

The Strength of Javanese Traditional Symbol in Packaging Designs and Consumer Values against Purchase Intentions

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Abstract

Understanding consumer behavior to achieve a purchase is one of the things that are important to the manufacturer. Manufacturers as marketers must know the factors that affect consumers' buying intentions. Consumers as visual beings that pay attention to the attractiveness of product packaging. The attractiveness of product packaging consisting of images (symbols). In this study the researchers tried to analyze the relationship of traditional symbol appeal to the product packaging and the value of traditional symbols. Conceptual framework in this research about the importance of the attractiveness of a product packaging that has the characteristic of a symbol needs to be noticed by the manufacturer. The symbolic aspect of packaging is the communication medium between producers and consumers. Symbols tend to be evaluated based on value content based on human perception. The use of traditional symbols in the monggo chocolate pack refers to the shaper of a value perceived by the consumer. The meaning process of the symbol in the benchmark that the value of the consumer much less influenced by the symbol in the packaging of a product. the existence of relationships between products and culture, so the symbols affect the attitudes and behavior of consumers, and consequently, it affects the intention to buy. Symbolic values can serve to increase or decrease the chances of a purchase. Openness culture is very important as the main gateway that a consumer wants or not to try to buy a local product that has an emotional closeness with cultural symbols.

Keywords: traditional symbols, traditional values, intentions, openness culture.

1. Introduction

In the business world it takes meeliness in targeting the market and the segments we want, as marketers must be smart in seeing opportunities and opportunities. In taking opportunities and opportunities, it is necessary to analyze consumer behavior. Basically business happens because of the demand for a product. to create demand that marketers need to understand consumer behavior. Understanding consumer behavior is one of the problems that manufacturers, especially food manufacturers. The consumer's tendency toward a special brand among different brands when buying in a shopping center or a food store reveals the importance of this issue. Therefore, recognizing the factors that influence consumer behavior helps producers and marketers to produce and market products consistently with consumer demands.

To achieve a purchase decision required various factors that affect a purchase. For that the task of a marketer is to create an influence that goes into the consumer's memory. Not just aspects of product, price, promotion, and distribution. But some ways that marketers do to increase brand awareness, among others, by bringing a unique packaging image, tag line and advertising. Product packaging plays an important role in purchasing behavior. Packaging consists of two elements: the visual element and the information element. The visual elements include dimensions such as color, size and image on the packaging and largely affect the sentimental and emotional dimensions of decision making. The information element includes information about the products and technologies used in the packaging and largely affects the cognitive dimensions of purchasing decision making. Most spontaneous purchases occur due to product display, and attractive packaging plays an important role in product display . Point-of-purchase decision increases the potential of product packaging to communicate information to consumers and influence product choices [3] .Position packaging as a marketing communication vehicle is used to capture consumer attention that affects the product selection process. A product makes the packaging of a product very important to play a role to deliver product messages to consumers. Therefore, product packaging provides an opportunity to communicate and influence consumers at the time of purchase . In the product packaging there are symbols that show the uniqueness of a product.

Picture of this symbol that stimulates information of a product to the consumer. Human life can not be separated from the use of symbols. Symbolic thinking and symbolic behavior are characteristic and genuinely human and that all the advances of human culture based on these conditions can not be denied. Symbolic thinking and symbolic behavior penetrated the increasingly developed business world in various companies. The use of symbols in local companies increasingly coloring the food and fashion industry. The emergence of Dagadu Jogja and Joger which has a characteristic use of traditional symbols. Dagadu has now become one of Yogyakarta's souvenir icon. The success of dagadu to membranding himself shop gift-by-identic in jogja. This is because dagadu exchanges traditional value with business provit. The concept to favor traditional symbols on Dagadu is a marketing strategy to survive. Furthermore, one more brand that develops its marketing strategy by utilizing the wealth of traditional values and local wisdom of Joger, joger membranding products as a product souvenirs typical of Bali. Joger conjures himself as a pioneer product that frames t-shirts in Bali. The concept of Joger is also interesting is the combination of words that have interesting and unique symbols. Through the concept of marketing that frames the traditional symbols in its products make consumers awareness of Joger.

Of the two examples of symbolic interaction products are manifested in consumer behavior in the form of symbolic purchasing behavior. Some studies have concentrated on cultural notation in the context of consumer behavior [7]. The symbolism of brand culture refers to the extent to which the abstract image of a particular culture Brand culture symbolism refers to the extent to which the abstract image of a particular cultural group is symbolized by a brand [8]. There is a new Monggo Chocolate product that transforms the cultural symbol used in its packaging. This product is consistent to display the symbols that make the symbol speak to the consumer by itself.

The symbol that was displayed was at the beginning of the establishment is a puppet figure that represents the traditional symbol of jogja. And for chocolate is not authentic food of Jogja, namu Monggo Chocolate Products can be very close to jogja deket. The success of Chocolate Monggo encourages many chocolate industry in jogja including Cokelat Tugu, Cokelat Ndalem, Chocolate Pawon and Cokelat joyo. The concept that they lift is also almost the same as Chocolate Monggo which is the theme of the traditional symbols. This makes them compete with each other. According to the ratings on google that this review from consumers who have bought and tried various brands of chocolate.

After the mapping rating serves to show the share of monggo chocolate. Another advantage of Chocolate Monggo Product one of them on the packaging design that adopts a strong Javanese culture in the form of traditions, attractions in Indonesia and typical vehicles jogja. The concept of desian packaging makes the brand awareness of potential customers. The existing packaging concept in Chocolate Monggo closer to the traditional symbol of Java. Traditional symbol of Java is known to have a very strong value. The value of each symbol is very close to the emotional community of Jogjakarta itself. As is the case with Dagadu and Joger which is a product that is rich in traditional symbols displayed in its products and packaging. Monggo Chocolate tries to adopt the traditional Javanese symbols on the packaging. The use of traditional symbols is one of the marketing strategies to make consumers closer emotionally. The emotional value makes a reference that the purchase of a product is influenced by a value. consumer value plays an important role at the heart of all marketing activities and therefore clearly deserves the attention of every consumer researcher [9]. So that is attempted to be discussed by this researcher is a merging relationship between traditional symbol appeal that is on the packaging of monggo chocolate with consumer value. Perceptions of consumer value against traditional symbols is what affects consumers will buy or not. Other influences also come from cultural openness.

2. Literature Review and Hypotheses Development

2.1 State of The Art

The need for symbolization and symbol creation functions exist among the main human activities such as eating, seeing, moving. The need for symbolization is a basic, specific human need. Symbolic Consumption consists of evaluating products based on their symbolic values, purchases and consumption. People want to determine the characteristics of their needs and desires or communicate through consumption. These needs are

found and created and presented to consumers in a way that leads to long-term and bilateral long-term relationships between consumers and companies . Consumer behavior is not only based on product characteristics, but also on socio-cultural variables. This social culture variables analyze how people can feel the meaning of the sign. Marks include words, images, products and abbreviations that a person uses to transfer information to others. This which distinguishes humans from other beings is the ability to use these symbols. the value symbol leads to a better evaluation of taste, attitudes, and purchase intentions. These symbols contain a symbol of value, they experience better flavor and aroma and develop better attitudes and behaviors or non-conformities have the opposite effect. The importance of the attractiveness of a product packaging that has the characteristic of a symbol needs to be noticed by the manufacturer. Because in that phase there is a transfer of value from the product to the consumer. The symbolic aspect of packaging is the communication medium between producers and consumers.

2.2 Traditional symbols in food packaging and Consumer Symbol Value

One way to explain the subjective process involved in taste evaluation is to consider how food and drink may be a symbolic object. Symbolic objects communicate culturally, abstract beliefs, which refers to the insistence in a culturally constructed world. The image is one of the parts of the symbol. The use of images in a product that usually exists on the product packaging serves to communication tools between producers and consumers. Most Consumers will usually choose products that have an emotional closeness in the environment. Consumers must have a perception of the shared meanings associated with different symbols. In accordance with self-congruity Theory shows that consumers choose products with symbolic meanings that are in harmony with their self- concept that consumers choose products produced from self-concept, and not vice versa. This theory belongs to a broader theory of cognitive consistency, which shows that consistency in beliefs and behavior is the obsession of the person through whom alleviate feelings of unease and tension. Product cues involving images typically enable self- schemes involving the same image. The suitability status of the product image will affect the motivation of the purchase so that positive self-congruity will determine the most powerful level of motivation of the purchase. Symbolic meaning refers to entities in a culturally constructed world, but refers to social values. The content of human values of symbolic meaning is relevant here. shows that symbols and meaning embedded in the brand can serve to represent and institutionalize the values and beliefs of a culture. Show that symbols and meaning embedded in the brand can serve to represent and institutionalize the values and beliefs of a culture. Symbols tend to be evaluated based on value content based on human perception. In addition to taking into account human values in the symbolic of an object other than considering human values in the symbolic meaning of an object, people differ in human values that are important to the consumer. The use of traditional symbols in the monggo chocolate pack refers to the shaper of a value perceived by the consumer. The meaning process of the symbol in the benchmark that the value of the consumer much less influenced by the symbol in the packaging of a product.

H1 = Traditional symbols in food packaging are positively associated with Consumer Symbol Value

2.3 Traditional symbols in food packaging and purchase intentions

Consumers consider (consciously or not) a cultural symbol. If the product represents the value of the person they personally support, it leads to a favorable assessment of the tastes of the product, the positive attitude toward the product, and the strong intent to buy it. Marketers maintain that the interplay between symbolic meanings and human values affects the evaluation of consumer tastes and product choices. The consumer world is a network of concepts between consumers and marketers formed from rhymes and symbols that exist in their cultural atmosphere. Some studies have concentrated on cultural notation in the context of consumer behavior. The use of the theory of symbolic interactionism, found that consumers feel better aroma and taste and have better attitude and behavioral intentions when there is a match between values and symbols, whereas incompatibility has the opposite effect . In this study, symbolic interactionism is used to support the claims of researchers that cultural symbols in product packaging can influence intent to buy through traditional perceived symbolic value. The theory of interactionism is expanded in the field of marketing that states that consumers connect the concept of symbolic to consumer products. Traditional symbols in food packaging, from symbolic interactionism theory that consumers prefer products that reflect their culture through symbols. People create interpretations of the meaning of symbols. The diversity of perceptions relative to symbolic relationships of products with symbols can have a real impact on the intent to buy. Therefore, in connection with the follower of symbolic interactionism, the relationship between products and culture. Symbols affect consumer attitudes and behavior, and consequently, it affects the intention to buy.

H2: Traditional symbols in food packaging have a positive effect on buying intention

2.4 Value Consumer symbols in food packaging and Intention to buy

Consumer value plays an important role at the heart of all marketing activities and therefore clearly deserves the attention of every consumer researcher. Consumer value helps marketers as well as consumers or marketing researchers feel happy about what they do by justifying their behavior as socially beneficial activities. Consumer value is critical to our understanding of marketing and, indeed, that the Consumer Value Concept is the foundation, foundation of definition, or rationale underlying the concept of Marketing. Consumer value is the meaning of the value of a product, product intraxes and symbols result in symbolic interaction. Symbolic interaction is manifested in consumer behavior in the form of symbolic purchasing behavior. This type of purchase occurs when a consumer obtains a certain item for what he signifies, based on a symbol attached by the public. In particular, the symbols attached to the product by the relevant referrals may cause consumers to act to buy. Symbolic values can serve to increase or decrease the chances of a purchase, depending on whether the consumer identifies or holds a negative value to the reference group, respectively.

H3: Value Consumer symbols in food packaging have a positive effect on buying intention

2.5 openness culture and traditional symbols

Product symbolism affects the conception an individual possesses about himself, his role, and is very likely to be important when a consumer has no role knowledge. Basically the concept of purchase based on social variables that involve product symbolism by linking the cultural side by adding traditional symbols in product packaging. However, the role of the individual to assess a traditional symbol required a cultural openness. The change of openness, is an increase in the extent of one's cultural activities. people who become more open may tend to engage in more cultural activities. So researchers can draw the conclusion that the attitude of openness culture built on the experience received at cultural activities, how to assess a symbol in the product. An individual who does not have their openness culture will be an ethnocentric consumer, this consumer is an enemy to multinational corporations, but to local firms for which they are positive towards domestic products. The concept of openness culture is very important as the main gateway that a consumer wants or not to try to buy a local product that has an emotional closeness with cultural symbols.

H4: openness culture positively affects traditional symbols

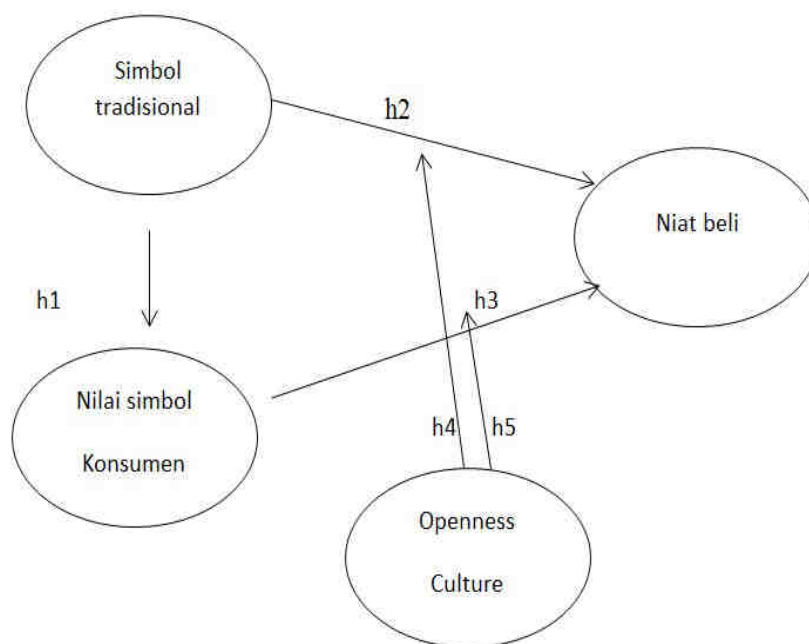
2.6 openness culture and traditional symbol values

After the appeal of traditional symbols of a product in the pack, each individual will experience a meaning of the symbol. The meaning of traditional symbols has a perception of consumer value. It is important to remember that some types of products are more likely to be purchased for the symbolic value of complex goods that have a risk level of socia. Expressive products that are publicly consumed and associated with social roles also tend to be purchased for symbolic reasons. This cultural transactions-openness can account for individual differences in the development of openness over the lifetime. Gaining a better understanding of the nature and changing conditions of adult openness will contribute to a comprehensive personality development theory [25]. In the actual purchase process is a transaction a symbol value of a product. cultural openness is necessary in the buying process because when the consumer is xenophobic then traditional values will not be accepted.

H5: openness culture positively affects traditional symbol values

2.7 Theoretical Framework

Based on these explanations, we can know the relationship of traditional symbols and traditional values of consumers. This variable is representative of internal factors to increase consumer purchase intentions. The framework 'can be seen below.



3. Operational Definition and Indicator Identification

An operational definition is the definition of what a variable means. In addition, there are several indicators to measure each variable. There are about four to five indicators for each variable so that the description of the variable can be clearly understood.

| Variable | Operational Definition | Sources | Indicators |
|---------------------------------|---|-------------------------------|--|
| Traditional symbol (bound) | The individual's perception of the attractiveness of a packet of images or symbols derived from cultural attributes of value. | [14],[15],[16],[17],[18],[19] | a. a. Good design b. b. Good looking c. c. Simple d. d. Meaning full e. e. Nice |
| The value of the symbol (bound) | the perceived value of a symbol. | [20],[7],[21] | a. Success b. premium, c. proud d. prestigious, e. prestige f. high quality |
| purchase intention (free) | the consumer's intention to act before actually making a purchase | [22],[23],[24] | 1. will to buy 2. The desire to immediately buy or find a product. 3. Have a preference that this particular product is desirable. 4. a committee to buy 5. certainty to buy |
| Openness culture | the individual's openness to people, values, and other cultural artifacts. | [25] | 1. interested in knowing other cultures 2. appreciate other cultures 3. other cultural adaptations 4. accept other cultures 5. Never use cultural attributes |

4. Conclusion

The framework offered in this conceptual research is about the importance of attractiveness of a product packaging through aspects of cultural symbols that a product carries. The appeal of power culture symbols plays an important aspect in the process of a product purchased by the consumer. The need for symbolization is a basic, specific human need. Symbolic Consumption consists of evaluating products based on their symbolic values, purchases and consumption. These consumer needs encourage many researchers to examine the appeal of symbols in product packaging. A symbol is an image representing a product. The use of images in a product that usually exists on the product packaging serves to communication tools between producers and consumers. Most Consumers will usually choose products that have an emotional closeness in the environment. Consumers must have a perception of the shared meanings associated with different symbols. In accordance with self-congruity Theory shows that consumers choose products with symbolic meanings that are in harmony with their self-concept that consumers choose products produced from self-concept. The suitability status of the product image will affect the motivation of the purchase so that positive self-congruity will determine the most powerful level of motivation of the purchase. Symbolic meaning refers to entities in a culturally constructed world, but refers to social values. The use of traditional symbols in the monggo chocolate pack refers to the shaper of a value perceived by the consumer. The meaning process of the symbol in the benchmark researcher that the consumer value a little bit influenced by the symbol in the packaging of a product.

Traditional symbols in food packaging, from symbolic interactionism theory that consumers prefer products that reflect their culture through symbols. People create interpretations of the meaning of symbols. the diversity of perceptions relative to symbolic relationships of products with symbols can have a real impact on the intent to buy. Therefore, in connection with the follower of symbolic interactionism, the relationship between products and culture. Symbols may affect consumer attitudes and behavior, and as a result, it affects the intention to buy. Consumer value helps marketers as well as consumers or marketing researchers feel happy about what they do by justifying their behavior as a socially beneficial activity. Consumer value is the meaning of the value of a product, product intraxes and symbols result in symbolic interaction. Symbolic interaction is manifested in consumer behavior in the form of symbolic purchasing behavior. the symbols attached to the product by the relevant referral may cause the consumer to act to purchase.

Basically the concept of purchase based on social variables that involve product symbolism by linking the cultural side by adding traditional symbols in product packaging. However, the role of the individual to assess a traditional symbol required a cultural openness. The concept of openness culture is very important as the main gateway that a consumer wants or not to try to buy a local product that has an emotional closeness with cultural symbols. The meaning of traditional symbols has a perception of consumer value. Expressive products that are publicly consumed and associated with social roles also tend to be purchased for symbolic reasons. In the actual purchase process is a transaction a symbol value of a product. cultural openness is necessary in the buying process because when the consumer is xenophobic then traditional values will not be accepted.

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