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Influence of the Use of Brands in a Foreign Language (English) on the Purchase Decision Process of Cosmetic Products Made in Indonesia

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ABSTRACT

Business competition in the marketing world today is getting tougher. It takes the right strategy to be able to attract the attention and interest of consumers. One strategy applied by businesses is to use a foreign language, especially English, in their branding because brand names in the Indonesian language are perceived to be less credible. The purpose of this study was to analyse the influence of brands in English on the purchase-decision process of consumers of cosmetic products made in Indonesia. This was a causal research study using the quantitative approach and it involved 400 respondents in Bandung chosen by convenience sampling. The research model was made of two variables, which were brands in a foreign language (i.e. the attributes of benefits, values, culture, personality and user) and the purchase-decision process. The data collected were processed using path analysis techniques. The results showed that use of the brand in English influenced the purchase-decision process of buying cosmetic products made in Indonesia and only the attributes of benefits, culture, personality and user partially gave influence to the purchase-decision process of consumers of cosmetic products made in Indonesia.

Keywords: Brand, purchase-decision process, cosmetics, path analysis

INTRODUCTION

Free trades lanes have made business competition in Indonesia more intense; many products from cities around the world and of any type are sold in the country. Therefore, it requires the right strategy to attract the attention and interest of consumers to buy local products and

for local products to remain competitive against products from other countries. The decision to buy consumer-made products is an important aspect for manufacturers in order for their products to dominate the market. It is important for a company to study and understand consumer behaviour in the decision-making process of buying goods. One strategy applied by companies is to use foreign languages, especially English. Kotler and Armstrong (2014) showed that branding in foreign languages or using foreign-language spelling or pronunciation, although it may sound uncommon and be difficult for locals to pronounce, can create a positive association that affects the consumer's assumption of the quality and benefits of the product.

The use of foreign languages in branding sometimes leads to words and phrases that are difficult to pronounce or whose meaning is difficult to understand. This is not in line with the theory that states that branding must meet the criteria of using words and phrases that are easy to say, easily recognisable, memorable or short, different or unique and which illustrate the benefits of the product, have a positive connotation and strengthen the image of the desired product. Currently, the use of the Indonesian language in product branding is still perceived to render the product less credible compared with if it carried a brand in English. In addition, brands in English and brands in the Indonesian language are priced differently, and price does relate to buyer class or cause segmentation. Therefore, many local manufacturers try to raise the prestige of their products by creating brands in English.

With the growing sophistication of multimedia nowadays, anyone can access any information via the Internet. Foreign artistes who have smooth skin inspire many people, especially women, to find out what skin products they use. Everyone wants to be attractive and beautiful, and consumers are usually willing to spend much to look like an artiste.

Beauty product manufacturers usually offer a variety of products including foundation, powder, blusher, eye shadow, lipstick, acne cream, anti-ageing cream, eyebrow pencil, mascara and lip gloss, among others. Beauty products whose brands are in the Indonesian language are usually offered at lower prices while those in English are usually more expensive, such as Revlon, Maybelline and so forth. This has encouraged manufacturers of cosmetic products in Indonesia to use local and foreign brands to attract as many buyers as possible and to ensure that their products do not become inferior to foreign products. Some of these brands include 'Make Over' by Wardah, 'Caring' by Sariayu and PAC ('Professional Artiste Cosmetic') and 'Inez Cosmetic' by Martha Tilaar.

The phenomenon of branding in a foreign language to enhance brand image has become the reason for the researcher to investigate the influence of brands in a foreign language (English) on the purchase decisions of consumers of made-in-Indonesia cosmetic products. With this

objective, the questions to be answered in this study were determined as the following:

a. How is the use of brands in a foreign language (English) perceived by respondents?

b. How is the purchase decisions process of cosmetic products made in Indonesia perceived by respondents?

c. How great is the influence of the use of brands in a foreign language (English) on the purchase-decision process of consumers of made-in-Indonesia cosmetic products?

LITERATURE REVIEW

Kotler and Keller (2012) defined brand as a name, sign, symbol or design or a combination thereof used by some marketers of products and services to identify and differentiate their products/services from those owned by competitors. Risandi (2011) stated that the use of a brand is intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. Companies use foreign-language brand names to enhance the value of a product. Foreign-language branding is a strategy that uses spelling or pronunciation of a foreign language, intended to enhance the brand image of a product (Aaker, 1991). Brands become important in tight marketplace competition because there is no guarantee for a company to sustain its market position at the top,

even if it does everything right; if other companies do something better, its brand may be in danger of losing out to theirs (Rachmawati, 2009).

The next element is brand knowledge. Consumers should know about the difference between products that carry different brands, should be aware of the difference and should appreciate that the differentiation is meaningful for them. The last key element is consumer response; consumers should respond favourably to the differentiation between brands and hopefully, this favourable response will be reflected in their desire to demonstrate loyalty towards a product and in their willingness to pay a premium price for it (Kotler & Keller, 2012). High brand equity provides a company with many competitive advantages. Because a powerful brand enjoys a high level of consumer brand awareness and loyalty, a company with a successful brand will incur lower marketing costs and higher revenue (Atilgan et al., 2005). Marketers need to manage their brands carefully in order to preserve brand equity. They must develop strategies that effectively maintain or improve brand awareness, perceived brand quality, the usefulness of the product and positive brand association consistently (Rachmawati, 2009).

Brands can convey more than one as a symbol; according to Keller (2003), brands could have six levels of meaning, namely in terms of:

a. Attributes. Each brand has attributes that are managed and created so that

consumers can know with certainty what attributes are essential to a brand.

b. Benefits. Brands have useful benefits for consumers. Manufacturers must be able to translate the attributes of a brand to beneficial functions that also yield emotional benefits.

c. Values. If a brand is perceived to have high value, consumers will appreciate it as a classy brand. Manufacturers of the brand must envisage specific groups of consumers who are seeking that value.

d. Culture. A brand can also represent a particular culture.

e. Personality. The 'personality' of a brand reflects the personality of the consumers who use the product.

f. User. Brands can indicate the type of consumer brand user. This explains why marketers always use famous individuals to promote their brands.

Consumer Behaviour

Consumer behaviour is influenced by marketing stimuli and other stimuli that play a role in consumers' purchase-decision process, which begins when consumers recognise the need to buy or make repeat purchases (Rachmawati, 2009). Risandi (2011) defined consumer behaviour as the actions of individuals who are directly involved in the procurement, use and determination of products and services,

including the decision-making process. Wolfe (2002) found that marketing stimuli that consists of products/services, pricing, distribution and communication and other stimuli, which consist of economic, technological, political and cultural aspects, shape consumer behaviour, which consists of consumer psychology (i.e. motivation, perception, learning and memory) and the characteristics of consumers (i.e. cultural, social and personal).

According to Kotler and Keller (2012), the purchase-decision process is divided into five stages, namely: Problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour.

a. Problem recognition. This is the stage at which buyers recognise a problem or need. Buyers feel the difference between the actual state and the demanded state.

b. Information search. At this stage, consumers seek information from personal sources (family, friends, neighbours and acquaintances), commercials (advertising, salespeople, brokers, packaging), the public (mass media, organisations that rank manufacturers and their products) and experience (assessment and use of the product).

c. Evaluation of alternatives. Here, consumers narrow down their options until a selection is made based on the closeness of correspondence between

the demanded benefits and the selected product.

d. Purchase decision. This is the stage at which consumers have a choice and are ready to make a purchase or exchange between money and/or a promise to pay the owner of the product for use of the product.

e. Post-purchase behaviour. At this stage, consumers are faced with two possibilities, namely, satisfaction or dissatisfaction with the product chosen.

Therefore, the research hypotheses to be tested were as follows:

H1: Attributes influence significantly on purchase-decision process

H2: Benefits influence significantly on purchase-decision process

H3: Values influence significantly on purchase-decision process

H4: Culture influences significantly on purchase-decision process

H5: Personality influences significantly on purchase-decision process

H6: User influences significantly on purchase-decision process

RESEARCH METHODOLOGY

Zikmund (2010) stated that the sample is a part, or parts, of a larger population. It is used when the population is large and researchers may not learn all that exists in the population because of, for example, limited funds, manpower and time. In this case research can use a sample taken from the population (Sekaran, 2003).The sampling technique used in this study was non-probability sampling. The method used was convenience sampling, and the sample was taken from individuals who could be reached and met with (Sugiyono, 2012). The measurement scale chosen was the interval Likert scale with 400 respondents and a cross-sectional survey. Analysis of the data used in this research was through path analysis. Path analysis is used to analyse the pattern of relationships between variables in order to determine the effects directly or indirectly from a set of independent variables (exogenous) on the dependent variable (endogenous) (Riduwan & Kuncoro, 2011).

RESULTS AND DISCUSSION

Response analysis of the assessment criteria in this research study was based on the number of respondents and the interval Likert scale used. For the total of 400 respondents, a 5-point Likert scale was used. Respondent characteristics consisted of: Gender (92% women and 8% men), brand awareness (42% of the respondents

were aware of Make Over, a beauty-product brand; 31% were aware of PAC; 20% were aware of Inez Cosmetics; and 7% were aware of Caring); and occupation (private employees dominated the number of respondents of this study with 141 people, or 35% of the sample population, followed by 111 student respondents or 28% while 73 respondents or 18% were housewives and 26 respondents, or 6% were public servants and six respondents, or 2% were entrepreneurs. The remaining 43 respondents or 11% of the sample population were from professions other than those mentioned).

The following are the results obtained from this descriptive research: The response to each of the sub-variables i.e. benefits, attributes, user, values, culture and personality were, respectively, 70.30%, 70.26%, 69.63%, 68.20%, 65.65% and 64.73%. The overall response to the use of brands in foreign languages (English) was good, with an average score of 68.13%. Perception of the purchase-decision process was 67.16%.

Based on respondent perception, it can be interpreted that:

1. Attributes. The respondents agreed that the packaging of local cosmetic products using brand names in English clearly displayed the information about how to use and benefit from the products.

2. Benefits. The respondents felt they derived benefits from using local cosmetic products with brand names in the English language. The respondents also felt they looked more attractive after using such products.

3. Values. The respondents perceived local cosmetic products using English brand names as having high value, but they did not agree that the local cosmetic products with English brand names were high-quality brands.

4. Culture. The respondents argued that it was less appropriate for local cosmetic products to use brand names in English, which is the language of a foreign culture, but they could adapt to the culture represented by the products.

5. Personality. The respondents answered that local cosmetic products with English brand names were less suited to their personality, making them less confident, and that the products had no specific characteristics.

6. User. The respondents stated that the use of foreign models for local cosmetic products with English brand names was less suitable.

7. Purchase-decision process. The respondents did not have the intention to recommend new products from local brands with English names, as they considered these products to be less suitable they were less satisfied with the products.

Overall, the purchase-decision process of cosmetic products that were made in Indonesia obtained the response of 'Unfavourable' from respondents, with a score of 67.16%. This was based on the respondents' responses that they lacked intent to recommend the new local products with brand names in English as these products were considered to be less suitable and they were less satisfied with the product.

Path analysis was used in this study for data analysis. Riduwan and Kuncoro (2011) showed that the path model analysis is used to analyse the pattern of relationships between variables in order to determine the direct and indirect effects of a set of independent variables (exogenous) on the dependent variable (endogenous). A path model can be made if all the exogenous variables have a significant influence on the endogenous variable. Therefore, simultaneous and partial testing should be conducted (Umar, 2008; Sugiyono, 2012).

After testing simultaneously and partially, the researchers came to a conclusion that two variables of brand attributes i.e. Attribute (X_1) and Value (X_3) did not qualify for modelling as the path model; therefore, the mentioned variables were excluded from the calculation (Zikmund, 2010). The remaining variables, Benefits (X_2), Culture (X_4), Personality (X_5) and User (X_6) were calculated to determine their influence on Purchase-Decision Process (Y).

The results showed that the determination coefficient (R Square) was 0.656 or 65.6%, which can be interpreted as that the use of English in brand names

influenced the purchase-decision process as much as 65.6%, while other factors that were not the concern of this research influenced customer satisfaction by as much as 34.4%. This study obtained an F_{count} of variables of 188.369 while the F_{table} was 2.3945. It can be concluded that $F_{count}>F_{table}$. This can be interpreted as that the use of brands in English have a significant influence on the purchase-decision process by as much as 65.6%.

After being tested simultaneously, a partial test was performed again to check the significance of the influence of the independent variables (X_2, X_4, X_5 and X_6) partially on the dependent variable (Y). It was tested by t-test and the results were as follows:

a. X_2 had a t_{count} of 6.076, where $t_{hitung}>t_{tabel}$ was valued at 1.966, so it can be said that there was significant influence between the attributes of benefits and purchasing-decision process of consumers of cosmetic products that were made in Indonesia.

b. X_4 had a tcount of 4.493, where $t_{count}>t_{tabel}$ was valued at 1.966; it can be said that there was significant influence between the attributes of culture and purchase-decision process of consumers of cosmetic products that were made in Indonesia.

c. X_5 had a t_{count} of 5.126, where $t_{count}>t_{tabel}$ at 1.966, meaning that there was significant influence between the attributes of personality and purchase-decision

process of consumers of cosmetic products made in Indonesia.

d. X_6 had a t_{count} of 6.781, where $t_{count} > t_{tabel}$ valued of 1.966, meaning that there was significant influence between the attributes of user and purchase-decision process of cosmetic products made in Indonesia.

e. The calculation of the total effect of the attributes of benefits, culture, personality and user on purchase-decision process of consumers of local cosmetic products in English language.

The respondents' perception feedback on the use of brands in foreign languages (English) was 'Good', with an average

Table 1
Calculation of Total Effect of Benefits, Culture, Personality and User on Purchase-Decision Process of Consumers of Local Cosmetic Products in the English Language

Influence of variable	Benefits (X_2)	Culture (X_4)	Personality (X_5)	User (X_6)
Benefits (X_2)	0.066	0.021	0.0413	0.0482
Culture (X_4)	0.021	0.0268	0.022	0.0233
Personality(X_5)	0.0413	0.022	0.0585	0.051
User (X_6)	0.0482	0.0233	0.051	0.0888
Total Influence	0.1765	0.0931	0.1728	0.2113
Total	0.1765+ 0.0931+ 0.1728 + 0.2113 = 0.6537			

score of 68.13%. They felt they received benefits from the use of local cosmetic products with brand names in English. The respondents also felt that they looked more attractive after using several local cosmetic products with brand names in English. The respondents could understand the instructions and the benefits of the products clearly from the explanation provided on the product package. The respondents also responded that the packages of local cosmetic products with brand names in English displayed clear information on how to use the products and the benefits of using the product. The use of Indonesian female models was considered suitable for promoting local cosmetic products with brand names in English and the respondents felt comfortable using these products. The respondents also assessed such local cosmetic products and considered them as being products that had high value.

The response to the decision-making process of consumers in purchasing cosmetic products made in Indonesia received a score of 67.16%. This was based on the respondents' response that they lacked the intention to recommend the new local products using brand names in English as they considered the products to be less suitable and they were less satisfied with the products.

A simultaneous test was carried out and the F-test showed that $F_{count} > F_{tabel}$, with a value of 188.369>2.3945, meaning that H0 was rejected; thus, there was significant

influence of using a brand in a foreign language on the purchase decision of consumers of cosmetic products made in Indonesia by as much as 65.6%.

The t-test performed to test the effect of partially showed that the attributes of benefits, culture, personality and user affected the buying-decision process of consumers of cosmetic products made in Indonesia partially with a t_{count}- each of 6.076, 4.493, 5.126 and 6.781, of which four variables had a t_{count} greater than the t_{tabel} worth 1.966; this revealed a significant effect.

The results for the partial relationships, such as attributes of local products with foreign (English) brand names showed that these attributes did not affect the purchase-decision process of consumers of cosmetic products that were made in Indonesia. The attribute of benefits of local products with foreign language (English) brand names affected the purchase-decision process of consumers of cosmetic products made in Indonesia. The attribute of value of local products with foreign language (English) brand names did not affect the purchase-decision process of consumers of cosmetic products that were made in Indonesia. The attribute of culture in local products with foreign language (English) brand names affected the purchase-decision process of consumers of cosmetic products that were made in Indonesia. The attribute of personality in local products with foreign language (English) brand names affected the purchase-decision process of consumers of cosmetic products that were made in

Indonesia. The attribute of user in local products with foreign language (English) brand names affected the purchase-decision process of consumers of cosmetic products that were made in Indonesia.

CONCLUSION AND RECOMMENDATIONS

Conclusion

a. On the whole, the use of foreign languages (English) in local brands obtained a 'Good' response from respondents, with a score of 68.13%, with the attributes of benefits and values obtaining a response of 'Good', while the attributes of user, culture and personality received a response of 'Unfavourable'. The attribute of benefits obtained the highest response, with a score of 70.30%.

b. Overall, the purchase-decision process of consumers of cosmetic products that were made in Indonesia whose brands are in English obtained a response of 'Unfavourable', with a score of 67.16%.

c. The use of brand names in a foreign language (English) simultaneously influenced the purchase-decision process of consumers of cosmetic products that were made in Indonesia, and only the attributes of benefits, culture, personality and user showed partial influence. The total effect of the attributes of benefits, culture, personality and user on the purchase-decision process of consumers of

cosmetic products that were made in Indonesia that used English brand names was 65.37%.

Recommendations

a. As the respondents gave a response of 'Good' on the attribute of benefits of local products that use brand names in English, it is recommended that benefits of these products are both maintained and improved.

b. As the response on the attribute of culture in connection with local products that used brand names in a foreign language (English) was 'Unfavourable, it is necessary for the manufacturers of such products to rethink their present strategy and to devise new strategies related to culture that will encourage consumers to be more willing to adapt to what is perceived to be foreign culture represented by the product.

c. The attribute of personality related to the use of brand names in a foreign language (English) for local products received a response of 'Unfavourable'. Thus, it is recommended that such products be imbued with characteristics are easily recognised by consumers. Manufacturers should focus on marketing strategies that can increase the confidence of consumers in using the product.

d. The response on the attribute of user in the use of the brands in a foreign language (English) was 'Good'. Manufacturers should maintain the use of Indonesian female models to promote local cosmetic products although they may have brand names in English. At the same time, they should create strategies to make consumers feel comfortable in using the product.

e. Further research should examine other variables that influence the purchase-decision process such as brand equity, perception, expectations, marketing stimuli, consumer psychology (i.e. motivation, perception, learning and memory) and consumer characteristics (social, cultural and personal).

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