

THE DIGITAL CULINARY CHAIN: BRAND AWARENESS'S CONTRIBUTORY ROLE FOR CONTENT MARKETING'S CONVERSION POWER

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Abstract: The rapid growth of the culinary industry increases competition, forcing businesses to follow new trends. Social media platforms have become an essential tool for creating marketing content that captures consumer attention and drives purchase intention. This research examines the effect of marketing content on purchase intention, with brand awareness as a mediating variable. The data were analyzed with Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS. The study collected data from 205 respondents through questionnaires using a five-point Likert scale. The results indicate that marketing content has a positive influence on purchase intention. Furthermore, brand awareness was found to mediate the relationship between marketing content and purchase intention, suggesting that marketing content indirectly impacts consumers' purchase intentions. These findings highlight the importance for culinary business owners to develop and manage relevant and appealing content to increase purchase intention. Moreover, well-designed marketing content plays a crucial role in enhancing brand awareness, which ultimately leads to higher consumer purchase intention.

Keywords: *brand awareness, culinary industry, marketing content, media social, purchase intention*

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1. Introduction

The food and beverage industry in Indonesia has shown consistent annual growth (Rifai et al., 2023). According to Badan Pusat Statistik (2024), the sector has experienced significant growth, with its contribution to Indonesia's Gross Domestic Product (GDP) increasing by 5,9% in 2024.



Figure 1: Growth and Contribution of the Food and Beverage Industry in Indonesia

Badan Pusat Statistik (2023) further reported that the number of food and beverage businesses reached 4.85 million units, showing a 21,13% growth from 2016. In terms of business classification, 24,75% consist of restaurants and eateries, 3,48% of catering services, 1,56% of mobile providers, while the majority 57,21% are food stalls, cafés, bars, and traditional herbal drink outlets. At the provincial level, South Sulawesi alone recorded 95,050 such businesses in 2023.

Alongside the growing number of food and beverage businesses, the use of the internet in the industry has also expanded. The internet is not only utilized as a promotional tool but also to support online sales and facilitate payment transactions. Data from Badan Pusat Statistik (2023) indicate that approximately 18,59% of businesses in the culinary industry use the internet for marketing or product promotion, 25,70% for product ordering, and 7,75% for payment or purchasing transactions. This adoption is implemented through various channels, with instant messaging being the most used (92,21%), followed by social media (22,72%), digital marketplaces or platforms (17,51%), email marketing (0,85%), and websites (0,63%).

The integration of social media into the culinary industry aligns with the growing number of social media users in Indonesia. According to the We Are Social report for February 2025, Indonesia has 143 million active social media users, with Instagram and TikTok ranking among the top five most frequently used platforms. Instagram features, such as stories and reels, enable brands to interact with their customers in a more engaging manner (Wulandari et al., 2023). On the other hand, TikTok allows brands to showcase their products through creative storytelling (Maharani et al., 2025). By utilizing both platforms, the food and beverage businesses can strengthen their digital presence and effectively engage with a wider audience.

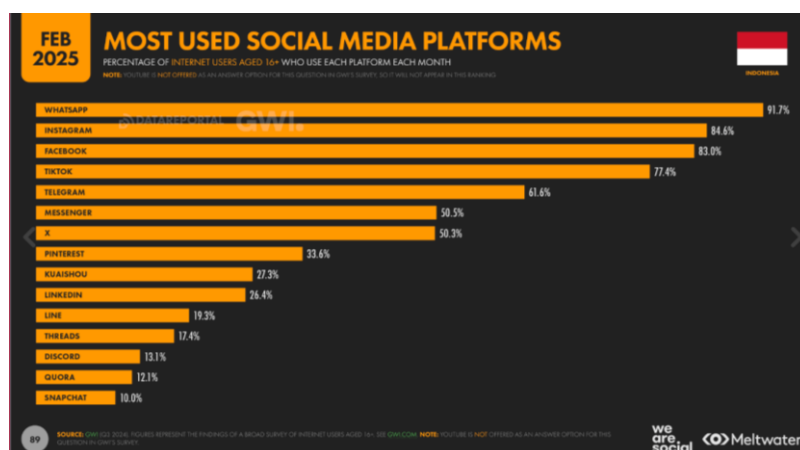


Figure 2: Most Widely Used Social Media Platforms in Indonesia, February 2025

Therefore, Social Media Marketing Activities (SMMA) hold significant potential in the culinary industry. Prior research has demonstrated its effect to influence purchasing decisions and customer satisfaction, while also supporting business sustainability (Jamil et al., 2022). These activities are carried out primarily through the promotion of products via social media platforms and digital content.

In the context of social media, Dolan et al. (2019) classify social media content into two categories: (1) rational content and (2) emotional content. Rational content includes informational content, which provides useful information, and remunerative content, which offers incentives or rewards. Emotional content, on the other hand, includes entertaining content and relational content that emphasizes social interaction and relationships. Within

marketing communication activities, social media is utilized by marketers to introduce brands, aiming to enhance brand awareness and strengthen consumer loyalty (Lopes & Casais, 2022). Brand loyalty and consumer expectations regarding product quality play a crucial role in shaping purchasing tendencies. Furthermore, purchase intention is influenced by factors such as electronic word-of-mouth (e-WOM), brand awareness, and brand image (Chen, 2024).

2. Research Method

2.1. Research Variables

Social Media

Social media marketing activity has a strong correlation with purchase intention when the content provides relevant information, delivers meaningful benefits, and enables users to compare products (Sianturi et al., 2022). According to Aekram & Iwan (2022), social media platforms can enhance purchase intention through several strategic approaches, particularly social media marketing activities. These activities, including entertainment, interaction, trendiness, customization, and word-of-mouth, have been proven to demonstrate a positive influence on purchase intention, both directly and indirectly, with brand awareness serving as a mediator. Based on these findings, marketers should concentrate on leveraging the unique characteristics of social media and fostering consumer engagement through relevant contents to strengthen purchase intention.

Marketing Content

According to Erwin et al. (2023), the main objectives of marketing content are to attract audience interest, deliver added value, and help consumers in making purchasing decisions. In implementation, companies create and distribute content related to their products or services across various social media, blogs, or websites to strengthen brand image, maintain brand awareness, and build emotional bonds with customers (Erwin et al., 2023). Successful implementation of content marketing can be achieved through strategies such as collaborating with influencers, creating innovative marketing campaigns, offering promotional programs, and maintaining consistent brand presence across social media platforms and digital marketplaces (Permana et al., 2024). However, each platform requires a specific content strategy, as customer profiles are different. Therefore, similar content is unlikely to be effective across diverse digital platforms (Lopes & Casais, 2022).

Informative Content

According to Lopes & Casais (2022), informative content is the most effective type for brands with high-involvement products, as consumers need to inform themselves about the product before their purchase. Additionally, Shukla & Bohara (2025) proposed that carousel and IGTV work most effective to deliver informative content to consumers, with review content from influencer also considered as informative content while it contains valuable information about a product (Mir & Salo, 2025).

Remunerative Content

As a reward-based post, remunerative content includes content that consists of information of promo, discount, or limited offer (Prasetyaningtyas et al., 2022). Ciunova-Shuleska et al. (2024) in their research highlight that incentive on remunerative content contributes in increasing brand engagement on social media.

Entertainment Content

Media social amplifies entertainment marketing by facilitating real-time interaction and enabling consumer personalization, turning passive audiences into active participants. Empirical findings from a study on the TikTok platform demonstrates that marketing content

significantly shapes entertainment value, ultimately driving customer advocacy. Furthermore, Rathi & Jain (2023) highlight meme marketing as a particular form of entertainment content that has a substantial impact on purchase intention. Meme marketing positively influences purchase intention through consumer engagement, both directly and indirectly. Similarly, Ali Hussain et al. (2022) emphasize that entertainment value and aesthetic appeal enhance advertising value, which stimulates the co-creation of consumer value and purchase intention.

Relational Content

Relational content often takes the form of interaction-based initiatives, such as invitations to share posts with friends, upload photos, or participate in challenges (Blut et al., 2023). Prior research indicates that relational content generate the highest engagement compared to other types of contents (Kulikovskaja et al., 2023), as it involves audience through two-way interactions, for example asking audiences to give reaction or comments on a post (Badham & Mykkänen, 2022).

Brand Awareness

Brand awareness can be enhanced through various strategies, such as advertising and sales promotion (Ihzaturrahma & Kusumawati, 2021). The role of brand awareness as the bridge between brand and consumers may ease the decision making process of consumers by providing a sense of familiarity and trust towards the brand. Another indicator of brand awareness is information-seeking interest. Consumers are stimulated to seek more information when they perceive a product is interesting and when the company utilizes cross-media campaigns to strengthen identity and brand recall (Heo & Lee, 2025). Meanwhile, consumer's lack of knowledge of a product has a potential to weaken the effectiveness of brand awareness, such as the case of Traveloka in the research conducted by Saputra & Wardana (2023). Therefore, consumer motivation to seek information is an essential factor to enhance knowledge of a product and consumer's brand awareness.

Purchase Intention

Purchase intention refers to the consumer's intention to make an online purchase through social networking sites and is considered a valid predictor of consumer purchasing behavior (Hussain et al., 2021). Furthermore, purchase intention can be identified through several indicators. Transactional intention describes the consumer's tendency to purchase a product, while referential intention is the consumer's willingness to recommend the product to others. Preferential intention indicates the consumer's primary choice or preference for a product. Meanwhile, exploratory intention refers to the consumer's effort to seek additional information about the product to support their purchasing decision (Mariana, 2024).

The characteristics of information, particularly quality, credibility, and task relevance, have a positive influence on the usefulness of information, which in turn shapes purchase intention (Khoa, 2021). Furthermore, Petravičiūtė et al. (2021) emphasize that consumers who perceive the value they receive matches their expectations of a brand are more likely to show stronger loyalty through repeat purchases, recommendations to others, and even willingness to pay higher prices despite the presence of more attractive alternatives offered by competitors.

2.2. Hypothesis

The research model we propose is presented as follows.

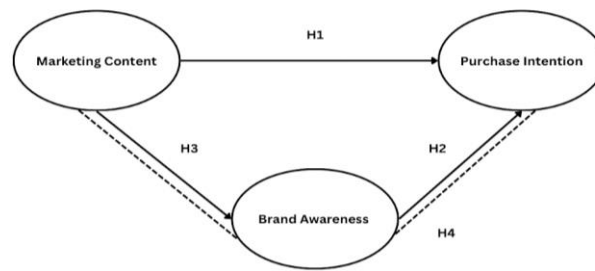


Figure 3: Research Model

Marketing Content to Purchase Intention

Cahyo (2024) indicated that marketing content will lead to positive influence in purchase intention. The statement is validated from a past study case from PT Pos Indonesia which shows the significance of content marketing on purchase intention in the company (Hidayati & Hermanto, 2023). Digital marketing is a crucial strategy to be implemented by SMEs to elevate purchase interest, whereas marketing content plays an essential role as mediator in strengthening the influence of digital marketing by building a solid relationship with consumers and enhancing brand awareness (Rohman et al., 2024). These findings demonstrate the role of marketing content in reinforcing purchase intentions, whether directly or as a mediating factor.

H1: There is a positive and significant effect of marketing content on purchase intention.

Brand Awareness to Purchase Intention

In the research conducted by Chen (2024), brand awareness is proven to have a positive and significant effect on purchase intention, since consumers tend to choose products they trust based on familiarity and a positive brand image. Shwastika and Keni (2021) stated that consumer knowledge is formed through two aspects: direct experiences (using the brand's products or services) and indirect experiences (exposure through advertisements or promotions). When brand awareness increases, consumers are more willing to purchase the product because they perceive its value as worthwhile and feel a sense of security provided by the brand (Dewi & Sari, 2023). Therefore, the hypothesis proposed to analyze the influence of brand awareness on purchase intention is:

H2: There is a positive and significant effect of brand awareness on purchase intention.

Marketing Content to Brand Awareness

Based on the findings of Prasojo and Aliani (2024), content marketing has a positive effect on the brand awareness of Bakpia Masaji on Instagram. Similarly, Permana et al. (2024) identified several types of content marketing strategies implemented by brands that lead to brand awareness, including collaborations with influencers through creative marketing campaigns, offering discounts and special promotions such as flash sales on specific dates, and hosting giveaways to strengthen audience engagement, which ultimately leads to increased sales. Furthermore, when executed carefully, content marketing not only improves brand awareness but also supports customer relationships and builds a foundation for sustainable brand growth in an increasingly competitive market (Patil & Seetalad, 2024). In line with these findings, the following hypothesis is proposed to analyze the effect of marketing content on brand awareness:

H3: There is a positive and significant effect of marketing content on brand awareness.

Brand Awareness mediates the effect of Marketing Content on Purchase Intention

Empirical finding from Edwin (2023) reveals that although digital advertising itself does not have a significant value on purchase intention, the relation becomes significant when brand awareness is inserted as the mediator. Chen (2024) provides reinforcement by demonstrating that higher brand awareness can lead to stronger purchase intentions. Taken together, these findings reveal that strategic content marketing is more effective in driving purchase intention once brand awareness has been successfully established, emphasizing the importance of the mediation of brand awareness in customer decision-making. Based on these findings, the hypothesis proposed to analyze the effect of brand awareness mediation on marketing content and purchase intention is:

H4: Brand Awareness mediates the effect of marketing content on purchase intention

2.3. Method Respondent

The data were collected through an online questionnaire conducted via Google Form. In the questionnaire, some respondents were accompanied by researchers. A total of 205 respondents participated in this study, with characteristics presented in Table. The respondents vary in age, current activities, most recent education, and incomes, ensuring the data is more inclusive and evenly distributed. The respondent data was collected from September 9 to September 21, 2025. The distribution of respondents is shown in the table below.

Table 1: Characteristics of Respondents

Age			Gender		
	Number	%		Number	%
≤ 15	2	0,98%	Male	72	35,12%
16-20	75	36,59%	Female	133	64,88%
21-25	92	44,88%	Total	205	100,00%
26-30	13	6,34%	Most Recent Education		
31-35	8	3,90%		Number	%
36-40	7	3,41%	Primary School	3	1,46%
> 40	8	3,90%	Middle School	4	1,95%
Total	205	100,00%	High School	134	65,37%
			Vocational High School	2	0,98%
			Bachelor's Degree	58	28,29%
Current Activities	Number	%	Master's Degree	3	1,46%
Student (Middle School/High Sc	8	3,90%	Other	1	0,49%
Student (College/University)	132	64,39%	Total	205	100,00%
Employees	35	17,07%			
Business Owners/Entrepreneur:	13	6,34%	Income	Number	%
Housewives	5	2,44%	≤ Rp 1.000.000	70	34,15%
Other	12	5,85%	Rp 1.000.001 - Rp 3.000.000	76	37,07%
Total	205	100,00%	Rp 3.000.001 - Rp 5.000.000	37	18,05%
			≥ Rp 5.000.001	22	10,73%
			Total	205	100,00%

The results of the data processing show that the majority of respondents are between 21 and 25 years old, namely 92 respondents (44.88%). This is followed by 75 respondents (36.59%) aged 16–20 years, and 13 respondents (6.34%) aged 26–30 years. Meanwhile, the proportion of respondents under 15 years old or above 30 years old is relatively small, with

each group representing less than 5%. This indicates that most respondents belong to the young adult age group, which is the most active demographic in consuming social media.

In terms of gender distribution, 133 respondents or 64,88% are female respondents, while 72 respondents or 35,12% are male respondents. These results suggest female consumers demonstrate a higher tendency to access and engage with culinary content on social media compared to male consumers.

The respondents of this study come from diverse activity backgrounds. The majority are university students, namely 132 respondents (64.39%), followed by employees with 35 respondents (6.34%), middle to high school students with 8 respondents (3.90%), and 5 respondents (2.44%) identified as housewives. Other occupations are represented below 5.85%. This composition indicates that most respondents are young individuals who are either studying at university or have recently entered the workforce. Consequently, it is reasonable that they are among the groups most frequently exposed to culinary promotions on social media as part of their daily activities.

In accordance with the respondents' most recent education, most respondents are high school graduates, namely 134 respondents (65.37%). Then it is followed by bachelor's degree holders, with 58 respondents (28.29%), while 3 respondents (1.46%) completed primary school and 4 respondents (1.95%) completed middle school. In addition, there are 2 respondents (0.98%) completed vocational high school, 3 respondents (1.46%) with a master's degree, and the rest of the category is 0.49%. These results align with the dominance of respondents who are university students, most of whom are in early productive age and actively engaged in social media usage.

Measurement

This research employs a questionnaire using Google Form as the primary instrument for data collection. To measure responses, Likert scale (5 scales) was conducted, ranging from a scale of 1 which indicates strongly disagreed with the statements in the questionnaire to a scale of 5 which indicates strongly agreed with the statements in the questionnaire. All statements in the questionnaire were arranged based on the indicators derived from relevant theories and prior studies. The variables examined in this research include marketing content as an independent variable (elaborated into four dimensions, which is informative content, remunerative content, entertaining content, and relational content), brand awareness as variables, and purchase intention as the dependent variable.

The indicators developed from the variables in this research are as follows:

- **Marketing Content Variable:** informative content is measured by influencer review (MC1) and product description (MC 2); remunerative content is measured by discounts (MC3) and seasonal deals (MC 4); entertaining content is measured by use of humour (MC 5) and visual aesthetics (MC 6); relational content is measured by invitation to share content (MC7) and participation in challenges (MC 8).
- **Brand Awareness Variable** brand recognizability (BA1), brand recall (BA2), distinctive values from competitor (BA3), top of mind (BA4), and consumer trust (BA5).
- **Purchase Intention Variable:** product attraction (PI1), purchase consideration (PI2), future information seeking (PI3), future purchase frequency (PI4), and product recommendation (PI5).

Analysis

This study employs the Partial Least Squares–Structural Equation Modeling (PLS-SEM) technique for data analysis. The selection of PLS-SEM is based on the characteristics of the respondent data, which indicated a non-normal distribution across various respondent identities

in the questionnaire. Consistent with the perspectives of Sofyani (2024) and Gunawan (2024), PLS-SEM is considered appropriate for analyzing data with non-normal distributions or relatively small sample sizes. Moreover, Hair et al. (2022) emphasize that PLS-SEM is particularly relevant for studies aimed at addressing increasing model complexity, extending existing theoretical frameworks, and testing research involving non-normal data distributions. Data analysis in this study was conducted using WarpPLS version 8.0.

3. Results and Discussion

3.1. Results

Based on the test results presented in Table 2, the loading factor in this study met the validity standard and the AVE values for all research variables are above the minimum standard of 0.5. All the indicators also meet the validity test criterion, thus confirming their validity.. Thus, all instruments used in this study have been proven valid according to the validity test results based on convergent validity (loading factor value and Average Variance Extracted/AVE value) and discriminant validity (cross loading value).

Table 2: Validity Testing

Variables and Indicators	Loading Factor	P-values	Cross Loadings			AVE
			MC	BA	PI	
Marketing Content (MC)						0,537
MC1	0,739	0.000	0	0,597	0,628	
MC2	0,650	0.000	0	0,525	0,495	
MC3	0,812	0.000	0	0,562	0,617	
MC4	0,759	0.000	0	0,527	0,640	
MC5	0,752	0.000	0	0,597	0,615	
MC6	0,591	0.000	0	0,427	0,447	
MC7	0,767	0.000	0	0,508	0,582	
MC8	0,765	0.000	0	0,552	0,633	
Brand Awareness (BA)						0,623
BA1	0,830	0.000	0,564	0	0,572	
BA2	0,821	0.000	0,533	0	0,539	
BA3	0,780	0.000	0,568	0	0,564	
BA4	0,754	0.000	0,513	0	0,587	
BA5	0,801	0.000	0,661	0	0,672	
BA6	0,748	0.000	0,622	0	0,612	
Purchase Intention (PI)						0,549
PI1	0,774	0.000	0,631	0,627	0	
PI2	0,627	0.000	0,467	0,501	0	
PI3	0,746	0.000	0,637	0,558	0	
PI4	0,769	0.000	0,617	0,514	0	
PI5	0,779	0.000	0,596	0,583	0	

The reliability test results are summarized in Table 3, which indicates that all the research constructs achieved Cronbach's Alpha and Composite Reliability values above 0.60 threshold.

Table 3: Reliability Testing

Variables	Cronbach's Alpha/CA	Composite Reliability/CR
Marketing Content (MC)	0,875	0,902
Brand Awareness (BA)	0,879	0,908
Purchase Intention (PI)	0,793	0,858

This study tested four hypotheses; results are shown in Table 4. The first hypothesis (H1) stated that "There is a positive and significant effect of marketing content on purchase intention." The test results confirmed that marketing content has a positive and significant effect on purchase intention ($\beta=0.537$; $P=0.000$; T Statistics= 7.896). Therefore, H1 is accepted. The second hypothesis (H2) stated that "there is a positive and significant influence of brand awareness on purchase intention." The results indicate that brand awareness has a

positive and significant influence on purchase intention ($\beta=0.358$; $P=0.000$; T Statistics= 5.358). Thus, H2 is accepted. The third hypothesis (H3) proposed that “there is a positive and significant effect of marketing content on brand awareness.” The findings show that marketing content significantly influences brand awareness ($\beta=0.736$; $P=0.000$; T Statistics= 19.399). Therefore, H3 is accepted. The fourth hypothesis (H4) proposed in this study states that “brand awareness mediates the effect of marketing content on purchase intention.” The test results reveal that brand awareness partially mediates the relationship between marketing content and purchase intention ($\beta=0.264$; $P=0.000$; T Statistics= 5.629). Hence, H4 is accepted. In this study, the mediation provided by brand awareness is classified as partial complementer mediation (results can be seen in Table 4).

Table 4: Hypothesis and Results

Hypothesis	Results
H1: There is a positive and significant effect of Marketing Content on Purchase Intention	$\beta=0.537$; $P=0.000$; T Statistik= 7.896 H1 Accepted
H2: There is a positive and significant effect of Brand Awareness on Purchase Intention	$\beta=0.358$; $P=0.000$; T Statistik= 5.358 H2 Accepted
H3: There is a positive and significant effect of Marketing Content on Brand Awareness	$\beta=0.736$; $P=0.000$; T Statistik= 19.399 H3 Accepted
H4: Brand Awareness mediates the effect of Marketing Content on Purchase Intention	$\beta=0.264$; $P=0.000$; T Statistik= 5.629 H4 Accepted

3.2. Discussion

The Influence of Marketing Content on Purchase Intention

Marketing content shows a positive and significant effect on purchase intention, which highlights the crucial impact of relevant, interesting, and valuable marketing content on increasing audience purchase intention (Riskia et al., 2024; Erwin et al., 2023). The utilization of social media leads to brand promotion and communication in order to enhance brand awareness and boost consumer interaction with the content, in that sense can elevate its popularity (Lopes & Casais, 2022). Through constant exposure and interaction, marketing content turns familiarity into emotional attachment, which naturally makes them more likely to buy. This finding suggests that marketing content also functions as a persuasive stimulus that can trigger consumers' emotional and logical responses, not merely as an information delivery tool.

The strong influence of marketing content in this study can also be explained by the dominance of Generation Z respondents. Mulyarahman & Sumadi (2023) indicate that the main driving factor in Gen Z's purchase intention is low price or promo, which highlights the highest impact of remunerative content in this research, with respondents' criteria dominated by Gen Z. Moreover, Gen Z who normally spend leisure time on social media are highly influenced by interactive and interesting entertainment content, creating a stronger sense of connection between audience and brand, which further drive their interest in purchasing (Lie & Junaidi, 2025).

The purchase intention of this generation is also motivated after an exposure of a clear information of a product, in that sense can be accessed via informational content such as an informative and credible influencer's review (Stevani & Junaidi, 2021). On the other hand, relational content also contributes positively to purchase intention, derived from Hamidah et al. (2025) which emphasized that content with viral challenge and engagement can create emotional proximity with the audience and finally drive them to purchase. Thus, these conditions emphasized that SMEs in Makassar's highly competitive culinary industry,

marketing content should not rely on a single approach. Instead, combining promotions, entertaining content, practical information, and genuine customer engagement can attract attention and reach wider audiences.

The Influence of Brand Awareness on Purchase Intention

Recently, various businesses in the culinary industry are competing to be top of mind in the perspectives of the consumers. Being the top of mind suggests the brand is the first to come to mind when consumers need a product (Anad, 2023). This is crucial since consumers tend to choose a brand, they're already familiar with, thus increasing the chance of purchasing a product (Chen, 2024). This study shows a positive and significant effect of brand awareness on purchase intentions. This finding is aligned with the research conducted by Fadlansyah & Handrito (2023) dan Dewi & Sari (2023) which confirmed that the higher the consumer awareness of a brand, the higher their intention to purchase their product.

The reasons behind this are because brand awareness builds trust and assures consistent quality, which encourages purchase intentions (Noorlita et al., 2020; Pada et al., 2024; Bakalo & Amantie, 2023). In this study, most respondents were young adults aged 21–25. According to Data Reportal, this age group belongs to those who are frequently exposed to social media, with a high screen time around seven hours per day. Repeated and high-quality exposure to social media content can build brand awareness, which in turn drives purchase intention (McClure & Seock, 2020). In addition, the respondents were dominated by females, who tend to be more meticulous in evaluating products before making a purchase (Stefko et al., 2021). However, brand awareness can reduce their hesitation by creating an association of trust with the brand, thereby further strengthening their purchase intention (Chen, 2024). In this context, brand awareness helps customers feel more confident about their choices by reducing hesitation and uncertainty, thereby increasing consumers' confidence in choosing a familiar brand. Consequently, higher levels of brand awareness further reinforce purchase intention, particularly in crowded social media culinary markets where consumers face countless brand options daily.

The Influence of Marketing Content on Brand Awareness

The findings of this study reveal a positive and significant effect of marketing content on brand awareness, aligning with the results of Prasojo and Aliani (2024), Permana et al. (2024), Patil and Seetalad (2024), and Zhang Wei et al. (2024). Marketing content can serve as a powerful tool that strengthens brand awareness when it is supported by the right strategies and specific measurement indicators (Zhang Wei et al., 2024). These findings prove that marketing content serves as a strategic communication tool to strengthen brand awareness and recall, especially when presented consistently and tailored to the preferences of the target audience. However, the findings of this study are in contrast with the findings of Gumalang et al. (2022) reported that marketing content has no significant effect on brand awareness, especially in the case of TikTok advertising. This study examines the role of marketing content on social media platforms in the culinary industry, where visual aspects, emotional resonance, and exposure intensity have a significant influence on brand awareness. Demographic differences in the audience also contribute to the heterogeneity of the findings.

Based on respondent characteristics, the results of this study are closely related to the dominance of female respondents and younger age groups. The majority of respondents were aged 20-22 years, classified as a part of Generation Z, who tend to use social media intensively and actively follow trends. This condition suggests that emotional content, particularly entertaining content such as humor, fun facts, the use of celebrities, slang, or memes, is more likely to capture attention and foster brand awareness. Moreover, the majority of female

respondents further strengthens the effectiveness of emotional content, especially relational content, as women are more involved in social media interactions and more likely to share product recommendations within their networks. This statement is supported by data from the Indonesian Internet Service Providers Association (2025), which indicates that women are more likely than men to access entertainment content through social media. Therefore, content that stimulates social engagement- like invitations to share posts or participate in culinary experiences, marketing content encourages social interaction more effectively in increasing brand awareness in a competitive culinary market.

4. Conclusion

The increment in the number of food and beverages SMEs in Makassar are driving the widespread utilization of the internet, one of it consists of marketing content strategy on social media to reach more audiences. The object of this research is consumers actively engaging in the food and beverages industry in Makassar, with the objective to analyze the role of marketing content to purchase intention. This research's main goal is to discover the effect of marketing content to purchase intention, mediated by brand awareness. Based on data processing and analysis, it can be concluded that marketing content can increase purchase intention. This fact is affected by the influence of marketing content strategy in increasing brand awareness through social media, therefore fostering audience trust and awareness of a specific content of a product. The existence of brand awareness further escalates consumer's purchase intention. Thus, food and beverages SMEs in Makassar should maximize the effort in utilizing marketing content strategy from the very beginning, by diversification of content type, from entertainment, relational, remunerative, and informational.

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