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How do Certification Label and Website Language Affect on Purchase Intention? A Cross-culture Comparison

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Abstract:
Due to the rapid development of the Internet worldwide, the convenience of e-commerce brings many benefits to life. This research empirically analyzes the effects of certification label and language choice of webpage for imported product on customer purchase intention when they are shopping online in Taiwan, Indonesia and Vietnam. Two attributes comprising two and three respective levels were chosen in doing the experimental design on imported textile product webpage. Analysis of this study was done by using data from survey questionnaires of 796 observations in three countries. The results show that (1) Purchase intention is likely to be influenced by culture differences. Specifically, Indonesia young customers' purchase intention is higher than Taiwan but purchase intention is getting better in Vietnam. (2) The effect of certification label is more effective to purchase intention in three countries, but only Taiwan customers prefer mixed-language. (3) The interaction effect of certification label and language is not significant; advertisement for imported products in English with certification label is the best strategy. These findings have more important implications for suppliers to do business concerning certification label and language effect on e-commerce.

Keywords: Online purchase intention, certification label, language of webpage, Taiwan, Vietnam, Indonesia.

1. Introduction

Internet is a vital model of international marketing, a useful channel to decrease costs for both firms and customers (Plaza, 2011). It can help different businesses to enter global market and provide opportunities to reduce marketing costs, increase corporation popularity through improved communication among different social groups, and improve customer services and customer–corporation relations (Rahimnia & Hassanzadeh, 2013). Therefore, most enterprises started developing marketing strategies via webpage (Sylvia, 2002).Consumers currently have increased purchase intention towards online shopping (Taylor & Lee, 2008) but they are faced with a large number of production information and don't know what to assess. In many product categories, there are a number of certification labels, such as environmental protection label, energy-saving label, saving water label, eco-logo, and organic-food labels. To enter and become successful in e-commerce, building a suitable website is necessary for a firm (Rahimnia & Hassanzadeh, 2013). The webpage acts as an interface, allowing customers to interact through internet in order to purchase their necessary goods or services. Good interface design of webpage can enhance the customer's ability to process the information on the webpage. Customers have normally developed a form of attitude and influence with online purchase intention when they use the internet. So, internet usage and attitudes towards products online become strong predictors of the intention to purchase products online (Allagui &Lemoine, 2008).

A label can be considered as being the most powerful quality signal. It can make consumer's choice easier. The impact of the label on the purchase decision depends on the ways consumer perceives signal of quality from label on his understanding and the degree of confidence in label (De Boer, 2003). Therefore, an effective strategy can help customers to distinguish between labeled products from the others and lead them to trust the products. Clothing and textiles have close association with human body and being considered as second skin to humans. It also directly affects human health and well-being. The quality of textiles is becoming a concern. Many customers consider purchasing environmental friendly products; even they are willing to buy at a higher price with high quality products through clothing component by understanding the brand and its content. By using environmental certification, especially when the labels are being certified by accredited third party does improve and manage potential risks by suppliers. The product information is then guided towards customers.

A webpage does not only display products but also bring emotion to customers. If the webpage can bring customers the trust and satisfaction, consumers can be able to reuse the website more thus increase their online shopping. A well designed user interface, a variety of product information was indicated in previous study (Park &Kim, 2003). Linguistic theory within an advertising context provides international advertisers with useful tips when operating in a multinational market place (Ahn & Ferle, 2008). Previous related studies have assessed the effects of a first language versus a second language on product evaluation, slogan evaluation, and attitudes toward advertisement. English has become the common foreign language and is the language of choice used in advertisements in many non-speaking English markets. So, the choice of language for advertising on webpage is raising questions for international enterprises that consider which language should be used for webpage, for instance the usage of local language, English or mixed-language.

Cross-cultural comparison of consumer behavior is a contemporary research issue in the field of intercultural communication (Wu, 2011). Recently, due to the development of electronic commerce, some researchers have focused on comparing consumers' online shopping preferences and on-line shopping behaviors in different cultures. Wu(2011) compared consumers' online shopping behaviors in Taiwan and the United States. Liao et al. (2009) made comparisons between Chinese and United State online consumers' preferences for content of e-commerce websites, comparing internet buying behavior between South Korea and United States (Park & Jun, 2003). Cross-cultural comparison between Indonesia and Taiwan has been studied (Goh et al., 2012), but there are very few research studies for countries like Vietnam, Indonesia, and Taiwan. The current study aims to bring additional insights about cultural similarities and differences in online shopping behaviors among Taiwan, Indonesia and Vietnam. There are some reasons why we chose to compare among the three countries. They have bilateral relations among themselves. Internet in Taiwan has developed in the recent past, at present internet users are more than 80% of the population but Indonesia and Vietnam consists a large population size with fast development of the internet, so it becomes viable for foreign companies to do marketing in those countries. The three countries are culturally different from others.

Previous study on online shopping intention considered factors influencing online shopping by adoption through examining the effects of demographics, website design and the quality of the website (Fiore al et., 2005; Lee et al., 2005), perceived risk (Bridal& Almousa, 2012), language barriers (Almousa, 2013). Chen and Dubinsky(2003) investigated the effect of culture on online shopping by using constructs like online experience, reputation, and quality of goods. Moon et al., 2008 studied the effects of culture and product type on online shopping intention. In this research, we test the certification label should it raise initial trust of marketing websites. Furthermore, we investigate the language of website as an element in theory of Technology Acceptance Model (TAM). TAM is among the most commonly employed theories for examining technology acceptance wheather it affect customer behavioral intentions. Overall, we try to see if all these factors affect the online purchase intention of customers.

Therefore, the purposes of this research are to study cultural differences on online shopping purchase intention; examine certification label effect and language choice effect, and their interaction effect on customer purchase intention to Taiwan, Indonesia and Vietnam individually. Results of this study would drawa number of interesting implications and recommendations relevant to the application of certification label and language choice of webpage on e-commerce.

2. Literature Review

2.1. Cultural Differences in Online Shopping

Population, economy, social, situational factors and technological factors can strongly influence consumer purchase decisions. Relevant demographic factor such as age, gender, education and income found that it had significantly influence consumer attitudes towards online shopping (Burke, 2002). According to website statistics, Indonesian internet usage is growing at a fairly rapid rate with growth of the population, while internet business in Indonesia is still at its infancy. Compared with the number of internet users, the numbers of websites are still limited. There is no doubt that Indonesia's internet brings business opportunities for local and international business (Rustandi, 2010). Taiwan's robust online infrastructure has catapulted the country to rank among some of Asia's e-commerce market. In 2014, Internet World Stats reported that Taiwan's internet penetration rate reached 80% while Vietnam 42% and Indonesia 30%. However, Indonesia is predicted to account for more than a third of overall e-commerce sales in Southern Asia in the next some year. Countries internet usage varies because of differences in levels of development thus having implications on online shopping. Johnston and Johal (1999) found that the development of the internet is different between the different races and cultures like western countries and Asia countries. Cultural differences affect consumer behaviors, such as attitudes and persuasion (Aaker, 2000). Cultural differences do affect internet usage and perceived risks on internet buying behavior were found (Park & Jun, 2003). There are similarities and differences related to internet usage and actual online shopping behavior between Taiwan and Indonesia (Goh et al., 2012).

Customer's buying intention is affected by many cultural factors, but besides these the product itself affects their decisions because of the message it transmits, the originality, the quality and others factors. Consumer's attitude toward products originating from foreign countries is an interesting phenomenon to international business and consumer researchers within recent times. Although the general trend is toward using internet as an important shopping method, young consumers, especially those aged from 18 to 26 are becoming internet's host market. Therefore, research customer behavioral patterns and reactions for foreign products; especially with young customers shopping attitudes is a vital channel in order to do a successful international business.

Comparative study on online shopping in different countries is important for discussions toward research directions and application for international retailers. In a way, this study is capturing this. We propose that culture differences lead to how young consumers in Taiwan, Indonesia and Vietnam perceived e-retailers and thus their intention to use the Internet shop for and buy imported products.

- H1. Culture differences may lead to different purchase intention among three countries.

2.2. Certification label Impacts on Online Purchase Intention

A label is known as a piece of paper or any other materials that give customer information about the products or services. A label can make consumers to recognize and distinguish from other goods or services. The effects of label attributes and product information on customer purchase intention have been widely studied in various products (Van Ittersum et al., 2007; Jeddi & Zaiem, 2010; de DS Carneiro et al., 2005). The results show that the label perception affects the consumer's evaluation system and influence their purchase intention positively (Jeddi &Zaiem, 2010). A third-party seal symbolically represents third-party certification and is an immediate and visible way to reassure consumers about the website(Liu et al., 2005). Product quality information has been frequently mentioned as a important way of website to build trust in e-commerce literature following elaboration likelihood model (ELM) (Yang et al., 2006). It strongly supported that website design, including display of third party seals for website and product information quality, are helpful in website's trust information. Product information quality will affect trust towards an e-tailer through consumers' perceived value. High-quality product information is also critical to customer's consideration when transacting online with internet shopping and certification label can be used as a formpertaining the quality of products.

People, who live in highly uncertain society, will establish more formal requirements, to avoid the uncertainty of the situation (Lu et al., 1999). Lee and Turban (2001) indicated that infrastructural factor (third-party certification) is one of the trustworthiness of internet business influencing consumer's trust in internet shopping. Certification label (Third-party certification) is a common type of system structure providing an assurance mechanism. Its main purpose is through third party assessments, to find out whether the products meet the requirements of specific authorities. Therefore, it gives the certification label order to enhance consumer confidence in the products. E-commerce is carried out through the open market and not face to face. It increases the environmental uncertainty that can bring risks to transactions. As a result, helping consumers to do online shopping with less perceived risk and increased trust has become an important issue. Certification standards can reduce fear of consumers on internet shopping and will influence consumers' online shopping intention (Kovar et al., 2000). So, the presence of visual label at the point of purchase could make the cutomers even without prior experience of the e-retailer more willing to pursue and complete their transactions.

This paper seeks to consider the influence of certification label on purchase intention by online shopping. In different cultural systems, there is a considerable difference. Certification label has to attend on standard components (ingredients) that can increase consumer's trust. Different industries have specific labels, for example: Egypt cotton, and Switzerland cotton, African cotton, Australia cotton, USA cotton label. This research is focused on the certification label for "United States, trading as COTTON USA" which is well known in the world. COTTON USA is the global brand of U.S. cotton. It is the benchmark for purity, quality and responsibility. Supported by all seven segments of the U.S. cotton industry, COTTON USA touches lives by bringing out the best in nature. With 17 offices in 50 countries around the world, COTTON USA plays the leading role in educating and strengthening the market for U.S. cotton and U.S. cotton products worldwide.

To examine the effects of certification label to customer purchase intention, this research probe that certification label have positive effect on purchase intention.

- H2. Certification label will increase customer purchase intention.

Angulo and Gil(2007) indicated that there is a significant interaction between risk perception and willingness to pay. However, a significant difference in risk perception of Internet shopping between different cultures was found (Park & Jun, 2003). Here, we propose that in individual country certification label will increase customer purchase intention.

2.3. Language choice of Webpage Influences on Purchase Intention

Most companies using webpage believe that webpage is a tool to communicate with customers, so building the effective websites requires many dimensions. A webpage includes language, sound, image and other multimedia resources. Language used in webpage is a key factor which points out different nationalities. It can come in two forms of expression language, that is, oral and written. The language origin is one of the factors influencing people's attention and understanding of the information (Ahn & Ferle, 2008). A language in an advertisement is a growing trend and contributes to marketing practices of multinational enterprises. Ahn and Ferle(2008) found out that an advertisement presenting brand name in a foreign language with the content in local language helps participants to memorize and enhance their recognition of brand names and advertisingmessages.SEC (2009) concluded that language, cultural barriers, payment methods, delivery and after-sales support are the most important hindering factors on cross-border e-commerce. Website language and postal system were identified as major barriers (Almousa, 2013).

It is well known that language proficiency strongly affects reading and information access. Language knowledge and perceiption of information offered in different languages will influence on the information value. Information value of website can be thought as perceived "usefulness" and language knowledge be thought as perceived of "ease of use". Perceived usefulness and ease of use have been shown to be significant determinants of the Acceptance of Technology Model (ATM) (David, 1993).

Klein et al. (1998) studied about Chinese consumers and their willingness to buy Japan brand product. The results showed that Chinese customers have strong hostility relating to Japanese products and they are less willing to purchase these products. The internationalized enterprises entering international markets are facing difficulties with local consumers' perceptions regarding their products. So, language of webpage may be external factors affecting the local consumer's willingness to buy. Foreign advertisers are using English in advertisements because English is considered to be an international language for communication. In return, product acceptance will be higher. Young people in Taiwan, Indonesia and Vietnam have learned English at first grade of primary school.It is compulsory for them to qualify by completing the English component of the exam that meets the same standards as the renowned Test

of English for International Communication and International English Language Testing System. As the English proficiency index reported by Education First Organization in recent year, these three countries remained at medium level in English proficiency Index of the world. Young people in these three countries can accept advertising in English. Therefore, the language used in webpage may have effects on customers purchase intention. The below hypothesis was proposed:

- H3. Language choice of webpage will impact on online purchase intention.

Advertising is strongly influenced by language which is one of the key elements of culture. Different cultures may have different perception with language choice. Hence, this research also proposes that language choice of webpage leads to different levels of online purchase intention in individual country.

Label on the webpage is one of the visual perceptions of customers. Visual perception is so important to consumer's behavior because it affects the actual consumption (Chandon & Ordabayeva, 2008; Chandon & Wansink, 2007). Visual perception has attached customer early than language perception. Language used in webpage can also affect to the relation between certification labels to purchase intention.

- H4. Interaction effect between certification label and language choice influences purchase intention. This effect is also tested in individual country.

Figure 1 presents the research model in accordance with the above reasoning. This research at foremost test culture differences influencing to purchase intention. Secondly, it is focus on the direct effects of certification label, language of webpage on customer purchase intention and the interaction effect between label and language of webpage.
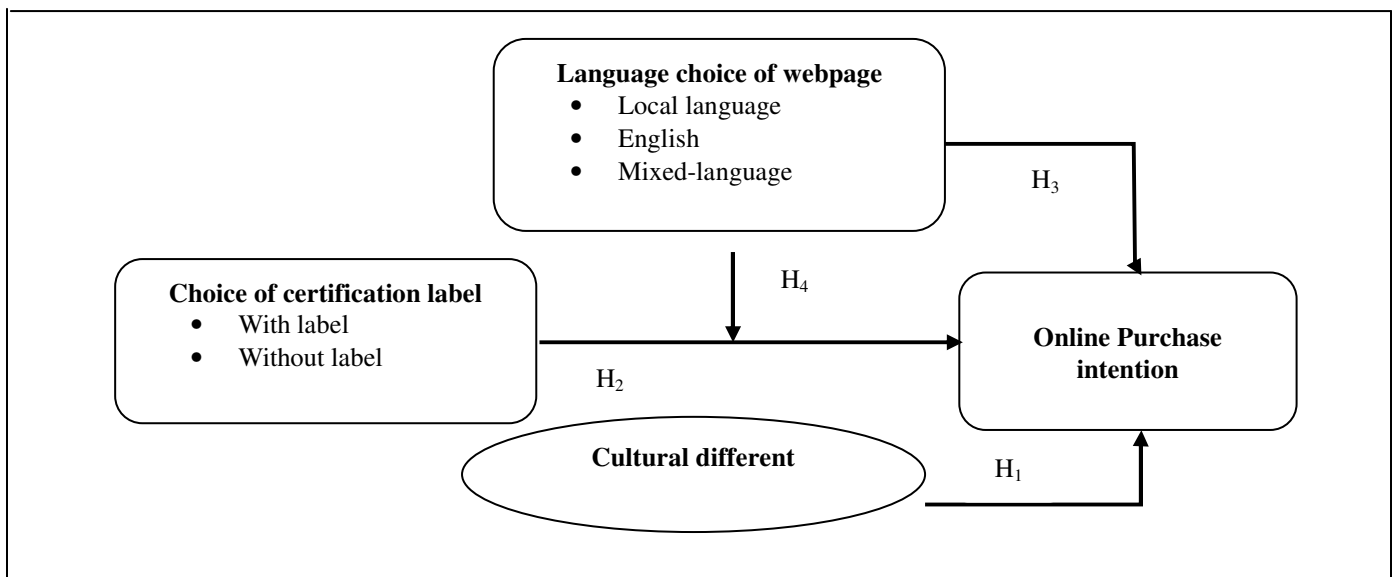

Figure 1: The Research Model

3. Research Method

3.1. Measurement

Customer purchase intention represents consumers after careful assessment, the possibility that consumers will plan or be willing to purchase certain products or services available on the site. In this study, measurement scale for customer purchase intention is adapted from (Park and Jun, 2003) and (Kotler, 1999) with six items. All items are five-point Likert-type scales, ranging from (1) strongly disagree to (5) strongly agree. Table 1 lists the measured items for the study.

Variable	Measure	Source
Customer Purchase Intention	I would consider buying the product on this webpage very high.	Cheol &Jun (2003)
	Seeing the webpage makes you feel like to buy products	Kotler (1999)
	I think this product is worth and good to buy	Cheol &Jun (2003)
	I will continue to use this webpage for shopping.	Kotler (1999)
	I will increase their production by online shopping.	Kotler (1999)
	I will introduce this webpage to friends and family.	Cheol&Jun (2003)

Table 1: Measured items

3.2. Experimental Design

The experimental design tests the certification label effect and language effect of customer's online purchase intention. Certification labels with two levels (with certification label or without certification label) and language choices with three levels (local language, English or mixed-language) were used in this study (Table 2). With certification label, it depicts that third-party insurance certification

is presented on webpage. Conversely, without certification label on webpage doesn't have any certification label done by the third party. The language of choices being used on the webpage is mainly divided into three kinds; they are local language, English as mixed language.

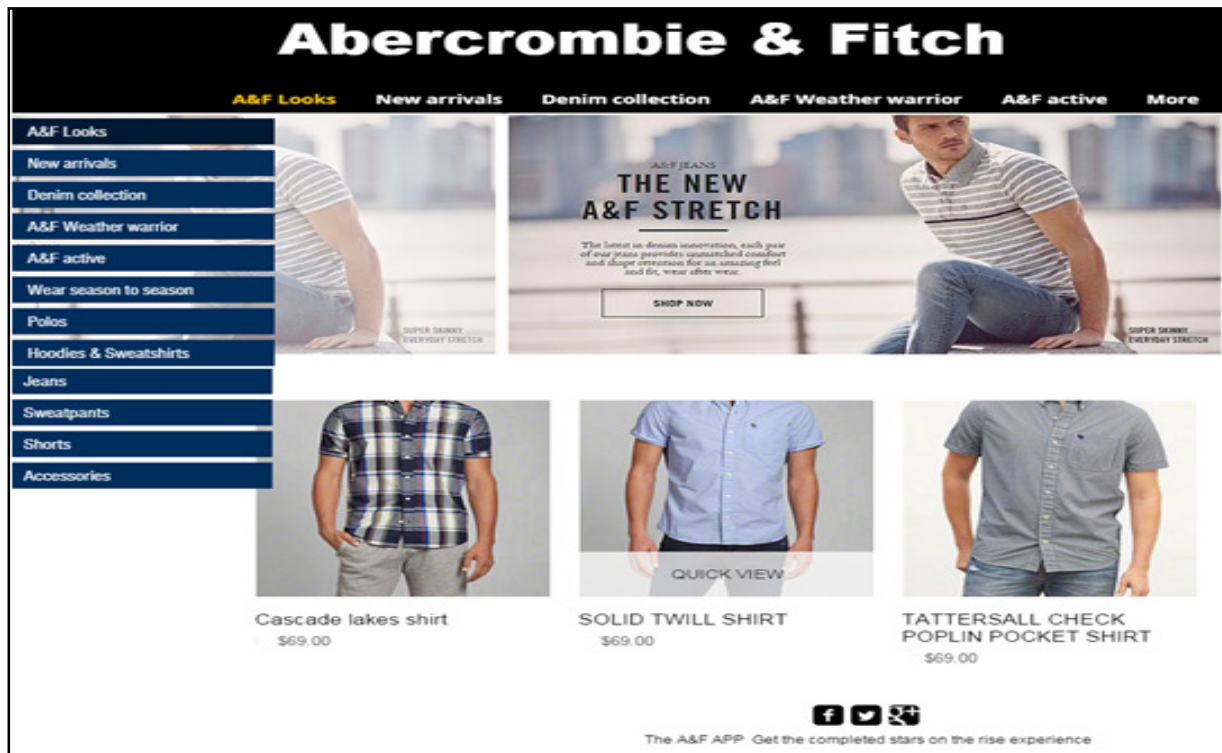| No	Attributes	Levels/Description
1	Certification label	1- With certification label 2- Without certification label
2	Language of webpage	1- Local language 2- English 3- Mixed-language

Table 2: Attributes and their levels

Figure 2: The website design for an experimental design

Questionnaire designed in this study was to understand the impact of certification label and language of webpage of young people on their purchase intention. This was created by using American fashion branded Abercrombie & Fitch (A&F). A&F is an upscale American retailer that focuses on upscale of casual wear for young consumers aged between 18 and 24 years old. A&F website is used in this research for experimental purposes only. The experimental website is also modified using language choice and certification label in different countries. The design comprised 6 experimental websites resulting in a 2 labels (with certification and without certification) x 3 language choices (local, English and mixed). The experimental design consists of 18 websites representing 6 experimental websites for each country respectively (Taiwan, Indonesia and Vietnam). Based on the gender, the design for product is different for males and females. The experimental design is based on the logic that customers purchase intention are based on certification label and language of webpage, and other parameters such as price are assumed to be held as constant and does not influence their buying intentions. The figure 2indicates an experimental website design and appendix A shows the 6 designs for example in Taiwan.

3.3. Data Collection and Analysis
According to Hair et al. (2010), sample size is estimated by one cell size having at least 20 observations, so each country would be sampled up to or even over 120 samples. Using college students as participants is relevant to this study because students are exposed to and have more access to internet. They form the core of the sample as they are being acquainted to English, thus being more likely to purchase online. The survey was conducted in 2015 by using network questionnaire to complete. There were a total of796 respondents including 240 Taiwanese, 286 Indonesian and 270 Vietnamese students.
In the following section, Cronbach's alpha was used to evaluate the reliability of the variables. STATISTICA 9.0 software is used to test the research hypotheses.

4. Results and Discussion

Various items are being used to measure abstract concepts. These items are assessed for reliability and validity. The reliability analysis includes Cronbach's Alpha and item-total correlation (correlation between a factor and its variables). It shows that all factors were higher than 0.6 and the lowest corrected item-total correlation was higher than 0.3. According to Lee and Kim(1999), the factor can be used if it has Cronbach's Alpha at least 0.65 or 0.70 as suggested by Nunnally(1978).The questions with Corrected Item-Total Correlation below 0.3 will be removed. From the results all the factors were eligible to be used as the measurement tools for this research and no question was removed from the questionnaire.

4.1. Cultural Differences Test

Using ANOVA test ($F = 4.396$, $p= 0.013$),it showed there is significant differences on young customer purchase intention among three countries so hypothesis H_1 is supported. Comparing among three countries, Indonesia customers' purchase intention (M=3.12) is higher than Vietnam (M=2.99) and Taiwan customers have lowest purchase intention with imported products (M=2.94). Recently, Indonesia customers are getting spends more their money on online purchasing (Yulisman, 2012). Taiwan's e-commerce market has more people get high-speed internet connection and has seen growth since 2000 (Liu et al., 2003). E-commerce in Taiwan was grown earlier than Indonesia and Vietnam. So, Taiwan consumers have more choices based on various e-commerce retailers. It is also a barrier for international e-retailers want to enter Taiwan market.

This result shows that in times of globalization and cultural assimilation, the culture still plays a strong role on consumer's behavior. This result was also reported by Suh and Kwon (2002) that consumers from different cultures have different attitudes, preferences, and values, and remain reluctant to buy foreign products. According to Hodstede's cultural theory (1980), there are five dimensions of a culture which are relevant to attitude towards online shopping. So the culture helpsto explain the online shopping acceptance by consumers across culture.This is highly relevantfor online retailers whom are targeting international customers.

4.2. Certification Label and Language Choices Influence on Online Purchase Intention

The results of certification label analysis are presented in Table 3. H_2 is supported that significant impact of certification label on customer purchase intention in 3 countries. The t- value results (two tail based) at significant level of 0.05 show that Taiwan ($t = 2.507$, $p = 0.013$), Indonesia ($t = 2.749$, $p = 0.006$) and in Vietnam ($t = 2.636$, $p = 0.09$)are significant effect. Therefore, certification label effect is significant influence on customer intentions for online purchase, getting more important.

Label (Respondents)	Online Purchase Intention		t- value (p-value)
	Mean	SD	
Without label (392)	2.91	0.699	4.488***
With label (404)	3.13	0.702	(0.000)

Table 3: Analysis certification label impact on purchase intention
*Notes: Level of significance *p < 0.05, **p<0.01, ***p<0.001*

In terms of certification label, among three countries being researched, online customers are affected by certification label. Without certification, it is not easy to get consumer's trust. Thus, certification label helps consumers to purchase products beyond that. Li (2007) mentioned that customers consider the government to be the most trustworthy source of information, followed by specialized institutions and the mass media. Therefore, governments or reputed institutions must take responsibility to be the supervisor of the product and regulate the certification system (Liu et al., 2013). This could help to increase consumers' trusts. The differences in certification label effecting three countries are perception risk, especially performance risk which are different. But, Ko et al. (2004) indicated that product-related risk factors such as performance and physical risk were not significantly different between Korea and United States. Therefore, understanding the reasons why different cultures differed in perceived risks of online shopping should be a crucial consideration when doing international marketing.

Country	Local language (1)	English (2)	Mixed language (3)	F-value (p- value)	Scheffé Multiple comparison
Overall	2.98	3.02	3.05	0.692	—
	0.72	0.77	0.63	(0.501)	
Taiwan	2.89	2.73	3.20	7.577*	(3)>(2)
	0.77	0.96	0.56	(0.010)	
Indonesia	3.12	3.19	3.02	1.783	—
	0.66	0.56	0.64	(0.170)	
Vietnam	2.94	3.09	2.95	1.319	—
	0.71	0.72	0.67	(0.269)	

Table 4: Analysis language choice of webpage in three countries on Purchase intention
*Notes: Level of significance *p < 0.05，**p<0.01，***p<0.001*

To examine the effects of webpage language choice on customer purchase intention in Taiwan, Indonesia and Vietnam, individual study for different language of webpage was analyzed through ANOVA and Scheffé's test afterwards. The results obtained in table 4

shows that only Taiwan has significant case *(F= 7.577, p = 0.010)*, this proves that language of webpage has effected to customer purchase intention. Comparative analysis by using Scheffé's multiple comparisons revealed that customers in Taiwan have pay more attention on using mixed-language (M = 3.20) than English (M = 2.73) and local language (M = 2.89). Whereas, there has been no big significant difference between different types of website language in Indonesia and Vietnam.

The results indicated that language choice of website does influence the perceived information value of different countries, and may lead to different young customer purchase intention with imported products. Several past studies have been done on using different language for international business. Krishna and Ahluwalia (2008) indicated that the same advertisement in English or in Hindi language has different effects. An advertisement presenting a brand name in a foreign language (English) with body in the local language (Hangul) is an effective strategy within the young Korean market (Ahn & Ferle, 2008). So, the use of language on a website can therefore be seen as marketing instrument that influence consumer behavior.

4.3. Interaction Effect of Certification Label and Language Choice on Purchase Intention

Two-way separate ANOVA was performed to test the interaction effect of certification labels and language choices on purchase intention in the three countries. The results in table 5 presents of interaction effect of certification label and language choice of three countries. The results show that certification label have more effect *(p=0.000)* than language effect (0.392) and become main effect. But interaction effect between two effects is not signification *(p=0.068)*.

	df	Sum of Square	Mean Square	F- value	*p*-value
Label (S)	1	9.752	9.752	19.947	0.000***
Language of Webpage (L)	2	0.917	0.459	0.938	0.392
S*L	2	2.636	1.318	2.696	0.068
Error	790	386.224	0.489		

Table 5: Two-factor analysis of variance all countries
*Notes: Level of significance *p < 0.05, **p<0.01, ***p<0.001*

From this figure 3, it can raise the implication for e-retailer. Regarding imported products on e-commerce channel, customers have highest purchase intention with certification label and webpage used in English. But if there is no present of certification label, website should be used in mixed-language.
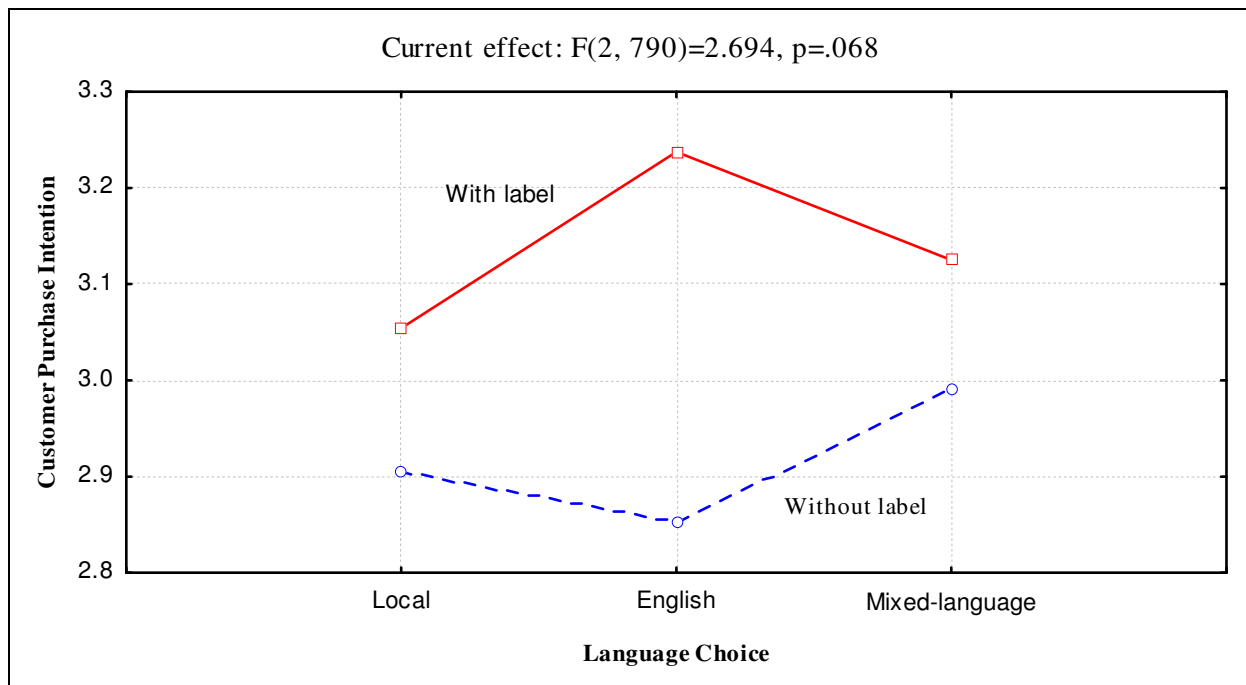

Figure 3: The interaction effect graph in all three countries.

	df	Sum of Square	Mean Square	F- value	*p*-value
Label (S)	1	3.92	3.91	6.699	0.010*
Language of Webpage (L)	2	9.15	4.58	7.823	0.001**
S*L	2	2.32	1.16	1.986	0.140
Error	234	136.87	0.59		

Table 6: Two-factor analysis of variance in Taiwan
*Notes: Level of significance *p < 0.05，**p<0.01，***p<0.001*

The result in table 6 shows that certification label and language of webpage are significant cases in Taiwan. However, Taiwan young consumers will be affected more by language of webpage ($p=0.001$) than certification label effect ($p=0.010$). In addition, interaction effect of language and label has seen no significant impact ($p = 0.14$) on customer purchase intention.

	df	Sum of Square	Mean Square	F- value	*p*-value
Label (S)	1	3.177	3.177	8.471	0.004**
Language of Webpage (L)	2	1.864	0.932	2.484	0.085
S*L	2	0.516	0.258	0.688	0.504
Error	280	105.018	0.375		

Table 7: Two-factor analysis of variance in Indonesia
*Notes: Level of significance *p < 0.05，**p<0.01，***p<0.001*

Table 7 shows that the appearance of certification label has significant effect in Indonesia (p = 0.004). Certification label has more impact than language of webpage on consumers purchase intention in Indonesia. However, interaction effect of label and language has seen no significant case (*p* = 0.504) on Indonesian customers. Table 8 indicated that in Vietnam, certification label effect has a significant case (*p* = 0.005). Vietnam young consumers will be affected more by certification label than language of website (p=0.132). In addition, interaction effect of language and label has seen no significant impact (*p* = 0.070) on customer purchase intention.

	df	Sum of Square	Mean Square	F- value	*p*-value
Label (S)	1	3.777	3.777	7.967	0.005*
Language of Webpage (L)	2	1.936	0.968	2.042	0.132
S*L	2	2.548	1.274	2.687	0.070
Error	264	125.160			

Table 8: Two-factor analysis of variance in Vietnam
*Notes: Level of significance *p < 0.05，**p<0.01，***p<0.001*

Figure 4shows that interaction effect of certification label and language on online purchase intention of Taiwanese, Indonesian and Vietnamese young consumers. It indicates that they will consider purchase products with certification label and will have a higher purchase intention. Besides certification label, different language of webpage has different effect on consumers in each country. In Taiwan, webpage using mixed-language has more influence on consumers. On the other hand, English usage webpage has more effects on purchase intention of Indonesian and Vietnamese customers. Therefore, consumers are willing to buy on webpage with certification label of products in both three countries. Webpage can be designed in different languages in different areas based on customers' perceptions.
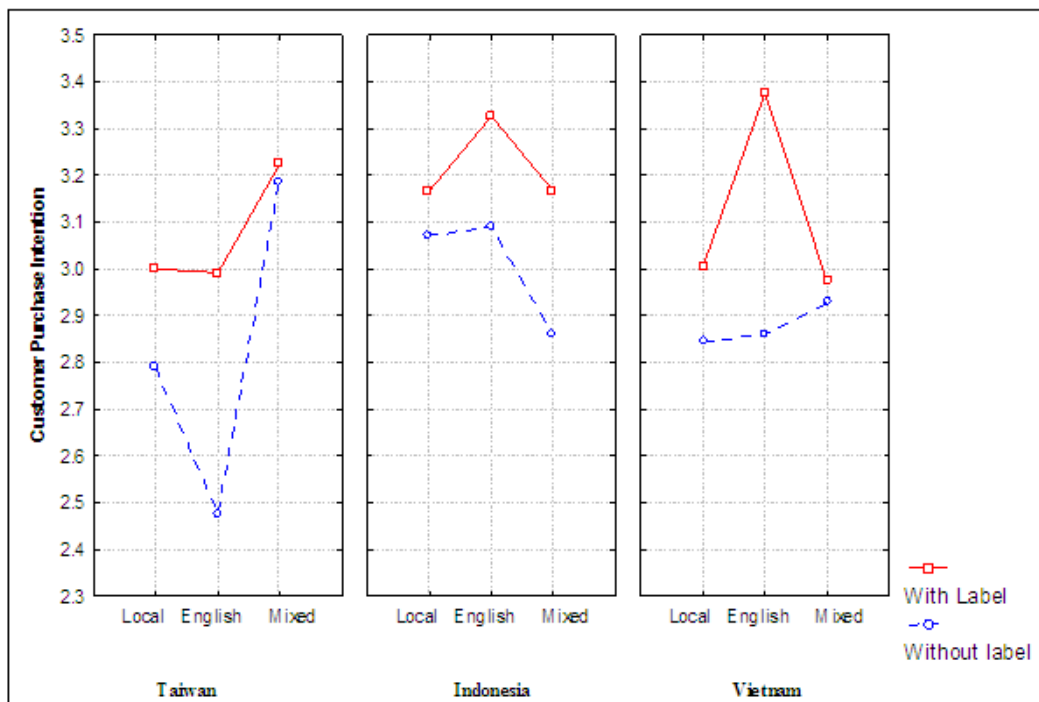

Figure 4: The interaction effect graph in each country

Taiwan participants have the highest acceptability of certificated label with mixed - language, while the English label is the lowest in acceptability. This may be that Taiwanese students grew up learning their mother tongue as national phonetic symbols. It is important for advertising in mixed-language for multinational enterprises (Krishna & Ahluwalia, 2008). In Indonesia and Vietnam, mother tongue learning it is based on the Roman alphabet. By comparison to Taiwan, acceptance of English in both countries will be relatively high. Indonesia and Vietnam pay more attention to certification label and English webpage. Probably because young people think that it is important with certificated products being labeled with original language. English has become the language of trade and industrialization and has been used by advertisers in non-English speaking countries (Piller, 2003). Website content (informational and design dimensions) do have an impact on e-marketing. So, a well-designed webpage is an important tool for marketing strategies of companies (Rahimnia &Hassanzadeh, 2013).

5. Conclusions

One objective of this paper was to study cultural differences on online purchase intention of young customers with imported product. The results showed that there exist significant differences in purchase intention by consumer across culture. This is necessary as more online retailers are targeting global customers in order to understand different country culture for effective international online marketing.

Impact of certification label and language choice of webpage in Taiwan, Indonesia and Vietnam were examined. Firstly, it was noted that the effect of certification label is soaking up more of customers' purchase intention in both three countries Taiwan, Indonesia and Vietnam. Secondly, only the customers in Taiwan preferred using mixed-language website than other languages. This could mean foreign internet vendors might be more successful on international markets if they consider implementing certification label or language choice of webpage.

The findings about interaction effect between certification label and language choice shows that certification label effect in three countries and mixed-language effect in Taiwan are significant, but there is no interactive effect between certification label and language choice. Therefore, potential international investors should consider cultural differences when applying e-commerce and to be mindful about interactive effect. Comparison among three countries, Indonesian and Vietnamese customers have higher acceptance of English, thus foreign suppliers do not need to use much words to explain their product.It can directly be explained in English at the original package of export products. However, in Taiwan, it is necessary to translate descriptions of product so that intending consumers buy imported products with ease and understanding.
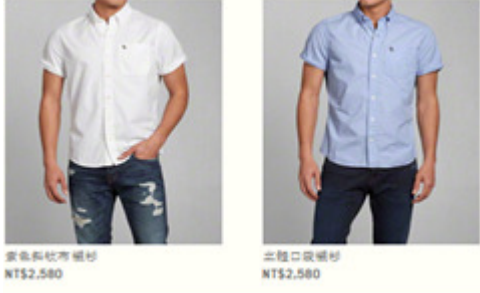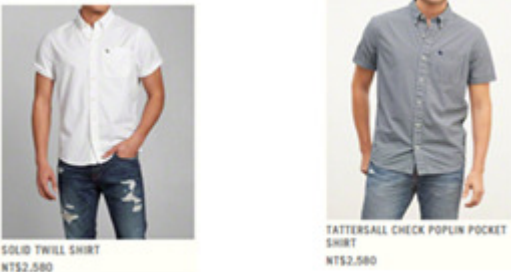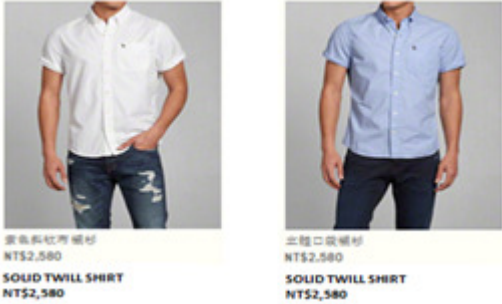
Limitations arise from the choice of sample and research product. Regarding the sample choice, this study focuses on the college students of Taiwan, Indonesia and Vietnam. They cannot represent the views of all online consumers such as occupational differences, age, online experiences and income. Another limitation of this research is that the experimental design was tested in the context of a single brand Abercrombie & Fit. Future research should look at various imported products, like other imported products from other countries with using original language not only English for imported products. In addition, it should increase the variety of samples that can give and present the views of online customers in order to enhance the studied subject area. Besides, further research can also be carried out with focuses on different product choice based on customer group differences, food products for working officers, married people, and baby products. There is still an aerial capacity for further research in this topic.

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Appendix A. Images to the experimental website design in Taiwan

1. Design: the website pictures "without" certification label, website in "Local Language" shows.	2. Design: the website pictures "without" certification label, webpage in "English" shows.
3. Design: the website pictures "without" certification label, website in "Mixed Language" shows.	Design: the website pictures "with" certification label, website in "Local Language" shows.
5. Design: the website pictures "with" certification label, webpage in "English" shows.	6. Design: the website pictures "with" certification label, website in "Mixed Language" shows.