The Impact Analysis of the English Brand and Brand Equity in Y-Generation Selection of the E-commerce

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Abstract. This research aimed at examining the consumers from the millennial generation called Y-generation dealing with their attitude in selecting e-commerce services based on the naming or branding in the English language. The objectives were to give contribution in developing the e-commerce services, to enhance the competitiveness and to create such strategies by considering that Y-generation is the most significant category of e-commerce consumers in Indonesia. It will test two independent variables through multiple regressions, namely the usage of English brand and the power of the brand. The researchers employed purposive sampling that was done accordingly to the objectives of this research. The researchers carried out the data collection by using Likert scale questionnaire. The result of the multiple regression showed that the usage of English brand gives impacts towards Y-generation in selecting the e-commerce services; while, the power of the brand has no implications towards them.

Keywords: E-commerce, Y-generation, brand, brand equity, and English language.

1 Introduction

Indonesia is one of the developing countries with rapid e-commerce growth. Indonesia has the most significant potential for its digital e-commerce[1]. The market segmentation for e-commerce is widely open in Indonesia; accordingly, the competition of e-commerce is inevitable. Indonesia always becomes an attractive market; mobile phone penetration is getting greater, along with the economic growth that dramatically rises as well. Indonesia is a country with the highest mobile traffic segmentation in South East Asia, which is in the number of 87% of the total traffic[2].

The presence of the millennial generation or commonly called Y-generation manifests a considerable potential in Indonesian economic growth. That age is the most significant youngster population who become the e-commerce consumer in Indonesia. An American sociologist divided human being into several generations: generation of Depression Era, the generation of World War II, the generation of Post-World War II, generation of Baby Boomer I, the generation of Baby Boomer II, X-generation, Y-generation or millennial generation and Z-generation. The group of the youngster called as millennial or Y-generation who was born in early 1980 until the end of 2000. This generation becomes the market segmentation of Indonesian e-commerce, for their incredible creativity and masterful skill in digital technology.

E-commerce in Indonesia is available in vast numbers, such as local Indonesian e-commerce with their local-name brands and foreign e-commerce coming from outside

Indonesia with their English-name brands. The e-commerce in Indonesia with the open market system leads the international e-commerce developers to expand their e-commerce services for Indonesian consumers and compete with the Indonesian local e-commerce companies.

Y-generation has a lifestyle that is oriented to excitement and satisfaction by correlating with the consumptive trend. They become the target consumers of e-commerce both from Indonesian and foreign countries since the buying trend in e-commerce along with e-commerce services leads to the lifestyle of that generation. On average, Y-generation finds it convenient in using the e-commerce that is either initially managed by foreign countries or served in the mobile application with the use of foreign language, in this case, English. The factors of trend and convenience are predicted to be the preference of that creative generation. Accordingly, the development of the e-commerce services originated in Indonesia is suggested to be more cautious about the approaching e-commerce English-name brand services by implementing some strategies. Those strategies should always be updated to the in-line digital revolution world, and concern about the development of the Y generation's preference so that it can stay in the market competition.

Eventually, the development of e-commerce gives a significant impact on the economic growth in Indonesia. Some researches have been done to investigate the impact of e-commerce. The analysis showed that there is a dynamic of the digital economy. The higher the economic activities in a certain area, the higher the economic growth will be [3]. Moreover, it is also due to the easy transaction accessibility within 24 hours and the convenience in the paying method that create the commercial capital rotation to be much faster.

This research was carried out to analyse the consumer preference of Y-generation to their selection of e-commerce services that are based on brand equity or the name and brand of English so that the researchers can find out the influencing variable to empower the development of e-commerce services. That action is conducted with the goal to enhance the competitiveness and to initiate strategies so as they can stay in the Indonesian marketplace. Thereby, it remarkably supports the economic growth in Indonesia, by concerning that Y-generation is the most significant number of e-commerce consumers in Indonesia.

The formulated problem in this research is what are the impacts of the English-brand name usage and brand equity towards the selection of e-commerce services conducted by Y-generation by carrying a purpose to increase the competitiveness of e-commerce business and to initiate strategies so that those businesses can sustain in the market of the digital generation. This research is limited to the impact analysis of the English-name brand usage and brand equity towards the e-commerce services in Indonesia.

1.1 E-commerce

E-commerce is a process of buying, selling, transferring or changing the products, services or information through the computer within an Internet platform[4]. Hence, e-commerce carries meaning as a transaction of buying-selling that utilises the Internet platform as its media.

1.2 The Profile of Y-Generation

Y-generation is a group of youngsters categorized as the millennial generation or Y-generation is those who were born in early 1980 until the end of 2000. This generation becomes the market segmentation of e-commerce in Indonesia due to their profound creativity and advanced skills in using digital technology. This generation uses instant communication through technology a lot, such as the use of email, SMS, instant messaging and social media

platforms namely Facebook and Twitter. Moreover, they are also fond of playing online games.

To be more specific, Y-generation becomes the crucial consumers that give the highest percentage towards the online purchasing[5]. Their intensity and dependency on using the Internet collaborated with their period of age as being exposed with the technology, create Y-generation as the particular target market [6]. Y-Generation is the first generation to have spent their entire lives in the digital environment. Information technology profoundly affects how they live and work as cited in [7].

1.3 Brand Name

The brand name is a crucial matter for the on-going life and also mainly for the market selling of the products or services. It is due to its role in giving a specific identity. Not only giving minor impact towards particular products or services, but the brand name also contributes to providing value to them. Thus, the brand name is not merely words, but it becomes precious assets for the companies.

According to some experts, the brand name is names, terms, signs, symbols or plans, or a combination of all with the goals to identify specific products, services or a group of sellers and also to differentiate one product or services to their competitors [8]. We can conclude that brand names are the distinctive features of each product and service.

1.4 Brand Equity

According to the consumers' perspective, brand equity is a tool to differentiate one brand to the others. It also becomes the power that may raise strength, uniqueness and preference. Moreover, brand equity is also a set of information and attitude towards a certain brand [9]. There are vast numbers of brand equity importance for the company that owns the brand. Brand equity may increase the possibility of selecting a brand that may lead to customers' loyalty towards a specific brand [10].

Henceforth, brand equity is the additional value that is given by the products or services, which become the superior and positive values of the companies.

1.5 Foreign Brand

Foreign branding is one of the popular branding strategies for companies in developing countries. They adopt the spelling or pronunciation of a brand in a foreign language so that they can locate themselves as international brands [11]. The use of foreign brand names is applied with the purpose to take advantage of consumer's perception of the country image to affect the consumers' assessments of the specific product [11]. Although the spelling and pronunciation of the foreign-sounding brand names are commonly unfamiliar to the consumers, that may cause the customer hard to memorize and to pronounce the brand; those foreign brands bring positive associations towards the products [12].

The report from the previous research shows that the offered services in French brand name are considered to be more hedonic. Thus, it proves that brand names have an association with the country of the language origin that leads to hedonic sense [13]. It brought up great impacts since a certain brand may give an association either positive or negative towards certain products, which eventually give impacts of the consumers' acceptance and products' reviews.

Presented brand names in the foreign language have a correlation with the foreign country of origin so that it enhances the customers' desire to shop as becoming their symbol and status [14]. The trend is the attribute of buying behaviour [15]. It is a kind of condition perceived by customers as popular or being identified "cool" by social media.

1.6 Consumers' Behaviour

Several theories analysed consumers' behaviour. Consumers' behaviour is a kind of activity in looking for, assessing, getting, consuming and stopping a particular product [16]. In a similar view, consumers' behaviour is the attitude that is manifested by the consumers in finding, buying, using, evaluating and stopping the consumption of products, services, and ideas[17].

1.7 Consumers' Decisions

Consumers' decision is a kind of action to establish referential information among all of the existing brands within a certain choice of the category that eventually leads to buying the preferable products. Accordingly, consumers' behaviour is the consumers' action in selecting the product and service that is predicted to give satisfaction towards their desire and need.

2 Methodology

2.1 Research Method

This research was considered as descriptive research, in which the data collecting technique utilized a Likert scale questionnaire and employed purposive sampling for selecting the sample. 100 respondents were Indonesian people from Y-generation. They are selected based on their age that indicates their generation and their frequency in using e-commerce services. The questionnaires were through papers and even email-based questionnaires. There were eight items of questions asked to the respondents.

Having collected the data, the researchers classified the results into several analyses. Afterwards, the researchers analysed the data, starting from checking the validity, reliability and the last was examining whether the hypothesis was accepted or not by applying multiple regressions and using SPSS as the software. The general view in statistic analysis supported the primary analysis of the regression coefficient. If the lower significance level <0.05, the hypothesis is accepted [18]. It became the base on determining whether or not English brand and brand equity affected the Y-generation in selecting the e-commerce services or not.

2.2 Operational Variables

The variable is something that varies or changes from one sample to other samples [18]. In this research, there are two variables namely Y variable and X variable, with the condition that:
1. Y variable is the dependent variable or bound variable. In this research, it is in the form of the selection of e-commerce services by the consumers of Y-generation.
2. X variable is the independent or free variable defined as the usage of English brand names (X1) and brand equity (X2).

2.3 Theoretical Framework and Hypothesis

Several theories are elaborating about Y-generation characteristics, the role of foreign brand, brand equity impact and customers behaviour are integrated to digest the findings of the research. Two things that were analysed to examine if the English brand name and brand equity give impact on the Y-generation selection of e-commerce services. The figure below illustrates the correlation between them.
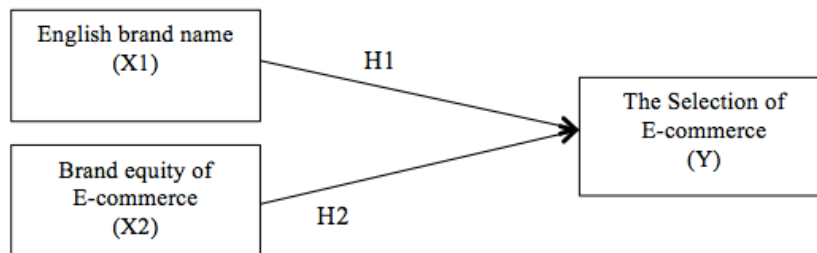

Fig. 1. Research theoretical framework.

The hypothesis of this research:
H1: English brand names give impacts towards the selection of e-commerce conducted by Y-generation.
H2: Brand equity affects the choice of e-commerce conducted by Y-generation.

3   Results

3.1 Research Method

By performing a purposive sampling towards 100 respondents, the researchers administered a Likert scale questionnaire so that they obtained 100 data with the response rate of 100%. The Table 1 portrayed the respondents based on their gender:

Table 1. The Description of the respondents based on their gender.

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid Male	35	35.0	35.0	35.0
Female	65	65.0	65.0	100.0
Total	100	100.0	100.0	

In this research, there were 65% of female respondents and 35% of male respondents. Female respondents were more interested in using e-commerce compared to the male ones. The Table 2 explained the report of the respondents based on their age as presented as follow:

Table 2. The Description of the respondents based on their age.

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid				
18-23 years old	14	14.0	14.0	14.0
24-29 years old	33	33.0	33.0	47.0
30-35 years old	31	31.0	31.0	78.0
36-40 years old	22	22.0	22.0	100.0
Total	100	100.0	100.0	

The 24 to 29 year age is the most apparent age of the respondents that is in the percentage of 33%, while 30 to 35 years old at the rate of 31%.

Table 3. The description of the respondents based on their frequency in using e-commerce services.

Valid	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Once in a week	34	34.0	34.0	34.0
Twice in a week	14	14.0	14.0	48.0
Sometimes	8	8.0	8.0	56.0
Several times in a week	44	44.0	44.0	100.0
Total	100	100.0	100.0	

The Table 3 showed that several respondents use e-commerce services more than once a week (44%) and once in a week (34%). It means that the respondents were very often using e-commerce service in their everyday life.

Meanwhile, in the Table 4, it will be illustrated the description of the respondents based on the e-commerce services with English brand that they often use:

Table 4. The Description of the respondents based on the e-commerce services that they Use.

Valid	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Aliexpress	11	11.0	11.0	11.0
price.id	10	10.0	10.0	21.0
jd.id	37	37.0	37.0	58.0
sale stock	30	30.0	30.0	88.0
others	12	12.0	12.0	100.0
Total	100	100.0	100.0	

Table 4 concluded that the most used e-commerce services are jd.id (37%) and Sale Stock (30%).

3.2 Equations, formulas and code

The researchers used SPSS to test the validity. This validity testing has a purpose of finding out the worthiness of the points of questions, statements, and indicators in describing specific variable. The result of r calculation is compared to the r table, in which $df = n - 2$ with the significance of 5%. If the $r_{table} < r$ calculation, it indicates that the indicators are

valid. To be more specific, the result of the validity testing in this research with the r moment Pearson product is shown in the Table 5 as follows:

Table 5. The validity table.

Indicators	Scale Mean if Item deleted	Scale Variant if Item deleted	Corrected Item-total Correlation	Cronbach's Alpha if Item deleted
Language 1	40.00	10.707	.321	.812
Language 2	40.35	9.523	.712	.777
Language 3	40.35	9.523	.712	.777
Language 4	40.35	9.523	.712	.777
Language 5	40.43	10.268	.382	.808
equity1	40.35	10.432	.399	.806
equity2	40.35	10.432	.399	.806
equity3	40.35	10.432	.399	.806
Selecting_ecomm1	40.05	10.869	.192	.828
Selecting_ecomm2	40.31	9.590	.552	.791
Selecting_ecomm3	40.31	9.590	.552	.791

By taking 100 respondents, the researchers gained the r-value through r moment Pearson product with the degree of freedom $(df) = 100 - 2 = 98$. According to the table above, r with the significance 5% may obtain 0.165. The points of the questions or the indicators are to be valid if $r_{calculation} > r_{table}$. The following Table 6 presented the points of indicators that are valid in this research.

Table 6. The research indicators of the validity test results.

Indicators	R counting	R table	Notes
Language 1	0.321	0.165	Valid
Language 2	0.712	0.165	Valid
Language 3	0.712	0.165	Valid
Language 4	0.712	0.165	Valid
Language 5	0.382	0.165	Valid
equity1	0.399	0.165	Valid
equity2	0.399	0.165	Valid
equity3	0.399	0.165	Valid
Selecting_ecomm1	0.192	0.165	Valid
Selecting_ecomm2	0.552	0.165	Valid
Selecting_ecomm3	0.552	0.165	Valid

3.3 The Results of the Reliability

Reliability is the dependability that manifests the stability and consistency of the respondents in answering the points of questions or indicators. Henceforth, it can explain the construct of the research. If Alpha > 0.60, it is considered reliable[18]. The Table 7 presented the result of the research reliability obtained through SPSS. It illustrated that Cronbach's Alpha shows 0.814 so that it is reliable.

Table 7. Results of the reliability.

Cronbach's Alpha	N of Items
.814	11

3.4 The Results of the Linear Regression

Regression has an objective to test the impact of one variable on others. This research utilized multiple linear regression tests since the dependent variables were more than one. The testing results show that:

Table 8. ANOVA table.

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3.415	2	1.707	8.968	.000 a
Residual	18.466	97	.190		
Total	21.881	99			

a. Predictors: (Constant), brand_equity, peng_bhs_ing

b. Dependent Variable: selecting_Ecommerce

According to Table 8, the significant value is 0.000 that means the regression is worthy to be conducted. Therefore, the researchers can continue the study to the next stage.

As shown in table 9, it tested the regression coefficient and presented the results as follows:

Table 9. Results of the regression coefficient.

Coefficients[a]

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.268	.479		4.740	.000
english_brand	.424	.102	.390	4.173	.000
brand_equity	.029	.069	.040	.423	.673

a. Dependent Variable: Selecting_Ecommerce

To examine the impacts through stimulant or the collective dependent variables towards the independent variable; thus, the decision uses significance < 0.05 so that the hypothesis can be accepted. Table 9 presented the use of the English brand name variable (english_brand) that showed the importance of 0.000 meaning that < 0.05. It gave a result the accepted Hypothesis I (H1), while brand equity (brand_equity) explained the significance of 0.673 meaning that > 0.05 resulted in the rejected Hypothesis 2 (H2). After all, the findings indicated that the factor, which determined the consumers' selection of analysed e-commerce services in this research, was the usage of English in the brand name of e-commerce.

4 Discussion

The researchers identified all respondents of this research as y-generation based on their age. It is according to the theory that the people who belong to y-generation were born in 1980-2000, which means that their age range from 18-38 years old. That age is a productive age and technologically literate.

Moreover, the Y-generation of that age is also very fond and active of using technology. Supporting data showed that the highest number of respondents indicated that they use e-commerce owned by an internet system with a percentage of 44%. The theory that elaborated Y-generation into consumers who gave the best results for online purchases related the supporting data [6]. In addition, their intense and dependency in using the Internet collaborated with their period of age as being exposed to the technology, placed generation Y as the particular target market [7]. Furthermore, the research results found out the commonly used of e-commerce brand by Y-generation. They were sale stock, jd.id, Ali Express, etc. Indonesian company initially managed some of that e-commerce, but they used English brand name instead. The result of the multiple regression testing showed the usage of English in e-commerce brand names affected the Y-generation respondents in selecting the e-commerce services. Foreign branding brought positive associations towards the products especially for companies in developing countries. By using foreign brands in spelling or pronunciation systems, they can find themselves as international brands [12]. Furthermore, presented brands names in a foreign language are correlating with the foreign country of origin so that it enhances the customers' desire to shop as becoming their symbol and status [14].

According to the indicators that the English brands give positive association towards the country of the language origin, there is a lot number of Y-generation who is affected by the English brand. Moreover, the usage of English brand names is Y-generation of being able to manifest the quality of the e-commerce services.

Meanwhile, the brand equity and the power of brand give no impact in this setting. Brand equity is as a set association and behaviour that belongs to consumers of the particular brand, the member of the distributional channel, the companies that enable brand names to get the power, durability, strengths, which differentiate them to their brand competitors and may become one of the determinants in purchasing. Nevertheless, Y-generation prefers something that is more obvious and instant. It is in line to the addressed information for Y-generation should be instant because they prefer something that is quickly accessed[19]. On the consequence, considering brand equity needs more time and energy so that it gives no impact towards the selection of e-commerce conducted by Y-generation.

English brand naming gives more attraction than local brand naming. It is in line with the theory that states one of the attributes of buying behaviour is a trend[15]. A trend is a kind of condition perceived by customers as popular or being identified "cool" by social media. English brands have a social symbol and status power [14]. Thus, it was not surprising to find out that there were many numbers of Y-generation who put their decision in English brand e-commerce. The Y-generation Indonesian e-commerce developers and creators target as their market consumers. They were suggested to consider the English brand naming that is believed to be the Y-generation trend as proven by the indicators above. At least, according to the brand name, it will be the prior factor of determination that influences Y-generation in selecting which e-commerce that they will use; afterwards, the other factors will be the additional factors that subsequently may affect their satisfaction in using the specific e-commerce.

5 Conclusion

In a nutshell, the researchers conclude that the usage of English brand names gave impact to the respondents in selecting the e-commerce services due to its association towards the country of the foreign language brand that is believed to have international and positive quality. The English brands also satisfy the Y-generation in their buying attributes that is the trend of being considered cool by their society through the spelling and pronunciation of the English brand.

On the contrary, brand equity provided no effect towards the Y-generation. It examined that the Y-generation characteristic that demand for the instant and quick information becomes the underlying reason. Brand equity is a set of information and concept that lead to the purchasing of a particular product. It needs some consideration, thoughts, time and energy. Hence, brand equity gives no impact towards the selection of e-commerce conducted by Y-generation.

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