

FEASTING THROUGH SCREENS: UNPACKING THE POWER OF SOCIAL MEDIA INFLUENCERS ON CULINARY PURCHASING INTENTIONS

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ABSTRACT

Background: In the vibrant context of Indonesia's growing culinary scene, food waste poses significant environmental and economic challenges, leading to a rise in consumer demand for sustainability and eco-friendly practices.

Purpose: This study examines the role of social media influencers in shaping consumption values and purchase behaviors toward sustainable culinary practices.

Design/Methodology/Approach: Data were collected from 260 respondents in Greater Jakarta using purposive sampling via structured online questionnaires, targeting social media users aged 17–43 who follow culinary influencers. The data were analyzed with Structural Equation Modeling (SEM) using SmartPLS software.

Findings/Result: The results demonstrate that environmental concerns significantly influence both social and epistemic values. Consumers who are more concerned about environmental issues perceive higher social and epistemic value in sustainable culinary products promoted by influencers, leading to increased purchase intentions.

Conclusion: Marketers in the culinary industry should collaborate with influencers who advocate for environmental sustainability to enhance the perceived social and epistemic values of their products, effectively boosting consumer engagement and purchase intentions, and contributing to reduced food waste.

Originality/Value (State of the Art): This research enriches the discourse on influencer marketing in the culinary industry by highlighting the role of environmental concerns in shaping consumers' consumption values and purchase intentions, offering actionable insights for businesses aiming to implement sustainable marketing strategies.

Keywords: consumption value, culinary product, environmental concern, epistemic value, generation, income, intimate self-disclosure, spending self-control, purchase intention

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INTRODUCTION

In the dynamic landscape of Indonesia's culinary industry, digital marketing has significantly transformed promotional strategies, particularly through the use of social media influencers (Nasih et al. 2020). The country's culinary sectors, which represent a substantial 41.4% of the total creative economy (Hasbullah et al. 2021), have seen a rising trend towards sustainable dining practices. Consumers are increasingly driven by the belief that consuming sustainable food would help protect the environment and ensure the continuity of ecosystems for future generations (Deswita et al. 2024). The COVID-19 pandemic further amplified consumer demand for environmental responsibility in food production and consumption (Databoks, 2021; Chari, 2019).

Food waste become a critical issue in Indonesia, with the country generating approximately 19 million tons of food waste annually (Databoks, 2023). This amount of waste contributes to environmental degradation and represents a significant economic loss. Addressing food waste is essential for sustainable development, as it has been linked to high greenhouse gas emissions, estimated at 1,702 million tons of CO₂ over the past 20 years (Databoks, 2023). Nugroho, Sumarwan, and Kirbrandoko (2015) stated that consumers now prefer restaurants that adopt eco-friendly practices, such as sourcing local ingredients, using sustainable packaging, and reducing food waste.

Social networking is becoming one of the most popular marketing platforms that provide entrepreneurs with more confidence to take risks and develop new business models (Aryani and Tuti, 2023). Among these platforms, social media influencers have emerged as key players in promoting these practices and shaping public values, particularly in sustainability within the culinary sectors. Influencers create and share content related to specific interests in culinary, allowing users to follow and engage with them to stay updated on the latest food trends and dining experiences (Sari et al. 2024). With a global user base of 504 million with a penetration rate of 62.3% as of January 2024 (Databoks, 2024), platforms such as Instagram, Facebook, and TikTok have become central to the growing sustainable food movement. Influencers significantly impact dietary trends and consumer behaviors, particularly towards environmentally friendly dining experiences.

Recent studies underscore the pivotal role of social media influencers in influencing consumer buying habits, especially for food products like sustainable and keto items. For instance, Wu, Yang, and Liu (2023) discovered influencers' openness, environmental concerns, and spending discipline significantly sway consumers' buying intentions, with generation as a key moderating factor. Furthermore, Kurdi *et al.* (2022) highlighted moderation's importance, showing vloggers' influence on purchase intentions toward keto products. However, there is limited research on how income moderates the impact of influencers' characteristics on consumer values. The higher cost of dining out can be attributed to production, labor, and marketing costs, making income a significant consideration in purchasing decisions (Aaronson et al. 2008; Akbarov, 2020; MacDonald and Aaronson, 2006). Higher-income individuals tend to afford these costs easily, aligning their consumption with their values without compromising other needs (Bartling et al. 2018). Additionally, with income growth, spending shifts from basic needs to discretionary dining experiences, reflecting a trend toward modern consumption behaviors (Alonso et al. 2012; Repin and Danilina, 2021).

This study draws on the consumption value theory, which explores how consumers derive value from products or services. Specifically, this research focuses on social and epistemic values, understanding how they influence purchase intentions when mediated by environmental concerns. The study's framework considers that influencers play a role in shaping these values through their content, particularly when advocating for sustainable practices. By employing this conceptual framework, the research provides a nuanced understanding of how influencers contribute to consumer decisions, especially in relation to sustainability.

The objective of this research is to analyze the impact of social media influencers on consumer decision-making in Indonesia's culinary sector. It focuses on understanding how influencers' traits intimate self-disclosure, environmental awareness, and spending discipline shape consumer consumption values, including social and epistemic dimensions, and drive purchase intentions. Additionally, the study considers the moderating effects of demographic factors such as income and generational differences. Through this comprehensive approach, the research aims to advance

the marketing literature while offering practical strategies for enhancing the effectiveness of influencer-driven campaigns in the culinary industry.

METHODS

This study utilizes primary data collected through a quantitative, cross-sectional survey. The data were gathered from 260 respondents residing in the Greater Jakarta area. These respondents were selected based on their active engagement with culinary content creators on social media platforms such as Instagram, TikTok, and YouTube. The study targeted two generational groups, Generation Z (17–28 years old, born 1995–2006) and Generation Y/Millennials (29–43 years old, born 1980–1994), as defined by Kim (2018) and Mahendra, Nugroho and Pristiana (2023) it is easier for humans to connect. The generation that is most exposed to changes in information is the Z generation. Generation Z or Gen Z or also known as iGeneration, the net generation or the internet generation are the generations born between 1996 and 2012. Today's lifestyle has become an individual and group identity. People's interest in various goods is influenced by their lifestyle and the goods they buy reflect that lifestyle. This type of research uses quantitative research. The population in this study is generation Z in Surabaya. The sampling technique uses purposive sampling using the Lameshow formula. This study uses sem analysis (structural equation modelling. Income levels were categorized using the World Bank (2019) into five groups: Poor (monthly expenditure < Rp 354,000), Vulnerable (Rp 354,000 - Rp 532,000), Aspiring Middle Class (Rp 532,000 - Rp 1,200,000), Middle Class (Rp 1,200,000 - Rp 6,000,000), and Upper Class (> Rp 6,000,000).

The data collection was carried out via an online survey distributed across social media platforms, using convenience sampling. This method was chosen for its efficiency in reaching participants who actively follow culinary influencers. The sample size of 260 respondents exceeds the minimum threshold of 240 respondents, which was determined by multiplying the number of hypotheses by ten (Hair et al. 2022). Respondents were required to fall within the specified age and income ranges to ensure relevance to the study. The survey utilized 1 to 6 Likert-scale items for assessing perceptions of influencer traits and consumer values toward culinary products, with included items adapted

from established scales in Wu et al. (2023) and Xu et al. (2021). It covered Intimate Self-Disclosure (ISD) with 9 questions about sharing personal info related to culinary purchases, Environmental Concern (EC) via 4 questions on eco-awareness, Spending Self-Control (SC) with 6 questions on financial discipline, Social Value (SV) and Epistemic Value (EV), each through 4 questions assessing social benefits and information seeking, respectively, and Purchase Intention (PI) with 3 questions on the likelihood of buying influencer-recommended culinary products (Wu et al. 2023; Xu et al. 2021). Demographic queries were also made to examine income and generation effects.

The data were analyzed using Structural Equation Modeling (SEM) with the help of SmartPLS software. The reliability of the data was verified using Cronbach's alpha, with a target benchmark above 0.6 (Sujarweni, 2014). Convergent validity was confirmed through Average Variance Extracted (AVE) values above 0.5, and discriminant validity was verified using the Heterotrait-Monotrait (HTMT) ratio. Structural Equation Modeling (SEM) facilitated both the validation of constructs through the outer model, assessing reliability and validity, and the examination of relationships between variables via the inner model, focusing on path coefficients. Hypotheses testing determined the impacts of relationships between variables, employing a t-statistic significance level of less than 0.05 as the criterion for acceptance.

Social media marketing encompasses methodologies leveraging new technologies and social networks to achieve specific organizational goals, especially in marketing strategies. Facilitates that provided by social media including interactive marketing that enables two-way communication and fosters consumer participation (Chaffey and Ellis-Chadwick, 2019). Influencer marketing, as defined by Brown and Hayes (2008), utilizes individuals with significant online followings to influence potential buyers. Influencer characteristics like intimate self-disclosure, environmental concern, and spending self-control play crucial roles in their effectiveness. Intimate self-disclosure fosters closeness and trust, enhancing influencer authenticity (Sprecher and Hendrick, 2004). Such openness not only boosts likability (Collins and Miller, 1994) but also helps form deep emotional connections with audiences, impacting their social and epistemic value perceptions (Aw and Chuah, 2021; Wu et al. 2023). Influencers sharing personal insights can sway consumer attention, affecting

their views on the value and information associated with culinary products (Chang and Tseng, 2010; Gilbert, 1976; Leiter, 2019). This mechanism positions intimate self-disclosure as a key influencer tactic in shaping how consumers perceive and value promoted brands or products. Based on the aforementioned explanation regarding the influence of influencer characteristics on consumers' perceptions of social and epistemic values, the author proposes the following hypotheses:

H1: Intimate self-disclosure positively influences social value.

H2: Intimate self-disclosure positively influences epistemic value.

Environmental concern is increasingly vital in influencer marketing, significantly affecting consumer perceptions of social and epistemic values. Torkar and Bogner (2019) note the growing consumer focus on sustainability, with Stern, Dietz, and Guagnano (1995) but it has not been placed in the context of a social-psychological theory of attitude formation or attitude-behavior relationships. Using data from a northern Virginia sample, this study examines NEP in relation to the variables in a theoretical model of environmental concern. We found that the NEP is indistinguishable from a scale of awareness of consequences (AC, and Schultz, (2001) highlighting how environmental concern shapes attitudes towards social values. Additionally, environmental concern influences epistemic values, with variations in concern levels affecting ethical consumption intentions (Kushwah et al. 2019) and correlating with the purchasing experience (Suki and Suki, 2015). This shows environmental concern's broad impact on how consumers evaluate and engage with products, emphasizing its importance in influencer marketing strategies. Given the importance of environmental concern in shaping consumer perceptions of social and epistemic values, the author formulates the following hypotheses:

H3: Environmental concern positively influences social value.

H4: Environmental concern positively influences epistemic value

Spending self-control is crucial for influencers to embody mindful consumption, resonating with audiences prioritizing responsible behavior (Haws, 2016). This trait is seen as both a personal characteristic and a contribution to social welfare, with societal value placed on self-control indicating responsible behavior (Bandura, 2020). Bearden and Haws (2012) note

that poor spending self-control can lead to negative social and psychological outcomes. Furthermore, spending self-control is linked to informed purchasing decisions and a deeper appreciation of epistemic value, as consumers with high self-control engage in less impulsive buying and more thoughtful planning (Lehmann et al. 2020) and also to understand the variables that may cause individuals to decrease impulsivity. Method: A quantitative survey was carried out to gather data regarding how individuals think and what they consider when buying in order to understand impulsive buying behavior at the time of purchase. Data were analyzed through structural equation modeling using the SmartPLS 2.0 M3 software. Relevance: It is important to understand which elements may influence impulsive buying behavior, as the motivation that causes consumers to behave impulsively seems to be still poorly defined. Thus, we seek to figure out a portion of this act that transcends the rational and logical choices in the act of purchase. Results: Impulsive buying behavior is analyzed in different ways by various scholars. The results of the present study indicate that impulsive purchases occur when the individual has lack of self-control over what he/she buys. This situation can be controlled if the person has a long-term guidance. This fact tends to influence spending self-control and consequently decreasing the levels of impulsiveness. Theoretical contributions: This study contributes to Rook Fisher's (1995). This underlines the dual impact of spending self-control on both social and epistemic values. Considering the significant role of spending self-control in influencing consumer behavior and value perceptions, the author proposes the following hypotheses:

H5: Spending self-control positively influences social value.

H6: Spending self-control positively influences epistemic value.

Sheth, Newman, and Gross (1991) highlight social and epistemic values as crucial for consumer purchase intentions, influencing the impact of influencer marketing. Social value, linked to product prestige, and epistemic value linked to curiosity are essential in decision-making (Choe and Kim, 2018; Tanrikulu, 2021) {"family": "Kim", "given": "Seongseop (Sam. Studies by Pelet, Massarini, and Taieb (2017) and Lee *et al.* (2019) show social value's strong effect on purchase intentions, while (Kushwah et al. 2019) and Rahnama and Rajabpour (2017), supported by Carfora *et al.* (2021) despite formal regulation still missing.

Knowing the psychosocial factors that may predict natural food choice may be useful to understand what drives consumers to choose this category of food. We analyzed the antecedents of consumers' intention to purchase natural food, testing a theoretical model that integrates the theory of planned behavior (TPB and Kaur *et al.* (2021) but few studies have investigated the values that drive food-delivery application (FDA, demonstrate that epistemic value leads to informed buying choices. These findings affirm the significance of these values in the culinary sector's consumer behavior. In light of the critical role that social and epistemic values play in shaping consumer purchase intentions, the author proposes the following hypotheses:

- H7:** Social value positively influences purchase intention.
- H8:** Epistemic value positively influences purchase intention.

The moderating role of income and generation in the influencer-consumer dynamic introduces an additional layer of complexity. Hasbullah *et al.* (2021) suggest that economic factors and generational differences significantly influence consumer responses to influencer marketing. These findings underscore the necessity for nuanced marketing strategies that consider varying economic capacities and generational values. Generation and income are posited to moderate the relationships outlined above, reflecting the diverse experiences and perspectives inherent to different demographic cohorts. The varied life experiences across generations create a diverse foundation for shaping distinct consumer perceptions and behaviors toward culinary products (Hirschman, 1984; Parment, 2013). Older generations may prioritize factors like self-presentation and safety concerns (Hwang, 2016), while younger generations might exhibit a higher preference for food products evaluated from an altruistic perspective (Septianto and Kemper, 2021). Moreover, younger generations are more likely to support Sustainable Development Goals (SDGs), leading to a lifestyle more oriented towards sustainability compared to older generations (Yamane and Kaneko, 2021). Considering the impact of generational differences on consumer behavior in response to influencer marketing, the author proposes the following hypotheses:

- H9a:** Generation moderates the effect of intimate self-disclosure on social value.
- H9b:** Generation moderates the effect of intimate self-disclosure on epistemic value.
- H9c:** Generation moderates the effect of environmental

concern on social value.

- H9d:** Generation moderates the effect of environmental concern on epistemic value.
- H9e:** Generation moderates the effect of spending self-control on social value.
- H9f:** Generation moderates the effect of spending self-control on epistemic value.
- H9g:** Generation moderates the effect of social value on purchase intention.
- H9h:** Generation moderates the effect of epistemic value on purchase intention.

Income levels further moderate these relationships, as the financial capacity to afford higher-priced culinary products in restaurants and cafes influences consumer perceptions and purchasing behaviors. Higher-income consumers are more likely to engage in dining out and are capable of paying premium prices, thus potentially exhibiting different valuation and purchase patterns compared to lower-income consumers who may view the high prices of culinary products as a barrier (Aaronson *et al.* 2008; Ali and Nath, 2013; MacDonald and Aaronson, 2006; Utami, 2011). In light of the moderating role that income levels play in shaping consumer perceptions and purchasing behaviors, the author proposes the following hypotheses:

- H10a:** Income moderates the effect of intimate self-disclosure on social value.
- H10b:** Income moderates the effect of intimate self-disclosure on epistemic value.
- H10c:** Income moderates the effect of environmental concern on social value.
- H10d:** Income moderates the effect of environmental concern on epistemic value.
- H10e:** Income moderates the effect of spending self-control on social value.
- H10f:** Income moderates the effect of spending self-control on epistemic value.
- H10g:** Income moderates the effect of social value on purchase intention.
- H10h:** Income moderates the effect of epistemic value on purchase intention.

The framework guiding this study is illustrated in Figure 1, which depicts the relationships between influencer characteristics (intimate self-disclosure, environmental concern, and spending self-control) and consumer values (social and epistemic), and their impact on purchase intention. The framework also accounts for the moderating effects of generation and income on these relationships. In summary, this

framework represents how influencers affect consumer perceptions and purchase decisions, particularly within the culinary sector, through the mediating role of social and epistemic values.

RESULTS

The demographic profile of the 260 respondents was diverse and balanced. As shown in Table 1, the sample consisted of 72.31% females and 27.69% males. Age distribution included 58.46% Generation Z (17-28 years) and 41.54% Generation Y/Millennials (29-43 years). Most respondents were from urban areas around Jakarta, including Jakarta (34.23%), Bogor (19.23%), Depok (6.54%), Tangerang (13.85%), Bekasi (11.54%), and Bandung (14.62%). Occupations varied, with 30% employees, 19.23% students, 18.46% housewives, 10.77% entrepreneurs, 10% freelancers, 7.69% government employees, 3.46% unemployed, and 0.38% others. Income levels spanned Poor (3.85%), Vulnerable (6.54%), Aspiring Middle Class (22.69%), Middle Class (56.54%), and Upper Class (10.38%).

Table 2 shows the respondents' consumption behavior, as Instagram was the most used social media platform (63.85%), followed by TikTok (20%) and YouTube (16.15%). Top culinary influencers followed were Nex Carlos (30%), Tanboy Kun (24.23%), and others. Nearly all respondents (99.62%) had purchased culinary products at restaurants and cafes.

As shown in Table 3, the evaluation of the measurement model demonstrated strong reliability and validity. Construct reliability was confirmed with Composite Reliability (CR) and Cronbach's Alpha values exceeding 0.70, indicating good internal consistency (Hair et al. 2022). Convergent validity was established as Average Variance Extracted (AVE) values were above 0.50 for all constructs, ensuring they captured the majority of variance from their indicators (Fornell and Larcker, 1981). Discriminant validity was confirmed through the Heterotrait-Monotrait (HTMT) ratio, with all constructs satisfying the established threshold criteria (Henseler et al. 2015). Indicator loadings were all above 0.70, confirming that indicators were well represented by their respective constructs. These results support the robustness of the measurement model for subsequent structural evaluations.

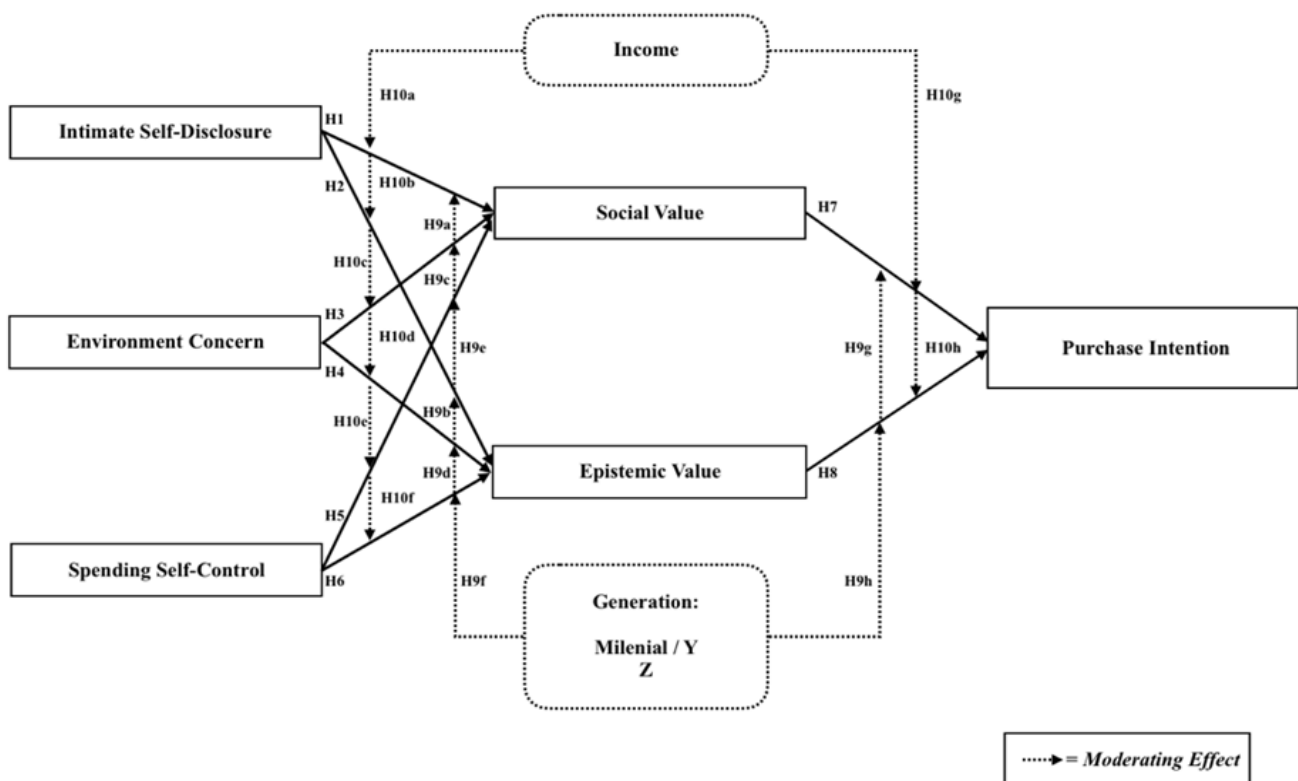


Figure 1. Research framework

Table 1. Respondents' demographic

Parameter	Result	Frequency	Percentage	Parameter	Result	Frequency	Percentage
Gender	Male	72	27.69%	Age	Unemployed	9	3.46%
	Female	188	72.31%		Others	1	0.38%
Domicile	Jakarta, DKI Jakarta	89	34.23%	17–28 years old (Generation Z)	152	58.46%	
	Bogor, West Java	50	19.23%	29–43 years old (Generation Y / Millennial)	108	41.54%	
	Depok, West Java	17	6.54%	Monthly Spending	< IDR 354,000 (Poor)	10	3.85%
	Tangerang, Banten	36	13.85%		IDR 354,000 – IDR 532,000 (Vulnerable)	17	6.54%
	Bekasi, West Java	30	11.54%		IDR 532,000 – IDR 1.2 million (Aspiring Middle Class)	59	22.69%
Occupation	Bandung, West Java	38	14.62%	IDR 1.2 million – Rp 6 million (Middle Class)	147	56.54%	
	Employee	78	30.00%	> IDR 6 million (Upper Class)	27	10.38%	
	Civil Servants/ Police/Military	20	7.69%				
	Self-Employed	28	10.77%				
	Freelancer	26	10.00%				
	Student	50	19.23%				
Housewife	48	18.46%					

Table 2. Respondents' consumer behavior

Item	Result	Frequency	Percentage	Item	Result	Frequency	Percentage
Social media that is commonly used	Instagram	166	63.85%	Have you ever purchased culinary products in restaurants and cafes?	Yes	259	99.62%
	Youtube	42	16.15%		No	1	0.38%
	Tiktok	52	20.00%				
The most followed culinary influencer	Tanboy Kun	63	24.23%				
	Ken and Grat	33	12.69%				
	Nex Carlos	78	30.00%				
	Tasyi Athasyia	32	12.31%				
	Magdalenaf	24	9.23%				
Others	30	11.54%					

Table 3. Results of measurement model evaluation

Constructs and Items		Loading Factors	Cronbach's Alpha	CR	AVE
Intimate Self-Disclosure					
ISD1	Social media influencers provide details about their culinary purchases in restaurants and cafes	0.793	0.935	0.946	0.66
ISD2	Social media influencers discuss their experiences with buying culinary products from restaurants and cafes	0.834			
ISD3	Social media influencers frequently share personal reflections on their culinary purchases in restaurants and cafes	0.779			
ISD4	Social media influencers often reveal their emotional experiences related to purchasing culinary products in restaurants and cafes	0.752			
ISD5	Social media influencers express their interest in buying culinary products in restaurants and cafes	0.834			

Table 3. Results of measurement model evaluation (continue)

Constructs and Items		Loading Factors	Cronbach's Alpha	CR	AVE
ISD6	Social media influencers communicate their moods regarding culinary purchases in restaurants and cafes	0.846			
ISD7	Social media influencers share their perspectives on buying culinary products in restaurants and cafes	0.836			
ISD8	Social media influencers express their opinions about purchasing culinary products in restaurants and cafes	0.851			
ISD9	Social media influencers convey their beliefs about buying culinary products in restaurants and cafes	0.781			
Environmental Concerns					
EC1	Social media influencers actively strive to minimize their consumption as part of supporting environmental preservation	0.923	0.908	0.936	0.786
EC2	Social media influencers demonstrate a strong awareness and concern regarding environmental issues	0.921			
EC3	Social media influencers feel that consumers today are not doing enough to address environmental preservation	0.776			
EC4	Social media influencers tend to prioritize environmentally friendly products whenever the opportunity arises	0.918			
Spending Self-Control					
SC1	Social media influencers know when to limit their spending	0.831	0.936	0.95	0.759
SC2	Social media influencers are mindful of their expenses in social settings	0.866			
SC3	Social media influencers exercise self-discipline to meet their financial objectives	0.883			
SC4	Social media influencers carefully evaluate their needs before making purchases	0.883			
SC5	Social media influencers can manage their spending effectively when with friends	0.902			
SC6	Social media influencers focus on achieving their long-term financial plans	0.861			
Social Value					
SV1	Purchasing culinary products in restaurants and cafes helps me gain social recognition	0.918	0.919	0.943	0.805
SV2	Purchasing culinary products in restaurants and cafes can create a positive impression on others	0.864			
SV3	Purchasing culinary products in restaurants and cafes can influence how I am perceived	0.894			
SV4	Purchasing culinary products in restaurants and cafes helps me feel accepted	0.912			
Epistemic Value					
EV1	I will seek information about the origin and producers (restaurants and cafes) before purchasing culinary products	0.843	0.827	0.886	0.66
EV2	I obtain a lot of information about the origin and producers (restaurants and cafes) of culinary products before purchasing	0.810			
EV3	I feel excited to discover new information	0.844			
EV4	I enjoy exploring unique and different products	0.748			
Purchase Intention					
PI1	I want to consume culinary products in restaurants and cafes recommended by social media influencers	0.902	0.886	0.929	0.815
PI2	I am willing to buy culinary products in restaurants and cafes reviewed by social media influencers	0.913			
PI3	Social media influencers assist me in making decisions about purchasing culinary products in restaurants and cafes.	0.893			

Intimate self-disclosure was examined for its influence on both social and epistemic values. Table 4 shows that it does not significantly enhance social value, as it is more influenced by professional reputation, content quality, and follower interactions (De Veirman et al. 2017). Overly intimate disclosures can cause discomfort, distrust Jalali and Khalid (2021), and emotional burden, reducing social value (Nowell et al. 2023). Appropriate disclosures in well-established relationships are more valued (Ma et al. 2016). Conversely, intimate self-disclosure significantly enhances epistemic value, deepening understanding and knowledge about shared topics. Influencers sharing in-depth personal information provide unique insights, increasing social interaction, positive assessments, and emotional closeness (Jati et al. 2023; Wu et al. 2023). Such disclosures enhance perceptions of source credibility and parasocial relationships, boosting the epistemic value of the information conveyed (Leite and Baptista, 2022). Openness in self-disclosure also enhances positive evaluations, as people feel closer to those who share significant personal information (Collins and Miller, 1994).

As shown in Table 4, environmental concern significantly influences both social and epistemic values. It enhances social value by reflecting the commitment to sustainability and collective well-being, improving social perception. Individuals with environmental concerns have strong social-altruistic values (Stern and Dietz, 1994) and are more likely to engage in valued pro-environmental actions (Schultz, 2001). This can elevate social status in sustainability-focused communities and strengthen social bonds (Hansla et al. 2008; Suki and Suki, 2015). For culinary influencers, environmental concern aligns with followers' values, increasing appreciation and trust (Wu et al. 2023). Environmental concern also enhances epistemic value by motivating deeper information search and a broader understanding of environmental issues. Those with high environmental concerns seek knowledge and innovative solutions for sustainability (Suki and Suki, 2015). It aids in addressing environmental problems by increasing understanding of policy impacts and leading to more effective solutions (Stern and Dietz, 1994). Influencers committed to environmental issues enhance their social value by aligning with their audience's values, thereby increasing epistemic value (Wu et al. 2023). Thus, environmental concern enriches both social and epistemic values through enhanced information search and alignment with collective sustainability goals.

Based on Table 4, spending self-control exhibited by culinary influencers does not significantly influence social or epistemic values. Spending self-control is private and not visible to followers, who are more influenced by content quality, credibility, and authenticity than financial management (Audrezet et al. 2020). Visible factors like politeness, social engagement, and trust primarily determine social value (Lou and Yuan, 2019). Followers focus on shared information and interactions rather than personal financial habits (Kim, 2020). For epistemic value, spending self-control relates to practical financial management rather than cognitive skills (Bearden and Haws, 2012). It involves wise financial decisions but does not deepen understanding or knowledge (Lou and Yuan, 2019). Epistemic value arises from exploring new knowledge, solving complex problems, and intellectual reflection, distinct from financial management (Stinson et al. 2010). Followers prioritize an influencer's credibility and shared information over financial habits (Audrezet et al. 2020). Thus, spending self-control does not significantly contribute to social or epistemic values due to its pragmatic nature.

Table 4 shows that consumption value, social and epistemic values, significantly influence purchase intention. Social value impacts purchase intention through community perceptions, social recognition, and appreciation (Wu et al. 2018). Users are more likely to buy when a purchase boosts their social status or acceptance (Gan and Wang, 2017). Interactions with knowledgeable community members provide confidence and validation, enhancing social value and purchase intentions (Liu et al. 2019). Culinary influencers' strong social influence and interaction create connection and validation, boosting purchase intentions (Wu et al. 2023). Epistemic value shapes purchase intention by guiding decisions through knowledge and information. The connection between epistemic value, curiosity, and cognitive satisfaction increases interest in products that offer new insights. Hoe, Dastane, and Selvaraj (2018) found that epistemic value boosts purchase intention by increasing consumer confidence. Detailed product information drives purchase intention in food delivery apps (Kaur et al. 2021). In ecotourism, epistemic value is a key predictor of purchase intention (Jamrozy and Lawonk, 2017). Culinary influencers providing detailed and relevant information enhance followers' trust and purchase intentions (Wu et al. 2023). Thus, social and epistemic values impact purchase intention through social recognition, community validation, and cognitive satisfaction.

Table 4. Direct and indirect path of the relationship

Relationship	β Coef	T Stat	P Values	Result
Direct Path				
Intimate Self-Disclosure → Epistemic Value	0.380	5.235	0.000	Supported
Intimate Self-Disclosure → Social Value	0.113	1.571	0.058	Not Supported
Environmental Concerns → Epistemic Value	0.297	3.468	0.000	Supported
Environmental Concerns → Social Value	0.307	2.689	0.004	Supported
Spending Self-Control → Epistemic Value	0.111	1.185	0.118	Not Supported
Spending Self-Control → Social Value	0.156	1.293	0.098	Not Supported
Social Value → Purchase Intention	0.246	3.256	0.001	Supported
Epistemic Value → Purchase Intention	0.500	6.628	0.000	Supported
Indirect Path (Mediating Effect)				
Intimate Self-Disclosure → Social Value → Purchase Intention	0.028	1.245	0.107	Not Supported
Intimate Self-Disclosure → Epistemic Value → Purchase Intention	0.190	3.686	0.000	Supported
Environmental Concerns → Social Value → Purchase Intention	0.075	2.005	0.022	Supported
Environmental Concerns → Epistemic Value → Purchase Intention	0.149	3.220	0.001	Supported
Spending Self-Control → Social Value → Purchase Intention	0.038	1.159	0.123	Not Supported
Spending Self-Control → Epistemic Value → Purchase Intention	0.056	1.147	0.126	Not Supported
Indirect Path (Moderating Effect)				
Generation x Intimate Self-Disclosure → Social Value → Purchase Intention	-0.046	1.806	0.035	Supported
Generation x Intimate Self-Disclosure → Epistemic Value → Purchase Intention	0.023	0.652	0.257	Not Supported
Generation x Environmental Concerns → Social Value → Purchase Intention	0.020	0.646	0.259	Not Supported
Generation x Environmental Concerns → Epistemic Value → Purchase Intention	0.008	0.170	0.433	Not Supported
Generation x Spending Self-Control → Social Value → Purchase Intention	0.025	0.694	0.244	Not Supported
Generation x Spending Self-Control → Epistemic Value → Purchase Intention	0.020	0.345	0.365	Not Supported
Generation → Social Value → Purchase Intention	-0.031	1.709	0.044	Supported
Generation → Epistemic Value → Purchase Intention	-0.017	0.604	0.273	Not Supported
Income x Intimate Self-Disclosure → Social Value → Purchase Intention	0.014	0.932	0.176	Not Supported
Income x Intimate Self-Disclosure → Epistemic Value → Purchase Intention	-0.013	0.437	0.331	Not Supported
Income x Environmental Concerns → Social Value → Purchase Intention	-0.009	0.271	0.393	Not Supported
Income x Environmental Concerns → Epistemic Value → Purchase Intention	-0.036	0.812	0.208	Not Supported
Income x Spending Self-Control → Social Value → Purchase Intention	-0.015	0.460	0.323	Not Supported
Income x Spending Self-Control → Epistemic Value → Purchase Intention	0.010	0.200	0.421	Not Supported
Income → Social Value → Purchase Intention	-0.012	0.817	0.207	Not Supported
Income → Epistemic Value → Purchase Intention	0.013	0.513	0.304	Not Supported

Generational differences significantly influence the perception of intimate self-disclosure and social value, as shown in Table 4. Younger generations, more open to self-disclosure on social media, use it to build relationships and gain social support, while older generations value privacy and view intimate self-disclosure as risky (Bevan-Dye and Akpojivi, 2016; Utz, 2015; Valkenburg and Peter, 2007; Zhang, 2017). Generations Y and Z, influenced by social media and digital interactions, base purchase decisions on social validation from key opinion leaders and e-WOM more than older generations (Lou and Yuan, 2019; Pauliene and Sedneva, 2019; Wu et al. 2023). These findings underscore variations in sustainable consumption patterns across Indonesian generational cohorts, emphasizing the importance of developing tailored marketing strategies that align with specific consumer behaviors and purchasing values. (Putri and Yeshika, 2024). However, generation does not moderate the influence of intimate self-disclosure on epistemic value, environmental concern on social and epistemic values, spending self-control on social and epistemic values, or epistemic value on purchase intention. Intimate self-disclosure enhances understanding and knowledge about culinary topics regardless of generation (Leite and Baptista, 2022). Environmental concern is valued across all age groups, enhancing social and epistemic values by motivating deeper information search and broader understanding (Jalali and Khalid, 2021; Panopoulos et al. 2022; Suki and Suki, 2015). Spending self-control does not impact social evaluation directly, as followers prioritize content quality and authenticity over financial management (Bearden and Haws, 2012; Lou and Yuan, 2019; Rachlin, 2016). Epistemic value, derived from exploring new knowledge and intellectual reflection, is crucial for all generations, enhancing purchase intention by increasing confidence in choices (Hoe et al. 2018; Kim et al. 2011; Wu et al. 2023).

Table 4 shows that income does not moderate the influence of intimate self-disclosure, environmental concern, and spending self-control on social and epistemic values, nor their influence on purchase intention. Social and epistemic values are driven more by content quality and interaction than by economic status. Self-disclosure enhances parasocial relationships and trust, while environmental concern reflects universally valued moral and social responsibility (Kim and Song, 2016; Leite and Baptista, 2022; Suki and Suki, 2015; Wu et al. 2023). Social media features boost engagement and perceived

value across income levels; and detailed information improves understanding regardless of financial conditions (Alibakhshi and Srivastava, 2022; Wu et al. 2023). Spending self-control does not significantly impact social or epistemic value, as followers prioritize authenticity and relevant information over financial management (Bearden and Haws, 2012; Lou and Yuan, 2019). Social factors like trust and interaction are more influential, and informative content impacts trust and purchase intentions consistently across income groups (Paridon et al. 2006; Rachlin, 2016). Social value influences purchase decisions beyond economic boundaries, driven by the need for social acceptance and appreciation (Gan and Wang, 2017; Williams, 2002). Epistemic value, rooted in detailed knowledge, helps consumers make informed choices, impacting purchase intentions equally across all income levels (Hoe et al. 2018; Kim et al. 2011; Wu et al. 2023).

Managerial Implication

Marketers in the culinary industry should strategically collaborate with social media influencers who advocate for environmental sustainability to enhance the perceived social and epistemic value of their products. By aligning marketing strategies with eco-friendly practices and leveraging the credibility and reach of influencers, businesses can effectively engage a broader audience and increase consumer purchase intentions. This approach not only boosts consumer engagement but also fosters long-term loyalty by aligning with the growing consumer demand for sustainable and eco-friendly products. Additionally, businesses should invest in educating consumers about the benefits of sustainable practices, as this can further drive eco-conscious behaviors and reduce food waste. Implementing these strategies can contribute to a more sustainable culinary ecosystem and provide a competitive edge in the market.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This study underscores the significant impact of environmental concerns on consumers' social and epistemic values within Indonesia's culinary industry. The analysis revealed that social media influencers play a pivotal role in shaping these values, leading to heightened purchase intentions for sustainable

culinary products among environmentally conscious consumers. The findings highlight the growing importance of sustainability in consumer decision-making processes and the influential power of social media in promoting eco-friendly practices. These insights contribute to a deeper understanding of how digital marketing strategies can be effectively utilized to foster sustainable consumption behaviors.

Recommendations

Future studies should extend their focus beyond the Greater Jakarta region to encompass a wider range of areas, including diverse urban and rural communities. This broader scope would offer a more holistic perspective on the interplay between influencer marketing and sustainable consumer behaviors. Additionally, adopting mixed-method research designs, such as integrating quantitative surveys with in-depth qualitative interviews, could provide richer insights into consumer motivations and perceptions. Further exploration of variables, such as the influence of different categories of influencers and varying degrees of audience engagement, would contribute to a deeper understanding of how digital marketing can effectively promote sustainability.

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