



Cultural Values, Norms And Lifestyle In Shaping Consumer Loyalty: The Moderating Role Of Digital Engagement

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Abstract: This study examines the influence of cultural values, social norms, and lifestyle on consumer loyalty toward Roti Maros, a prominent local brand in South Sulawesi, Indonesia, while assessing the moderating role of digital engagement. The research is motivated by the increasing integration of cultural identity and digital behavior in shaping consumer-brand relationships, particularly in local product contexts that face the challenge of maintaining authenticity amid digital transformation. Employing a quantitative approach with a structured survey method, data were collected from 191 respondents who are repeat consumers of Roti Maros. The data were analyzed using Structural Equation Modeling (SEM) with WarpPLS to test direct and moderating relationships among latent constructs. However, digital engagement does not significantly moderate the relationship between cultural values and loyalty, and even shows an adverse moderating effect between norms, lifestyle, and loyalty. These findings suggest that while digital platforms enhance brand interaction, excessive digital reliance may weaken the cultural and social bonds that traditionally foster loyalty. The study contributes to understanding consumer behavior by integrating cultural and digital perspectives, offering managerial insights for developing culturally grounded yet digitally balanced marketing strategies.

Keywords: Cultural Values, Norm, Lifestyle, Digital Engagement, Consumer Loyalty

INTRODUCTION

The development of digitalization has changed the way consumers interact with brands and the cultural values inherent in them. In this context, understanding the relationship between socio-cultural values and digital behavior is becoming increasingly important in explaining consumer loyalty in the modern era. Culture is not only a social background, but also a key determinant in shaping people's preferences and consumption behaviors (Hofstede, 2011). Cultural values determine an individual's mindset and actions, which ultimately influence how consumers interpret the meaning of a brand and form an emotional attachment to it.

Previous studies have shown that the stronger the cultural values internalized by consumers, the higher their loyalty to brands that are perceived to be in line with those values. Zhao et al. (2023) affirm that harmonious cultural values significantly influence sustainable consumption



behavior, where consumers show higher loyalty to brands that fit their value system. This suggests that the compatibility between brand identity and local cultural values can be a powerful source of loyalty, especially in societies with high social ties.

In addition to cultural values, social norms play an essential role in shaping consumer loyalty. Diddi and Niehm (2017) found that moral norms, subjective norms, and attitudes are the main predictors of consumers' intention to interact with brands, ultimately underpinning loyalty. Evolving norms in society often create certain social expectations of consumption behavior, including in choosing products that are considered to be in accordance with the values and habits of the community. Thus, aligning social norms and brand character can reinforce positive perceptions and increase consumers' desire to remain loyal to a brand.

On the other hand, lifestyle becomes an important factor that reflects how individuals express their identity and preferences through consumption. In modern marketing, lifestyle is not just a sign of social status, but also a symbol of consumer values, personality, and aspirations. Vem et al. (2024) show that cultural intelligence and customer engagement positively affect consumer behavioral loyalty to manufactured products in Nigeria. This indicates that lifestyle that aligns with cultural values and brand image can create strong and sustainable emotional attachment.

However, in the digital era, consumer interaction with brands is not only limited to conventional social spaces but is also influenced by digital engagement. Digital platforms provide opportunities for consumers to interact more intensely with brands, but on the other hand, they can also change the dynamics of cultural and social relationships that were previously the basis for loyalty formation. Therefore, it is necessary to understand how digital engagement is a moderating variable that can strengthen or weaken the relationship between cultural values, norms, lifestyles, and consumer loyalty.

This research seeks to fill the literature gap by empirically examining how cultural values, social norms, and lifestyles shape consumer loyalty and how digital engagement moderates these relationships in the context of local brands, especially Roti Maros in South Sulawesi. These findings are expected to enrich consumer behavior models by integrating cultural and digital perspectives and provide managerial implications for developing culturally sensitive marketing strategies and balanced use of digital media.



METHOD

This study applies a quantitative approach with a survey method aimed at consumers of local products in South Sulawesi Province, especially users and buyers of Roti Maros. This approach was chosen because it provided an objective, measurable, and systematic picture of the causal relationship between the variables studied. The survey method was used to obtain primary data directly from respondents relevant to the research context. A structured questionnaire was prepared based on marketing theories and consumer behavior, including brand equity, brand image, brand experience, and consumer loyalty.

Data analysis was carried out using the Structural Equation Modeling (SEM) technique using WarpPLS software, as this technique allows testing of direct and indirect relationships between latent variables in complex research models. The research focused on consumers of Roti Maros in South Sulawesi, considering that this product is a typical regional souvenir icon with a strong brand image and high consumer loyalty. The selection of Roti Maros as the object of research was based on its ability to survive in the midst of competition with national bread brands and its success in attracting consumers across segments. The study population included all consumers who had purchased Roti Maros. At the same time, the sample was focused on consumers who had made a repeat purchase, as the behavior reflected absolute loyalty to the brand. Using purposive sampling, 191 respondents were obtained.

RESULTS AND DISCUSSION

To provide a more comprehensive understanding of the direction of the relationship between the variables studied, the researcher developed a conceptual framework that describes the relationship between cultural values, social norms, lifestyle, digital engagement, and consumer loyalty.

Table 1 (see APPENDIX) displays the results of the measurement model evaluation, including loading factor values, reliability, and construct validity. All indicators showed loading factor values above 0.70, indicating that each item strongly contributes to the variable it represents. Cronbach's Alpha and Composite Reliability (CR) values for all variables also exceeded the minimum limit of 0.70, thus concluding that all constructs have good internal consistency. Furthermore, the Average Variance Extracted (AVE) value was above 0.50, indicating that each



construct could explain more than half of the variance in its indicator. All research instruments met the validity and reliability criteria recommended by Hair et al. (2021). The average value for each indicator was in the high category, indicating that respondents had positive perceptions of cultural values, social norms, lifestyle, digital engagement, and consumer loyalty. Thus, the measurement model in this study can be declared suitable for use in the subsequent structural analysis stage.

The following result in Figure 1 explains how cultural values, norms, and lifestyles contribute to the formation of consumer loyalty to local products such as Roti Maros and the extent to which digital engagement serves as a moderation variable in these relationships.

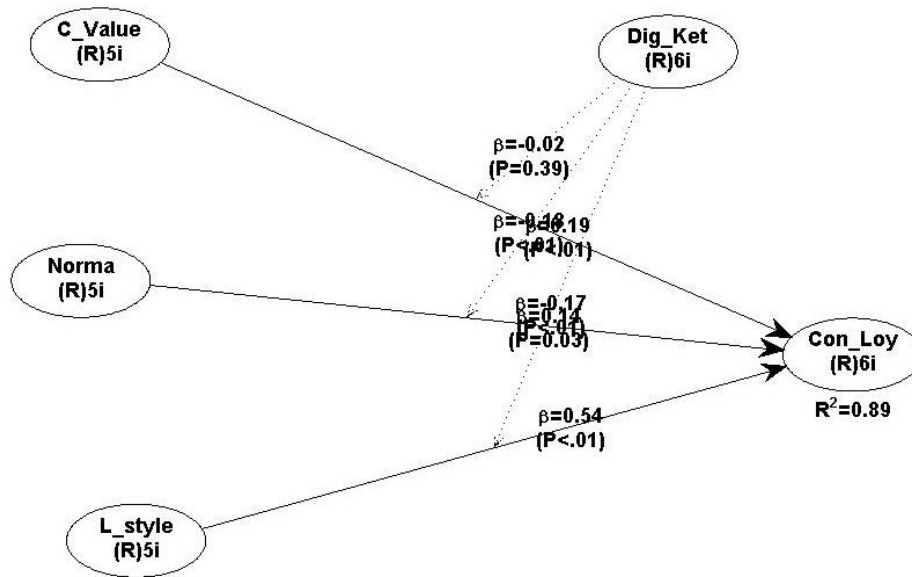


Figure 1. Structural equation modeling results

Note: C_Value: Cultural Values; Norma: Norm; L_Style: Lifestyle; Dig_Ket: Digital Engagement; Con_loy: Consumer Loyalty

An analysis was carried out using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the help of WarpPLS software to test the causal relationships proposed in the conceptual model. The SEM test results are presented in the form of a table (Table 2) that displays the path coefficient value (β), significance level (p-value), and model suitability. The table of the results of this analysis is the basis for assessing the strength and direction of the relationship between research variables. It is the primary reference in discussing empirical findings described in the next section.



Variable	Path coefficients	Description
Cultural values → consumer loyalty	0.188**	Affect
Norms → consumer loyalty	0.139**	Affect
Lifestyle → consumer loyalty	0.538***	Affect
Cultural values*Digital engagement → Consumer loyalty	-0.020	Do not moderate
Norms*Digital engagement → consumer loyalty	-0.180**	Negative and significant moderation
Lifestyle*Digital engagement → consumer loyalty	-0.172**	Negative and significant moderation
RSquare	0.890	

Table 2. Results of the SEM-PLS analysis.

Based on the results of the **Structural Equation Modeling (SEM)** analysis presented in Table 1, the relationship between variables in this study is as follows:

Cultural values → consumer loyalty ($\beta = 0,188$; $p < 0,05$) show a positive and significant influence. This means that the stronger the cultural values consumers identify with the Roti Maros brand, the higher the level of loyalty.

Norms → consumer loyalty ($\beta = 0,139$; $p < 0,05$) also has a positive and significant effect, indicating that social norms that develop in society also encourage loyalty through value matching between consumers and brands.

Lifestyle → consumer loyalty ($\beta = 0,539$; $p < 0,01$) has the most powerful influence among other variables. This shows that the suitability of lifestyle between consumers and the brand image of Roti Maros is the primary determinant of loyalty formation.

Meanwhile, the moderation effect test showed interesting results:

Interaction of cultural values × Digital Engagement ($\beta = -0,020$) is insignificant, which means digital engagement doesn't moderate the relationship between cultural values and consumer loyalty.

Norm interaction × digital engagement ($\beta = -0,180$; $p < 0,05$) and digital lifestyle × engagement ($\beta = -0,172$; $p < 0,05$) exhibit significant adverse moderation effects. This indicates that the higher the digital engagement of consumers, the weaker the influence of norms and lifestyle on brand loyalty.

Cultural values, lifestyle, and norms affect the loyalty of Roti Maros consumers in South Sulawesi, which shows that the first hypothesis (H1) is accepted. In local communities, consumer



loyalty tends to be formed through a sense of pride in regional products and the suitability of cultural values with brand image. This reinforces the view that local products with cultural values can foster consumers' strong sense of belonging (Kotler et al., 2021). These findings confirm that cultural aspects remain a key factor in shaping consumer behavior towards local products, especially in the context of Roti Maros, which has strong local wisdom values. Cultural values encourage consumers to attach to brands representing regional identities emotionally. Social norms act as a reinforcement of consumption behavior through social pressure and collective pride in local products. At the same time, lifestyle reflects how consumers position themselves symbolically in society through product preferences that are perceived to be in line with personal values and social trends.

The results of this study are consistent with the views of Consumer Culture Theory (CCT) (Arnould & Thompson, 2005), which affirms that consumption behavior reflects the value system and cultural meaning. The significant influence of cultural values, norms, and lifestyles shows that utilitarian factors and attachment to cultural identity drive consumer loyalty. In the context of Roti Maros, this product is perceived not only as a typical food but also as a symbol of pride and representation of the local identity of South Sulawesi. The study of Ahmad et al. (2022) shows that consumers tend to be more attached to brands that reflect the value system and cultural norms they adhere to, as it provides a sense of belonging and alignment of identity. The stronger the attachment between the cultural values represented by the brand and the personal values of consumers, the greater the tendency of consumers to remain loyal to the brand, even in the midst of fierce digital competition.

Research by Theodosiou and Katsikeas (Pranantha & Subawa, 2019) emphasizes that the compatibility between consumer lifestyle and brand identity is a key determinant of customer loyalty. Consumers will be more loyal to brands representing their aspirations and lifestyles. In this context, brands like Roti Maros can gain a competitive advantage by showcasing modern lifestyle values while still being rooted in local culture. Thus, lifestyle bridges brand image and consumers' emotional attachment, ultimately strengthening loyalty.

Social norms are important in directing consumer behavior, especially in communities and collectivist cultures like Indonesia. Norms create social pressures that encourage individuals to adjust their consumption choices to fit the social values and expectations around them. Strong



social norms reinforce the relationship between trust in a brand and loyalty through value matching between consumers and their social groups (Setyowati & Hambalah, 2024). Consumers who feel that their buying behavior aligns with their community's norms tend to maintain loyalty to the brand. In the context of local brands, social norms can serve as social mechanisms that strengthen community support for domestic products, thereby enhancing the sustainability of loyalty at the community level.

Meanwhile, the second hypothesis (H2) that digital engagement moderates the relationship between cultural values and consumer loyalty is not proven, or in other words, rejected. This shows that digital engagement has not strengthened the influence of cultural values on consumer loyalty. One possible reason is consumers value loyalty to local brands more based on emotional experiences and direct cultural closeness, rather than through digital interactions. While digital engagement can increase brand exposure, online interactions don't always succeed in creating emotional closeness on par with physical and social experiences. These findings support the view put forward by Hollebeek et al. (2019) that digital engagement does not always result in long-term loyalty, especially when cultural context is the dominant factor in forming relationships between consumers and brands. Thus, digital marketing strategies need to be directed to authentically strengthen cultural values to maintain consumer loyalty in the digital era. Loyalty to brands rooted in cultural values does not depend on the level of consumer engagement in digital activities. Although consumers actively interact with brands through digital media, emotional connections built on cultural values remain stable and unaffected by the intensity of digital engagement. This can be explained by the fact that cultural values are deep, collective, and formed through a long socialization process, so they are not easy to change due to the influence of digital dynamics (Hofstede, 2011).

Some studies support this view. According to Shaari et al. (2022), Consumers with a strong cultural attachment to a brand tend to maintain their loyalty consistently, even as consumption patterns and communication media undergo digitalization. Cultural values function as cultural anchors that stabilize the brand-consumer relationship, weakening the influence of digital engagement on loyalty. In addition, Ahmad et al. (2022) found that digital engagement was more effective in strengthening digital experience-based relationships, such as online customer experience and value co-creation, rather than symbolic and cultural relationships.



In the context of local brands such as Roti Maros, consumer loyalty is formed because brands are considered to reflect regional cultural identity, not solely because of digital interactions. Consumers who think the brand represents local cultural values and pride will show high loyalty, even if they are not very active in digital activities such as following social media campaigns or user-generated content. In line with the views of Nanta et al. (2025), digital engagement does play a role in strengthening functional relationships with brands. Still, it is not always effective at strengthening emotional relationships based on cultural meaning.

The results of this study confirm that cultural values have an autonomous binding force on consumer loyalty, independent of mediation or moderation of digital interactions. Cultural values act as symbolic anchors that foster sustainable loyalty (An, 2025). Brands rooted in strong cultural values can maintain consumer loyalty even amid the era of digitalization, because the attachment of cultural identity is more profound than a form of digital engagement that is situational and temporary.

Another interesting finding is that digital engagement negatively moderates the relationship between norms and lifestyle and consumer loyalty. This condition can be interpreted as excessive digital interaction may shift the forms of social interaction that were previously the basis for loyalty formation. As consumers interact more through digital media, social values and community norms can lose power in influencing loyal behavior. This is in line with Kim and Lee (Dwivedi et al., 2021), who found that intense digital engagement can cause a "disconnecting effect", namely, a decrease in the authenticity of the emotional relationship between consumers and brands due to overly automated interactions.

In contrast, negative moderation results from digital engagement confirm the Digital Paradox phenomenon (Dwivedi et al., 2021), where increasing digital interaction can reduce the authenticity of social relationships. In other words, the higher the intensity of digital engagement, the weaker the influence of norms and lifestyle on loyalty. This shows that digitalization needs to be balanced with an authentic cultural approach to avoid eroding the social meaning underpinning consumer loyalty.

Overall, these results illustrate that digitalization has an ambivalent role. On the one hand, digital engagement enriches the consumer experience; On the other hand, if not managed



proportionately, it can erode the socio-cultural dimension that is the foundation of long-term loyalty.

CONCLUSION

Cultural values, lifestyles, and social norms influence consumer loyalty to local brands such as Roti Maros. These three factors positively and significantly affect consumer loyalty, with lifestyle having the most dominant influence. This indicates that consumers tend to show higher loyalty to brands that can reflect the personal, social, and cultural values they embrace. Thus, loyalty is not only built through product quality or functional satisfaction but also through the conformity of the cultural and lifestyle values inherent in the brand.

An interesting finding from this study is that digital engagement has been shown not to moderate the relationship between cultural values and consumer loyalty. This means that cultural attachment has a relatively stable intrinsic power in maintaining loyalty, even amid changes in communication media and increasing digitalization of brand interactions. Emotional and symbolic relationships based on cultural values persist even as consumers turn to digital channels, suggesting that culture-based loyalty is deep and not easily affected by the intensity of digital engagement.

On the other hand, the negative moderation of digital engagement on the influence of norms and lifestyles on loyalty highlights a risk when digital interaction is too dominant, as it can weaken the social meaning and emotional closeness built through community norms and habits of living together. In other words, digital engagement must be balanced and optimized, not to replace, but to strengthen existing cultural relationships.

This research makes a theoretical contribution by integrating cultural, social, and digital dimensions in a single consumer behavior framework. In practical terms, the findings of this study can help local brand managers develop culturally based and digitally balanced marketing strategies to build sustainable loyalty.

This study acknowledges several limitations that open avenues for future research. The findings are contextually limited to Roti Maros consumers in South Sulawesi, thus reducing generalizability to other cultural or industry settings. Future research could apply the model across diverse regions or product categories to test its robustness. Additionally, the cross-sectional design



restricts understanding of temporal changes in loyalty; longitudinal studies are recommended. The measurement of digital engagement was also generalized, suggesting a need for a multidimensional assessment of cognitive and behavioral aspects. Finally, incorporating behavioral or social media data and exploring mediating factors such as brand trust and authenticity could enrich understanding how cultural and digital factors jointly shape consumer loyalty.

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