to analyze how Local Subculture and Instagram Food Influencers bear on Consumer Attitude, Engagement, and Purchase Preference toward Bogor souvenirs.

Local Subculture (X1) denotes the values, symbols, identity meanings, and cultural practices that connect consumers to Bogor's cultural context and shape how they perceive and evaluate local products (de Mooij, 2019). It is captured through five dimensions: cultural awareness, symbolic identification, emotional attachment, cultural authenticity, and cultural consumption or locavorism. These dimensions correspond, respectively, to recognition of cultural meaning (X1_LS1), identity representation (X1_LS2), emotional bonding (X1_LS3), perceived authenticity (X1_LS4), and cultural consumption behavior (X1_LS5). Together they show that Local Subculture is embedded cognitively, emotionally, and behaviorally within consumers' consumption practices (Zhang et al., 2022).

Instagram Food Influencers (X2) refers to consumers' exposure to, and evaluation of, influencer content understood as a form of cultural communication that conveys local values and shapes consumers' perceptions and evaluations of local products. It is measured through five dimensions—content exposure, credibility, cultural congruity, visual-narrative appeal, and cultural meaning mediation—which capture, in turn, interaction intensity (X2_IF1), perceived trustworthiness (X2_IF2), cultural alignment (X2_IF3), content attractiveness (X2_IF4), and the influencer's role in translating cultural meaning into consumption interpretations (X2_IF5). Collectively, these dimensions explain how influencer communication shapes consumer perceptions of local food products within a culturally embedded digital environment (Bastrygina et al., 2024; de Mooij, 2019; Sokolova & Kefi, 2020; Syarif et al., 2025).

Consumer Attitude (M1) refers to consumers' overall evaluation of Bogor souvenir products, encompassing the cognitive and affective responses they hold toward perceived value, quality, emotional experience, and symbolic meaning. It signals favorable or unfavorable judgement toward the product. Consistent with the Theory of Planned Behavior, attitude is treated as an evaluative judgement toward an object (Ajzen, 1991, 2020), while Consumer Culture Theory draws attention to its cultural-meaning dimension (Kartikasari et al., 2025; Zhang et al., 2022). The construct is measured through

value evaluation (M1_CA1), quality perception (M1_CA2), affective response (M1_CA3), and symbolic meaning (M1_CA4), thereby integrating cognitive, emotional, and cultural interpretations into the consumer's assessment of local products (Steenkamp, 2019).

Consumer Engagement (M2) refers to consumers' cognitive, emotional, and behavioral involvement in interacting with influencer-generated content on social media. It reflects how cognitively, emotionally, and behaviorally invested consumers are in processing and responding to such content. The construct comprises cognitive engagement—for instance, attention and involvement (M2_EN1); emotional engagement—for instance, affective connection and attachment (M2_EN2); and behavioral engagement—for instance, liking, commenting, and sharing (M2_EN3). Emotional engagement, in particular, may be heightened through parasocial relationships that foster a sense of bonding with influencers (Aw & Labrecque, 2020; Krilić et al., 2024; Sokolova & Kefi, 2020). Taken together, these dimensions portray engagement as active involvement that goes well beyond passive exposure.

Purchase Preference (Y) refers to consumers' tendency to favor, prioritize, and recommend Bogor souvenir products over available alternatives. It reflects the degree to which consumers develop favorable evaluations and consistent preference toward local products based on their perceived value, quality, and cultural relevance. In this study, the construct comprises relative product preference (Y_PP1), purchase tendency (Y_PP2), product prioritization (Y_PP3), and recommendation behavior (Y_PP4). Together, these dimensions capture how consumers express and communicate their preference for Bogor souvenir products across product choice, prioritization, and recommendation, reflecting the influence of product evaluations, cultural meanings, and local consumer culture on preference formation (de Mooij, 2019; Steenkamp, 2019; Zhang et al., 2022).

Data Analysis Technique

Data analysis combined descriptive and inferential approaches. Descriptive statistics were generated in SPSS to summarise respondents' demographic characteristics and their patterns of social media consumption. Inferential analysis was then carried out using Partial Least Squares Structural Equation Modelling (PLS-SEM) in SmartPLS. This technique was chosen for its suitability to complex models that involve multiple endogenous variables and mediation effects, especially in digital consumer behavior contexts (Cao et al., 2025; Hair, Jr. et al., 2022).

The analysis proceeded through four stages: (1) evaluation of the measurement model via indicator loadings, Cronbach's alpha, composite reliability (CR), average variance extracted (AVE), and discriminant validity; (2) assessment of the structural model through collinearity diagnostics, path coefficients, and bootstrapping for hypothesis testing; (3) evaluation of explanatory and predictive power using R^2 , f^2 , and indirect effects to test mediation; and (4) assessment of model fit using SRMR, d_ULS, and d_G to confirm overall model adequacy (Benitez et al., 2020; Hair, Jr. et al., 2022).

RESULTS AND DISCUSSION

Respondent’s Demographic Characteristics

Table 1 shows that the 208 respondents are predominantly female (68.3%), a pattern consistent with research suggesting that Instagram’s visual, influencer-driven environment draws higher female engagement in image-based interaction such as liking, commenting, and sharing (Butkowski et al., 2019; Caldeira et al., 2020; De Veirman et al., 2017). The age distribution is heavily concentrated in the 18–24 bracket (87.0%), pointing to a clear dominance of Generation Z—the cohort most active on social media and most responsive to influencer marketing, owing to its higher digital literacy and habitual exposure to visual online content (Appel et al., 2020; Lou & Yuan, 2019).

Table 1. Respondents’ Demographic Characteristics (N = 208)

Variable	Category	Frequency	Percent (%)
Gender	Male	66	31.7
	Female	142	68.3
Age	18–24 years	181	87.0
	25–34 years	16	7.7
	35–44 years	7	3.4
	>45 years	4	1.9
Education	Junior High School or below	1	0.5
	Senior High School/Vocational School	112	53.8
	Diploma	1	0.5
	Bachelor's Degree (S1)	82	39.4
	Master's/Doctoral Degree (S2/S3)	12	5.8
Occupation	Student	164	78.8
	Private Employee	35	16.8
	Government Employee	3	1.4
	Entrepreneur	3	1.4
	Others	3	1.4
Residence	Bogor Area	63	30.3
	Greater Jakarta (excluding Bogor)	143	68.8
	Outside Greater Jakarta	2	1.0

With respect to education, respondents are concentrated among Senior High/Vocational graduates (53.8%) and Bachelor’s degree holders (39.4%), a profile that implies moderate-to-high digital literacy and, with it, a capacity to evaluate influencer content and online advertising critically (Appel et al., 2020; Nguyen et al., 2020). The occupational data reinforce this picture: students dominate the sample (78.8%), followed by private employees (16.8%), describing a digitally active population frequently exposed to influencer marketing and social media trends (Appel et al., 2020; Lou & Yuan, 2019).

Geographically, the largest share of respondents resides in Greater Jakarta excluding Bogor (68.8%), with 30.3% drawn from Bogor itself and just 1.0% from outside the region. This urban concentration is consequential, since the higher internet penetration and stronger digital infrastructure typical of urban areas tend to amplify both exposure to social media-based marketing and responsiveness to it (Appel et al., 2020; Lou & Yuan, 2019). On the whole, the demographic profile confirms a sample of young, educated, digitally connected, and urban consumers—precisely the population most relevant for examining influencer marketing and the dynamics of local cultural consumption.

Instagram Consumption Among Respondents

Table 2 indicates that respondents exhibit moderate-to-high Instagram usage intensity, with the largest groups spending 3–4 hours per day (38.0%) and 1–2 hours (35.5%). In total, 53.9% use Instagram for more than three hours daily, while only small minorities report less than one hour (10.6%) or more than six hours (5.8%). This distribution signals that Instagram is firmly woven into respondents' daily digital routines, especially among younger users.

This pattern aligns with studies positioning Instagram as a central platform for Generation Z, used not only for communication but also for entertainment, information-seeking, and product discovery. As usage rises, so too does exposure to influencer marketing and to the wider digital content ecosystem, which shapes consumer perceptions and preference (Appel et al., 2020; Lou & Yuan, 2019). From a behavioral standpoint, longer usage brings more repeated exposure, greater algorithmic personalization, and continuous interaction with influencer content. This strengthens engagement through habitual scrolling and deepens psychological involvement, establishing Instagram as a key arena for consumer decision-making and brand interaction (Appel et al., 2020; Lou & Yuan, 2019).

Table 2. Instagram Usage per Day ($N = 208$)

Instagram Usage per Day	Frequency	Percent (%)
< 1 hour/day	22	10.6
1–2 hours/day	74	35.5
3–4 hours/day	79	38.0
5–6 hours/day	21	10.1
> 6 hours/day	12	5.8

Respondents further confirmed that they follow the Instagram accounts of shops selling Bogor souvenirs, among them @lapisbogar, @rotiunyilvenusofficial, @raincakebogor, @jumpabogar, @rotiendolita, and @tarobunbakery. Yet, as Table 3 makes clear, the intensity with which they actually access these accounts is generally low to moderate, with most users engaging only sparingly. Although the accounts enjoy

reasonable name recognition, consistent and active interaction with their content remains limited.

Tabel 3. Intensity of Accessing Bogor Souvenir Instagram Accounts ($N = 208$)

Instagram Account	Never	Rarely	Often	Very Often
@lapisbogor	45 (21.6%)	136 (65.4%)	26 (12.5%)	1 (0.5%)
@raincakebogor	136 (65.4%)	62 (29.8%)	9 (4.3%)	1 (0.5%)
@rotiunyilvenusofficial	76 (36.6%)	98 (47.1%)	30 (14.4%)	4 (1.9%)
Others	120 (57.7%)	72 (34.6%)	13 (6.3%)	3 (1.4%)

In the case of @lapisbogor, most respondents access the account only rarely (65.4%), with a further share never doing so (21.6%); only a small minority engage often (12.5%) or very often (0.5%). A comparable pattern holds for @raincakebogor, where the majority never access the account (65.4%) and very few engage often (4.3%) or very often (0.5%)—evidence of passive awareness rather than active engagement. By contrast, @rotiunyilvenusofficial shows somewhat livelier interaction, with 14.4% accessing it often and 1.9% very often, even though “rarely” still predominates (47.1%). The remaining accounts, too, attract low engagement: 57.7% never access them and only 7.7% engage frequently.

These findings sit comfortably within social media engagement theory, which holds that visibility does not translate automatically into interaction—engagement instead depends on perceived value, relevance, entertainment, and emotional connection (Ahmed et al., 2024; Chen et al., 2024; Gu & Duan, 2024). Algorithmic curation adds a further layer, governing how exposure and attention are distributed (Appel et al., 2020; Lou & Yuan, 2019). In sum, despite comparatively high awareness, active engagement with local souvenir Instagram accounts remains modest.

Descriptive Statistics of Latent Variables/Constructs

The descriptive results in Table 4 reveal that all five variables—Local Subculture, Instagram Food Influencers, Consumer Attitude, Engagement, and Purchase Preference ($N = 208$)—are rated at moderate-to-high levels. This suggests that respondents generally hold relatively positive perceptions both of Instagram-based food communication and of the cultural meanings attached to Bogor souvenirs.

Among the constructs, Consumer Attitude record the highest mean ($M = 5.573$), followed by Local Subculture ($M = 5.270$), which suggests that cultural context plays a central part in how consumers interpret and evaluate local products. Instagram Food Influencers ($M = 4.751$) and Purchase Preference ($M = 4.799$) also return moderately positive scores, indicating favorable—if not the strongest—responses to influencer-driven communication. Engagement posts the lowest mean ($M = 4.590$), implying that while exposure to content runs relatively high, active interaction remains comparatively restrained.

Table 4. Descriptive Statistics of Research Variables ($N = 208$)

Statistic	Local Subculture	Instagram Food Influencers	Consumer Attitude	Engagement	Purchase Preference
Mean	5.270	4.751	5.573	4.590	4.799
Median	5.400	4.800	5.750	4.667	4.750
Std. Deviation	1.1258	1.2953	1.10405	1.38486	1.17401
Skewness	-0.684	-0.474	-0.751	-0.416	-0.259
Std. Error of Skewness	0.169	0.169	0.169	0.169	0.169
Kurtosis	0.403	0.269	0.267	-0.156	0.072
Std. Error of Kurtosis	0.336	0.336	0.336	0.336	0.336

Variability across the constructs is moderate, with standard deviations ranging from 1.10 to 1.38. Engagement displays the greatest dispersion—pointing to heterogeneity in interaction intensity—whereas Consumer Attitude are the most consistent across respondents. All variables show negative skewness, signaling a tendency toward higher agreement, while kurtosis values close to zero indicate an approximately normal distribution that supports the suitability of the data for subsequent inferential analysis.

Theoretically, these patterns echo the attitude–behavior gap, whereby favorable attitude and intentions do not always convert into equally strong engagement behaviors. Prior research suggests that although influencer marketing and culturally embedded content are effective in shaping consumer attitude and purchase preference, engagement often lags behind, dampened by passive consumption habits and algorithm-driven content exposure (Lou & Yuan, 2019). At the same time, cultural identity enhances perceived authenticity and emotional attachment, reinforcing positive evaluations of local products (Casaló et al., 2020).

On balance, the findings suggest that Instagram-based communication is effective in shaping consumer cognition and affect, but that it requires stronger engagement mechanisms before these responses can mature into deeper behavioral involvement and more consistent purchase outcomes.

Measurement Model and Structural Model Assessment

The PLS-SEM analysis unfolds in two stages: the measurement model (outer model) and the structural model (inner model). The measurement model verifies that the indicators properly reflect their constructs by testing reliability, internal consistency, convergent validity, and discriminant validity (Hair, Jr. et al., 2022). Once measurement quality and inner-model collinearity have been confirmed, the structural model examines the hypothesized relationships among the variables—direct, indirect, and mediating—

together with path coefficients, significance levels, explanatory power (R^2), and model fit (Cao et al., 2025; Hair, Jr. et al., 2022). The overall framework, linking Local Subculture, Instagram Food Influencers, Consumer Attitude, Engagement, and Purchase Preference into a unified model, is presented in Figure 1.

Measurement Model Assessment

The outer loadings (see Figure 1) show that every indicator across the five constructs surpasses the recommended threshold of ≥ 0.70 , confirming strong indicator reliability within the reflective measurement model (Hair, Jr. et al., 2022). These results point to a clear conceptual alignment between the observed measures and their theoretical constructs—an alignment that is especially common in digital consumer behavior contexts, where engagement and influencer effects tend to yield stable measurement patterns (Casaló et al., 2020; Sokolova & Kefi, 2020). Overall, the model demonstrates strong convergent validity and is well suited to further structural analysis (Hair, Jr. et al., 2022; Lou & Yuan, 2019).

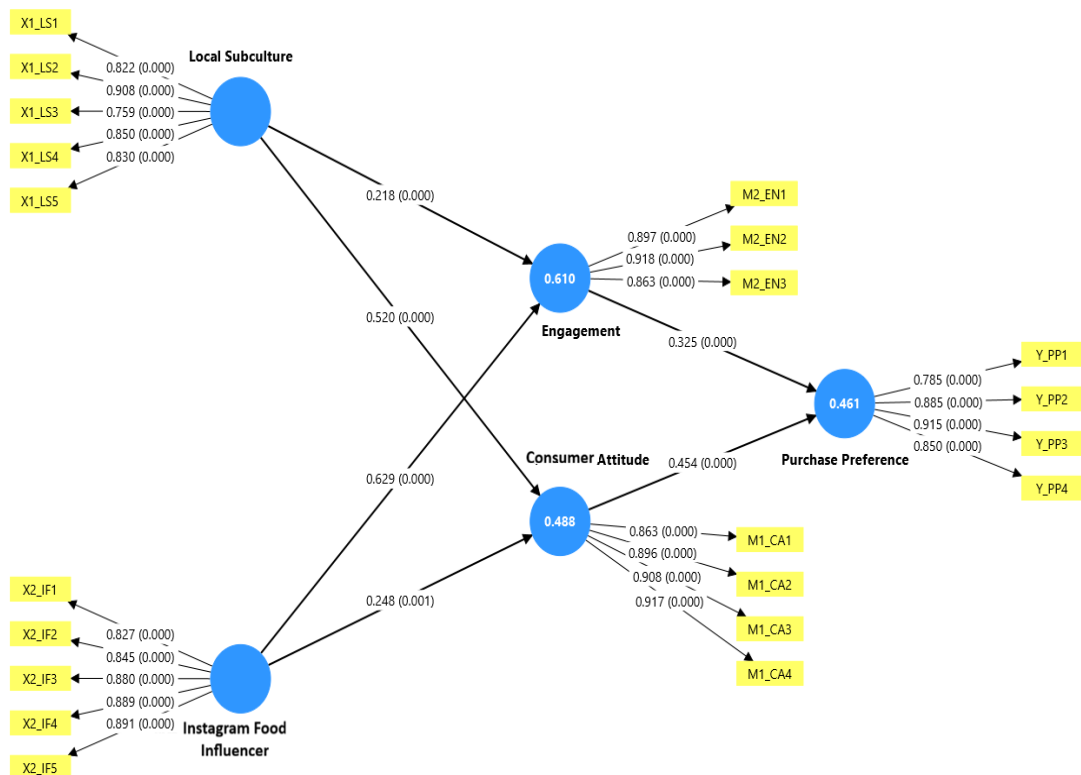


Figure 1 Research Model: Smart PLS Report

The construct reliability and validity analysis (Table 5) confirms strong measurement quality across all variables. Cronbach's alpha values range from 0.876 to 0.920 and composite reliability from 0.918 to 0.943, both comfortably exceeding the 0.70

benchmark and signaling strong internal consistency and reliable measurement of the latent constructs (Hair, Jr. et al., 2022). Convergent validity is likewise supported, with AVE values between 0.694 and 0.807—all above the 0.50 criterion and indicative of strong explanatory power among the indicators. In short, the measurement model is both reliable and valid, providing a sound basis for structural analysis and echoing prior research on social media and influencer-related constructs (Casaló et al., 2020; Sokolova & Kefi, 2020).

Tabel 5. Construct Reliability and Validity

Constructs	Cronbch's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Consumer Attitude	0.920	0.924	0.943	0.807
Engagement	0.876	0.878	0.924	0.801
Instagram Food Influencers	0.918	0.921	0.939	0.754
Local Subculture	0.889	0.892	0.919	0.694
Purchase Preference	0.880	0.884	0.918	0.736

Discriminant validity was assessed through the HTMT ratio, the Fornell–Larcker criterion, and cross-loadings. The results confirm that Consumer Attitude, Consumer Engagement, Instagram Food Influencers, Local Subculture, and Purchase Preference are empirically distinct constructs. HTMT values in Table 6 range from 0.559 to 0.850, all below the recommended ceiling of 0.90, indicating no substantial overlap among constructs (Benitez et al., 2020). In Table 7, the Fornell–Larcker criterion further shows that the square root of each construct's AVE exceeds its correlations with the other constructs (Fornell & Larcker, 1981), and in Table 8 the cross-loadings confirm that each indicator loads most strongly on its intended construct (Hair, Jr. et al., 2022). Together, these results provide robust evidence of discriminant validity and affirm the adequacy of the measurement model for structural analysis.

Tabel 5. Construct Reliability and Validity

Relationships between Constructs	HTMT Value
Engagement <-> Consumer Attitude	0.558
Instagram Food Influencers <-> Consumer Attitude	0.605
Instagram Food Influencers <-> Engagement	0.849
Local Subculture <-> Consumer Attitude	0.736
Local Subculture <-> Engagement	0.673
Local Subculture <-> Instagram Food Influencers	0.665

Purchase Preference <-> Consumer Attitude	0.683
Purchase Preference <-> Engagement	0.636
Purchase Preference <-> Instagram Food Influencers	0.702

Table 7. Fornell-Larcker criterion

Constructs	Consumer Attitude	Engagement	Instagram Food Influencers	Local Subculture	Purchase Preference
Consumer Attitude	0.896				
Engagement	0.507	0.893			
Instagram Food Influencers	0.562	0.761	0.867		
Local Subculture	0.670	0.598	0.604	0.835	
Purchase Preference	0.619	0.555	0.631	0.529	0.860

Table 8. Tabel Cross loadings

Indicators	Consumer Attitude	Engagement	Instagram Food Influencers	Local Subculture	Purchase Preference
M1_CA1	0.863	0.535	0.547	0.687	0.561
M1_CA2	0.896	0.346	0.409	0.558	0.515
M1_CA3	0.908	0.436	0.511	0.540	0.589
M1_CA4	0.917	0.482	0.533	0.603	0.547
M2_EN1	0.558	0.897	0.703	0.601	0.497
M2_EN2	0.426	0.918	0.684	0.558	0.507
M2_EN3	0.367	0.863	0.651	0.438	0.483
X1_LS1	0.526	0.458	0.436	0.822	0.418
X1_LS2	0.598	0.538	0.507	0.908	0.440
X1_LS3	0.510	0.594	0.603	0.759	0.540
X1_LS4	0.611	0.446	0.503	0.850	0.468
X1_LS5	0.547	0.449	0.462	0.830	0.330
X2_IF1	0.465	0.697	0.827	0.541	0.525
X2_IF2	0.418	0.604	0.845	0.500	0.543
X2_IF3	0.444	0.643	0.880	0.502	0.498
X2_IF4	0.555	0.669	0.889	0.520	0.539
X2_IF5	0.539	0.679	0.891	0.552	0.624
Y_PP1	0.414	0.508	0.535	0.384	0.785
Y_PP2	0.554	0.491	0.556	0.501	0.885

Indicators	Consumer Attitude	Engagement	Instagram Food Influencers	Local Subculture	Purchase Preference
Y_PP3	0.562	0.494	0.577	0.498	0.915
Y_PP4	0.585	0.422	0.504	0.428	0.850

Structural Model Assessment

Inner Model Collinearity. The collinearity assessment in Table 9 shows that all VIF values fall between 1.346 and 1.575—well below both the conservative threshold of 3.3 and the more lenient threshold of 5.0 (Hair, Jr. et al., 2022). Multicollinearity, therefore, is not a concern in the structural model. The bootstrap confidence intervals are correspondingly narrow, spanning 1.184–1.590 and 1.329–1.975, which points to stable collinearity estimates across resamples. The structural model can thus be regarded as free of multicollinearity, implying that each predictor contributes unique explanatory power and that the path coefficient estimates are stable and dependable for hypothesis testing.

Tabel 9. Inner Model Collinearity Statistics (VIF)

Constructs	Original sample (O)	Sample mean (M)	2.5%	97.5%
Consumer Attitude -> Purchase Preference	1.346	1.359	1.184	1.590
Engagement -> Purchase Preference	1.346	1.359	1.184	1.590
Instagram Food Influencers -> Consumer Attitude	1.575	1.599	1.329	1.975
Instagram Food Influencers -> Engagement	1.575	1.599	1.329	1.975
Local Subculture -> Consumer Attitude	1.575	1.599	1.329	1.975
Local Subculture -> Engagement	1.575	1.599	1.329	1.975

Path Analysis. The structural results in Table 10 show that every hypothesized relationship is statistically significant, with t-statistics above 1.96 and p-values below 0.05, confirming meaningful associations among the constructs (Hair, Jr. et al., 2022). In PLS-SEM, path coefficients capture the strength and direction of the relationships between latent variables, with larger coefficients denoting stronger effects (Hair, Jr. et al., 2022).

Table 10. Path Coefficients Results (Structural Model)

Hypothesized Direct Relationship	β (Original Sample)	T Statistics	P Values	Result*
Consumer Attitude → Purchase Preference	0.454	7.867	0.000	Significant
Engagement → Purchase Preference	0.325	4.456	0.000	Significant
Instagram Food Influencers → Consumer Attitude	0.248	3.276	0.001	Significant

Instagram Food Influencers → Engagement	0.629	12.055	0.000	Significant
Local Subculture → Consumer Attitude	0.520	6.564	0.000	Significant
Local Subculture → Engagement	0.218	3.568	0.000	Significant
*A path is considered significant when $t > 1.96$ and $p < .05$ (Hair et al., 2022).				

The strongest relationship in the model links Instagram Food Influencers to Engagement ($\beta = 0.629$, $t = 12.055$, $p < .001$), signaling that influencer-generated content is a powerful driver of consumer interaction and participation. This finding chimes with influencer marketing scholarship, which stresses that authenticity, relatability, and storytelling all heighten engagement in social media settings (Lou & Yuan, 2019; Sokolova & Kefi, 2020). In the world of local food and souvenirs, influencers effectively act as intermediaries, connecting consumers to brands and cultural experiences.

Local Subculture, in turn, exerts a strong influence on Consumer Attitude ($\beta = 0.520$, $t = 6.564$, $p < .001$)—the second-largest effect in the model—demonstrating that cultural identity, traditions, and regional values shape favorable evaluations of local products. Consistent with Consumer Culture Theory, consumption is embedded in cultural meanings and identity structures (Arnould & Thompson, 2005) so that culturally rooted products are perceived more positively by virtue of their authenticity and the sense of belonging they convey.

Both Consumer Attitude ($\beta = 0.454$, $t = 7.867$, $p < .001$) and Engagement ($\beta = 0.325$, $t = 4.456$, $p < .001$) significantly enhance Purchase Preference. This is in keeping with the Theory of Planned Behavior, in which attitude figures as a key predictor of intention (Ajzen, 1991, 2020), while engagement reinforces the cognitive and emotional connections that strengthen purchasing tendencies (Chen et al., 2024; Kumar et al., 2025).

The remaining results show that Instagram Food Influencers also exert a positive effect on Consumer Attitude ($\beta = 0.248$, $p = .001$), albeit a weaker one than Local Subculture—implying that cultural attachment weighs more heavily in shaping evaluations (Sokolova & Kefi, 2020; Lou & Yuan, 2019; Belanche et al., 2021). Conversely, Local Subculture has a smaller effect on Engagement ($\beta = 0.218$, $p < .001$) than influencers do, which suggests that culture works mainly by conferring meaning, whereas influencers drive interaction through parasocial appeal and relatable content (Aw & Labrecque, 2020; de Mooij, 2019).

R Square. The coefficient of determination (R^2) indicates moderate explanatory power across the endogenous constructs. Hair et al. (2022) treat R^2 values of 0.75, 0.50, and 0.25 as substantial, moderate, and weak respectively, while Chin (1998) offers a comparable classification of 0.67, 0.33, and 0.19. As Table 11 shows, Engagement has the greatest explanatory power ($R^2 = 0.610$; Adjusted $R^2 = 0.606$), meaning that 61% of its variance is accounted for by Instagram Food Influencers and Local Subculture.

Table 11. Coefficient of Determination (R^2)

Endogenous Construct	R^2	R^2 Adjusted	Interpretation
Consumer Attitude	0.488	0.483	Moderate
Engagement	0.610	0.606	Moderate to Strong
Purchase Preference	0.461	0.456	Moderate

This confirms that cultural identity and digital influence jointly propel engagement—an outcome consistent with studies showing that influencers heighten interaction through credible, relatable content (Lou & Yuan, 2019; Sokolova & Kefi, 2020). Consumer Attitude returns a moderate R^2 of 0.488 (Adjusted $R^2 = 0.483$), reflecting the meaningful contribution of cultural attachment and influencer exposure to consumer evaluations, in line with Consumer Culture Theory. Purchase Preference records an R^2 of 0.461 (Adjusted $R^2 = 0.456$), supporting the Theory of Planned Behavior's premise that behavior is shaped by multiple determinants beyond attitude alone (Ajzen, 1991, 2020). Overall, the model demonstrates moderate predictive capability, with Engagement the most strongly explained construct.

Effect Size (f^2). The effect size analysis sheds further light on the practical contribution of each exogenous construct. Following Hair, Jr. et al. (2022), f^2 values of 0.02, 0.15, and 0.35 denote small, medium, and large effects respectively, with significance gauged through bootstrapping results.

As Table 12 reports, Instagram Food Influencers exert the largest effect on Engagement ($f^2 = 0.644$). This large effect establishes influencer-generated content as the dominant force behind consumer interaction and participation in digital environments. Consumers respond vigorously to the visual storytelling, recommendations, and product reviews that influencers provide, particularly where local food and souvenirs are concerned—an observation that accords with research showing that influencer credibility, attractiveness, and content quality markedly enhance engagement on social media (De Veirman et al., 2017; Lou & Yuan, 2019).

Table 12. Effect Size (f^2) Results

Relationship	f^2	Effect Size Category
Consumer Attitude → Purchase Preference	0.284	Moderate
Engagement → Purchase Preference	0.145	Small to Moderate
Instagram Food Influencers → Consumer Attitude	0.076	Small
Instagram Food Influencers → Engagement	0.644	Large
Local Subculture → Consumer Attitude	0.335	Moderate to Large
Local Subculture → Engagement	0.077	Small

Local Subculture, too, registers a meaningful impact on Consumer Attitude ($f^2 = 0.335$). This moderate-to-large effect indicates that cultural identity, traditions, and local values weigh heavily on how consumers evaluate local products: when products are perceived as culturally meaningful and authentic, consumers tend to form more favorable attitude toward them. The result resonates with Consumer Culture Theory, which frames consumption as embedded in cultural symbols and identity structures (Chen et al., 2024; Sabina del Castillo et al., 2024; White et al., 2024).

Consumer Attitude influences Purchase Preference with a moderate effect ($f^2 = 0.284$), confirming that positive evaluations feed through into firmer purchasing preference—a finding that supports the Theory of Planned Behavior’s positioning of attitude as a central determinant of behavioral intention (Ajzen, 1991, 2020) (Ajzen, 1991). The Engagement → Purchase Preference path, by contrast, yields a small-to-moderate effect ($f^2 = 0.145$), suggesting that engagement on its own is insufficient to drive purchasing decisions without additional psychological mechanisms such as trust, perceived value, or attitude formation (Chen et al., 2024; Kumar et al., 2025).

The paths Instagram Food Influencers → Consumer Attitude ($f^2 = 0.076$) and Local Subculture → Engagement ($f^2 = 0.077$) both register small effects. This implies that their influence is largely indirect: influencers shape consumer responses through credibility and emotional resonance rather than through direct attitude formation (Lou & Yuan, 2019; Sokolova & Kefi, 2020), while local subculture functions as a symbolic and cognitive framework that confers meaning rather than triggering immediate behavioral engagement (Arnould & Thompson, 2005; de Mooij, 2019).

Taken together, the results trace a clear structural pattern: influencers chiefly drive engagement, culture chiefly shapes attitude, and purchase preference are formed predominantly through attitudinal pathways rather than through engagement alone.

Specific Indirect Effects (Mediation Effects). The mediation analysis considers how Engagement and Consumer Attitude link Instagram Food Influencers and Local Subculture to Purchase Preference. Following Hair et al. (2022), mediation is deemed significant when $t > 1.96$ and $p < 0.05$; on this basis, all indirect effects prove significant (Table 13).

Table 13. Specific Indirect Effects Results

Hypothesized Indirect Relationship	β (Original Sample)	T-Statistic	P-Value	Result
Instagram Food Influencers → Engagement → Purchase Preference	0.204	3.766	0.000	Significant
Instagram Food Influencers → Consumer Attitude → Purchase Preference	0.112	2.953	0.003	Significant
Local Subculture → Engagement → Purchase Preference	0.071	2.906	0.004	Significant
Local Subculture → Consumer Attitude	0.236	5.210	0.000	Significant

→ Purchase Preference				
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Note: Significant at $p < 0.05$ (Hair, Jr. et al., 2022).

Instagram Food Influencers affect Purchase Preference by way of Engagement ($\beta = 0.204$, $t = 3.766$, $p < 0.001$), which shows that influencer marketing works mainly by stimulating active participation—viewing, liking, commenting, sharing influencer-generated content. Prior studies establish that credibility, authenticity, and relevance all strengthen engagement and consumer responsiveness (Casaló et al., 2020; Lou & Yuan, 2019), positioning engagement as an important mechanism through which exposure to influencer-generated content shapes purchase preference.

The indirect effect via Consumer Attitude is likewise significant ($\beta = 0.112$, $t = 2.953$, $p = 0.003$), confirming that influencer communication also shapes consumers' evaluations of local products. In keeping with the Theory of Planned Behavior, attitude remains a key determinant of intention (Ajzen, 1991, 2020), buttressed by credibility and trust (Belanche et al., 2021; Sokolova & Kefi, 2020)—though this pathway is weaker than the engagement route.

For Local Subculture, the indirect effect through Engagement is small yet significant ($\beta = 0.071$, $p = 0.004$), suggesting that culture does encourage interaction but is limited in behavioral terms, given that it operates mainly by shaping symbolic meaning (Arnould & Thompson, 2005; de Mooij, 2019). The strongest mediation, by contrast, runs through Consumer Attitude ($\beta = 0.236$, $t = 5.210$, $p < 0.001$), demonstrating that cultural meaning powerfully informs the attitude that go on to drive purchase preference—consistent with the Theory of Planned Behavior (Ajzen, 1991, 2020) and with prior research (Kartikasari et al., 2025; Safeer et al., 2022; Zhang et al., 2022). In sum, influencers operate primarily through engagement, whereas culture works through attitude formation.

Model Fit Assessment. Model fit was evaluated using SRMR, d_{ULS} , and d_G to judge how well the proposed model reproduces the observed data structure (Hair, Jr. et al., 2022). As Table 14 shows, the SRMR value of 0.073 sits below the 0.08 threshold, signaling good fit with only minor discrepancies between the observed and model-implied correlations (Hair, Jr. et al., 2022). The d_G value of 0.482 likewise falls within acceptable bootstrap limits, pointing to only a small gap between the empirical and estimated correlation matrices and supporting model adequacy (Benitez et al., 2020). The d_{ULS} value (1.241), however, exceeds its bootstrap threshold, indicating some degree of misfit; this should be interpreted with caution, since PLS-SEM is primarily prediction-oriented and model quality ought not to hinge on any single index (Hair et al., 2022). On balance, the acceptable SRMR and d_G values confirm that the model adequately represents the relationships among Local Subculture, Instagram Food Influencers, Consumer Attitude, Engagement, and Purchase Preference (Ahmed et al., 2024; Chen et al., 2024; Gu & Duan, 2024; Kumar et al., 2025), rendering it suitable for hypothesis testing and interpretation.

Table 13. Specific Indirect Effects Results

Model Fit Index	Value	Threshold	Result
SRMR (Estimated Model)	0.073	< 0.080	Good Fit
d_ULS (Estimated Model)	1.241	Bootstrap Criterion	Marginal
d_G (Estimated Model)	0.482	Bootstrap Criterion	Acceptable

Theoretical Implications

This study advances the literature on consumer behavior, Consumer Culture Theory (CCT), the Theory of Planned Behavior (TPB), and influencer marketing by demonstrating, through the structural and mediation results, how cultural identity and digital influence jointly shape consumer preference for local products. The findings strengthen CCT by demonstrating that local subculture remains a significant driver of Consumer Attitude even within digital media environments, underscoring the enduring weight of cultural meaning, identity, and belonging in consumption decisions. They also lend support to TPB by confirming Consumer Attitude as the strongest predictor of purchase preference. Beyond this, the study extends influencer marketing research by showing that Instagram Food Influencers shape consumer preferences through both Engagement and Consumer Attitude, with the Engagement pathway exerting the stronger indirect effect. Cultural and digital influences, in other words, travel along distinct yet complementary pathways—an insight that affords a more nuanced understanding of consumer decision-making in local food and souvenir markets.

Practical Implications

The study carries several practical implications for local food and souvenir businesses, marketers, and tourism stakeholders. The findings suggest that consumer preference can be strengthened by pairing authentic cultural storytelling with well-crafted social media strategies. Because Consumer Aattitude is the strongest driver of purchase preference, businesses would do well to foreground the cultural heritage, local identity, and authenticity of their products in order to cultivate more positive perceptions. At the same time, Instagram Food Influencers can be enlisted to lift consumer Engagement through credible, relatable, and engaging content. Rather than relying primarily on promotional content, marketers should invest in storytelling and interactive content that helps consumers forge an emotional connection with local products. For local governments and tourism agencies, partnering with influencers while championing local cultural values can enhance both the visibility and the appeal of local food and souvenir products, helping them stay competitive and relevant in today’s digital marketplace.

CONCLUSION

This study concludes that consumer purchase preference for Bogor’s local food and souvenir products are shaped jointly by cultural identity and digital communication. The findings reveal that Local Subculture has a substantial positive effect on Consumer

Attitude ($\beta = 0.520$) and a smaller but significant effect on Consumer Engagement ($\beta = 0.218$). Meanwhile, Instagram Food Influencers emerge as the strongest predictor of Consumer Engagement ($\beta = 0.629$) and also contribute positively to Consumer Attitude ($\beta = 0.248$). Collectively, these two antecedents explain 48.8% of the variance in Consumer Attitude ($R^2 = 0.488$) and 61.0% of the variance in Consumer Engagement ($R^2 = 0.610$), indicating that both cultural attachment and social media influence play complementary roles in shaping consumers' evaluations and interactions with local products. These findings underscore that strengthening local cultural identity while leveraging credible digital influencers can effectively enhance consumers' Engagement with and preference for Bogor's local food and souvenir products.

Consumer Attitude emerges as the strongest predictor of Purchase Preference ($\beta = 0.454$), while Engagement also has a significant positive effect ($\beta = 0.325$). The mediation analysis further indicates that both Consumer Attitude and Engagement transmit the effects of Local Subculture and Instagram Food Influencers on Purchase Preference. The strongest indirect pathway operates through Consumer Attitude ($\beta = 0.236$), highlighting the central role of consumers' evaluations in translating cultural identity into purchase preference. By contrast, Instagram Food Influencers exert their strongest indirect influence through Engagement ($\beta = 0.204$), suggesting that active interaction with influencer-generated content is an important mechanism in shaping consumer preference.

Theoretically, this study contributes to Consumer Culture Theory by reaffirming the enduring role of local cultural identity in shaping Consumer Attitude, as reflected in the significant effect of Local Subculture on Consumer Attitude ($\beta = 0.520$). It also extends the application of the Theory of Planned Behavior by highlighting Consumer Attitude as an important evaluative mechanism linking cultural and digital influences to Purchase Preference, with Consumer Attitude emerging as the strongest direct predictor ($\beta = 0.454$). In addition, the study advances the influencer marketing literature by showing that Instagram Food Influencers shape Purchase Preference through both Engagement and Consumer Attitude. The stronger indirect effect through Engagement ($\beta = 0.204$), compared with Consumer Attitude ($\beta = 0.112$), suggests that active consumer participation is the primary pathway through which influencer communication translates into stronger purchase preferences.

The novelty of the study lies in identifying two complementary pathways through which cultural and digital influences shape consumer purchase preferences. The structural and mediation results show that the cultural pathway, operating through Consumer Attitude, exerts the strongest indirect effect on Purchase Preference ($\beta = 0.236$), highlighting the central role of cultural identity in shaping consumers' evaluations. At the same time, the digital pathway, operating through Engagement, represents the primary mechanism by which Instagram Food Influencers strengthen purchase preferences ($\beta = 0.204$). Together, these findings demonstrate the value of integrating

cultural authenticity with credible influencer communication to strengthen consumer preferences for local products.

Generative AI Disclosure Statement

During the preparation of this work, the author declares the limited and responsible use of Open AI, including but not limited to ChatGPT to assist to assist in identifying relevant, open access academic literature and recently published articles, as well as improving grammar, and enhancing the clarity and readability of the manuscript. All substantive ideas, analyses, interpretations, implications and conclusions are the independent work of the author, who assumes full responsibility for the manuscript's content and integrity.

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