



## The Role of Diction in Shaping Brand Image to Influence Consumer Choice in the Digital Age

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### ABSTRACT

**Background:** While product quality and pricing remain important, the language used in branding and marketing plays a pivotal role in building trust and emotional resonance.

**Purpose:** This study explores the impact of diction as a linguistic strategy in shaping brand image and influencing consumer choice in the digital era.

**Design and methods:** Through a literature review methodology, this research highlights how strategic word choices in branding, product descriptions, and marketing campaigns can create emotional connections and enhance consumer trust.

**Results:** The findings emphasize the importance of integrating linguistic elements into marketing strategies to improve the competitiveness of local products in an increasingly digitalized marketplace.

**Keywords:** diction, brand image, consumer choice

### Introduction

Nowadays, the continuous development in the digital era, information and communication technology has drastically changed the business landscape. These developments provide new opportunities for local producers to expand their market reach.

Through various *online platforms*, local products are now accessible to consumers in different parts of the world, overcoming geographical constraints and time constraints that have existed before. However, even though there are many local products available online, there are many factors that influence consumers' decision to choose local products.

In the digital age, communication has become a central tool in shaping consumer preferences. While product quality and pricing remain important, the language used in branding and marketing plays a pivotal role in building trust and emotional resonance. Specific word choices, or diction, used in slogans, product descriptions, and advertisements can significantly influence how consumers perceive a brand (Rumsant, et al, 2024). This study focuses on the intersection of linguistic strategies and brand image, emphasizing how diction serves as a powerful tool to attract and retain consumers in the competitive digital market.

This scientific work aims to analyze the factors that influence consumers' decisions to choose local products in the digital era. Understanding these factors will benefit local manufacturers to develop efficient marketing strategies and increase their competitiveness in an increasingly competitive digital market.

In this scientific paper, the literature study method will be used as a research method, where research and evaluation will be carried out on previous research that discusses factors that affect

consumer decisions to choose local products in the digital era. Scientific journals, articles, and other relevant literature sources will be the basis of this research.

Some of the factors that will be studied in this study include product quality, price, *brand image*, and viral marketing. Product quality is an important factor that influences consumer decisions. Consumers have a tendency to choose products that meet their expectations regarding quality and reliability. In addition, the important role in purchasing decisions is also played by the price factor. In this context, consumers will consider the extent to which the product provides value comparable to the price to be paid.



Figure 1. things related to viral marketing (Source Google.com)

Furthermore, brand image is also another important factor that affects consumer decisions. A positive brand image can help build consumer trust and differentiate local products from its competitors. Lastly, viral marketing is also a relevant factor in this digital era. With the increasing use of social media, consumers often get information about products through recommendations from friends, family, and *influencers* on social media. Therefore, viral marketing can be an effective strategy in influencing consumers' decisions to choose local products.



Figure 2. Related Things Brand Image (Source designroom.com)

Consumers will create an impression of your business and brand based on a variety of factors, such as how your employees dress, your website, your business cards, the cleanliness of your store, and more.

A strong brand image helps the company stay remembered by its loyal potential customers. Brand loyalty helps companies in greater product sales and maximizes organizational revenue as well as improving the company's ability to resist competitive threats.

Branding shapes people's perception of attraction and familiarity. Brands become assets by fostering loyal consumers and sustainable sales. This results in more cash flow within your company, and a brand image that your customers can truly rely on—anytime and anywhere.

In this study, it is hoped that the results of the analysis of these factors will provide useful insights for local producers in developing effective marketing strategies in the digital era. With a deeper knowledge of consumer preferences and the factors influencing their decisions, local manufacturers can improve their competitiveness and expand market share in this increasingly complex business environment.

## Methods

In this study, the literature study method will be used as a research method. The literature study research method involves steps in finding and reading various sources of writing, such as books or literature that discuss relevant theoretical bases (Rusmawan, 2019).

This study aims to research and evaluate relevant journals that have been conducted previously regarding factors that affect consumers' decisions to choose local products in the digital era. The literature study approach was chosen because it allows for the collection of comprehensive information from a variety of literature sources that can provide in-depth insights into the phenomenon being studied.

The analysis will be carried out by identifying relevant findings, synthesizing information, and a better understanding of consumer preferences in choosing local products in the digital era. By using this literature study method, it is hoped that it can provide a thorough explanation of the factors that affect consumer decisions and contribute to our understanding of consumer choices in buying local products in the digital era.

## Findings & Discussion

Consumer behavior when buying products and services is influenced by several factors, including product price and quality (Firmansyah, 2018; Indrasari, 2019). Purchase decisions are the actions of individuals in choosing and utilizing products and services to meet their needs, and these decisions also involve responsibility for possible risks (Sander et al., 2021).

In the digital era, where information and communication technology plays a central role in daily life, consumers are increasingly dependent on technology to carry out various activities (Sudirman et al., 2020). This development triggered the emergence of the digital economy or *e-business*, which includes online business transactions through information and communication technology (Purwaningtias et al., 2020). *E-commerce* is becoming the main platform in the digital economy, which allows companies to interact with consumers through electronic transactions and run the business of buying and selling goods and services through online platforms.

Product quality, can significantly influence consumer decisions. Products with high quality will meet or even exceed consumer expectations. (Kotler & Keller, 2016). In addition, price also has a significant role in consumers' purchasing decisions.

When deciding to own or use a product or service, consumers often consider price as one of the important factors (Tjiptono, 2015). The results of research conducted by Devi (2019) on price variables on the Shopee marketplace show that price variables have a very small significance value, namely 0.000, far below the error threshold of 0.05. In addition, the recorded t-value was 7.363. Based on this analysis, it can be concluded that price variables affect purchase decisions significantly.

The findings show that when consumers make a purchase decision, they will pay attention to their view of the price, including whether the price is affordable, the extent to which the price is proportional to the benefits and quality received, and also how the price competes with *competing marketplaces*.

Meanwhile, brand image also affects consumer decisions. Brand image reflects consumers' impression of the brand, and brand image management aims to create a positive and strong perception of the brand (Tjiptono, 2015).

The findings from the research conducted by Kennycy and Imanuddin (2021) revealed that, after conducting a descriptive analysis of the brand image variables in the Bukalapak application, it was found that overall the brand image obtained a percentage of value of 82.1%, which can be categorized as good. In other words, the more positive Bukalapak's brand image, the more buying interest in the application will increase.

In addition, viral marketing strategies can also influence consumer decisions in the digital era. Viral marketing utilizes people to spread marketing messages about a product or service to others

through digital media. This approach aims to generate very rapid growth in the spread and impact of the message (Devi, 2015).

According to the results of a study conducted by Wiludjeng and Siti (2013), using interview and observation methods on a group of individuals, the study found that the implementation of viral marketing strategies as a whole has a great influence on consumer purchase preferences and determination in PT "X".

Respondents who are consumers agree that electronic media makes it easier to obtain the information they need thanks to recommendations or messages from friends, family, or other people. This increases their interest and desire to make a purchase.

The findings of the study also revealed that without a viral marketing strategy and the dissemination of company product information through social media, purchasing decisions in PT "X" would decrease. Thus, this study reveals that viral marketing is a marketing method that has succeeded in boosting consumer preferences and purchase determination.

When viral marketing is implemented, consumers' purchasing preferences and determination will increase. Meanwhile, without the use of viral marketing, the desire and number of purchases decreased because consumers did not understand clear information about the product, thus making the purchase decision low.

These factors need to be considered by local manufacturers when formulating effective marketing strategies to influence consumer decisions and optimize their competitiveness in the competitive digital era. By paying attention to these factors, local manufacturers can improve product quality, set the right prices, build a positive brand image, and leverage viral marketing strategies to expand their market reach. Product quality development is a priority to ensure consumer satisfaction and meet their expectations. In addition, local manufacturers need to conduct in-depth market research to understand consumer preferences and needs in the digital age.

By understanding the factors that influence consumer decisions, local producers can adapt the right marketing strategies, such as offering competitive prices, conducting effective promotions to build a strong brand image, and utilizing social media and other digital platforms to implement viral marketing strategies. Thus, local manufacturers can increase their competitiveness in an increasingly competitive digital market and expand their market share by winning the hearts of consumers through the positive experience and value of the products offered.

Word choice plays a critical role in creating a positive brand image. For instance, brands that use terms like "sustainable" or "eco-friendly" appeal to environmentally conscious consumers, while words like "luxury" or "handcrafted" attract those seeking exclusivity. Studies have shown that consumers are more likely to trust and engage with brands that use consistent, emotionally resonant language across their marketing channels. This highlights the need for local producers to pay close attention to diction when crafting their digital communication strategies.

## Conclusion

In this study, it has been stated that factors such as product quality, price, brand image, and viral marketing strategies have a great impact on consumer decisions when choosing local products in the digital era. Local manufacturers need to pay attention to these factors when creating effective marketing strategies to increase their competitiveness in an increasingly competitive market. Product quality development is a priority, with the aim of ensuring consumer satisfaction and meeting their expectations. In addition, a deep understanding of consumer preferences and needs in the digital age is essential for local manufacturers.

By understanding the factors that influence consumer decisions, local manufacturers can tailor the right marketing strategies, including offering competitive prices, building a strong brand

image through effective promotion, as well as leveraging social media and other digital platforms to implement viral marketing strategies. Through these measures, local manufacturers can increase their competitiveness in the digital market, expand their market share, and achieve success by winning consumer trust and satisfaction through the positive experience and value of the products offered.

This study concludes that diction is a crucial component of brand image that significantly influences consumer choice. In the digital era, where textual communication dominates, strategically chosen words can create emotional connections, foster trust, and differentiate local products from competitors. Local producers must prioritize linguistic strategies in their marketing efforts to enhance consumer engagement and expand their market share.

The suggestions that the researcher put forward are: Local manufacturers need to conduct careful market research to understand consumer preferences and needs in the digital age. This will help them identify the factors that influence consumer decisions and design effective marketing strategies. Local producers must prioritize product quality development in order to meet and even exceed consumer expectations. By providing quality products, they can improve consumer satisfaction and strengthen their brand image. Price also plays an important role in consumers' purchasing decisions. Local producers need to conduct a comprehensive price analysis and set competitive prices for their products, according to the value offered and applicable market conditions. Good brand image management is essential in the digital age. Local manufacturers need to focus on building a positive and strong perception of their brand through effective branding strategies, including logo design, brand messaging, and consumer interactions. In the digital era, viral marketing strategies can be an effective tool in influencing consumer decisions. Local producers should consider leveraging social media and other digital platforms to spread marketing messages about their products virally, by inviting consumers to share information with others. Local manufacturers need to focus on creating a positive experience for consumers through their products. In the competitive digital era, the value of the products offered must be clear and able to distinguish from competitors. By providing a positive experience and strong value, local producers can win the hearts of consumers and expand their market share. Local producers should consider leveraging linguistic strategies to enhance their brand image and attract consumer interest. This includes using emotionally charged and culturally relevant words in their product descriptions, slogans, and marketing campaigns. Collaborating with communication experts or linguists can help refine these strategies and ensure that the chosen diction aligns with the values and expectations of their target audiences.

The above suggestions can be used as a basis for further research. and designing the right marketing strategies for local producers in influencing consumer decisions and increasing their competitiveness in the digital age.

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