

Foreign Language Label Conditions and Purchase Intention for Local Packaged Food in Indonesia: The Mediating Roles of Consumer Xenocentrism, Attention, and Trust

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ABSTRACT

Foreign language labels are increasingly used on local packaged food products to create symbolic associations with globalness, modernity, and cultural appeal. This study examines how English, Japanese, and Korean label conditions influence purchase intention for local packaged food products in Indonesia through consumer xenocentrism, consumer attention, and consumer trust. A stimulus-based online survey was conducted with 400 Indonesian consumers aged at least 18 years who had purchased or consumed local packaged food products. Respondents were randomly assigned to one of four package-label conditions: Indonesian, English, Japanese, or Korean. The Indonesian label served as the baseline condition, while English, Japanese, and Korean labels were coded as dummy variables. The data were analyzed using PLS-SEM with SmartPLS. The results show that all three foreign language label conditions significantly increase consumer xenocentrism compared with Indonesian labels. Consumer xenocentrism significantly increases attention and trust, and both attention and trust significantly increase purchase intention. Consumer cosmopolitanism also positively affects attention, trust, and purchase intention as a control variable. Sequential mediation results indicate that foreign language labels increase purchase intention through consumer xenocentrism followed by attention or trust. The trust route shows larger indirect effects than the attention route. These findings suggest that foreign language label effects on local packaged food operate mainly through psychological foreignness orientation and evaluative responses, rather than through label language alone.

Keywords: *language label condition, foreign language labels, consumer xenocentrism, consumer attention, consumer trust, purchase intention.*

1. INTRODUCTION

Packaging is a strategic communication medium for local packaged food products. In food categories, consumers often cannot evaluate intrinsic product attributes such as taste, freshness, safety, or production quality before purchase. Therefore, consumers tend to rely on extrinsic cues displayed on packaging, including brand name, visual design, color, claims, country associations, and language. Recent studies show that packaging cues can shape consumer perception, product evaluation, and purchase intention because packaging functions not only as a protective container but also as a source of visual and symbolic communication (Tan et al., 2024; Liu et al., 2024; Su & Wang, 2024). Language on packaging is especially relevant because it carries both informational and symbolic meanings. In this context, foreign language labels can imply globalness, modernity, sophistication, novelty, foreign origin, or cultural association even when the product itself is locally produced (Shehu et al., 2026).

The Indonesian packaged food market provides an important context for this issue. The domestic food industry is large and competitive, supported by strong household consumption and many local food producers (Badan Pusat Statistik, 2025). At the same time, Indonesian consumers are increasingly exposed to global culture and foreign symbolic cues, including English, Japanese, and Korean language elements. Recent research suggests that packaging elements and foreign language labels can influence consumer attention, trust, product evaluation, and purchase intention, although

their effects may vary depending on product category, language familiarity, perceived authenticity, and consumer orientation toward foreignness (Tan et al., 2024; Shehu et al., 2026).

This study focuses on consumer xenocentrism as a psychological mechanism that may explain why foreign language labels affect consumer responses. Consumer xenocentrism refers to consumers' tendency to admire, prefer, or evaluate foreign products and foreign cues more favorably than domestic ones. Recent studies show that xenocentric consumers tend to respond more positively to foreign products, foreignness cues, and products associated with foreign origins, which can increase their purchase intention (Eroglu Hall et al., 2025; Shehu et al., 2026). In packaging contexts, foreign languages may activate xenocentric orientation by giving a local product a foreign symbolic appearance.

Based on this logic, this study tests whether English, Japanese, and Korean label conditions increase consumer xenocentrism relative to Indonesian labels. It then tests whether consumer xenocentrism improves attention and trust, and whether these evaluative responses increase purchase intention. Consumer cosmopolitanism is included as a control variable because consumers who are open to global cultures may respond differently to foreign language cues even when they are evaluating a local product.

1.1. Literature Review and Hypothesis Development

Consumer xenocentrism refers to consumers' tendency to admire, prefer, or evaluate foreign products and foreign-related cues more favorably than domestic ones. Previous research shows that consumer xenocentrism can influence consumer buying behavior and purchase intention because xenocentric consumers tend to associate foreignness with more favorable product meanings (Venugopal et al., 2022; Eroglu Hall et al., 2025). In packaging contexts, foreign language labels may activate this orientation by giving local products a foreign symbolic appearance. Recent research also shows that multilingual and foreign language packaging cues can influence consumer responses in retail and food product contexts (Tan et al., 2024; Shehu et al., 2026). Shehu et al. (2026) further show that foreign language labels can influence consumer responses through consumer xenocentrism. Therefore, compared with Indonesian labels, English, Japanese, and Korean labels are expected to increase consumer xenocentrism. Accordingly, this study proposes:

H1a: English label condition positively affects consumer xenocentrism compared with Indonesian label condition.

H1b: Japanese label condition positively affects consumer xenocentrism compared with Indonesian label condition.

H1c: Korean label condition positively affects consumer xenocentrism compared with Indonesian label condition.

Consumer xenocentrism is also expected to influence consumer evaluation. Consumers with stronger xenocentric tendencies tend to respond more favorably to products, brands, or cues associated with foreignness because foreign-related meanings can be perceived as more desirable, credible, or superior than domestic alternatives (Eroglu Hall et al., 2025). In packaging contexts, foreign symbolic cues may attract greater attention because they create visual and symbolic distinctiveness on the product package. Recent packaging studies also show that visual and symbolic packaging cues can influence consumer perception and purchase-related responses by shaping how consumers process product information (Liu et al., 2024; Su & Wang, 2024). In addition, xenocentric consumers may place greater trust in products associated with foreignness because foreign cues can create impressions of credibility, international appeal, and product superiority. In the context of foreign language labels, Shehu et al. (2026) found that foreign language cues can affect consumer attention and trust. Therefore, consumer xenocentrism is expected to increase both consumer attention and consumer trust. Thus, the following hypotheses are proposed:

H2: Consumer xenocentrism positively affects consumer attention.

H3: Consumer xenocentrism positively affects consumer trust.

Consumer attention and consumer trust are important evaluative mechanisms that can shape purchase intention. Attention reflects the extent to which consumers notice, focus on, and process product-related cues. When packaging cues are easier to notice and process, consumers may develop stronger interest in considering the product for purchase (Su & Wang, 2024). Trust reflects consumers' confidence in the product and its information, which can reduce uncertainty and strengthen purchase intention. Studies show that trust is an important predictor of purchase intention, particularly when consumers evaluate products based on external information, product claims, or credibility cues (García-Salirrosas et al., 2024; Wu et al., 2021; Rizomyliotis, 2024). Previous research on foreign language labels also shows that consumer attention and trust are relevant outcomes in explaining consumers' purchase-related responses

(Shehu et al., 2026). In the context of local packaged food products, consumers who pay more attention to the product and trust the product are more likely to develop intention to purchase it. Therefore, this study proposes:

H4: Consumer attention positively affects purchase intention.

H5: Consumer trust positively affects purchase intention.

This study further proposes that foreign language labels influence purchase intention through sequential mediation mechanisms. English, Japanese, and Korean labels may first increase consumer xenocentrism by activating favorable responses toward foreign cues. This xenocentric response may then increase consumer attention, which subsequently strengthens purchase intention. This logic is consistent with the view that packaging cues can influence purchase intention through consumers' cognitive and evaluative responses (Su & Wang, 2024). It is also supported by studies showing that visual attention to packaging cues can shape product choice and purchase intention (Orquin et al., 2020; Retamosa et al., 2024), as well as prior findings that foreign language labels can influence consumer responses through consumer xenocentrism and evaluative mechanisms (Shehu et al., 2026). Therefore, consumer xenocentrism and consumer attention are expected to sequentially mediate the relationship between foreign language label conditions and purchase intention. Accordingly, the following hypotheses are proposed:

H6a: Consumer xenocentrism and consumer attention sequentially mediate the relationship between English label condition and purchase intention.

H6b: Consumer xenocentrism and consumer attention sequentially mediate the relationship between Japanese label condition and purchase intention.

H6c: Consumer xenocentrism and consumer attention sequentially mediate the relationship between Korean label condition and purchase intention.

In addition to attention, consumer trust is also expected to serve as a sequential evaluative mechanism. Foreign language labels may activate consumer xenocentrism by creating favorable associations with foreign symbolic cues. This xenocentric response may then increase trust toward the product because foreign-related cues can generate impressions of credibility, international appeal, and product superiority. Trust is important in purchase-related decisions because it can reduce uncertainty and strengthen consumers' willingness to buy, especially when consumers evaluate food products based on external information, product claims, or credibility cues (García-Salirrosas et al., 2024; Wu et al., 2021; Rizomyliotis, 2024). This means that the influence of foreign language labels may not occur directly through the label itself, but through consumers' psychological orientation toward foreignness and their trust-based evaluation of the product. Because consumer xenocentrism has been linked to purchase intention toward foreign products (Eroglu Hall et al., 2025), and foreign language labels have been shown to affect trust and purchase-related responses (Shehu et al., 2026), this study proposes:

H7a: Consumer xenocentrism and consumer trust sequentially mediate the relationship between English label condition and purchase intention.

H7b: Consumer xenocentrism and consumer trust sequentially mediate the relationship between Japanese label condition and purchase intention.

H7c: Consumer xenocentrism and consumer trust sequentially mediate the relationship between Korean label condition and purchase intention.

2. RESEARCH METHODS

This study used a quantitative, stimulus-based online survey design. The population consisted of Indonesian consumers aged 18 years and above who had purchased or consumed local packaged food products. The final sample comprised 400 respondents. Respondents were randomly assigned to one of four language label stimulus conditions: Indonesian, English, Japanese, or Korean. The Indonesian label condition served as the local control or baseline condition, while English, Japanese, and Korean labels were treated as foreign language conditions and analyzed as dummy variables. This design allowed each foreign language label condition to be compared with the Indonesian label condition.

The study measured consumer xenocentrism, consumer attention, consumer trust, purchase intention, and consumer cosmopolitanism using reflective indicators adapted from prior studies. Consumer xenocentrism, consumer attention,

consumer trust, and purchase intention were adapted mainly from Shehu et al. (2026), while consumer cosmopolitanism was adapted from Riefler et al. (2012). All reflective items were measured using a five-point Likert scale ranging from strongly disagree to strongly agree. Language label condition was not measured using Likert-scale items because it represented a categorical experimental condition. Therefore, it was coded into three dummy variables: English (EN), Japanese (JP), and Korean (KR), with Indonesian labels coded as 0 across all three dummy variables.

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS (Hair et al., 2022). The measurement model was assessed using outer loadings, Cronbach's alpha, composite reliability, average variance extracted (AVE), HTMT, and outer VIF. The structural model was assessed using R-square, f-square, inner VIF, path coefficients, t-statistics, p-values, indirect effects, and sequential mediation. The final research model is presented in Figure 1.

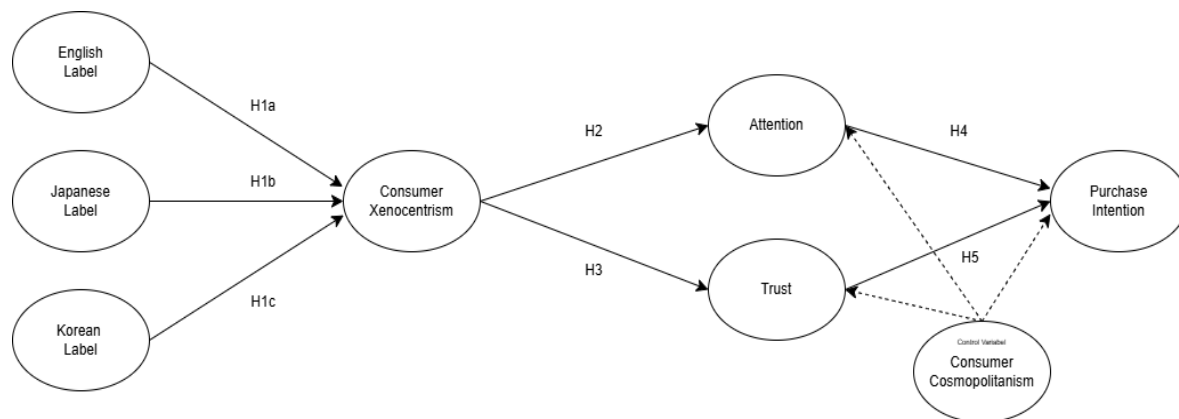


Figure 1. Research Model

3. RESULTS AND DISCUSSION

3.1. Measurement Model

The measurement model showed adequate reliability and validity. As shown in Table 1, all retained constructs had Cronbach's alpha values above 0.80 and composite reliability values above 0.89. AVE values ranged from 0.743 to 0.884, exceeding the recommended 0.50 threshold for convergent validity. Individual indicator loadings also mostly exceeded 0.80, except PI3 (0.717), which remained acceptable because the purchase intention construct still achieved satisfactory reliability and AVE.

Table 1. Measurement Model Summary

Construct	Loading Range	Cronbach's Alpha	Composite Reliability	AVE
Attention	0.904 - 0.929	0.900	0.938	0.834
Cosmopolitanism	0.825 - 0.889	0.915	0.936	0.747
Purchase Intention	0.717 - 0.932	0.826	0.895	0.743
Trust	0.921 - 0.951	0.934	0.958	0.884
Xenocentrism	0.822 - 0.914	0.964	0.969	0.756

3.2. Structural Model

The structural model showed strong explanatory power for purchase intention and lower explanatory power for the intermediate variables. The R-square values were 0.084 for consumer xenocentrism, 0.071 for consumer attention, 0.118 for consumer trust, and 0.631 for purchase intention. These results indicate that the model explains a substantial proportion of purchase intention, while language label condition explains a smaller proportion of consumer xenocentrism because it represents a stimulus cue rather than a broad psychological predictor.

The direct path results are presented in Table 2. English, Japanese, and Korean label conditions significantly increased consumer xenocentrism compared with the Indonesian baseline. The Japanese label condition produced the

strongest effect ($\beta = 0.753$, $t = 6.102$, $p < 0.001$), followed by English ($\beta = 0.654$, $t = 5.138$, $p < 0.001$) and Korean ($\beta = 0.475$, $t = 3.633$, $p < 0.001$). Consumer xenocentrism also had positive effects on consumer attention ($\beta = 0.158$, $t = 2.805$, $p = 0.003$) and consumer trust ($\beta = 0.205$, $t = 3.808$, $p < 0.001$). Furthermore, both consumer attention ($\beta = 0.227$, $t = 3.608$, $p < 0.001$) and consumer trust ($\beta = 0.589$, $t = 10.515$, $p < 0.001$) positively affected purchase intention. Among the predictors of purchase intention, consumer trust showed the strongest effect, suggesting that trust is the dominant evaluative route in this model.

Consumer cosmopolitanism was included as a control variable. It positively affected consumer attention ($\beta = 0.149$, $p = 0.011$), consumer trust ($\beta = 0.193$, $p = 0.001$), and purchase intention ($\beta = 0.114$, $p < 0.001$). This indicates that consumers with stronger openness toward global cultures tend to pay more attention to the product, trust the product more, and show higher purchase intention.

Table 2. Direct Path Hypothesis Testing

Hypothesis	Path	Path Coefficient	T-Statistics	P-Value	Decision
H1a	English label → Xenocentrism	0.654	5.138	<0.001	Supported
H1b	Japanese label → Xenocentrism	0.753	6.102	<0.001	Supported
H1c	Korean label → Xenocentrism	0.475	3.633	<0.001	Supported
H2	Xenocentrism → Attention	0.158	2.805	0.003	Supported
H3	Xenocentrism → Trust	0.205	3.808	<0.001	Supported
H4	Attention → Purchase Intention	0.227	3.608	<0.001	Supported
H5	Trust → Purchase Intention	0.589	10.515	<0.001	Supported

3.3. Mediation Results

The mediation results support the sequential logic of the proposed model. As shown in Table 3, all sequential mediation effects were significant. English, Japanese, and Korean label conditions increased purchase intention through consumer xenocentrism and consumer attention. The same three foreign language label conditions also increased purchase intention through consumer xenocentrism and consumer trust.

The trust-based mediation route showed larger indirect effects than the attention-based route across all three language conditions. For example, the indirect effect of English label condition through consumer xenocentrism and trust was $\beta = 0.079$, while the indirect effect through consumer xenocentrism and attention was $\beta = 0.024$. Similar patterns were found for Japanese and Korean label conditions. These results indicate that foreign language labels are more likely to increase purchase intention when they first activate consumer xenocentrism and then strengthen consumer trust, rather than relying only on consumer attention.

Table 3. Sequential Mediation Hypothesis Testing

Hypothesis	Sequential Mediation Path	Path Coefficient	T-Statistics	P-Value	Decision
H6a	EN → Xeno → Attention → PI	0.024	1.968	0.025	Supported
H6b	JP → Xeno → Attention → PI	0.027	1.955	0.025	Supported
H6c	KR → Xeno → Attention → PI	0.017	1.838	0.033	Supported
H7a	EN → Xeno → Trust → PI	0.079	3.071	0.001	Supported
H7b	JP → Xeno → Trust → PI	0.091	3.382	<0.001	Supported
H7c	KR → Xeno → Trust → PI	0.057	2.795	0.003	Supported

3.4. Discussion

The findings extend foreign language label research in the Indonesian context. Prior studies suggest that foreign language labels can influence product evaluation because language works as a symbolic cue associated with foreignness, prestige, authenticity, and global identity (Ho et al., 2019; Shehu et al., 2026). This study supports that view but adds that the persuasive effect of foreign language labels operates through consumer xenocentrism and evaluative responses. In other words, the language cue first activates a psychological orientation toward foreignness, which then contributes to attention, trust, and purchase intention.

The stronger effect of Japanese labels on consumer xenocentrism is noteworthy. In the context of packaged food, Japanese language cues may be interpreted as more closely connected with culinary quality, craft, discipline, and product credibility. English labels also generated a strong effect, likely because English remains widely associated with globalness and modernity. Korean labels produced a significant but weaker effect than English and Japanese labels, suggesting that cultural popularity alone may not automatically create the strongest xenocentric response in local packaged food evaluation.

The results also show that trust matters more than attention in shaping purchase intention. Attention is important because consumers must first notice and process packaging cues before forming a purchase response (Orquin et al., 2020; Retamosa et al., 2024). However, packaged food involves safety, credibility, and consumption risk. Therefore, trust becomes the stronger evaluative mechanism. This finding is consistent with food-trust literature, which emphasizes that consumers often rely on credible information when product quality cannot be fully assessed before purchase (Wu et al., 2021).

The findings also warn against a simplistic foreign-is-better assumption. Foreign language labels can increase xenocentric associations, but purchase intention emerges only when these associations are converted into attention and trust. Therefore, local packaged food brands should not use foreign language labels merely as decoration. Foreign language cues should be integrated with visual design, product claims, and brand positioning so that the foreignness cue feels coherent, credible, and not misleading.

3.5. Theoretical and Managerial Implications

Theoretically, this study shows that consumer xenocentrism can operate as a bridge between an objective packaging stimulus and consumer evaluation. This is important because language label condition is not a perception item but an experimental condition. The significant effects of English, Japanese, and Korean labels on xenocentrism suggest that even a simple language manipulation can activate broader symbolic associations. However, the subsequent paths show that this activation must become attention and trust before it contributes to purchase intention.

The findings also refine the interpretation of consumer evaluation in packaging research. Attention and trust are not interchangeable mechanisms. Attention explains whether the packaging cue is noticed and cognitively registered, while trust explains whether the product becomes credible enough to consider buying. The larger effect of trust on purchase intention indicates that food marketers should treat trust as a key evaluative objective when using foreign language cues on local food packaging.

Managerially, the results suggest that foreign language labels can be useful, but they should be applied carefully. For consumers with stronger global orientation or xenocentric tendencies, foreign language labels may help local products appear more aspirational. However, foreign language cues should be supported by Indonesian-language clarity, transparent product information, and credible design. A balanced bilingual or multilingual presentation may be the safest strategy because it allows foreign language cues to create symbolic appeal while Indonesian information preserves comprehension, legal clarity, and trust.

4. CONCLUSION

This study examined the effect of language label conditions on purchase intention for local packaged food products in Indonesia through consumer xenocentrism, consumer attention, and consumer trust, while controlling for consumer cosmopolitanism. Based on 400 respondents and the final research model, English, Japanese, and Korean label conditions significantly increased consumer xenocentrism compared with Indonesian labels. Consumer xenocentrism significantly increased both consumer attention and consumer trust. In turn, attention and trust significantly increased purchase intention, with trust showing the stronger effect. The sequential mediation analysis further showed that foreign language labels increased purchase intention through consumer xenocentrism followed by either attention or trust. Across the three foreign language conditions, the trust-based route produced larger indirect effects than the attention-based route.

Theoretically, this study contributes to foreign language label and consumer xenocentrism literature by showing that foreign language labels influence local packaged food purchase intention through sequential psychological and evaluative mechanisms. Practically, local food marketers can use foreign language labels to create foreignness and global symbolic appeal, but this strategy should be supported by clear product information and credible packaging cues. This study is limited to four language conditions and one product category context. Future research may compare other product categories, languages, and consumer segments, and may examine how bilingual packaging or language congruence influences attention, trust, and purchase intention.

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