

The Impact of Language Use on Coffee Packaging Towards Consumer Behavior

Fadlia

Teachers Training and Educational Faculty
Universitas Samudra, Langsa Aceh Indonesia
fadlia.djamal@gmail.com

Irma Dewi Isda

Teachers Training and Educational Faculty
Universitas Samudra, Langsa Aceh Indonesia
irmarafkha@yahoo.com

Bukhari

Teachers Training and Educational Faculty
Universitas Samudra, Langsa Aceh Indonesia
bukhari@unsam.ac.id

Abstract- *The language choice and language used on the packaging of a product is a social interaction between the producer and the target consumer. This paper will examine on how is the impact of the use of Acehnese, English and Bahasa Indonesia on the consumer choice and attitude. Those three different languages are used in the Coffee packaging brand names, the brand names are UleeKareng (Acehnese), KopiGayo (Bahasa Indonesia) and King Coffee (English). Speech Accommodation Theory (SAT) is used as the basis for this paper as it indicates that a group prefers its own language and will respond positively. Data was collected from people in two villages, KeudePeureulak and LabuhanKeude in Aceh Timur. Semi- Structured interview and observation are used as the instruments of the research. The finding indicates that the respondents preferred Acehnese over English and Bahasa Indonesia. The reasons are covering the issue of habitual behavior, easy to understand, the familiarity to brand names and the love to local product.*

Keywords: *Impact, Language, Consumer Behavior.*

I. INTRODUCTION

Brand naming and language use in consumer product packaging is a social interaction between producers and target consumers (Li and Shoostari, 2003). Brand naming in the local language, foreign language or Indonesian language will be a factor that affects consumer choice and behavior towards the marketed product. For example, will the Aceh-speaking packaging will have a good market in a majority-speaking area of aceh language? Or is there a tendency for consumers to choose products with packaging that use a foreign language? Or Indonesian? this question will be a problem to be discussed in this research.

Language is part of culture. Language is an important aspect in a culture that distinguishes the culture of a society (Brown, 1963). Language is also the key to developing understanding and communicating with different cultures of the world (Swift, 1991). From a study conducted by Usunier and Shaner (2002) concluded that consumers typically use their local language and their culture as a way of creating

the identity of a product (Usunier&Shaner, 2002). Therefore, companies that do business in multilingual societies need to research to decide what language to use on their product labels or advertisements (de Run & Chin, 2006).

Aceh is a multi-lingual (multilingual) community as their daily language. There is one group of people who only use the language aceh just as their daily delivery language. There are groups of people who use two languages, Bahasa Aceh and Bahasa Indonesia. The group usually uses the Indonesian language in formal situations, and uses the Aceh Language in an informal situation. Nor is the Aceh Language used as a marker of the social proximity of the speaker. The middle class and those who have access to education in Acehnese society also know English as a foreign language. English is controlled in a small amount, partial or complete in this society.

In Aceh, product and beverage and food packaging brands can be found in various languages, Bahasa Indonesia, English even in Aceh Language itself. For example: Coffee brand "KupiUleeKareng", Coffee Ship and "Just Coffee" circulating in various markets in Aceh. The use of three languages is due to the many aceh people who can speak more than one language (Multi language).

Therefore, it should be the product to be marketed should always be correlated with local culture (Boddewyn, Soehl, & Picard, 1986). It is also seen from the start of some companies that use local language as a marker that where the product is produced, or which community is the target market. It's supposed to be every big producer or a home-based business making the language and culture a market strategy.

There are still many producers, both mid-scale enterpriss and households in Aceh who have not yet adopted this cultural and linguistic approach strategy as a marketing strategy. Therefore, this research will also be a mapping of marketing strategies using local, national or foreign languages.

The naming of product brands and the use of language in product packaging is an essential component of marketing strategy. This can contribute significantly to the success or failure of new products or services (Kotler&

Armstrong, 1997). Choosing the right brand name is one of the most important marketing decisions (Keller, 1993). A good brand naming will gain a high level of brand awareness and strong consumer preferences (Chan & Huang, 1997).

The use of language in packaging that affects consumer buying behavior has been the concern of academics and researchers especially in understanding consumer preferences and global brand acceptance. Language expresses, embodies and symbolizes cultural reality (Kramsch, 1998). Previous research has shown that language differences may affect consumer information processing (Schmitt, Pan, & Tavassoli, 1994). However, there are not many studies and studies on the use of language in product packaging using Acehese, Bahasa Indonesia or foreign languages located in Aceh with local researchers.

Speech Accomodation (SAT) theory is used as the theoretical basis of this research. SAT explains how speakers can communicate in various spoken and written languages by accommodating or altering the linguistic style they adjust to their audience for positive or negative reactions (Giles et al., 1973). This speech accommodation theory (SAT) is a language theory derived from a sociolinguistic branch. This theory is adapted from the results of a study of the impact of language use in naming the brand for Chinese consumers. Chinese consumers are hypersensitive to the use of language in Chinese brand names. In contrast, Chinese consumers will have a negative attitude towards brands and products that do not use Chinese writing and language (Giles et al., 1973). This SAT theory is the basis of relevant theory as the foundation of research instrument to examine the effect of using Aceh Language, National and Foreign on beverage packaging to consumer behavior.

Research Question

The naming of the brand and the use of language in the product plays an important role in the marketing of products and services and is one of the factors of how the products are accepted by society (Charmasson, 1988). Previous research studies have focused only on Guidelines and Criteria for developing effective brand names (Collins, 1977, McNeal & Zeren, 1981; McCarthy & Perreault; 1987). Much of this research is conducted in Western countries and on branded products and using European languages, only a few studies have focused on brand naming in Asian Cultures (Chan & Huang, 2001). Very little research is undertaken in Aceh, especially in East Aceh and involving Acehese. Because of that limitations, the problems can be formulated as follows:

1. How is the influence of the use of Aceh Language, National and Foreign on beverage packaging of the same type of product to consumer behavior?
2. How consumers interpret the use of language on the packaging of beverage products?

3. Why do consumers tend to choose products that use a particular language than other languages?

II. METHODS

This study uses descriptive qualitative methods, and data collected in the form of information words, writings, and behavior of research subjects. Silverman (2006) states that qualitative research is the most appropriate choice for researchers who want to explore the experiences and behaviors of certain subjects.

This study was designed to look at consumer behavior in respect to three packaged coffee products that use three different languages on their products. One coffee product packed in aceh, one Indonesian language product and one foreign language product. Respondents will be faced with three choices of this product and recorded the behavior through observation, questioned his opinion by interview and asked to fill out the questionnaire.

The approach used in this research method is case study. According to Creswell (2009), a case study is an inquiry strategy in which researchers attempt to explore in depth about a program, event, activity, process, seorang or group of individuals. So the purpose of this case study research is to collect certain information that is comprehensive, in-depth, and systematic (Patton, 2002).

According to Eraut (2004), "qualitative research is used to obtain information about attitudes, behaviors, values systems, worries, motivations, aspirations, culture or lifestyles. It is used to inform business decisions, policy formation, communication and research. The data to be taken by researchers in this study is qualitative data.

According to Taylor (1992: 21-22) "a research procedure that produces descriptive data will be speech or writing, and human behavior that has been observed". A qualitative approach is expected to produce an in-depth description through speech, writing, or observation of the behavior of each individual, group, or community.

Location and Time of Study

The study was conducted in two villages in East Aceh, KeudePeureulak and LabuhanKeude in Aceh Timur. The respondents will be selected from one village in rural areas and one village in an area close to access by roads and shops. The researchers collected data by observation and direct interviews and data collection through questionnaires to villagers and residents who were more accessible to the highway in two villages in East Aceh determined by the researchers. This study last for four months, may to September in 2017.

Data Analysis

Data analysis technique used is flow model that is data reduction, data exposure and data deduction so that researcher will be able to understand consumer behavior when given three choice from three coffee product with different packing language.

Data analysis will follow data analysis techniques initiated by Miles and Huberman (1994). As initiated by Huberman (1994) this study will use a diary to allow researchers to begin analyzing from the start of the field record. Data analysis from interviews, observations and questionnaires will also follow the steps of Miles and Huberman (1994). First, all interviews will be recorded in the field diary, including personal opinions and other opinions expressed by the participants. Then the material of the daily field record will be grouped according to the same phrase, the relationship between variables, patterns, themes and differences between subgroups and common sequences. Supporting data will be obtained from filling questionnaires distributed to respondents about their choice of three coffee products. Data from the questionnaire will be analyzed by percentage analysis Percentage analysis

Data obtained and analyzed using the formula:

$$P = N / F \times 100\%$$

Additional supporting data from direct observation of consumer behavior regarding his choice of three coffee products using three different languages will also be made. The process will continue so that researchers can draw conclusions.

III. RESULT AND DISCUSSION

3.1 The Influence Of The Language Of Aceh, National And Foreign In The Packaging Of Beverage (Coffee) Together Together With Consumer Behavior

The influence of the use of Aceh, National and Foreign Language in coffee of the same type can be seen from three factors, namely; age factor, residence factor and educational factor.

The number of respondents in this study is 20 respondents, consisting of 10 respondents are in KeudePeureulak and 10 respondents in LabuhanKeude in Aceh Timur. Respondents are coffee consumers who consume coffee. Common characteristics of coffee consumers analyzed include gender, age, recent education, and employment status. The number of male respondents more than the number of female respondents, based on the reason that men tend to consume more coffee than women. Men's habits are associated with the habits of men who like to smoke, when smoking in the absence of coffee, the pleasure of the cigarette itself is less pronounced. While female respondents, choose to reduce the frequency of coffee consumption by reason of frequent urination and insomnia causing enlargement of eye bags that are considered to interfere with appearance.

Grouping ages is over 16 years, divided into 3 age groups. This grouping is based on the economic approach and the ability of respondents to analyze the existence of the product. The age of 17-24 years is a transitional period. These age groups tend to have relatively low incomes, and most of these groups are university students and private

employees. At the age of 25-30 years is a period of family formation and is exploring the formation of households. Most of the budget is spent on clothes, food, accessories, entertainment and information. At the age of 31-60 is a mature age and has a fixed income where the needs are also greater.

3.1 The Influence of the Language Used towards Consumer Choice Based on Age Group

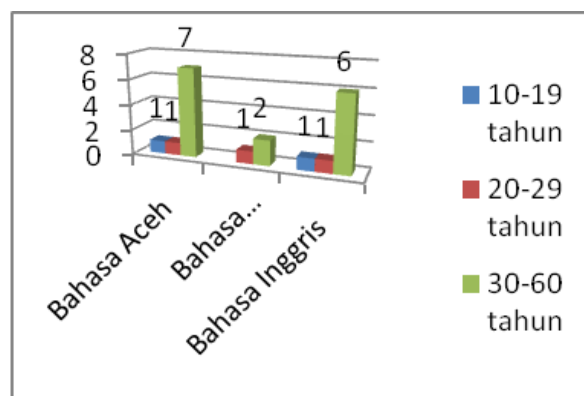


Figure 3.1 The Influence of the Language Used towards Consumer Choice Based on Age Group

Based on the table can be concluded that increasingly mature age then the desire to consume greater coffee can be seen from the above scheme. The dominant language used is Acehnese language because the mature respondent is the original respondent of Aceh. While the respondents who chose English dominant people in their twenties where they are still in access to education.

Educational factors are also very influential in the selection of Language in determining consumer choice. Education here referred to people who have had a steady job and have completed education as high as undergraduate. One of them can be seen in the following table.

The Influence of Language On The Consumer Choice Based on Educational Factors

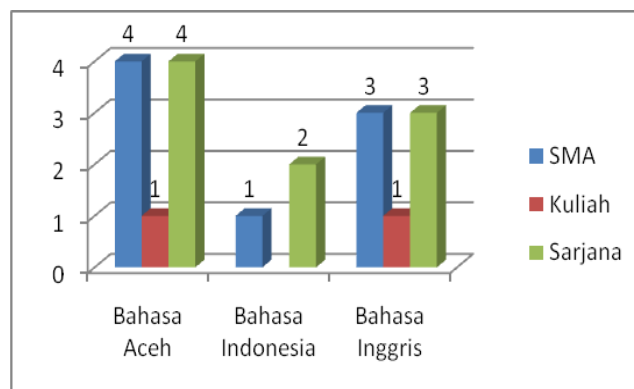


Figure 3.2 The Influence of Language On The Consumer Choice Based on Educational Factors

Based on the table can be seen that people who have the access to undergraduate education and have had a permanent job is more dominant using the new Aceh Language English. Respondents want to keep their local wisdom awake with the love of local products so that they are dominant using Aceh Language and English so that Aceh products can be marketed globally.

3.3. The influence of Language Use Towards The Consumer Choice Based on The Place Of Residence

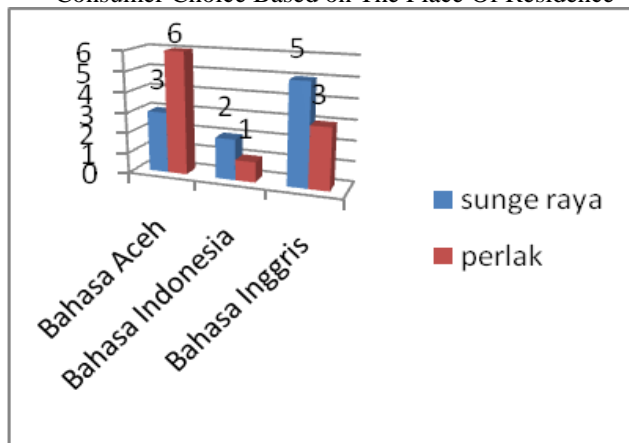


Figure 3.3 The influence of Language Use Towards The Consumer Choice Based on The Place Of Residence

Based on the above table can be seen that its determination of language in terms of residence is very influential. The selection of coffee in Aceh has a high curve for respondents in Peurelajak. KeudePeurelajak is a place that is very close to the highway that in fact is found in many coffee shop lovers. Visitors who come also from various circles. They are local residents who still use Acehnese everyday to communicate so they tend to choose to drink coffee written in Aceh Language brand.

KeudeGerobak is one of the goals of taking respondents. Sungairaya (Labuhankeude) area has the most respondents in using English due to the strategic location of Sungairaya closer to the city of Langsa

Consumer Consideration on Language Usage on Packaging of Coffee Products

Respondents interpret the use of Language in determining the brand of coffee is based on three languages namely; Bahasa Indonesia, Aceh Language and English. In the determination of the language they initially see in terms of packaging. The dominant interest in Aceh-speaking packaging is because it is a language used everyday in the area and is easy to understand.

a. Kopi Ulekareng

UleeKareng coffee itself is a typical Aceh coffee that has proven its flavor and has been widely used by Acehnese.

So they are instantly stimulated to choose the coffee with that brand.

b. King Coffee

It is a coffee produced in Aceh using English. The use of English is due to be easily understood by outsiders or foreigners and easily marketed globally. Respondents who choose English mean that with the English language then the coffee can be marketed outside the country and will increase the income of Aceh aceh own community in its production

c. Kopi Gayo

Kopi Gayo represents coffee produced in Aceh using Indonesian language. The use of the Indonesian language is because as our national language, so everyone must understand the meaning. Respondents interpret the Indonesian language as the language of our country that everyone gets from small without going through the learning process. It is easy to understand, understand and easy to use.

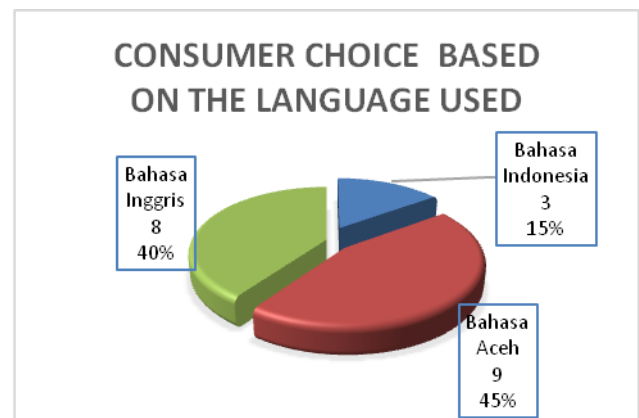


Figure 3.4 Consumer Consideration on Language Usage on Packaging of Coffee Products

From the results of research conducted can be concluded as follows:

1. The influence of the use of Aceh Language, National and Foreign on the packaging of coffee drinks of the same type to consumer behavior.

The influence of the use of Aceh, National and Foreign Language in coffee of the same type can be seen from three factors, namely; age factor, residence factor and educational factor. Based on these three factors, Aceh language has more influence on coffee selection by several respondents.

2. Respondents interpret the use of language on the packaging of coffee products that use Aceh Language.

Based on the chart can be concluded that the respondents are more dominant to choose coffee with Aceh language. Because the Aceh language is the language of their respective regions and easy to understand. While the second dominant is English, which with English is easier to be

marketed abroad. The third is the use Indonesian language on coffee product.

3. Reasons consumers tend to choose products that use Aceh than other languages.
 - a. The reason for choosing the language is because the familiarity
 - b. As for other reasons this selection of Ulee kareng coffee due to coffee with the Aceh brand is already known for its flavor in the regions, thus it will be easier to recognize our cultural flavor
 - c. Another reason for choosing a coffee brand with the Aceh Language is because it is a hereditary drink derived from his family and has been known to taste good (local heritage taste)
 - d. Some respondents have pointed out that the choice of language due to using the local language, so it is easy to understand.

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