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Youth Perception Toward Their Traditional Culinary: A Study of Minangkabau Culinary Brand Image

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Abstract

Based on our previous research, we found that young people in West Sumatra have a tendency to choose modern snacks over the traditional food based on its Brands and Packaging, even though they feel that traditional food was more appropriate to their taste. This study aims to analyze the influence of (1) Brand Perception, (2) Packaging Perception, and (3) Perceived Quality toward the Brand Image of Minangkabau culinary. The population of this study was the Minangkabau Youth in Padang, Padang Panjang, Payakumbuh, Bukittinggi, and Agam, with a sample size of 224 people. The sampling technique is Accidental, where we distribute questionnaires to consumers that happened to be found during the study. Data analysis was done using linear regression analysis. This study found that the independent variables affect Buying Interest simultaneously, but when tested individually, only Brand Perception and perceived product quality have a significant effect toward the buying interest. This study contributes to the traditional culinary marketing management for the younger generation in modern era.

Keywords: Brand Image, Brand Perception, Packaging Perception, Perceived Quality, Minangkabau traditional Culinary

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1. Introduction

In recent years, we have been actively conducting various researches related to the culinary marketing, especially in comparing the marketing of 'traditional foods' and 'modern snacks'. Based on our various research that has been published, we found that, in terms of taste, traditional foods are actually more favored by young people in West Sumatra [1]. It is because these traditional foods have more diversity in taste, and are more fitting in the pallet of Minangkabau youth. While modern products have almost the same taste over and over, which is salty. But in contrast, the interest of young people to buy traditional food was still lacking [2]. Based on the results of our research, it turns out that the brand and packaging are not in line with younger generation's taste. Young

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people assume that traditional food brands and packaging are not cool enough, and do not reflect their personality [3].

Based on these findings, in order to complete a comprehensive traditional culinary marketing model, we continued our research to find the determinants of traditional food brand image. Based on Horng et al.'s research [4], factors that influence culinary products brand image includes: perception of the brand and perception of packaging. These two factors can shape brand image in the minds of consumers, so consumers would consider whether the brand can represent themselves or not.

While Porral [5] explained that, one of the factors that influence Brand Image is Perceived Quality. He found that, the better the quality that perceived by consumers, the better the image formed. Therefore, in this study, we put Brand Perception, Packaging Perception and Perceived Quality as antecedents of traditional food products Brand Image.

The study of traditional culinary Brand Image in Indonesia is still very rare, so this automatically becomes a novelty of this research. Whereas this is very important to do, namely to preserve the sustainability of traditional food products, so that they can survive amid the increasing number of modern snacks, and can be accepted by young consumers.

Branding is an important thing done by marketers [6]. And this is what is usually the weakness of traditional culinary producers in West Sumatra. Usually they do branding only by following a brand that is common in their industry, or just by using the name of their business leader. So that a strong brand rarely appears. Whereas branding and the creation of a strong brand image will bring many benefits. With a good brand image, consumers will immediately remember their products when they need products. A good brand image for producers also shows the quality of its products can be trusted by consumers. And this certainly brings confidence to those who are their marketing targets [7].

In this study, the selected respondents were young people in West Sumatra. This is based on the consideration that young people are the biggest and most potential consumers at this time [8]. This is because their population is very large, and young people have consumptive tendencies than previous generations.

Changes in technology and information, as well as patterns of life that are different from previous generations, make this generation have different considerations when consuming [8]. At present, the young generation not only considers the comparison between price and product quality, but also emphasizes the cool factor of the product they will buy. Included in this are culinary products.

So with this research the traditional culinary marketing strategy model will be more complete, so that a comprehensive model is found.

2. Literature Review

2.1. Brand image

Brand image has been researched since the 20th century because it is important in brand building. In a competitive business market, companies must have a deeper insight into consumers and educate consumers about brands to develop effective strategies [9].

In literatures, great attention to brand image is learned from two perspective: the company and consumers. The company's approach is to improve performance, connecting with strategy and maintaining a positive brand image. Consumer approach is to comprehend consumer attitudes toward interpretation of brand image and brand equity. The importance of the brand in the market is to manage the brand strategy, just an example of brand equity to consumers [10]. Brand associations consist of brand, brand and brand awareness

According to Park et al. [11], the construction and maintenance of brand image is a prerequisite for brand management. Theoretically, all products and services can be displayed by functional, symbolic or experimental elements, where brand image is created. Until now, scholars have not reached resolution of the definition of brand image. Throughout the previous literature, researchers in the field of brand image were mainly from four perspectives: Accuracy of blankets, meanings and messages, personification, elements of consciousness or psychological [12].

Brand image is the main driver of the brand, which revolves around the perceptions and general feelings of consumers and has a reputation for consumer behavior. For marketers, whatever the company's strategy, the main purpose of this activity, to build a brand, image, and stimulate use for consumers, and therefore increase sales, and make brand equity.

Brand image, is the totality of consumers' perceptions about the brand, or how they look at it, which may not be in accordance with the brand identity. Companies that seek to build a different relationship for companies and the general public [13]. However, the public is consumer, which is included in the abundance of brand and brand communication. Favorable brand image will have a positive influence on consumer behavior in terms of increasing loyalty, leading premium prices and producing positive word-of-mouth [14]. Keller argues that if brand image is used, which is beneficial and unique in

the minds of consumers [13]. Positive brand image is created by programs that are a strong and unique part for consumers about brands. That is, companies can produce positive and positive relationships with brands. In addition, related decisions can also arise from corporate image, product images and user images.

2.2. Antecedents of brand image

Horng et al.'s research [4] found factors that can influence culinary products brand image includes: perception of the brand and perception of packaging. In their research, they concluded that the two factors can shape brand image in the minds of consumers. The better both variables, the better brand image in consumers' minds.

Furthermore, Porral [5] explained that, one of the factors that influence Brand Image is Perceived Quality. He found that, the better the quality that perceived by consumers, the better the image formed. Therefore, in this study, we put Brand Perception, Packaging Perception and Perceived Quality as antecedents of traditional food products Brand Image of West Sumatra.

2.2.1. Brand perceptions

Based on Horng et al.'s research [4], factors that influence culinary products brand image includes: perception of the brand and perception of packaging. These two factors can shape brand image in the minds of consumers, so consumers would consider whether the brand can represent themselves or not.

Brand perceptions are a central part of the company's profitability. This refers to consumers' perceptions of what is a company's product or service [15]. Brand perceptions is from consumers point of view. Brand perception helps to identify the position of a product or service. It would also consequently measured a company's advertising and marketing effectiveness.

When a consumer sees or checks a brand, and sees the brand, something unique and psychological happens. Whether consumers realize it or not, initial reactions that imply their thoughts and feelings toward the brand that always occur. Brand perception is a special result of consumer experience with brand they likes. This is very important for marketers that are used for things that enhance a product or company into a name: just like putting a face on a name. There are many stages of a brand, starting with awareness and ending with brand loyalty. As consumers first become aware of the brand, their experience and interaction with it ultimately leads to brand perception [13]. If the true

experience happens, it can reshape the brand for life. Also, if companies can position themselves, they will make decisions from the start, brand loyalty can be produced.

As a result, brand perception can be a variety of interactions. For example, experience with brands can involve everything from conversations with friends, reading online reviews, to watching advertisements. All this information translates into the mental impression of a brand and determines the perception of the brand's quality, value, and reputation in the minds of consumers.

How the information gathered on a brand is interpreted by a consumer determines the sentiment or what type of brand perception is likely to result:

1. Positive: experiences have improved the perception of a brand, and that brand is more likely to become a favorite or top choice for the consumer

2. Negative: general dislike or avoidance of a brand as a result of a negative experience with it

3. Neutral: no form of an emotional experience has resulted, leading to a consumer to not have feelings one way or another about a brand

A neutral brand perception can be just as dangerous as a negative one. The goal of any brand is to create a positive, emotional bond with a consumer—only then will brand loyalty result—just one reason that leads us to why brand perception is so important.

2.2.2. Packaging perceptions

Positioning has its origins in product packaging (the concept was called product positioning). This literally meant the shape of the product, the size of the package and its price in comparison to the competition [16]. In general, packaging is a container that is in direct contact with the product itself, which hides, protects, maintains and identifies products and facilitates handling and commercialization [16]. More specifically, there are three types of packaging. Primary packaging is in direct contact with products, such as perfume bottles. List of contents and product contents and product quality. Usually throw away goods or used. The previous example, this would be a cardboard box containing a perfume bottle. Finally, a tertiary package containing two keywords that are called and used to distribute, unify and protect products throughout the chain. This will be a cardboard box containing several bottles.

In the marketing literature, packaging is included as a product and brand. So, for example, for Evans and Berman [17] packaging is a property or characteristic product.

Whereas Keller [13] considers packaging as an attribute that is not related to the product. For that is one of the five elements of the brand along with names, logos and/or symbols, personalities and slogans. Decomposition as part of the buying and consuming process, but not directly related to materials that are important for work products.

Perception of packaging is the consumer's view of the existing packaging. This is a very important point in marketing, because the first competition conducted by marketers is on store displays. Today, consumers no longer consider products based on brands, but also complete packaging.

2.2.3. Perceived quality

Perceived quality can be defined as the customer's perception of the overall quality or superiority of a product or service related to what is expected by the customer. Because perceived quality is a perception of customers, perceived quality cannot be determined objectively. Customer perception will involve what is important to customers because each customer has a different (measured relative) interest in a product or service [18].

Then, perceived quality is a global assessment based on the customer's perception of what is the essence of product quality and how well the brand is valued. It will be more difficult to achieve the level of satisfaction from perceived quality if the company makes improvements and adds new features to the product continuously because it makes the customer's expectations will rise to the quality of the product [13].

Commercialized quality can be exploited by introducing sharing expansion brand, that is by using certain brands by entering into new product categories. A brand with strong perceived quality will be able to expand further and will have greater likelihood of success than a weak brand.

There are several things that need to be considered in building perceived quality according to Durianto [18], namely:

1. Commitment to quality The company must have a commitment to quality and maintain quality continuously. Efforts, maintaining quality are not only stale but are reflected in uncompromising actions.

2. Quality culture. Quality commitment must be reflected in the company's culture, behavior norms and values. If the company is faced with a choice of quality and costs, the quality must be won.

3. Information input from customers. In building customer perceived quality it is the definition of quality. Often the leaders mistakenly estimate what is considered important by their customers.

4. Clear targets/standards. Quality goals must be clear and not too general because quality goals that are too general tend to be useless. Quality must also have clear standards, can be understood and prioritized. Too many targets without priority are tantamount to not having targets that focus will ultimately endanger the survival of the company itself.

5. Develop employees who take the initiative. Employees must be motivated and allowed to take the initiative and be involved in finding solutions to problems faced with creative and innovative thinking. Employees are also actively involved in controlling service quality.

2.2.4. Hypotheses

H1: Simultaneously, Brand perception, Packaging Perception and Perceived Quality have a significant effect on the West Sumatra's traditional food Brand Image for the younger generation

H2: Brand perceptions have a significant effect on the West Sumatra's traditional food Brand Image for the younger generation

H3: Packaging Perceptions have a significant effect on the West Sumatra's traditional food Brand Image for the younger generation

H4: Perceived Quality has a significant effect on the West Sumatra's traditional food Brand Image for the younger generation
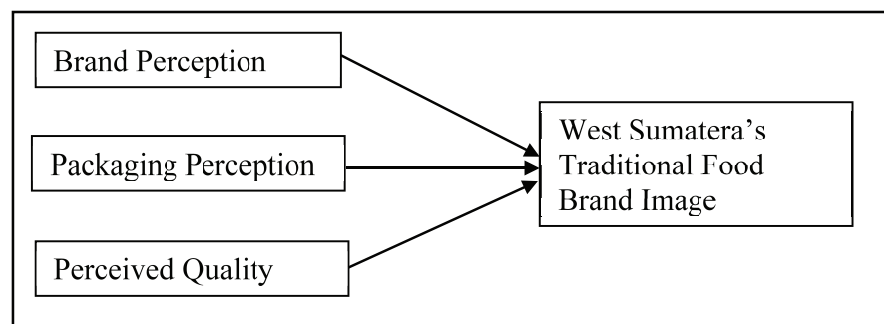
3. Research Method

3.1. Sampling and data collection

The population of this study is all Minangkabau Youth in Padang, Padang Panjang, Payakumbuh, Bukittinggi and Agam, with a sample size of 224 people. The sampling technique is Accidental, where we distribute questionnaires to consumers which happened to be found during the study.

3.2. Operational definition

An operational definition is the definition of a variable (expressed in the concept definition), operationally, in practice, within the scope of the object under study. The variables used in this study are independent variables and dependent variables.

1. The independent variable is the variable that affects, which causes changes in the dependent variable. The independent variable used in this study are Brand Perception (x1), Packaging Perception (x2) and Perceived Quality (x3),.

2. The dependent variable is the variable that is influenced by the independent variable. The dependent variable used in this study is West Sumatera's traditional food brand Image.

3.3. Hypothesis testing

Hypothesis testing is carried out using multiple linear regression analysis. All data processing was carried out using the SPSS (Statistical Package for Social Science) program for Windows version 25.

The equation of multiple linear regression is as follows

$$Y = a + b1x1 + b2x2 + b3x3 + e,$$

where:

Y = West Sumatera's traditional food brand Image

x1 = Brand Perception

x2 = Packaging Perception

x3 = Perceived Quality

a = Constant

b1 = Regression coefficient for x1

b2 = Regression coefficient for x2

b3 = Regression coefficient for x3

e = Residual.

To test the hypothesis, wether there are any significant effect of dependent variables toward dependent variables, it can be observed by the criteria sig > 0.05.

4. Results and Discussions

The regression results from the primary data processed can be seen in the following table:

TABLE 1: ANOVA^a.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.405	3	16.802	49.882	0.000^b
	Residual	74.101	220	0.337		
	Total	124.506	223			

Note: a. Dependent Variable: Brand Image; b. Predictors: (Constant), Perceived Quality, Brand Perception, Packaging Perception.

Based on testing the hypothesis above, it was found that the value of sig < 0.05. This means that the first hypothesis is accepted. These results indicate that all three independent variables affect the dependent variable simultaneously.

While the results of the t test can be seen in the following table:

TABLE 2: Coefficients^a.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.484	0.253		1.909	0.058
	Brand Perception	0.446	0.108	0.371	4.142	0.000
	Packaging Perception	0.091	0.103	0.082	0.882	0.379
	Perceived Quality	0.288	0.087	0.248	3.313	0.001

Note: a. Dependent Variable: Brand Image.

Based on the results of data processing, the regression equation is obtained as follows:

$$Y = 0.484 + 0.446x1 + 0.091x2 + 0.288x3.$$

Constants are 1,752, meaning that if Brand perception, Packaging Perception, and Perceived Quality do not exist or the value is 0, then the Brand Image value is 1,752.

The regression coefficient of Brand Perception (X1) is 0.446, meaning that if Brand Perception is increased by 1 unit, then Brand Image would be increased by 0.446 units. Positive coefficient means that there is a unidirectional relationship between Brand Perception and Brand Image. The sig value is also found to be smaller than 0.05, meaning that Brand Perception has a significant effect on Brand Image. Consequently, to increase Brand Image, Brand Perception needs to be improved.

The regression coefficient of Packaging Perception (X2) is 0.91 but in other hand, the sig value is also found to be bigger than 0.05, meaning that Packaging Perception has no significant effect on Brand Image.

The regression coefficient of Perceived Quality (X3) is 0.288, meaning that if Perceived Quality is increased by 1 unit, then Brand Image would be increased by 0.288 units. Positive coefficient means that there is a unidirectional relationship between Perceived Quality and Brand Image. The sig value is also found to be smaller than 0.05, meaning that Perceived Quality has a significant effect on Brand Image. Consequently, to increase Brand Image, Perceived Quality needs to be improved.

This study found that there was a significant influence between Packaging Perception and perceived Quality on West Sumatera's traditional food brand Image. therefore, to improve the Brand image, packaging perceptions must also be improved.

Ampuero [16] states that there are a few strategies that can be taken to improve Packageing Perception. Knowing customers, things that must be known such as age, gender, location, language, profession, and interests, will be very important to gather what shapes brand perception. This is not only about what people say, but who says it. The experience of each person from a brand will be different, but there may be some themes that can be revealed by social hearing.

5. Conclusions and Suggestions

Based on the results of the analysis and discussion above it can be concluded from this research for traditional food producers should pay attention to Brand Perception and Perceived Quality, because these two things have a significant influence on their product Brand Image. The regression value of the Brand Perception variable has a dominant influence, cosequently it needs should be a serious concern for food producers, because it becomes a very important factor as a factor that influences Brand Image. Whereas for researchers who are interested in reviewing and re-examining this research, it is suggested to further deepen and expand the research variables, research indicators, expand the area of research studies and deepen the theoretical framework. This is

because the calculation shows that there are still many other variables that have not been studied so as to provide a great opportunity for other researchers to develop.

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