

Factors Affecting Buying Decision Among Consumers of House Brand, Klang Valley, Malaysia: Literature Review

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Abstract— Some studies were focused on increasing customer preferences in food branding supermarkets, Klang Valley. They were influenced by consumer purchasing choices. Thus, there is a gap between competitive market climate, supermarket companies that recognize and identify precisely to different types of consumer comply with their requirement when purchasing the goods. The main objective of this research is to gain in depth analysis the factors that influence consumer buying decision of house brand products and to study the relationship of intrinsic cue and extrinsic cue towards purchasing decision of house brand product. This research used the literature review as the main source of data, secondary data is obtained through previous findings on the research topic. For this study, they presented a comprehensive explanation on the research topic. Literature reviews were conducted to find out the theme behavioral changes amongst consumers that influence the preference of the house brand product regarding the research topic.

Keywords— Buying Decision; Consumers of House Brand; Purchasing Decision; Intrinsic Cue; Extrinsic Cue.

I. INTRODUCTION

House brand which is a brand of a product manufactured by a retailer and sold in their stores under the retailer's name has expanded globally, increasing their market share and receiving positive feedback from the market (Norfarah et al., 2018). Nowadays, the concept of house-brand is becoming more popular among retailers. And they are always engaged in heated skirmishes in the hopes of increasing and maintaining their market share. This motivates retailers to take steps to reduce "cannibalization" and build their own competitive advantages. They try to develop a different image and customer views of the brand through practical tactics such as pricing or launching their own brands, as a house-brand can be significantly more profitable than selling nationally publicized names (McCull, R., et al., 2020).

Despite its presence in Asian markets for the past century, the house brand is regarded as underdeveloped in Asian retailing markets if compared with European markets (Nielsen, 2019). In Malaysia, slow growth of house brand products can be noticed due to low overall consumption among consumers (Norfarah et al., 2018; Mumin, et al., 2021) despite a huge investment has been spent by retailers to develop their brands

which range from groceries, skincare, foods to the household product.

When it comes to purchasing decisions, customers have diverse reactions to different brands for different product categories. Thus, in the case of house brand situations, a deeper understanding of consumer attitudes and purchase intentions toward house brand products is crucial as the house brand product can be considered low priced and provide considerable value to the consumer, but yet the intention towards the brand is still unsatisfactory (Maharani, N., et al., 2021). Moreover, the study that focuses on studying purchasing behavior towards house brand products is still lacking in Malaysia. Thus, this study will aim to fill in the mentioned gap by studying the factors that affect consumers' purchase intention toward house brand products (Norfarah et al., 2018; Maharani, N., et al., 2021).

An investigation revealed that approximately 66% (percent) of Asian Pacific survey respondents bought the house brand product to save money. In addition, currently 51% (percent) of consumers had reported that household savings to house brands had improved (A.C Nielsen, 2015; Norfarah, et al., 2018). Research has shown that consumers perceive state-branded products (e.g., Arizona Grown) more favorably in terms of safety, authenticity, nutrition, and labeling and thus are willing to buy the products more frequently and pay a premium price for good quality (Nganje, et al., 2011; Naasz, et al., 2018; Yeon Ho Shin, et al., 2020). Food brand items are now closely connected to the hospitality and tourism industries, as the preferences and expectations of consumers of regional food choices have increased (Yeon Ho Shin, et al., 2020). Purchase behavior and intent are influenced by aspects of the customer experience. The customer's attitude shift is influenced by the buying experience and is determinant in long-term purchase decisions (Albattat, A., & Romli, S., 2017)

II. LITERATURE REVIEW

Based on past results, state, national, and product, branding has become common forms of marketing for food items (Woods, et al., 2013; Kimberly Severt, et al., 2020, Shin, Y.H., et al., 2021). Probably in terms of supporting goods manufactured in a specific region by establishing a specific

brand synonymous with that state. These policy identification projects are intended to improve sales of sustainably grown, produced and directly designed brand, processed, or assembled goods (Shin, Y.H., Jung S. E., Im, J., et al., 2020). Consumer behavioral intention was directly affected by both performance expectancy and performance expectation, according to a research model (Jacqueline Tham, et al., 2020).

In Malaysia, consumers prefer to shop at supermarkets in a mall, which are more comfortable, spacious and have a variety of products. This is because the comparative prices between different brands of the same product category is reasonable. (PricewaterhouseCoopers, 2015; Norfarah, et al., 2018). This scenario is perceived as transparency in product offerings to the customer. This competitive advantage of the foreign supermarkets has threatened the smaller retailers in Malaysia (Gonzalez-Benito, 2005; Rosmimah and Melewar, 2008; Norfarah, et al., 2018).

According to Sethuraman and Gielens (2014) the sales growth contributions of 43 percent to employment absorption and the GDP (gross domestic product) have risen in the last two or three decades worldwide, especially in the developed countries. Unfortunately, in Asian countries, the selling of private-label goods was just below 10% (percent) because Asian consumers had a competitive edge and a lack of investment by retailers to promote private label products on the market (Nielsen, 2014; Maharani, et al., 2021). In order to enhance private label sales, retailers should be encouraged to use promotion, according to (Herstein et al., 2017; Maharani, et al., 2021). The purchasing aim of customers in stores is enticing promotion, price discounts and good pricing (Grewal et al. 1998; Abril, and Sanchez, 2016; Bues, et al., 2017; Maharani, et al., 2021).

Hence, the house brand or the Private Label Brand (PLB) goods are often consumed by customers from a wider income group who think that it is affordable based on the quality of products (Kwon et al, 2008, Norfarah, et al., 2018). Retailers that provide PLB with high quality products and lower prices are making the market feel more competitive with the value for money. PLB is an important part of the retail market (Glynn and Chen, 2009, Norfarah et al., 2018).

III. RESEARCH METHODOLOGY

This research used the literature review as the main source of data, secondary data is obtained through previous findings on the research topic. For this study, they presented a comprehensive explanation on the research topic. Theoretical and empirical review of the literature was performed to develop the study variable. Further discussion will be presented in the next session.

IV. FINDINGS & DISCUSSION

Consumers are still searching for lower prices of the same quality with respect to private label goods because they are very price aware (Retnawati et al., 2018; Maharani, et al., 2021). Most of the discounts for selling privately owned retailers use label items. As stated by Abril and Canovas (2016) had argued that reductions in costs and discount delivery to private label brands from retailers make customers more aware of the value

at lower prices and thereby enhance the value status of private label brands (Maharani, et al., 2021). Since prices for main food products, including meal, grain, rice noodles, cooking oils, and so on have been the in the last decade, Malaysians have the choice to consider buying house brands products in order to reduce their food consumption expenses in nearly every supermarket in urban areas (Conroy, 2010; Norfarah, et al., 2018). Identifying the aspects that influence consumers' decisions and how they make decisions will aid in the creation of efficient marketing techniques aimed at retaining customers and attracting new ones (Abdullah A.Aldousari et al., 2016).

Concept/ Theory of Purchase Behavior

Depending on the direction, the buying channel can be split into online and offline networks. Online channels include ordering products online via the Internet and smart devices, while offline channels include cash purchases and purchasing in physical shops (Wilson and Daniel, 2007; Brynjolfsson et al., 2013; Deloitte, 2015; Zhihong Li, et al., 2019). The marketing strategy is to generate desire for the goods and profit of the firm, in fulfilling the consumer desires, either now or for the future. For such a purpose, the reactions of buyers mostly in case of various existing characteristics in different cost, payment and even the procurement and travel methods are essential besides market analysts. Buyers not just to buy a good and service for some of its specific usefulness, as well as for its expected value. (Herman, et al., 2017). There are many explanations why a person buys things. There are indeed explanations why a person buys things.

Thus, it is important to consider the variables that have an influence on the purchasing cycle and on the purchase decision of your advertising department and promotional staff (Sangurde, et al., 2019). This emphasizes the significance of promoting consumers' purchase intention and evaluates the theory and potential impact of consumer's buying (Jalal Rajesh, 2017). A large number of research studies have also attempted to investigate and explain customer purchasing intentions, recognition, and use of food products (Nocella, et al., 2017; Olsen, et al., 2021).

Behavior of Consumers Toward Private Label Brand

Most research has been undertaken on client psychology and action in the food sector to define the various variables that affect consumer behavior in the light of economic, socio-economic, cultural, and advertisement pressures. Various studies have shown that the food industry has undergone major shifts, including demographics, perception, appetite, behaviors, and characteristics that affect the process. The studies have also shown that the understanding of consumer behavior, which will increase the longevity of the company advertising (Chawla, et al., March 2014).

Customer experience has been gained with the process. The customer finds which products and services he or she wishes to buy as a consumer and chooses items from what he or she needs to choose. If the individual products have been chosen, the customer has determined the overall price to be billed. Finally, assess the existing selling prices and agree to purchase the products (Pinki Rani, 2018).

Intrinsic Cue and Extrinsic Cue

Associated with the food supply appears to be crowded in virtually all related food categories. These also had led to intensified competition between food suppliers, which stimulated the need to create new goods and to strengthen and fine-tune existing ones (Combris et al., 2009; Hoffman, et al., 2020). Intense rivalry correlated with high rates of new product production failure as 40–50% of new food items withdrew from the market in their first year (Costa & Jongen, 2006; Hoffman, et al., 2020).

Comprehension of consumers and their expectations is a crucial success factor in such a highly competitive business setting. Hence, to prevent expensive mistakes or to position food more effectively, the food industry and marketers are keen to consider the processes that direct food decision-making and to recognize factors that influence eating decisions.

Food preference of a single food between two or more alternatives at a given time or in a specific sense (Mela, 2001; Stok et al., 2018; Hoffman, et al., 2020) is a central concept in marketing and customer behavior, in particular. Over the past of decades, there's a significant number of food decision-making reports that had included an overview of how consumers conclude food characteristics and about how to select the difference between options (Carroll & Vallen, 2014; Mai, et al., 2020) that what driving forces affect their shopping decisions (Mai & Hoffmann, 2020), and how technology can help food preferences (Fl & Vallen, 2015; Hoffman, et al., 2020). In recent years, interest in food-related research has grown considerably. All of this analysis is observational and is mainly designed to isolate and examine particular consequences or events that have direct or indirect market repercussions. Because of the rising number of food-related marketing reports, academics are faced with the challenge (Mai, et al., 2020).

Perceived Price

Supermarkets should also pay greater attention to 'perceived worth' and therefore use the distinction of the brand as a way of winning market share and increasing retail profitability (Beneke, 2010; M Glynn, et al., 2012; Herbert, et al., 2020). Supermarkets can make the idea of branding a store label operational by making it a department with a full budget, human resources, and merchandise, so that it can be a truly evolving branding idea in a knowledge-based marketing entity (Hultman, et al., 2008; Nikhashemi, et al., 2016, Ogwagwa, et al., 2020).

This study showed that separation was the most dominant predicted outcome of the branding of store labels among Kenyan supermarkets, along with profitability, market share, customer loyalty, and store loyalty (Bunte, 2011; Odongo, et al., 2021). The study advises that supermarkets should consider widening the label designation to items beyond non-food products, including clothing and accessories (Heding, et al., 2020). Supermarkets should engage more in the main results of this study in order to make branding of consumer and non-consumer products part of their operations (Odongo, et al., 2020). Price is also a consideration in the business world, particularly in the supermarket, where the cost of a request-response offer is an example. A significant piece of information is the price. Based on current costs and some historical

knowledge, or both present and future prices, office board frameworks can make practical decisions on resource use and process time (Azizul, J., et al., 2019).

Perceive Quality

The goal of this analysis was to investigate the effect of the perceived location quality of retail stores on the perceived quality of the services (Lin and Bennett, 2014; Yazan and Enas, 2020). This research explored the ways in which consumers were shopping at a more efficient, affordable, noticeable, and desirable venue (Bustamante, et al., 2017; Min, et al., 2017; Yazan, et al., 2020). This study showed that the effect of retail store location measurements on perceived service efficiency was moderate to medium in two cases and medium in one case (Hoekstra, et al., 2020).

This means that the location of store branches in high-access, visible, and desirable areas is of poor to moderate service level (Al-Bitar, 2017; Hasan, et al., 2020). The theoretical status of the retail store's location and service quality is too fractured. Much of the previous research also concentrated on reporting places or facilities as a separate construct (Min, et al., 2017; Yazan, et al., 2020).

Perceived Risk

Perceived risk is the anticipated negative gain associated with the buying of a particular brand. Risk can be categorized in two ways (Manikandan, 2020). The first is "inherent" risk, which operates at the primary level of demand, and the second is "handled" risk, which operates at the brand level (Li and Huang, 2019; Harminder, 2019; Manikandan, 2020). As per the perceived risk principle, perceived risk is mainly concerned with finding and selecting products that are related to information by consumers before they make buying decisions. The degree of perceived risk is the result of the perceived consequences of sales (Choi and Huddleston, 2014; Das, 2015; Haminder, 2019). If the perceived outcome is probable, the perceived risk associated with the transaction is lower, and if the outcome were unpredictable, the perceived risk would be greater (Manikandan, 2020).

The probability of perceived risk was divided into two parts at stake and the certainty of the decision that resulted in beneficial results (Del Vecchio, 2001; Mortimer, 2016; Manikandan, 2020). The quantity at stake refers to the purchasing target of the customer with regard to the fulfillment of the need. The individual's feeling that fulfillment requirements would be certain influence the perceived risk (Leone, et al., 2006; Beneke, et al., 2012; M.K.M., et al., 2020). This means that with a constant sum at stake, the potential risk can be minimized with a higher degree of fulfillment of the need. By minimizing the anticipated benefit, it suggests that the customer will minimize the perceived cost of the commodity (Mortimer, 2016; Li and Huang, 2019; Manikandan, et al., 2020). There are three defined levels of policy that consumers use to maximize the certainty of beneficial outcomes. It also noticed that market limitations on competition are also used to reduce the perception of risk (M.K.M, et al., 2020).

Branding Strategies

Food products marketing departments are able to employ tactics to manipulate customer preferences and attitudes in relation to certain graphic features of food or food packages (Zhou, et al., 2019; Liu, et al., 2021). As the food brand logo is an important graphic feature of food and food packaging, any facet of the food brand logo that influences food understanding could be worth investigating (Deng & Kahn, 2009; Wei, et al., 2018; Zhou, et al., 2020). Tend to focus on one attractive feature of the product labels, researchers have shown that consumers' perceptions and value of a brand change depending on whether these buyers observe the brand logo. Consumers favor tilted brand logos for new brands, while consumers prefer the upright of brand logos for conventional brands (Wei et al., 2018, Zhou, et al., 2019).

The food brand logo was concerned, for example, Pizza Hut changed its logo orientation from vertical to diagonal in 1999. However, no prior study explicitly considered whether displaying a brand logo in a vertical or diagonal orientation might have an effect on the customer's opinion and appraisal of the food items (Madzharov & Black, 2010; Huang, et al., 2022). The goal of the current study is to fill this void. Food brands are various from the brands historically analyzed for food goods and customers have distinct attributes than non-food brands. Consumers focus on characteristics such as flavor and food substance (Rahinel & Nelson, 2016; Eisend, et al., 2022). As pointed out, the direction of the company logo will contribute to various interpretations of the company, which will extend to the consumer's understanding of the advertised product (Gvili, et al., 2017; Wei, et al., 2018; Li, S., et al., 2022).

Brand Equity

The factor analysis results of the customer survey show that, in the structure of values related to the understanding of food quality, the commodity quality factor promised by the manufacturer exerts a significant impact on the preference of the commodity (Demakova, et al., 2019; Butova, et al., 2021). By the increase of the customer trust in and branding the retailer will dramatically improve their allegiance to the local product brand (Ismail, et al., 2016; Butova, et al., 2020; Demakova, et al., 2021).

The "cost reliability" aspect, in particular, showed the most pronounced loading of producer knowledge in the proposed model (Stoklasa, et al., 2016; Demakova, et al., 2019). Therefore, when doing marketing in their commodity labels, manufacturers need to pay special attention to details on the viability of manufacturing variables that will guarantee the durability of the product (Ismail, et al., 2016; Butova, et al., 2019; Morgun, et al., 2020). It is advisable, for example, to notify consumers of the latest accredited quality control scheme in an organization or about the awards won at different quality competitions (Zollo, L., et al., 2020).

Brand Awareness

Grocery store's consumer choices for the route to shopping are relative to the shopping on a device, a tablet, or a mobile (Angus and Westbrook, 2019; Graciola, et al., 2020). Consumer's expectations differ across chain stores (Jinfeng and

Zhilong, 2009; Wang, 2019; Milan, et al., 2020). Grocery stores prove to be customer options on the road to shopping, on a device, a phone, or a handheld device (Angus and Westbrook, 2019; Graciola, et al., 2020). Market preferences range across chain stores (Jinfeng and Zhilong, 2009; Wang, 2019; Milan, et al., 2020). The Brazil Retail Association (ABRAS) posted sales of R\$ 353.2 billion (USD 109 billion) in 2017, or 5.4 percent of the country's gross domestic product (GDP) (USDA, 2018). This retail market has 89,368 outlets, which are increasing by 0.9% and 0.4% respectively in size and amount (USDA, 2018). For more than 50 years, various experiments have been performed on the picture of the retail shop to elucidate the buying wishes of the consumer.

Analysis has found a positive correlation between the image of the store and the buying intention (Grewal et al., 1998; Dodds et al., 1991; Aghekyan-Simonian et al., 2012; Graciola, et al., 2020). As a practical result, an increasing purchasing purpose of layout, customer support, product diversity, and consistency (Watanabe et al., 2019; Milan, et al., 2020). However, the moderating impact of retail formats on these relationships has not yet. Furthermore, the mediating or indirect of perceived impact importance and brand recognition on this direct interaction for an example image storage and purchasing intention through analysis (Graciola, et al., 2020).

Brand Familiarity

Researchers have concentrated on factors such as the country of origin of consumer goods, product use as an indicator of personal individuality such as the ownership of scarce goods, consumer invention or product customization, innovative product acceptance, and purchasing intentions, among others (Sparks, et al., 2016; Brundage, et al., 2020).

Goods packaged under the name of the grocer became more enticing to shoppers as they recognized the shop logo for buying and the name of the grocer convinced customers to cultivate an affinity for them (Wiliam & Herbet, 1986). This study indicates that perceived value is the most important feature in consumers' understanding of purchasing labels, followed by perceived price, cost, packaging, and advertisement, among others (Stankevish, 2017; Raj, et al., 2018; Wiliam, et al., 2020; Thao, N., 2021)

V. CONCLUSION

It is showed of how important that consumer's behavior that impacting to produce of food level, marketing, food branding and the perspective of consumers. This study would concentrate on how the effect of the packaging and the product name evokes the first impression on customers. Consumers are more likely to buy a product or put a repeat order if the beauty and semiotics of the package have a favorable impact on the consumer's subconscious mind. The buyer's behavior is the study of human reaction to commodities and the selling of goods and services. This purpose is to examine customer brand recognition of selected food products.

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