INTERNATIONAL JOURNAL OF ECONOMICS AND BUSINESS ISSUES

Research Paper

The Impact of Traditional Symbols and Cultural Openness on Purchase Intention: A Study of Local Chocolate Packaging Design

Soraya Yuli Hapsari[1*], Muneeb Ur Rehman[2], Muhammad Haris[3]
[1,] Faculty of Economics and Business, Universitas Sebelas Maret, Surakarta, Indonesia
[2,] Department of Business Administration, Ziauddin University Karachi, Pakistan
[3,] Department of Management Sciences, Karachi School of Business & Leadership (KSBL), Karachi, Pakistan

ARTICLE INFO
Keywords:
Local brand product, traditional Symbol, intention to buy, cultural openness, symbol value

E-ISSN: 2958-6429
P-ISSN: 2958-6410

ABSTRACT

This study examines the influence of traditional symbols in the packaging design of locally made chocolate on consumer purchase intention. The research explores the role of cultural symbols, symbol value, and cultural openness as moderating factors in shaping consumer perceptions and behaviors. Using a quantitative research design, a survey was conducted among 249 domestic and foreign tourists in Yogyakarta, Indonesia. The study hypothesizes that including traditional symbols positively impacts purchase intention and enhances consumer perceptions of symbolic value and that cultural openness moderates these effects. The results, were analyzed through Model I and Model II regression. Besides, the findings show that traditional symbols in packaging have a significant positive effect on purchase intention and symbol value. Moreover, cultural openness was found to moderate the relationship between traditional symbols and purchase intention, strengthening the impact of cultural symbolism on consumer behavior. The study contributes to understanding how traditional cultural elements and globalized consumer attitudes affect marketing strategies for locally made products. The implications for marketing local food souvenirs suggest that packaging design that reflects cultural symbols can significantly enhance consumer engagement and purchase intention.

1. INTRODUCTION

Most spontaneous purchases happen because of the appearance of products, and attractive packaging plays an important role in product appearance (Ghani and Kamal, 2010). Point-of-purchase decisions increase the potential of product packaging to communicate information to consumers and influence product choices (Clement, 2007). Previous studies show that packaging is a vehicle for marketing communication (Silayoi and Speece, 2007) and is used to capture consumers' attention (Thalhammer, 2007), which influences the product selection process (Hall et al., 2004). Therefore, product packaging provides an opportunity to communicate and influence consumers at the time of purchase (Atkin et al., 2006; Wigley and Chiang, 2009). DeBono et al. (2003) argue that interesting packaging suggests profitable products. Understanding consumer behavior is one of the problems faced by manufacturers, particularly food manufacturers. Consumers' preference for specific brands among various brands when shopping in malls or food stores highlights the importance of this issue. Therefore, recognizing factors influencing consumer behavior can help manufacturers and marketers produce and market products that are consistent with consumer demands. Product packaging plays an important role in consumers' purchasing behavior. According to Underwood (2003), packaging consists of two elements: visual elements and informational elements. Visual elements include dimensions like color, size, and images on the packaging, which significantly influence sentimental and emotional dimensions in decision-making. Informational elements cover information about products and the technology used in packaging, significantly influencing cognitive dimensions in purchasing decisions.

The desire to buy a product is also influenced by cultural patterns and values consumers hold in a particular place. Cultural and local wisdom values in a region often significantly influence purchase intention. For example, an American company called Subway, which sells sandwich products, adapted to cultural differences when opening outlets in China. Chinese and American cultures differ significantly. For instance, Chinese people are accustomed to sitting and not touching food directly, unlike Americans who are freer and more practical. As a result, Chinese people ate Subway sandwiches like peeling bananas, which was not well-received. Subway adapted to Chinese culture by

*Corresponding author.
E-mail: muhammad.haris@ksbl.edu.pk

changing its products and outlet concepts, such as modifying the sandwich menu to suit local tastes and renaming the brand as Sai Bei Way, which is more familiar to Chinese people. Thus, cultural symbols are crucial in product sales strategies.

The use of cultural symbols is widely employed by companies in China and Hong Kong, linking cultural nuances to their products through branding and packaging designs. According to Czinkota (2015), 500 companies in these regions translated their brands into Chinese and customized their packaging with local cultural elements. For example, in Africa, bold colors are often preferred; however, using national colors may not always be advisable, as perceptions of specific colors vary. In some countries, red, for instance, may be associated with death or witchcraft. Indonesia, rich in traditional cultural symbols and local wisdom, presents business opportunities in every region. Local wisdom and culture in Indonesia represent untapped potential that should be developed. Companies must adjust their strategies to increase consumer interest as business competition intensifies. Strengthening the business foundation by incorporating unique elements into products offers a strategic advantage. These unique elements may stem from product designs based on local wisdom. Symbolic interaction with products is evident in consumer behavior, particularly through symbolic purchase behavior. This type of purchase occurs when consumers acquire certain goods or services for their symbolic meaning, as assigned by society.

In the consumer marketplace, a network of designs is formed between consumers and marketers through the symbols and meanings embedded in the cultural context. Several studies have explored the role of cultural notation in consumer behavior (Mick, 1986). For instance, Kubat and Swaminathan (2014) investigated the role of cultural brand symbolism, which refers to the extent to which an abstract cultural image is associated with a brand (Torelli et al., 2010). Qi and Tang (2011) examined the relationship between perceived brand internationalism, product engagement, and symbolic brand values, including prestige, self-expressive value, and social expressiveness. The aesthetic aspects of a product's packaging gain added value when cultural symbols are incorporated. These symbols hold significant consumer appeal, as demonstrated by the success of two brands—Dagadu and Joger—that leverage traditional symbols in their marketing strategies to attract consumers and encourage purchases.

A new name has emerged, creating a distinctive symbol for Yogyakarta souvenirs: locally made Chocolate. This product is international but designed with local nuances. It is a locally processed chocolate product pioneered by locally made Chocolate. Local-made chocolate is styled as Swiss (European) chocolate but introduces Javanese traditions as its theme. Chocolate experts emphasize high quality in the production process, making local-made Chocolate one of the must-buy souvenirs when visiting Jogja. This product originates from the disappointment of its creator, Theirry, a Belgian who wanted to try good chocolate in Indonesia but found none. Then, he tried creating it himself and succeeded. Since its inception, locally made chocolate has consistently incorporated traditional Javanese symbols into various elements, such as its brand, slogan, packaging, production location, and store design. This product continues to display symbols that resonate with consumers. For instance, one early symbol used was puppet figures representing traditional Yogyakarta culture. Although chocolate is not an authentic food from Jogja, locally made Chocolate has successfully positioned itself as closely associated with Yogyakarta.

In terms of taste, locally made Chocolate differs from other chocolates. Its flavor is not as sweet as others, making it healthier (low fat). This is also part of its marketing strategy, promoting locally made chocolates that support health and are suitable for diet practitioners. The concept of locally made chocolate is unique compared to its competitors. The brand was built to create a homemade product, making Local Chocolate pioneers of homemade chocolate in Indonesia. Its target market is the middle-to-upper segment because locally-made Chocolate uses materials with higher standards than other chocolates. This unique concept inspired the idea to select locally made chocolate for research. The product's advantage lies in its brand, which adopts traditional symbols, such as "Monggo," meaning "please," inviting people to consume chocolate. Another advantage is its packaging design, which strongly reflects Javanese culture, including traditional art, tourism objects, and iconic Jogja symbols. This packaging design increases brand awareness among potential consumers. For example, locally made Chocolate's dark chocolate packaging features various puppet art figures. Puppets are a distinctive art form from Yogyakarta. This packaging design brings locally made chocolate closer to Javanese traditional symbols. Traditional Javanese symbols are known to hold strong emotional value for the people of Yogyakarta. The use of packaging always carries meaning in each symbol. This packaging design encourages consumers to choose symbols with the closest emotional connection. Research on open attitudes towards locally nuanced products, like Howard's (1989) study, found that in the United States, especially on the West Coast, where cultural interaction is high, people tend to prefer imported products over local ones. This is because individuals differ in their experiences and openness to society, values, and symbols from other cultures. Opportunities for interaction with other cultures can reduce prejudice towards them.

Based on this phenomenon, the researcher aims to design packaging for locally made chocolate by adopting traditional Javanese symbols and exploring consumer acceptance of these values, which influence purchase intentions moderated by cultural openness. The general objective of this study is to understand the marketing strategy involving traditional symbols in packaging design and their connection to consumer purchase interest in

Local made Chocolate. The goal is to build a new marketing strategy that adopts traditional local symbols to support the souvenir business potential in the region and develop new tourism opportunities. Research on traditional symbols is increasingly connected to consumer behavior, as seen in works by Mohsen Akbari et al. (2018), Polyakova Ksenia (2013), Umut Kubat and Vanitha Swaminathan (2015), Jacob Hummulen (2012), Michael W. Allen, Richa Gupta, and Arnaud Monnier (2008), Schwaba et al., Luhmann (2017), and Sohail Younus (2014). This research investigates traditional symbols in packaging design and their meaning in relation to purchase intention. This study differs from previous studies in several aspects. The first difference is the independent variable, purchase intention in this study. Other studies often focus on brands, whereas this research emphasizes packaging. The second difference lies in using cultural openness as a moderating variable, while similar studies have used religiosity as a model.

2. LITERATURE REVIEW

Previous research on traditional symbols and the meaning of symbolic marks has been conducted extensively. Allen (2008) emphasizes that traditional or cultural symbols assign symbolic meanings to food and drink, which individuals in a given culture interpret and evaluate. Most studies in this area are similar to the current research, as they also focus on using traditional symbols and the symbolic meanings of marks as they relate to consumer behavior. In this study, the focus was on beverages. The research methodology involved experiments, with participants divided into two groups using different products. The experiment tested the hypothesis that taste evaluations are influenced, in part, by subjective processes in which cultural activities assign symbolic meanings to products. Individuals then evaluate these meanings based on the extent to which the human values symbolized by the product align with the values they personally endorse.

Hummulen (2012) examined the impact of symbolic marks on consumers, focusing on the symbolic value as the dependent variable, similar to this study. His research showed that congruence between product source and brand information influences brand and product judgments. However, he found no effect of ambiguity tolerance, suggesting that risk aversion may affect consumer preferences. Brunner, Ullrich, Jungen, and Esch (2016) explored product design symbols, aligning with this study's focus on traditional symbols in packaging design. Their findings suggest that product design associations influence brand evaluation, particularly when these associations do not align with the product category, leading to deeper consumer processing. They also found that symbolic design has a stronger impact on weaker brands. Akbari, Gholizadeh, and Zomorrodi (2018) investigated the effect of religious symbols on purchase intention moderated by religiosity. Their research found that Islamic symbols on food packaging positively influenced Muslim consumers' purchase intentions, especially among those with high religiosity. Ksenia Polyakova (2013) emphasized the importance of packaging design in sales, noting that elements like graphics, colors, and product information play a key role in consumer decision-making and attracting attention. Younus, Rasheed, and Zia (2015) studied factors influencing purchase intention, such as celebrity endorsement, perceived value, and knowledge. They found significant relationships between these factors and purchase intention. Dachyar and Banjarnahor (2017) examined factors influencing purchase intention in C2C e-commerce platforms in Indonesia. They found that trust and risk influenced purchase intention in one company, while perceived usefulness influenced it in others. Schwaba et al. (2017) studied cultural openness, finding that increased cultural activity led to greater openness to experience over time. This relationship is held across age and education groups, suggesting that cultural engagement can influence personality development.

2.1. Underlying Theory

2.1.1. Traditional Symbol

A symbol is an object, a sign, or a saying used for signaling to recognize all and with meaning that is already on my thigh (Dillistone, 2002: 21). While Cassirer gives an instruction to the code of man about symbols, he always relates (1) symbolic ideas (based on considerations) principle for visualizing a symbolic idea in the form of symbols, (2) the circle function of symbols, and (3) the system of symbols (as a system, which composes many kinds of threads that form symbols) (Cassirer, 1987: 36-40). Objects symbolize communication that reflects cultural beliefs and abstract concepts, which refer to the solidity of the constructed world in a way that culture does (Levy, 1981). This study tests the product packaging design that uses traditional symbols. Therefore, the researchers formulate that the individual perception of symbols is the power of the packaging, which uses images or symbols that originate from cultural attributes with symbolic marks.

2.1.2. Symbol Value

The theory of symbolic meaning is rooted in incongruity theory, which suggests that consumers choose products whose symbolic meanings align with their self-image (Sirgy, 1982). Self-congruity theory posits that product choices are driven by one's self-concept rather than the product shaping the self-concept. The symbolic meaning of a product is closely tied to consumer values, with product selection serving to reinforce the meaning of

the symbol and generate value for the consumer. Holbrook (1995) identifies eight key shared consumer values, including Efficiency (Convenience), Excellence (Quality), Status (Success, Impression Management), Esteem (Reputation, Materialism, Possessions), Play (Fun), Aesthetics (Beauty), Ethics (Virtue, Justice, and Morality), and Spirituality (Faith, Ecstasy, Sacredness, Magic). Symbols, as recognized by consumers, represent values such as excellence, status, and esteem. Therefore, we propose that a symbolic mark is perceived as embodying the symbol's value.

2.1.3. Purchase Intention

Various theories exist regarding purchase intention and its influencing factors (Haryanto & Hasta, 2024). Purchase intention is the consumer's preference to buy a product or service (Djermani et al., 2023; Harish & Ahmad Ikhwan, 2024). In other words, purchase intention reflects the consumer's decision to buy the product after evaluation (Sohail Younus, 2015). Many factors influence consumer intention when choosing a product, and the final decision depends on consumer intention, which is affected by many external factors (Keller, 2001). Groups influence decision-making about purchasing during the brand selection procedure for known products. Brand selection is based on the group cohesiveness of the brand (Witt & Bruce, 1972). In another theory, purchase intention is interpreted as an implied promise to someone to buy the product again at any time a person makes the next trip to the market (Fandos & Flavian, 2006; Halim & Hameed, 2005). It is important because the company wants to increase sales of specific products to maximize their profits. Based on various theories, the researcher formulates purchase intention as the consumer's intention to act before purchasing.

2.1.4. Cultural Openness

Cultural openness greatly influences someone when facing a phenomenon or responding logically. Cultural openness is determined by the willingness to interact with people from other cultures and experience the effects of their arts. Cultural togetherness and openness are defined as awareness, understanding, and acceptance of other cultures (Sharma et al., 1995). The study found a negative connection between cultural openness and consumer ethnocentrism (Shimp and Sharma, 1987; Howard, 1989; Shankar Mahesh, 2006). It seems to depend heavily on the belief that "interaction across cultures and chance encounters can widen thought" (Berkwitz, 1962, in Shankar Mahesh, 2006). Cultural openness initially has negative effects on consumer ethnocentrism. It is more suitable for overseas consumers with a more open mindset than local residents.

2.2. Hypothesis Development

The researcher develops hypotheses based on symbolic interactionism theory, which suggests that cultural symbols in product packaging can influence purchase intention through perceived symbolic meanings (Akbari, Burbank, & Martins, 2010). According to Mead (1934), individuals interpret symbols based on their own perspectives, and the meaning derived from these symbols shapes their self-concept. Consumers often connect symbols to products, with food being a prominent example (Belk et al., 1982). Leigh and Gabel (1992) expanded symbolic interactionism theory to marketing, noting that consumers associate symbolic meanings with product consumption. Thus, cultural symbols in food packaging can influence consumer choices, as they often select products that reflect their cultural identity. Cultural openness varies among individuals, and exposure to different cultural values can reduce biases toward local cultures. Howard (1989) found that Americans, with more intercultural interaction, are more likely to buy imported products. In contrast, Albarq (2007) showed that cultural openness positively affects purchase intention for local products. This study aims to examine whether international products with traditional packaging influence purchase intention in a similar way.

Hypothesis 1: Including traditional symbols in locally made chocolate packaging design positively influences purchase intention.
Hypothesis 2: Traditional symbols in locally made chocolate packaging enhance consumers' perception of the symbolic value.
Hypothesis 3: The symbolic value of traditional symbols increases purchase intention for locally made chocolate.
Hypothesis 4: Cultural openness moderates the relationship between traditional symbols and purchase intention for locally made chocolate.
Hypothesis 5: Cultural openness moderates the relationship between symbolic value and purchase intention for locally made chocolate.

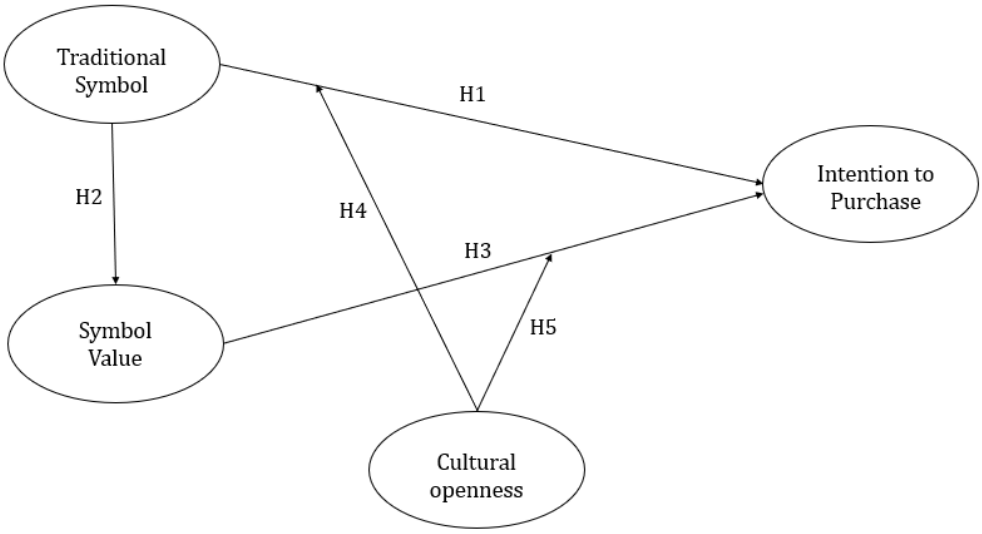

Figure 1. Conceptual framework

3. METHODS

3.1. Research Design

This study is quantitative. Based on the intended purpose to be achieved, the study aims to examine the connection between variables to build a theory. Pure/basic research is directed toward understanding problems in an organization in-depth and developing theories for scientific advancement (Sugiyono, 2010). This research begins with synthesizing several theories to build a concept that is later tested empirically. The researcher used a questionnaire to obtain quantitative data related to the connection between traditional symbols in packaging and purchase intention. The distributed questionnaire was closed, meaning respondents had to choose one of the available answers. Data processing was conducted using SPSS. The questionnaire for this study was distributed from April to May 2018. The primary data source in this study was obtained by distributing questionnaires to gather participants' responses to statements about the attractiveness of traditional symbols in the design of locally made Chocolate packaging. The population for this study consists of tourists/travelers in the city of Yogyakarta. The selected population includes all consumers intending to buy locally made Chocolate, as locally made Chocolate itself is a typical food souvenir from Yogyakarta. The knowledge of foreign and domestic travelers can be expected to differ regarding traditional symbols in the locally made Chocolate brand in Yogyakarta.

This study used a convenience sampling technique, a data collection method where subjects are chosen because of their availability and closeness to the researcher. The research sample included domestic and foreign tourists who showed a trend toward buying locally made Chocolate, totaling 250 people. The number of respondents was determined to meet the required criteria for the study. The sample was selected to limit the research scope, ensuring no potential variables caused by location differences emerged. In this research, the measurement scale used is the Likert scale. The Likert scale measures the perception, attitude, or opinion of individuals or groups regarding social phenomena. The answer options on the Likert scale used in this study are: "SS" (strongly agree), "S" (agree), "CS" (quite agree), "TS" (disagree), and "STS" (strongly disagree). In this research, there are two dependent variables: the traditional Javanese symbol and the value of the traditional Javanese symbol. The independent variable is purchasing intention, moderated by the level of tourists' knowledge. Below are the operational definitions related to the dependent and independent variables:

- *Traditional symbol*: Individual perception of the attractiveness of packaging with a picture or symbol originating from cultural attributes with specific marks.
- *Value/meaning of traditional symbols*: The perceived value of a symbol.
- *Purchase intention:* Consumer intention to act before actually making a purchase.
- *Cultural openness:* Individual openness toward the people, values, and artifacts of other cultures. Opportunities to interact with other cultures can reduce cultural prejudice.

3.2. Data Analysis Techniques

The data processing and analysis methods used in this study employ multiple linear regression. Instrument testing was conducted using 30 respondents as a trial to fulfill the conditions for multiple linear regression. The questionnaire was validated and deemed reliable before being distributed to 249 respondents to collect research data. After the respondents filled out the questionnaires, the coding, scoring, tabulation, and weighting processes were carried out.

The research instrument, a questionnaire, was tested using validity and reliability tests. The validity test measures the accuracy between the data in the study object and the data reported by researchers (Sugiyono, 2012:

203). In the validity testing for each question item in the questionnaire, item analysis was used by correlating the score of each question item with the total score using the Pearson Correlation formula technique. The validity test determines whether a questionnaire is legitimate or valid. A questionnaire is valid if the statements can disclose what they intend to measure (Ghozali, 2010: 52).

This validity test uses the Pearson Correlation formula because the data is on a Likert scale (1-5) with interval data, and the sampling technique utilized SPSS. This formula is used to identify the influence of cultural, social, personal, and psychological factors on purchase decisions using multiple linear regression analysis with the help of the Statistical Package for the Social Sciences (SPSS) version 18.

4. RESULTS

4.1. Validity Test

Data holds the highest importance in research as it represents the variables being studied and serves as the tool for testing the hypothesis. The accuracy of the data is crucial in determining the quality of the research results. The precision of the data depends on the quality of the data collection instrument. Instrument testing typically involves validity and reliability assessments. Validity refers to the degree of accuracy and reliability of the measurement tool. An instrument is considered valid if it accurately measures what it is intended to measure. Therefore, a valid instrument provides precise measurements for the intended construct (Sugiyono, 2004). The validity test in this study was conducted using the SPSS program and the Pearson correlation method, which correlates each item with the total score of the questionnaire. The decision criteria for the validity test are based on the following: the r-table value is obtained from the r-statistics table with df = n-2, where n = 30, resulting in df = 28. At a significance level of 0.05, the r-table value is 0.361 (Alhusin, 2003).

Table 1. Item Validity Test Results

Variables	Item	r count	r critical	Results
Symbol traditional (X1)	Item1	0.811	0.361	Valid
	Item2	0.870	0.361	Valid
	Item3	0.799	0.361	Valid
	Item4	0.811	0.361	Valid
	Item5	0.729	0.361	Valid
	Item6	0.736	0.361	Valid
Symbol value (X2)	Item1	0.514	0.361	Valid
	Item2	0.705	0.361	Valid
	Item3	0.679	0.361	Valid
	Item4	0.764	0.361	Valid
	Item5	0.544	0.361	Valid
	Item6	0.700	0.361	Valid
Openness culture (Z)	Item1	0.760	0.361	Valid
	Item2	0.778	0.361	Valid
	Item3	0.826	0.361	Valid
	Item4	0.880	0.361	Valid
	Item5	0.691	0.361	Valid
Purchase intention (Y)	Item1	0.671	0.361	Valid
	Item2	0.650	0.361	Valid
	Item3	0.761	0.361	Valid
	Item4	0.778	0.361	Valid
	Item5	0.784	0.361	Valid

From the table above, it can be observed that all item correlation values are greater than the r-table value of 0.329. Thus, it can be concluded that the questionnaire items are valid.

4.2. Reliability Test

The reliability test is useful for determining whether the questionnaire instrument can be used more than once, at least by the same respondent, and will produce consistent data. In other words, instrument reliability reflects the level of consistency. The reliability testing method used is Cronbach's Alpha. The Cronbach's Alpha method determines the reliability of an instrument whose scores span a range of values or are shaped by a scale.

According to Sekaran (2003) as cited in Priyatno (2013), the decision-making criteria for reliability testing are as follows: Cronbach's alpha < 0.60 indicates poor reliability, Cronbach's alpha between 0.60 and 0.79 indicates acceptable reliability, and Cronbach's alpha ≥ 0.80 indicates good reliability. After conducting the reliability test using the SPSS program, the Cronbach's alpha values are as follows:

Table 2. Test Results Reliability

Variables	Alpha	r limit	Results
Symbol traditional (X1)	0.8 82	0.600	Reliable
Symbol value (X2)	0, 732	0.600	Reliable
Openness culture (Z)	0, 846	0.600	Reliable
Purchase intention (Y)	0.7 78	0.600	Reliable

The table above shows that Cronbach's alpha values for the six variables are all above 0.600. Because the values are greater than 0.600, the questionnaire measuring tool is reliable and fulfills the reliability criteria.

4.3. Analysis of Descriptive Statistics

In this section, the characteristics of respondents and their responses to the questionnaire items in this study will be discussed. Respondents in this study consist of 249 people, comprising domestic travelers in the Malioboro Street area, Taman Sari, and Kampung Prawirotaman. However, not all questionnaires were fully completed; only 249 were filled out appropriately according to the research criteria. Based on the descriptive data above, researchers successfully obtained 249 respondents in this study.

Table 3. Descriptive Data

Characteristics	Profile	Frequency	Percentage
Gender	Man	104	41.8
	Woman	145	58.2
Age (years old)	<17 years	0	0
	17 - 25	102	41.0
	26 - 35	117	47.0
	31 - 45	23	9.2
	45-60	7	2.8
Education level	Senior High School	66	26.5
	Bachelor Degree	167	67.1
	Master Degree	16	6.4
Type of work	employee private	69	27.71
	others	81	32.53
	Student	61	24.50
	Trader	1	0.40
	Student	4	1.61
	civil servant	33	13.25
Income level	> 5 million	42	16.9
	3 million - 5 million	49	19.7
	1 million - 3 million	139	55.8
	≤ 1 million	19	7.6
Total		249	100%

The respondent data includes domicile, gender, age, education level, income level, and type of work. Starting with the respondents' domicile, Table 5 states that most respondents (65.8%) were domiciled in Java, while the minority (3.6%) were domiciled in Sulawesi. Additionally, 10% of respondents were domiciled in Kalimantan, 13.6% in Sumatra, and 6.3% in Bali and Nusa Tenggara. From the data, it can be concluded that most respondents were Javanese, with a cultural background rooted in the area. Based on gender, it can be observed that most respondents were women, accounting for 58.2%. The data shows that women were more dominant because, at the time of the research, sampling was conducted in areas where more women were visiting. This led to a higher proportion of female respondents in the research description. Based on education level, respondents with an undergraduate degree (S1) constituted the largest group, at 67.1%, while respondents with the lowest education levels (SD and SMP) were minimal. This is because respondents with higher education levels are more aware of the importance of tourism and possess more developed knowledge, making their understanding relatively higher than those with lower education levels. The description of respondents based on age shows that the majority were aged 26–35, accounting for 47%, while the minority were under 17 years old, with a percentage of 0%. The younger group is still in school. The data indicates that the age group 26–35 represents a mature and productive age for work. The description of respondents based on work indicates that the majority were in categories other than private employees, accounting for 32.53%, followed by private employees at 27.71%. The lowest percentage was traders, accounting for 0.4%. The description of respondents based on income level shows that the majority had an

income of 1–3 million rupiahs per month, with a percentage of 55.8%. In contrast, the minority had an income of less than 1 million rupiahs, accounting for 7.6%.

4.4. Assumption Test Classic

The classic assumption test evaluates the eligibility of the multiple regression model used in this study. It also ensures that the regression model is free from multicollinearity and heteroscedasticity and that the generated data is normally distributed.

4.4.1. Normality Test

The normality test in regression models determines whether the residual values are normally distributed. A good regression model has residual values that are normally distributed. The residual represents the difference between the actual and predicted Y variables. This can be detected by observing the data distribution on the diagonal source on the Normal P-P Plot of regression standardized residuals as the basis for decision-making. If the data spreads around the line and follows the diagonal line, then the regression model is normal and appropriate for predicting the independent variable (Ghozali, 2016:156).

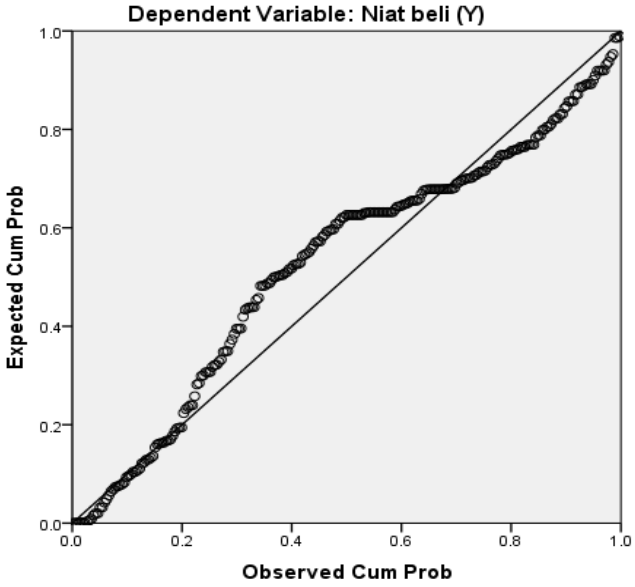

Figure 2. Normality Test; Normal PP Plot of regression standardized residual Graph

The picture above shows that the dots spread around the line but do not stick to the diagonal line, indicating that the regression model is abnormal.

4.4.2. Multicollinearity Test

The multicollinearity test determines whether there is a high correlation between the independent variables in the regression model. The high correlation between independent variables is known as a multicollinearity problem. A good regression model should not exhibit a high correlation among the independent variables. Multicollinearity is assessed by examining the Variance Inflation Factor (VIF) and Tolerance values. If the VIF is below 10.00 and the Tolerance value is greater than 0.10, the regression model is considered multicollinearity-free (Priyatno, 2014). Thus, it can be observed that the VIF values exceed 10.00, and the Tolerance values are below 0.10 for all variables. Therefore, it can be concluded that the regression model has a multicollinearity problem.

4.5. Heteroscedasticity Test

The heteroscedasticity test aims to examine whether there is an inequality in the variance of the residuals from one observation to another in the regression model. If the variance of the residuals remains constant across observations, it is called homoscedasticity. If the variance differs, it is referred to as heteroscedasticity. A good regression model exhibits homoscedasticity or does not have heteroscedasticity. To detect the presence of heteroscedasticity, the scatterplot pattern of the regression residuals is examined. If the points are scattered randomly without a clear pattern above and below the number 0 on the Y-axis, it indicates that there is no heteroscedasticity problem (Ghozali, 2016:134). The heteroscedasticity test results can be seen in the regression output in the scatterplot image: It can be observed that the dots are scattered randomly without a clear pattern above and below the number 0 on the Y-axis. Therefore, it can be concluded that there is no heteroscedasticity problem in the regression model. From the previous table, it can also be observed that all variable significance values are greater than 0.05 (not significant). Thus, it can be concluded that there is no heteroscedasticity problem in the regression model.

4.6. Regression Analysis

Tiered regression analysis was selected for this method to address the research problem, which suggests two types of tiered relationships as formulated in the hypothesis: (1) the main effect and (2) the interaction effect of two variables (two-way interaction effect) (Cohen and Vigoda, 1999). The general form of the linear regression equation is as follows:

- Model I formula: Y=a+bX1Y = a + bX_1Y=a+bX1
- Model II formula: Y=a+b1X1+b2X2+b3XiX2Y = a + b_1X_1 + b_2X_2 + b_3X_iX_2Y=a+b1X1+b2X2+b3XiX2
- Y: Purchase intention
- X1X_1X1: Traditional symbol
- X2X_2X2: Symbol value
- a: Constant value
- b: Regression coefficient
- e: Error (value 0)

Forming traditional symbols and symbolic values influences purchase intention, as tested by five hypotheses in Table 8. Model I reveals a significant coefficient of 0.390, with a standard error of 0.079 and a significance value of 0.00 (< 0.05), indicating statistical significance. Model I considers only the main effects of traditional symbols, symbolic values, and cultural openness. In Hypothesis 1 (H1), the relationship between traditional symbols and purchase intention shows a coefficient of 0.390, with a standard error of 0.079 and a significance value of 0.00 (< 0.05), confirming that traditional symbols positively influence purchase intention. Thus, the null hypothesis (H_0) is rejected, and it is concluded that traditional symbols positively relate to purchase intention. For the second relationship between symbolic marks and purchase intention, the regression yields a coefficient of 0.481, a standard error of 0.057, and a significance value of 0.00 (< 0.05), confirming a positive relationship. Cultural openness also moderates the relationship, producing a coefficient of 0.186, with a standard error of 0.078 and a significance value of 0.00 (< 0.05), indicating its significant moderating effect on the relationship between traditional symbols, symbolic values, and purchase intention. Thus, Model I confirms that all independent variables (traditional symbols, symbolic marks, and cultural openness) positively related to the dependent variable, purchase intention. Model I is significant and positively correlates with purchase intention. In Model II, which incorporates interaction effects, the regression shows a coefficient of 4.346, a standard error of 2.215, and a significance value of 0.051. The relationship between traditional symbols and purchase intention is confirmed with a significance value of 0.000 (< 0.05), similar to Model I. The regression coefficient 0.535 suggests that every unit increase in traditional symbols raises purchase intention by 0.278441 units. The significance value of the relationship between symbolic marks and purchase intention is 0.000 (< 0.05), confirming that symbolic marks positively relate to purchase intention. The regression coefficient of -0.767 indicates that every unit increase in symbolic marks lowers purchase intention by 0.767 units. In examining the moderating effect of cultural openness, the significance value is 0.000 (< 0.05), confirming that cultural openness positively moderates the relationship between traditional symbols and purchase intention. The interaction effect, produced by the multiplication of traditional symbols and cultural openness, has a coefficient of 1.351, suggesting that every unit increase in both variables raises purchase intention by 1.351 units. The interaction effect for symbolic values and cultural openness yields a coefficient of -0.888, indicating that an increase of 1 unit in both variables lowers purchase intention by 0.888 units. As traditional symbols strengthen, their preference diminishes, while the effect of symbolic marks increases purchase intention. The R-value of 0.973 and R^2 of 0.94 indicate that traditional symbols and symbolic values explain 94% of the variance in purchase intention, with 6% attributed to other factors. The F-test comparison (F count = 1733.74 > F table = 2.251181) confirms that cultural symbols, symbolic values, and moderation significantly relate to purchase intention. Additionally, the ΔF test (1085.333 > 0.05) indicates that cultural openness moderates the model.

4.7. Analysis of Linear Regression

This study uses simple linear regression analysis to determine the influence of one independent variable on one dependent variable. This equation is used to understand the connection between x1 and x2 (Table 4). The significance value is < 0.05 (0.00 < 0.05). Therefore, the null hypothesis (Ho) is rejected, indicating that Traditional Javanese symbols in the Monggo chocolate packaging design are related to the symbol value. The positive regression coefficient further supports that traditional symbols have a positive relationship with the symbol value. The coefficient of determination (R^2) indicates the proportion of variation in the dependent variable explained by the regression model. R^2 values range from 0 to 1: if R^2 equals 0, the independent variable cannot explain the dependent variable; if R^2 equals 1, the independent variable fully explains the dependent variable. In this case, the R^2 value is 0.06493 (6.49%), meaning that the variation in the independent variable (traditional symbol) explains 6.49% of the variation in the symbol value. The remaining 93.51% is explained by other factors not included in the model.

Table 4. Regression results connection Symbol Traditional and Symbolic Values

Variable	Coefficient	Std. Error	t-Statistic	Prob.
Constant	3.267383	0.163606	19.97099	0.0000
Symbol value	0.191372	0.046113	4.150085	0.0000
R-squared	0.064939	Mean dependent variable		3.928000
Adjusted R-squared	0.061168	SD dependent var		0.616715
SE of regression	0.597556	Akaike information criterion		1.816029
Sum squared residual	88.55406	Black criterion		1.844201
Log-likelihood	-225.0037	Hannan-Quinn criter.		1.827368
F-statistic	17.22321	Durbin-Watson stat		1.812346
Prob(F-statistic)	0.000046			

5. DISCUSSION

The discussion section is a critical component of scientific articles, aimed at answering research questions, interpreting findings, integrating results with existing knowledge, and advancing or refining theoretical frameworks. This study employed two regression models, Model I and Model II, to analyze the relationships using SPSS. In Model I, the results indicate that traditional symbols have a positive relationship with purchase intention, as shown by a significance value (0.00 < 0.05), confirming Hypothesis 1 (H1). Similarly, symbolic value has a positive relationship with purchase intention, with a significance value (0.00 < 0.05). Cultural openness also moderates the relationship between traditional symbols and symbolic value in relation to purchase intention, as evidenced by a significance value of 0.018 (< 0.05). In Model II, the findings support that traditional symbols and symbolic value positively correlate with purchase intention. Additionally, cultural openness moderates the relationship between these variables. Specifically, cultural openness significantly moderates the effect of traditional Javanese symbols on the intention to purchase Monggo chocolate. The R-value (0.973) and coefficient of determination (R^2 = 0.94) indicate that traditional symbols and symbolic value together explain 94% of the variance in purchase intention, with the remaining 6% attributed to other factors. The F-test in Model I (1733.74 > 2.251181) confirms that the relationships between cultural symbols, symbolic value, and moderation variables significantly influence purchase intention. A comparison of the two models reveals consistency, with both regression models showing significant relationships between the independent and dependent variables. In Model I, all hypotheses are confirmed, with the relationships between independent, moderating, and dependent variables being linear, along with interaction effects between dependent and moderating variables. For Hypothesis 2 (H2), the correlation between traditional symbols and symbolic value is positive. The significance value (0.00 < 0.05) rejects the null hypothesis, indicating that traditional Javanese symbols in the Monggo chocolate packaging design are associated with symbolic value. The positive regression coefficient confirms this relationship. The traditional Javanese symbol in this study was measured by analyzing the connection between cultural symbols and consumer purchase intention. The regression results validate H1, confirming that cultural symbols significantly influence purchase intention. This suggests that the greater the use of cultural symbols, the stronger the consumer's purchase intention, thus increasing the likelihood of purchasing Monggo chocolate. These findings align with prior research on Muslim symbols (Akbari et al., 2017), Wang (2012), and Taylor et al. (2010), who emphasized the significant impact of visual symbols on perceived value and food product quality. Furthermore, the meaning of cultural symbols in this study was examined by assessing the relationship between cultural symbol meaning and value for consumers. Both regression tests support H2, confirming that the stronger the cultural symbol, the higher its perceived value. This suggests that cultural symbols significantly influence consumers' purchase intentions, especially given that most respondents were from Java and familiar with traditional symbols. After establishing the link between cultural symbols and their meaning, the study found that the understanding of cultural symbol value significantly influences purchase intention. Thus, a stronger understanding of the symbol's meaning leads to a higher intention to purchase Monggo chocolate. Cultural openness acts as a moderating variable in this study, influencing the relationship between cultural symbols and purchase intention. The regression results show that cultural openness moderates the connection between traditional symbols and purchase intention, reinforcing the intention to purchase Monggo chocolate. This finding is consistent with Albarq (2007), who found that cultural openness positively relates to the intention to buy local products. Additionally, cultural openness moderates the relationship between cultural symbol value and purchase intention. The regression results indicate that cultural openness strengthens the impact of the meaning of traditional Javanese symbols on the intention to purchase Monggo chocolate.

6. CONCLUSION

From the results of data analysis, conclusions can be drawn regarding the existence of a positive relationship. Thus, the researcher describes the conclusions from this study's hierarchical regression analysis:

Model I and Model II are two-tiered models in this study. Model I involves the connection between the traditional symbol variable, symbolic values, cultural openness, and purchase intention, which represent the main effects. This model produces the following results: Traditional symbols positively correlate with purchase intention. Symbolic values have a positive relationship with purchase intention. Cultural openness affects the connection, moderating the relationship between traditional symbols and symbolic values concerning purchase intention. Then, in this study, Model II adds an interaction effect that yields the same results as Model I, namely, Traditional symbols positively influence purchase intention. Symbolic values also have a positive relationship with purchase intention. Cultural openness moderates the relationship between traditional symbols and symbolic values regarding purchase intention. Meanwhile, in Model II, cultural openness moderates the effect between traditional symbols and symbolic values on purchase intention. The interaction effect of cultural openness can moderate the influence of Javanese traditional symbols on the intention to purchase locally made Chocolate. Cultural openness can moderate the effect of traditional Javanese symbols on the intention to purchase locally made Chocolate. In this model, the F-difference test was conducted to assess the contribution of the interaction model effect, as seen from ΔF. When the value of ΔF is greater than the p-value (0.05), then 1085.333 > 0.05. It can be concluded that the interaction effect of cultural openness can moderate this model.

This study explores the causal relationships between conceptualized variables, focusing on main and two-way interaction effects. It offers a novel perspective compared to previous research, providing a foundation for future studies to test and develop these relationships using different approaches and methods. In marketing, product packaging is key in attracting buyers, with its design significantly influencing purchase intentions. This study finds that traditional symbols, symbolic values, and cultural openness are positively linked to purchase intention. The moderating effect of cultural openness enhances consumer purchase intention, demonstrating the importance of cultural symbols in packaging design as a driver for purchase behavior.

Despite adhering to scientific procedures, this study has limitations, including a homogenous respondent group—only residents of Java were surveyed. Future research should aim for more diverse sampling, ensuring quotas based on respondents' characteristics, such as domicile and income level, to reflect better the target consumer base for local products like Monggo chocolate. Additionally, expanding the respondent pool to include international tourists, who tend to show more interest in cultural symbols, could provide more comprehensive insights. A more varied selection of research locations beyond Malioboro and Tamansari would also help improve the generalizability of the findings.

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