

Culture, Pricing Strategy, and Color on Consumer Preferences in Purchasing

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ABSTRACT

This study examines the influence of culture, pricing strategies, and color on consumer preferences for fast food among Hisana Fried Chicken consumers in Makassar. The research design is quantitative, with a causal-associative approach. Data were collected by distributing questionnaires to consumers, using a Likert scale, and were processed using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS version 4.0. The results showed that culture had a positive but insignificant effect on consumer preferences. Conversely, pricing strategies and the role of color partially have a positive, significant impact on consumer preferences in fast-food purchases. These findings confirm that pricing strategies and visual elements, such as color, play an essential role in shaping consumer purchasing decisions. This study provides a theoretical contribution to consumer behavior research by applying the Stimulus-Organism-Response (S-O-R) theory, and a practical contribution to fast-food restaurant management by formulating more effective marketing strategies based on price and visual design to increase customer preference and loyalty.

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh budaya, strategi harga, dan peran warna terhadap preferensi konsumen dalam pembelian makanan cepat saji pada konsumen Hisana Fried Chicken di Makassar. Jenis penelitian yang digunakan adalah kuantitatif dengan pendekatan asosiatif kausal. Data dikumpulkan melalui penyebaran kuesioner kepada konsumen menggunakan skala Likert, dengan pengolahan data dilakukan melalui metode Partial Least Squares Structural Equation Modeling (PLS-SEM) menggunakan aplikasi SmartPLS versi 4.0. Hasil penelitian menunjukkan bahwa budaya berpengaruh positif namun tidak signifikan terhadap preferensi konsumen. Sebaliknya, strategi harga dan peran warna secara parsial memberikan pengaruh positif dan signifikan terhadap preferensi konsumen dalam pembelian makanan cepat saji. Temuan ini menegaskan bahwa strategi harga dan elemen visual seperti warna memiliki kontribusi penting dalam membentuk keputusan pembelian konsumen. Penelitian ini memberikan kontribusi teoretis dalam memperkaya kajian perilaku konsumen melalui penerapan teori Stimulus-Organism-Response (S-O-R), serta kontribusi praktis bagi manajemen restoran cepat saji dalam merumuskan strategi pemasaran yang lebih efektif berbasis harga dan desain visual guna meningkatkan preferensi dan loyalitas pelanggan.



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INTRODUCTION

The fast-food industry has experienced rapid growth in recent decades, especially in the modern era, which demands time efficiency and convenience. Fast foods such as burgers, French fries, fried chicken, and soft drinks have become the top choice of urban communities due to their practicality and are now available in various brands and flavors. Competition in this industry is increasingly fierce, especially in pricing strategies and in the influence of diverse local cultures. Amid the onslaught of globalization, companies realize that marketing is key to winning the competition. Consumers now face many product choices at varying prices and

quality levels, so they tend to choose products they consider to offer the highest value. In this situation, companies must implement marketing strategies that not only meet consumer needs but also align with local cultural values. In addition, attractive pricing strategies and good product quality are also significant factors in shaping consumer purchasing preferences. Visual elements, such as color in branding and restaurant interior design, also influence perceptions and purchasing decisions. Color is not merely an aesthetic aspect but also serves as a medium of emotional communication between the product and the consumer, and creates an atmosphere that supports the comfort and appeal of commercial spaces. This phenomenon shows that, to survive and thrive in a competitive market, fast food companies must integrate a deep understanding of culture, pricing strategies, and visual elements such as color into their marketing. In Makassar, the growth of local fast-food restaurants such as Hisana Fried Chicken reflects the strong market potential, while also demanding a more specific understanding of the factors that influence consumer preferences in the local context.

Previous studies have highlighted how cultural elements, pricing strategies, and color significantly shape consumer preferences, particularly in the food context. Color plays a vital role in purchasing decisions, especially in terms of packaging and food product presentation. Warm colors, such as red and orange, are known to increase purchase intent for indulgent foods, whereas cool colors are preferred for healthy foods (Su & Wang, 2024). In the context of meat products, perceptions of color also influence willingness to pay; consumers seek compensation for meat products that have undergone color changes (Thies et al., 2024). In addition, cultural and demographic factors, such as gender, shape color preferences, as found in a study of consumers in Pakistan (Sabri & Amir, 2023). Not limited to color, factors such as brand image, product quality, and price perception also significantly influence purchasing decisions. A study by Afandi et al. (2024) on the Bebek Carok restaurant in Indonesia found that fair pricing and consistent product quality are important factors in attracting consumers. Other research shows that images of food with high color saturation increase perceptions of freshness and deliciousness, which ultimately drives purchase intent (Zhang et al., 2022). Warm colors on dinner plates are even associated with reduced food waste, while the use of specific decorative colors can affect food ordering rates in restaurants (Zhang et al., 2022). In addition, a study in East Java found that cultural factors influenced consumer price sensitivity in food purchasing decisions (Lizcano-Prada et al., 2024).

Although previous studies have shown that culture, pricing strategies, and color significantly influence consumer preferences in food purchasing, there remains a noticeable gap in integrating these three variables, especially in local contexts such as medium-scale fast-food restaurants in Indonesia. Studies such as Jie Su and Su & Wang (2024), Thies et al. (2024), and Zhang et al. (2022) focus more on the influence of color in the context of perceptions of freshness and willingness to pay for food products in general, without simultaneously linking it to cultural factors and pricing strategies. Meanwhile, the study by Afandi et al. (2024) focuses more on price and local culture. However, it does not include visual aspects such as the role of color in shaping consumer purchasing decisions. In addition, most previous studies were conducted outside the context of local fast-food restaurants or focused on global brands, so the geographical and sociocultural context in areas such as Makassar has not been widely explored. In fact, consumer preferences in this region are likely to be influenced by a combination of local cultural values, price sensitivity, and visual elements presented in restaurant branding. Therefore, there is a

need for research that bridges this empirical gap by thoroughly and contextually examining how culture, pricing strategies, and color collectively influence consumer preferences at local fast-food restaurants such as Hisana Fried Chicken in Makassar.

This study offers novelty by simultaneously examining three main variables—culture, pricing strategy, and the role of color—in influencing consumer preferences in fast food purchases in a local context, namely the Hisana Fried Chicken restaurant in Makassar. Unlike previous studies, which tended to discuss these variables separately and were primarily conducted in developed countries or on global brands, this study emphasizes the importance of a contextual approach that considers the unique socio-cultural characteristics of the Makassar community, price sensitivity, and the impact of visual elements on restaurant branding. Using a quantitative approach, this study aims to empirically test the extent to which culture, pricing strategies, and color, both collectively and individually, influence consumer preferences when choosing fast-food products. The results of this study are expected to contribute theoretically by expanding understanding of consumer behavior in the local fast-food sector, and practically to help business actors formulate more effective and competitive marketing strategies aligned with the needs and expectations of consumers in urban areas of Indonesia.

LITERATURE

Stimulus-Organism-Response Theory (S-O-R)

Stimulus-Organism-Response Theory (S-O-R) is a widely used theoretical framework to explain how environmental stimuli influence individual behavioral responses through complex internal processes (Rinot Levavi et al., 2023). In the realm of marketing and consumer behavior, this theory is relevant to understanding how marketing elements such as visual appearance, price promotions, and store atmosphere can trigger emotional and cognitive reactions that, in turn, drive purchasing decisions. Chakraborty & Biswal (2024) emphasize that, in the context of digital brand communities, community characteristics such as interactivity and message authenticity can be powerful stimuli, triggering emotional involvement (organism) and ultimately leading to consumer loyalty (response). This shows that stimuli in both digital and physical contexts need to be carefully managed to produce positive psychological effects on consumers.

The application of S-O-R theory in physical retail environments highlights how social presence – such as employee friendliness and buyer interactions – can strengthen customers' emotional experiences (Zeng et al., 2025). Arianty et al. (2024) also identify that attractive visual displays in retail stores can evoke feelings of comfort and pleasure, which significantly influence consumers' purchase intentions. In this case, the visual appearance and atmosphere of the store act as stimuli, consumers' emotional reactions as organisms, and purchasing decisions as the final response. On the other hand, Ginting et al. (2023) extend this concept to e-commerce, showing that the atmosphere of online shopping sites—including color, layout, and navigation—plays an important role in shaping user perception and satisfaction. Meanwhile, Shahid et al. (2022) emphasize that brand experiences created through experiential marketing strategies can evoke emotional attachment, thereby impacting customer loyalty.

Culture is a fundamental element that shapes consumer behavior across contexts, including the decision-making process for purchasing food products. In this framework, culture encompasses not only customs and traditions but also values, social norms, symbols, and

society's interpretation of products and services. Wang (2023) states that culture functions as a complex system of meaning that governs how individuals act and react to products and services, especially in situations of uncertainty and social threat. Osakwe et al. (2024) add that, in the context of marketing, culture is an important determinant of consumer participation in processes such as decision-making, survey participation, and customer engagement. This shows that companies that do not understand the local cultural context will find it difficult to develop targeted marketing strategies.

In a study by Gupta et al. (2024), it was found that marketing strategies that consider cultural factors such as religious beliefs, local taste preferences, and color symbolism can enhance the effectiveness of brand communication and foster a stronger emotional connection between consumers and products. Research by Yuniaristanto et al. (2024) also underscores the importance of cultural dimensions, such as collectivism and communication context, in shaping consumer purchasing preferences in developing countries, including on online platforms. Furthermore, Anggara et al. (2023) emphasize that cultural influence is reflected not only in marketing communication content but also in the physical design of shopping spaces, which adapt to local cultural expectations, thereby fostering customer comfort and loyalty. Regarding food products, Lizcano-Prada et al. (2024) show that cultural norms also shape consumer perceptions of food quality, safety, and nutritional value, which ultimately affect purchasing decisions. Interestingly, Cucato et al. (2023) explain that consumers' cultural orientation and ethnocentrism can shape their preferences for local or foreign products, underscoring the importance of this factor in market penetration strategies.

Pricing strategy

Pricing strategy is one of the fundamental elements in the marketing mix that plays an important role in shaping consumer perceptions and preferences. Price not only reflects the economic value of a product, but also signals quality, value, and fairness as perceived by consumers. Negash et al. (2024) emphasize that pricing strategies must be implemented with a focus on not only production costs but also consumers' value perceptions. In this context, perceptions of price fairness become crucial. Evangelidis (2024) explains that consumers will react negatively if they perceive a product's price as unfair relative to the value or quality received. Even in the digital marketplace, this perception can significantly strengthen or weaken purchase intent. Research by Song et al. (2023) also shows that price perception is influenced by shopping experiences and initial expectations of product value, which, in turn, shape the final purchase decision.

In practice, various pricing strategies are applied to respond to market dynamics and increase consumer appeal for specific products. One of them is price promotion, which is effective at increasing purchase intent, especially for products with low engagement levels (Devi & Firmansyah, 2024). On the other hand, discounts and bundling are common strategies in the fast food industry to attract price-sensitive consumers. Ryoo & Kim (2023) argue that such strategies need to be balanced with an understanding of the risk of negative perceptions, such as the assumption that cheaper products are of lower quality. In recent developments, digital price personalization has also become a concern, with Duani et al. (2024) noting that data-driven pricing strategies can increase the effectiveness of offers, but risk creating perceptions of discrimination if not done transparently. Tj & Widjaja (2024) add that modern consumers are

increasingly critical in assessing the alignment between price and the benefits a brand promises. Therefore, companies are required not only to offer competitive prices but also to build substantial emotional and rational value through transparent, relevant price communication.

The Role of Color

Color is a visual element that is not only aesthetic but also has a significant psychological influence on the consumer decision-making process. In the context of fast food, color plays an important role in shaping the perception of taste, quality, and product appeal. Steiner & Florack (2023) state that bright food colors such as red and orange can increase perceptions of freshness and deliciousness, thereby encouraging consumer purchase intent. Faralla et al. (2023) emphasize that the color of food product packaging can create expectations about the food's taste and texture, ultimately affecting the overall consumer experience. Therefore, the use of color in fast-food product design must be strategically considered to create positive associations in consumers' minds.

In addition to creating a strong first impression, color also helps build brand identity and strengthen market competitiveness. Yu et al. (2024) explain that color consistency in brand visual elements can increase brand recognition and shape a stable perception of quality over time. Sun et al. (2024) emphasize that sensory expectations arising from visual elements, such as color, can enhance the dining experience even before the product is consumed. In another study, emotional responses evoked by visual and atmospheric combinations, including color, can significantly influence taste perception (Leong et al., 2023). Not limited to food products, Khalil et al. (2023) show that consumers ascribe specific color meanings to certain product types, and these perceptions are influenced by cultural context and past experiences. Cascio Rizzo et al. (2023) add that other sensory stimuli, such as sound and product shape, when combined with the right colors, can create a multisensory experience that enhances the product's overall appeal. Thus, color is not just a passive visual tool but a strategic communication tool that fast food companies can use to attract attention, enhance perceptions of quality, and build long-term consumer loyalty.

Consumer preferences are a key concept in consumer behavior research, describing individuals' tendencies to choose a product or service based on the perceived value of its benefits. These preferences are subjective, but are greatly influenced by psychological, social, and cultural factors inherent in consumers. Imalhaq et al. (2024) emphasize that consumption behavior influenced by preferences reflects consumers' perceptions of a product's usefulness and relevance in everyday life. In the context of more conscious consumption, consumer preferences have also evolved beyond price and quality to include social values and sustainability. Zahid et al. (2023) show that social norms and ego involvement shape product preferences, including the choice of more environmentally friendly or ethical goods.

Consumer preferences can also be influenced by ease of access, brand image, and the rise of digital habits. Consumers show a strong preference for food delivery service platforms that provide convenience, speed, and a user-friendly digital interface (Panneerselvam et al., 2024). This confirms that digital technology plays a role in shaping contemporary preferences. Furthermore, Kolańska-Stronka & Krasa (2024) observed that preference indicators are determined not only by a product's utilitarian function but also by symbolic cues such as design, sustainability labels, and even brand narratives. These preferences can vary across age groups,

cultures, or educational backgrounds. Koay et al. (2022) add that purchase intent is also strengthened when consumers have a positive perception of the product, driven by trust, emotional involvement, and prior experience. In fact, in the context of fast fashion, Cesarina Mason et al. (2022) developed a planned behavior theory that shows that attitudes, subjective norms, and perceived behavioral control influence preferences for environmentally friendly products. Therefore, understanding consumer preferences is not just about identifying what is liked, but also about how, why, and under what conditions those choices are made.

RESEARCH METHODS

This study uses a quantitative, associative-causal approach to examine the influence of culture, pricing strategy, and color on consumer preferences at Hisana Fried Chicken Makassar. Samples were taken from the consumer population using random sampling techniques, and the sample size was determined using the Slovin formula to ensure representativeness. Data were collected through a closed-ended questionnaire using a five-point Likert scale, which was compiled based on the indicators for each variable.

Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS version 4.0. This method was chosen because it is suitable for complex models with non-normal data distribution and medium sample sizes (Hair et al., 2022). Model evaluation was carried out in two stages, namely the outer model and the inner model. In the outer model stage, measurement quality was assessed through outer loading (≥ 0.70), convergent validity (Average Variance Extracted [AVE] ≥ 0.50), and construct reliability (Composite Reliability [CR] ≥ 0.70). Discriminant validity is tested using the Fornell-Larcker criteria, whereby the square root of the AVE of each construct must be greater than the correlation between other constructs. The inner model stage is used to test relationships among constructs using path coefficients and R-squared values. Significance testing is performed using the bootstrapping technique to obtain t-statistic and p-value values.

RESULTS AND DISCUSSION

Results

Based on SPSS-generated statistics, a descriptive analysis was performed to provide an overview of the data in this study. Descriptive analysis in this study was carried out using the mean, maximum, minimum, and standard deviation of each research variable. This study includes two independent variables and one dependent variable. The independent variables in this study are Cultural Factors (CL), Pricing Strategy (PS), and the Role of Color (RC). The dependent variable in this study is Consumer Preference (CP). The statistical data obtained in this study are presented in Table 1.

Table 1 *Descriptive Analysis*

	Mean	Std. Deviation	N
Consumer Preferences	12.9043	.99536	94
Culture	12.8617	.83732	94
Pricing Strategy	12.9681	.80925	94
Role Color	12.9255	1.02903	94

Table 1 shows 94 data points. The Culture factor has an average of 12.86 and a standard deviation of 0.83732. The Pricing Strategy has an average of 12.96 and a standard deviation value of 0.80925. The Role of Color has an average of 12.92 with a standard deviation value of 1.02903. Consumer Preference has an average of 12.90 with a standard deviation of 0.99536.

Outer model evaluation aims to ensure that the latent constructs in the model are measured validly and reliably by their indicators. According to Hair et al. (2022), the quality of the measurement model in the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach can be assessed based on three main criteria. First, the outer loading value of each indicator must be ≥ 0.70 to show a substantial contribution to the construct. Second, discriminant validity is fulfilled if the square root of the Average Variance Extracted (AVE) of each construct is higher than the correlation between other constructs (Fornell-Larcker criterion). Third, convergent validity is established if $AVE \geq 0.50$, and construct reliability is indicated by a Composite Reliability (CR) ≥ 0.70 .

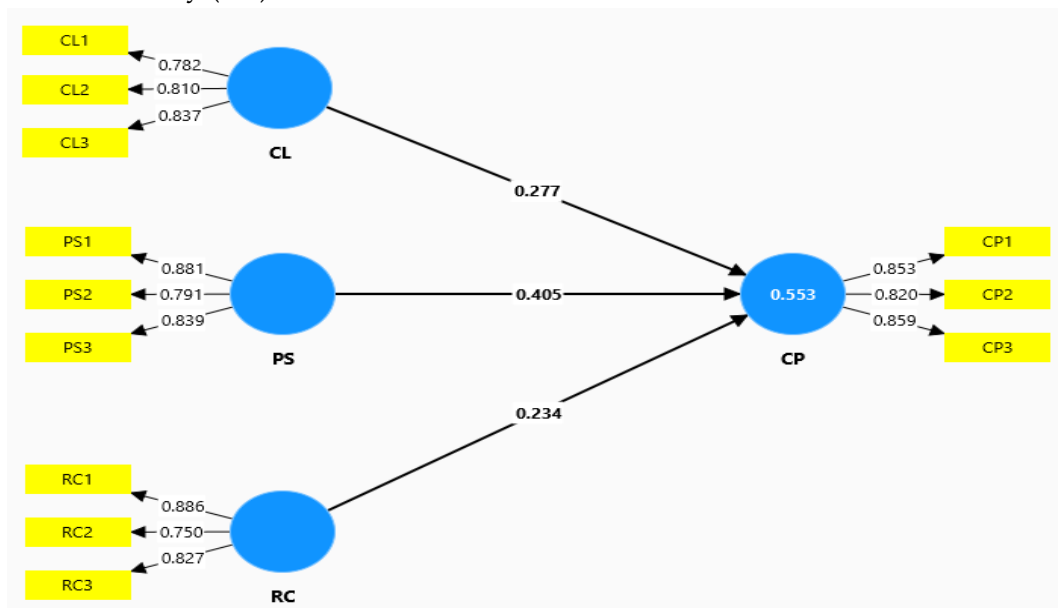


Figure 1 Visualization of the Outer Model

Table 2 Outer Loading Results

Construct	Indicator	Outer Loading
Culture (CL)	CL1	0.782
	CL2	0.810
	CL3	0.837
Consumer Preferences (CP)	CP1	0.853
	CP2	0.820
	CP3	0.859
Pricing Strategy (PS)	PS1	0.881
	PS2	0.791
	PS3	0.839
Role Color (RC)	RC1	0.886
	RC2	0.750
	RC3	0.827

Source: Processed primary data (2025)

The outer loading results are presented in Table 2. All indicators have loading values above 0.70, indicating they adequately represent the construct. For example, indicator PS1 has a loading value of 0.881 for the Price Strategy (PS) construct, indicating a very high strength of representation. The lowest value is shown by RC2 (0.750), but it is still within the acceptable tolerance limit. Therefore, all indicators are declared valid and retained in the model.

Discriminant validity based on the Fornell-Larcker criteria is shown in Table 3. The diagonal values reflecting the square root of the AVE of all constructs are greater than the correlations between other constructs in the same column and row. For example, the diagonal value of Consumer Preference (0.844) is higher than its correlation with Culture (0.527), Pricing Strategy (0.646), and Role of Color (0.620). This shows that the constructs in the model are unique and do not experience empirical overlap.

Table 3 *Discriminant Validity – Fornell-Larcker Criteria*

Construct	CL	CP	PS	RC
CL	0.810			
CP	0.527	0.844		
PS	0.340	0.646	0.838	
RC	0.478	0.620	0.626	0.823

Source: *Processed primary data (2025)*

The results of convergent validity and construct reliability are presented in Table 4. All constructs have AVEs above 0.50, indicating that the construct explains more than 50% of the variance in the indicators. Consumer Preferences has the highest AVE value (0.713), while Culture has an AVE value of 0.656, which is still adequate. The Composite Reliability values for all constructs are also in the high range, with the highest at Consumer Preferences (0.882) and the lowest at Culture (0.851), indicating excellent internal consistency among indicators.

Table 4 *Convergent Validity and Construct Reliability Results*

Construct	Cronbach's Alpha	Composite Reliability	AVE
Culture (CL)	0.741	0.851	0.656
Consumer Preferences (CP)	0.799	0.882	0.713
Pricing Strategy (PS)	0.787	0.876	0.702
Role Color (RC)	0.758	0.862	0.677

Based on the overall evaluation results shown in Tables 2, 3, and 4, it can be concluded that all constructs in the model meet the criteria for measurement validity and reliability as suggested by Hair et al. (2022). Thus, the measurement model is suitable for testing relationships among constructs during the inner-model evaluation stage.

The inner model evaluation assesses the extent to which exogenous constructs influence endogenous constructs and the model's predictive power. The two main aspects used are the R-squared value to assess explained variance and the path coefficient to test the direction and significance of the influence between constructs. According to Hair et al. (2022), a model is said to have moderate predictive power if the R-square value is ≥ 0.50 , and path significance is determined by a t-statistic ≥ 1.96 and a p-value ≤ 0.05 . Details of the R-square values for the

Consumer Preference construct are shown in Table 5.

Table 5 *R-square values for Consumer Preference Construct (CP)*

Endogenous Construct	R-square	R-square Adjusted
Consumer Preferences (CP)	0.553	0.538

The R-square value of 0.553 indicates that the constructs of Culture, Pricing Strategy, and Role of Color explain 55.3% of the variation in Consumer Preferences. This indicates that the model has sufficient explanatory power to account for consumer purchasing decisions regarding fast food.

The subsequent evaluation assessed the direct influence of the three exogenous constructs on the endogenous construct, Consumer Preferences. This analysis was performed using the bootstrapping method with 5,000 subsamples, using a significance level of $p\text{-value} \leq 0.05$ and a $t\text{-statistic} \geq 1.96$. The path coefficient size reflects the strength of each exogenous construct's influence on the endogenous construct. The test results are shown in Table 6.

Table 6 *Path Coefficient Results and Path Significance*

Relationship	Path Coefficient	T-statistic	P-value
Culture (CL) → Consumer Preferences (CP)	0.277	3.232	0.001
Pricing Strategy (PS) → Consumer Preferences (CP)	0.405	3.862	0.000
Role Color (RC) → Consumer Preferences (CP)	0.234	2.237	0.025

Based on the results of testing the structural model presented in Table 6, the Price Strategy (PS) construct has a significant effect on Consumer Preference (CP). This is indicated by a path coefficient value of 0.405, with a $t\text{-statistic}$ of 3.862 and a $p\text{-value}$ of 0.000. A positive coefficient indicates a unidirectional relationship between PS and CP. Since the $t\text{-statistic}$ value exceeds the critical limit of 1.96 and the $p\text{-value}$ is less than 0.05, the relationship between PS and CP is statistically significant. Thus, based on the results shown in Table 6, hypothesis H1, which states that Pricing Strategy affects Consumer Preference, is accepted.

Furthermore, the Culture (CL) construct also shows a significant effect on Consumer Preference (CP), with a coefficient value of 0.277, a $t\text{-statistic}$ of 3.232, and a $p\text{-value}$ of 0.001. The direction of the relationship between CL and CP is positive, as indicated by the positive coefficient value. Referring to the $t\text{-statistic}$ value above 1.96 and the $p\text{-value}$ below 0.05, the relationship between CL and CP is statistically significant. Therefore, as stated in Table 6, hypothesis H2, which states that Culture affects Consumer Preferences, is accepted.

The Color Role (RC) construct has a significant effect on Consumer Preference (CP), with a coefficient of 0.234, a $t\text{-statistic}$ value of 2.237, and a $p\text{-value}$ of 0.025. The direction of the relationship between RC and CP is also positive. These values meet the established statistical significance criteria, namely, $t\text{-statistic} \geq 1.96$ and $p\text{-value} \leq 0.05$. Based on the estimation results in Table 6, hypothesis H3, which states that Color Role influences Consumer Preference, is accepted.

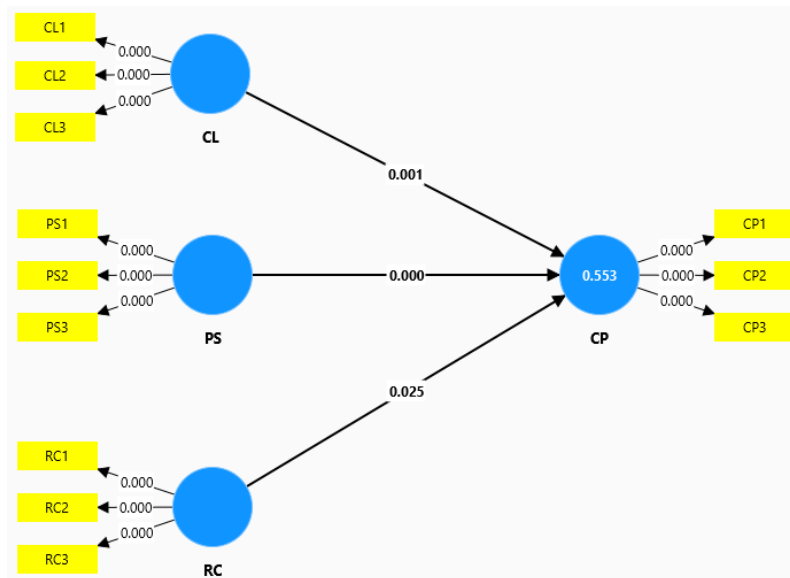


Figure 2 Visualization of Structural Model and Path Coefficient Values

Discussion

The Influence of Cultural Factors on Consumer Preferences.

The results of hypothesis testing indicate that cultural factors have a positive but insignificant influence on consumer preferences when purchasing food at Hisana Fried Chicken restaurants in Makassar City. These results indicate that although culture tends to influence consumer behavior, this influence is not strong enough to form a clear preference in consumer purchasing decisions. This means that, as part of society's social values, norms, and customs, culture is still not a significant consideration for consumers when choosing fast-food products. However, the positive regression coefficient still indicates a harmonious relationship, even though its contribution is not statistically significant. In other words, the more relevant the product's cultural elements are to local values, the greater the likelihood that consumers will consider it, even if it is not a dominant factor in their decision-making.

These findings align with the basic concept of a product, which holds that a product is anything offered to the market to meet consumer needs or desires. In this context, culture can be seen as one of the factors shaping the value of the product being offered. Consumers evaluate products not only in terms of functionality, but also in terms of their compatibility with cultural values and social identity. This can be linked to the Stimulus-Organism-Response (S-O-R) theory, in which culture acts as a stimulus received by consumers, which is then processed cognitively and affectively (organism) before producing a response in the form of purchase preferences. However, in the context of this study, cultural stimuli do not appear to be strong enough to significantly influence the organism at this stage, so the resulting response does not support meaningful changes in purchasing behavior. This also shows that Hisana Fried Chicken consumers tend to consider other factors, such as price, convenience, and product quality, rather than the product's alignment with cultural values. Nevertheless, companies still need to pay attention to cultural elements in product development and promotion, as they continue to positively influence consumer perceptions, even though they are not yet the main determinants of their preferences.

The Effect of Pricing Strategy on Consumer Preferences

The results of hypothesis testing in this study found that pricing strategy has a positive and significant effect on consumer preferences for food products at Hisana Fried Chicken restaurants. These findings confirm that price is an important factor consumers consider when making purchasing decisions. Price is understood not only as the nominal amount paid but also as reflecting consumers' perceptions of the product's value. The right pricing strategy can shape a positive product image and create economic value that meets consumer expectations. In this context, applying affordable, competitive prices aligned with the product's quality will strengthen consumer preferences. Consumers will feel that they are getting benefits commensurate with the costs incurred, thereby increasing the likelihood of repeat purchases and brand loyalty. This strategy is becoming increasingly important in the fast food industry, which is highly competitive and price-sensitive. Therefore, the results of this study confirm that pricing strategies partially contribute significantly to the formation of consumer preferences in local contexts such as Hisana restaurants.

This finding aligns with the Stimulus-Organism-Response (S-O-R) theory, in which pricing strategies serve as external stimuli that can influence consumers' psychological states. Through cognitive assessments of price fairness, product benefits, and perceived value, consumers express their purchasing preferences. The right pricing strategy can create feelings of satisfaction, comfort, and trust, encouraging consumers to choose specific products over alternatives. In addition, this study's results are supported by Ulya et al. (2023), who found that price has a significant partial and simultaneous influence on consumer purchasing decisions. This demonstrates consistency between the results of this study and those of previous studies in the context of the fast-food industry. This similarity reinforces the claim that price is a strong influence on consumer behavior, especially in the context of food purchases. The similarity of these results also shows that consumers in the fast-food sector, both in Makassar and Manado, exhibit similar behavior patterns in responding to price as a key determinant of preferences.

The Influence of Color on Purchasing Preferences.

Based on the hypothesis test results, the color variable has a positive and significant influence on consumer preferences for purchasing food at Hisana Fried Chicken restaurants. These findings show that the color elements used in branding, interior design, packaging, and product presentation shape consumers' visual perceptions, ultimately influencing purchasing decisions. Color, as part of a visual marketing strategy, can evoke emotional interest, enhance perceptions of quality, and stimulate product recall. However, an important finding from this study is that the strength of color's influence on purchasing preferences is weaker than that of other variables, such as pricing strategy. This means that although color plays a role, it is more of a supporting element than a significant determining factor in the consumer decision-making process. In this context, preferences for fast food products are measured not only from a visual perspective but also in relation to functional factors and economic value. Nevertheless, the positive direction of influence indicates that the right visual strategy, including the appropriate use of color, remains important for creating a strong first impression and generating consumer appeal.

When linked to the Stimulus-Organism-Response (S-O-R) theory, color can be viewed as an external stimulus that influences consumers' internal reactions (organism), both emotionally

and cognitively, leading to a purchase response. Well-received colors can increase visual comfort, strengthen brand identity, and foster trust in the product, all of which contribute to the formation of preferences. However, in this study, although colors have a statistically significant influence, the interpretation that there is no significant partial influence of color on purchase preferences is incorrect, even though the significance indicates acceptance of the hypothesis. This needs to be clarified so that the interpretation of the results remains accurate. Compared with previous research by Wang et al. (2023), this study found that color partially influences purchasing decisions; however, while the effect is positive and significant, its contribution is not as great as in previous studies. Differences in results are most likely due to differences in location context, consumer characteristics, or the visual strategies applied by each brand. These findings confirm that the effectiveness of color elements in influencing consumer behavior is highly contextual and influenced by various interrelated factors.

CONCLUSION

This study was conducted to determine how cultural factors, pricing strategies, and the role of color influence consumer preferences in purchasing food at Hisana Fried Chicken Makassar. The main question in this study is to what extent these three independent variables can influence consumer preferences in the context of fast food. Through a quantitative approach and statistical analysis, this study provides an overview of the relationship between marketing elements and consumer decision-making patterns. The results of this study enrich our understanding of how consumer perceptions of a product's external attributes can influence their choices, particularly in the local context of urban Indonesia.

The originality of this study lies in its integrative focus on three important marketing dimensions—culture, pricing strategy, and visual design (color) —which are typically studied separately. In this study, these three dimensions are analyzed simultaneously in the context of local fast food restaurants. Scientifically, this research extends the consumer behavior literature by applying the Stimulus-Organism-Response (S-O-R) theory in a practical context. Practically and managerially, the results of this study provide a real contribution to fast-food businesses, particularly Hisana Fried Chicken, by helping them formulate pricing strategies and visual identities that align with consumer preferences and expectations. In addition, the implications of this study can serve as a basis for developing more effective, sustainable, and customer-preference-based marketing strategies.

This study has several limitations. This study was conducted on a single object of study in a single geographical area, so the generalizability of the results remains limited. In addition, other variables that may also influence consumer preferences, such as service quality, digital presence, or brand reputation, have not been examined in this study. Therefore, for further research, it is recommended to expand the research object to several fast-food brands across various cities to obtain more comprehensive results. Future research is also expected to combine qualitative methods to explore deeper psychological and emotional aspects of consumer preferences. Thus, this study can serve as a starting point for further research into consumer behavior in the fast-food industry in developing-country markets.

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