



# Brand Equity, Cultural Transformation and Changes in Shopping Behavior of Working Women in Bali

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## ARTICLE INFO

### Keywords:

Brand Equity, Cultural, Transformation, Consumptive Behavior



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## ABSTRACT

Brand equity is an important topic of discussion among working women as a form of self-existence. The purpose of this study was to analyze brand equity and cultural transformation influencing changes in shopping behavior of working women in Bali. A survey was conducted of 150 female workers in Bali regarding the context of understanding brand equity and their involvement in various cultural and religious activities in Bali. The findings of this study are: brand equity affects the consumptive behavior of working women in Bali. Cultural transformation in Bali influences the consumptive behavior of working women in Bali in complex ways. Brand perception as the only factor to be considered in shopping, or in cultural and religious activities in Bali; tends to give rise to new patterns of hedonistic behavior, which are not only among the class, but also among ordinary people. Overall, this study shows that brand equity and cultural transformation can influence the consumptive behavior of working women in Bali. This study can also be a reference for related parties to increase brand equity and cultural transformation influencing changes in shopping behavior of working women in Bali.

## 1. INTRODUCTION

Brand equity is an important topic of discussion among working women as a form of self-existence. Owning branded goods is a culture of working women in Bali. Using branded products gives a high sense of prestige to be shown in their work environment (Ayyakkannu, 2018; Pappu et al., 2005; Sasmita & Suki, 2015). Behind it all, there are other attitudes that reflect the consumptive culture of women. When viewed from a marketing perspective, a product is designed to meet human needs and desires from the lowest level to the highest level. Brands are able to increase product value in the eyes of customers which convinces customers in making buying decisions (Chen et al., 2011; Kurniawati et al., 2019; Ridha & Hidayat, 2020). If the branded product gives satisfaction to the customer, then the customer will make a repeat purchase process and even become loyal and fanatic of the brand. Bali as an international tourist destination, the majority of its people work in the tourism sector. Not just men, women in Bali also work in the tourism sector with a workload similar to men (Amirudin et al., 2017; Elshami et al., 2021). They earn enough and are active with domestic and international tourists, making the spirit of working to generate better income their priority.

Product brands can be a symbol of the local area. Working women market segment in Bali. Brand equity becomes more specific because there is a cultural contribution in it. Balinese culture is inseparable from traditional activities, religion and social life of the community (Nawaz et al., 2020; Pappu et al., 2005). Various ritual, traditional events in society are always carried out as a form of self-existence. The traditions of every small and large family in Bali tend to differ from one family to another. It is undeniable that the use of certain brands that indicate different economic strata is often shown at cultural-based events (Chen et al., 2011; Kim et al., 2021; Nuseir & Elrefae, 2022). On the other hand, Balinese women are known as working women who are tenacious and do not discriminate against the type of work. A sense of pride in their ability to make money or being the backbone of the family, sometimes creates a personal ego that is worried about driving their consumptive behavior (Ardhiyansyah et al., 2021; Hidayatullah et al., 2018).

Marketing and brand are related to the culture and consumptive behavior of working women, which is very interesting to study. The relationship between aspects of brand, culture and consumer behavior exists in every human being (Reisenwitz, 2009; Tien, 2018; Vasileiadis et al., 2019). Previous study state that a brand is a name, term, sign, symbol or design, or a combination of both, intended to identify the goods or services of one seller or group of sellers and to differentiate them from competitors (Amstrong &

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Philip, 2012). Consumer society will undoubtedly feel outdated and inferior when they do not own and buy the latest products, which are perceived as part of the identity or status symbol of postmodern society.

The consumptive lifestyle of consumers who work shifts their life order to a hedonic behavior pattern. This basic matter needs to be studied more deeply to minimize the negative impacts that arise among women workers. Various approaches need to be strengthened in changing people's behavior, especially those who have more income from this gender perspective (Hidayatullah et al., 2018; Liordos et al., 2017). The tricomponent attitude model attitude consists of 3 (three) components: cognitive, affective, and conative (Schiffman & Kanuk, 2014). Cognitive includes this knowledge and the resulting perceptions usually form beliefs. The affective component is related to the consumer's emotions or feelings towards an object/product from the evaluation of "bad, very good, like, really don't like". conative component; consumers take certain actions related to objects in attitudes that also include the actual behavior itself. Previous study state that the attitudes formed can be seen in terms of positive or negative aspects of knowledge and evaluation (Asseraf & Shoham, 2017; Guo et al., 2018). The more positive aspects of knowledge or beliefs, the more positive is one's attitude towards the object of that attitude. Conversely the more negative a part of knowledge or belief is, the more negative it will appear.

Previous research on shifts in community behavior and MSME managers during the Covid 19 period explained that buying decisions were not made based on the 5 A's Concept of Digital Marketing. The purchasing decisions were not based on Aware, Appeal, Ask, Act and Advocate. The purchasing decisions were made because of the priority needs and impacts of Covid-19. Consumers are less concerned, even for high-class consumers. It's as if purchase decisions no longer depend on the brand (Cahyani et al., 2021; Imiru, 2017; Prathap & C.C., 2020). Previous study state that in the new economic era, customer satisfaction is no longer the main thing, but delivering comprehensive services to create a memorable experience (Al-Omari et al., 2020; González-Mansilla et al., 2019; Tantriana & Widiartanto., 2019). The tourism industry in Bali focuses on cultural development and preservation. There is a linkage between the experience economy concept and tourism village concept, which is at the level of participation of all components in the development (management, tourists and the society). Experience in the economic field provides learning in making shopping decisions, both implementation in tourist villages and other shopping activities.

In another study also found that women workers in the hospitality sector who graduated from vocational schools tended to get opportunities to be accepted to work in hotels, both as contract employees and permanent employees (Popoola et al., 2020; Sylte, 2020; Zurqoni et al., 2018). This makes women workers in the hotel sector in Bali have the opportunity to earn higher than women workers in other fields. High income, glamorous work environment, tends to lead to more consumptive behavior than others. With the background of the phenomenon above, the problem raised in this study is how does brand equity and cultural transformation have implications for the consumptive behavior of women workers in the tourism sector in Bali. The aims of this study are to analyze brand equity and cultural transformation influencing changes in shopping behavior of working women in Bali.

## 2. METHODS

This research is descriptive qualitative research. Data and information were collected from the respondents which focused on the brand, cultural transformation and the shifting of consumptive behavior of women workers in Bali. Questioners by google form are delivered to 150 women's workers in Bali, regarding their knowledge of brand equity, cultural transformation and their consumptive behavior. Conceptual and literacy approaches are used to analyze data and information from respondents. It is very important to know how much influence the brand has on the consumptive behavior of working women in Bali. In depth interviews were conducted with several of the respondents who are really concerned about the brand, culture of Bali and the shifting behavior of the Female Balinese worker in purchasing branded products. Furthermore, information collected from respondents and key informants was analyzed qualitatively and associated with the shifting of consumer behavior.

## 3. RESULTS AND DISCUSSIONS

### Result

#### *Factors Influencing Consumptive Behavior of Working Women in Bali*

In general, there are several factors that influence the consumptive behavior of working women in Bali. 1) Demographic factors namely age, educational background, income, and marital status can influence the consumptive behavior of working women in Bali. Younger, unmarried women tend to be more consumptive than older, married women. 2) Psychological Factors; including personality, attitude, motivation, and perception can influence the consumptive behavior of working women in Bali. Women with

high motivation to gain new experiences tend to be more consumptive in trying new products or services, women with high self-confidence tend to be supported by equipment used, namely luxury and classy goods. 3) Social Factors; including the influence of friends, family, and culture encouraging workers to behave consumptively. Women who associate with high-class socialites who are very consumptive tend to follow this consumptive pattern. 4) Situational Factors; including time, location, and mood can influence the consumptive behavior of working women in Bali. Women who are in a good mood tend to be more easily tempted to make impulse purchases. Considering these factors can help in understanding the consumptive behavior of working women in Bali in a more holistic way.

#### *Descriptive Data of Working Women Respondents in Bali*

The descriptive data collected from 100 female working respondents in Bali indicates a number of things that need to be confirmed by experts, related to behavior based on brand understanding and cultural transformation. This behavior certainly has a direct impact on working women to adopt a consumptive lifestyle. Of the 100 respondents, 35% live in Badung, 30% from Denpasar, 15% from Tabanan, 7% from Jembrana, the rest from Singaraja, Klungkung and Bangli. Some of the opinions that emerged from female workers in Bali related to brand understanding, cultural transformation and the impact of consumptive behavior are described in [Table 1](#).

**Table 1. Data on Respondents for Balinese Women Workers**

No	Description	Percentage
<b>Woman Workers in Bali:</b>		
1	Always participate in cultural-based activities in Bali	94%
2	Very closely following the trend of product brands for women used in cultural and religious activities in Bali.	59%
3	Have special standards in appearance for activities based on Balinese culture	72%
4	Always dress attractively and branded in cultural and religious activities	30%
5	Have a special budget to shop for branded products for cultural and religious activities.	48%
6	Confident with the current job, can earn and spend income freely	31%
7	Always set aside income to purchase branded products for cultural and religious customs activities.	24.8%
8	In order to look dazzling, willing to buy a variety of needs in installments	15%
9	Prioritizing cultural and religious activities even though I am in debt	2%

Based on [Table 1](#) data collected from 100 respondents, it appears that working women in Bali; 94% very intensely participate in cultural and religious based activities in Bali. 59% in their activities wear branded products that are trending and are of interest to women for cultural and religious activities in Bali. 72% stated that they had special standards in appearance for cultural and religious-based activities. Among them for praying to the temple, they must wear a nice kebaya, dress up and wear complete gold jewelry.

In terms of shopping behavior for trendy products, for women in Bali; as many as 48% stated that they had a special budget to buy branded and quality products for an attractive appearance at their cultural and religious based events. 31% stated that by working and earning, working women in Bali are free to spend the salary they earn, but only 24% set aside to buy branded products for a dazzling appearance at every cultural and religious event. The last data that confirms consumptive behavior is the debt option. The survey results show that only 15% of working women in Bali are willing to go into debt/in installments to buy branded goods to look beautiful and attractive, and very few/only 2% make consumptive patterns a priority in activities based on culture and religion. This shows that hedonism in this context has not yet occurred and Balinese women workers still follow the signs of consumer behavior.

#### **Discussion**

This research is based on phenomena in Balinese society, especially female workers who very intensely participate in cultural and religious-based activities while still prioritizing appearance. It also appears that the understanding of the working women about the brand and the existing cultural transformation; significantly influence their shopping behavior patterns. Those who have high incomes and have a wider and classier socialite network, are more intense in spending their money to show their existence.

### *Brand Equity and Its Influence on Consumptive Behavior of Working Women in Bali*

Brand equity is the value resulting from the perception and image of the brand in the eyes of consumers. This concept is very important for companies in building consumer loyalty and trust in their brands. In marketing, brand equity also plays an important role in attracting buyers to spend money repeatedly. In this case, the study of the effect of brand equity on the consumptive behavior of working women in shopping for social needs in the context of cultural and religious activities in Bali is very relevant (Kim et al., 2021; Xu et al., 2022). Women workers in Bali can become one of the main marketing agents for certain favorite brands used in various cultural and religious activities in Bali. The survey results show that brands are a consideration in choosing products to maintain a good appearance. The stronger the brand equity of a brand in the eyes of consumers, the more likely consumers are to buy products or use services from that brand (Chen et al., 2011; Shariq, 2018). In addition, the research results show that factors such as trust and loyalty also influence the relationship between brand equity and consumer behavior. Bali as one of the famous tourist destinations in the world, where the tourism industry in Bali is very dependent on customer trust and loyalty; then in this context, it is important for companies to build and maintain strong brand equity in order to win the competition and maintain excellence in the market (Binangkitsari, 2019; Vatjanasaregagul & Wang, 2011). The role of working women in building and maintaining brand equity is becoming increasingly important. The involvement of these workers in every cultural and religious activity, which brings with it the brand equity of certain products, makes both parties benefit. Both companies selling branded products and female workers get the same benefits.

The Reasoned Action model states that a person's behavior is highly dependent on his interest or intention, while the intention to behave is highly dependent on attitude and subjective norms for behavior. On the other hand, belief in consequences and evaluation of consequences will determine one's attitude. Normative beliefs and motivation to follow the opinions of others will determine the subjective norm. In general, it can be concluded that interest or intention to behave and consumer behavior is influenced by individual internal factors reflected in a person's attitude, while external factors (social environment) are reflected in the influence of other people (subjective norms) on the behavior or decisions they make (Cakici & Shukla, 2017; Nes et al., 2014). In the context of the behavior of female workers based on activities that contain cultural and religious elements; then the emergence of their intentions, interests, attitudes and behavior immediately has an impact on their social interactions and gives confidence to keep buying and using branded products.

### *Cultural Transformation and Its Influence on Consumptive Behavior of Working Women in Bali*

Cultural transformation in Bali is a dynamic process that continues with the times. This can be seen from the changes in traditional Balinese culture, such as changes in dress code, way of life, and influences from Western culture and modernization. Seven elements in culture that are universal in nature consist of language, knowledge systems, technology, tools, art systems, livelihoods and religious systems (Al Mamun et al., 2022; Yunus et al., 2016). Female workers in Bali, competently have several elements that are different from women who are not working; namely in the aspects of livelihood, knowledge, understanding of technology, and religious systems. This difference gives rise to different behavior and tends to be hedonic towards something that they are able to achieve as a form of self-actualization of an income earner. The survey results indicate that cultural transformation in Bali influences the consumptive behavior of working women in Bali. The more they are open to western and global cultural influences, the more likely they are to buy branded products or use services that are considered modern and in accordance with current trends. Factors such as self-image and the desire to appear fashionable and up-to-date also influence the consumptive behavior of working women in Bali (Imiru, 2017; Tlapana, 2021).

Related to cultural changes, needs and priorities in the lives of women workers in Bali. So, from the perspective of companies or brand managers, Bali's favorite products are very concerned with this trend. Companies are required to adapt to changes in consumer needs and preferences, while still maintaining the brand identity and local cultural values that are characteristic of Bali (Abdullah et al., 2016; Iragaba et al., 2021). In this context, working women in Bali can become important agents of change in dealing with cultural changes and influencing consumer behavior. The market segment for women workers, which tends to be very specific, can be used as a reference in the marketing strategy for products with certain brands that are in great demand by the potential market segment for women workers in Bali. Overall, this research makes an important contribution to understanding the relationship between cultural transformation and consumptive behavior of working women in Bali, so that it can become a reference for companies in developing effective and sustainable marketing strategies and brand management in Bali's growing tourism market.

### *Perceptions of working women in Bali towards branded products*

The results of this study prove that there has been a significant shift in working women in Bali; when they have above standard income, understand technology, socialize globally with socialites from various parts of the world; then their attitude and shopping behavior is very hedonic. These workers no longer buy goods because of the benefits (use values) contained in them, but are related to the meaning of the whole object governed by the arrangement of signs (Liao et al., 2021; Yunus et al., 2016). Fanaticism for certain brands, showing off their image, obsession with going up a class makes these workers get different recognition from their social environment. This kind of social condition is not only found in the upper class, but is often found also in the lower middle class.

The quality of the product or service offered is a very important factor in shaping the perceptions of working women in Bali towards existing brands. If the product or service offered is of good quality and meets consumer expectations, then the brand will be considered to have a good reputation and consumers will be more likely to choose that brand in the future (Dauda & Lee, 2015; Fazli-Salehi et al., 2020). Personal experience can also influence these perceptions; if they have a good experience with a particular brand, they tend to have a positive perception of that brand and will be more inclined to choose that brand in the future, even recommending it to other socialites. Strong cultural values in Bali which are highly valued by the community as consumers; can also influence their perception of brands related to the tourism industry (Asseraf & Shoham, 2017; Bernardi et al., 2022). Working women in Bali have strong cultural values, such as belief in tradition, togetherness, and respect for others. Therefore, brands that are considered to pay attention to these values will be more appreciated and chosen by them.

Overall, this study shows that brand equity and cultural transformation can affect the consumptive behavior of women tourism workers in Bali. This study can be a reference for related parties to increase brand equity and services for products that are in demand for use by working women in Bali. This research focuses on aspects of brand, cultural transformation and their impact on consumptive behavior of women workers in Bali. Other factors that are also considered as changes in shopping behavior patterns of women in Bali need further observation.

## 4. CONCLUSION

Brand equity affects the consumptive behavior of working women in Bali. Products that have good brand equity tend to be preferred by working women in Bali and provide a very high value in the socio-cultural life and religious activities that they participate in. Cultural transformation in Bali influences the consumptive behavior of women tourism workers in Bali in complex ways. On the one hand, cultural transformation can open up new opportunities for industries in Bali and inspire working women in Bali to try new products or services. But on the other hand, cultural transformation can also result in the loss of local culture, moreover these international brand products are used in local cultural and religious activities. Perception of the brand as the only factor to be considered in shopping, or in cultural and religious activities in Bali; tends to give rise to new patterns of hedonistic behavior, which are not only among the class, but also among ordinary people.

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