

# Factors Affecting Buying Decision Among Consumers of House Brand, Klang Valley, Malaysia

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## Abstract

House brand, which is a product line it manufactures and sells under its name in its stores, has become more widely known. Despite the brand's century-long history in Asian markets, private label sales have increased and about 50% of consumers have tried the product. There is still significant debate over the brand recognition and recall of private label products. Due to global developments, domestic and international market trends, and technology improvements that bring both opportunities and problems. This study's aim was to ascertain the connection between changing consumer behaviour and consumer choices to buy house brand products in grocery shops in the Klang Valley. 408 consumers of house brands from the Klang Valley participated by answering an online survey. Some independent variables were shown to be connected to consumer decisions to purchase house brand products using SPSS and Smart-PLS. Perceived price is the primary determinant of a consumer's decision, followed by perceived quality, perceived risk, brand equity, and brand familiarity. In fact, it was believed that brand awareness and branding insignificant had little impact on consumer choice. in the purchasing decision. House brand items may be preferred by customers over national brands as a result of economic issues. Other uncontrollable factors, such as socioeconomic factors, demographic factors, and accessibility to retail outlet considerations, may also have an impact on customers' decisions to purchase. Future research should look at both controllable and uncontrollable aspects, as well examined as direct variables, to determine the factors that impact customers' decisions to purchase house brand products in the Malaysian context.

**Keywords:** Buying Decision; House Brand; Purchasing Decision; Intrinsic Cue; Extrinsic Cue.

## Introduction

A House brand, a product created by a retailer and marketed and sold in their stores under the retailer's name, has expanded globally, earning popularity and market share (Norfarah et al., 2018; Karamoko, et al., 2022). Nowadays, retailers are embracing the concept of house brands a lot more. Additionally, they often engage in unpleasant conflicts to increase and maintain their market dominance. Retailers are obligated to act to reduce "cannibalization" and as a consequence, develop their competitive advantages (Hashemi, et al., 2022) They try to alter the impression of the brand among customers by using practical techniques like price or creating their brands. This is due to the possibility that selling house brands might be significantly more profitable than working with well-known national brands (McColl, et al., 2020; Karamoko, et al., 2022).

Despite the house brand's presence in Asian markets throughout the past century, they are seen as underdeveloped in comparison to European retailing markets (Nielsen, 2019; Luiz, et al., 2022). Despite retailers' substantial investments to develop their brands, which range from groceries, skincare, foods, and household products, house brand products have only grown slowly in Malaysia (Norfarah et al., 2018; Mumin et al., 2021; Karamoko, et al., 2022). This is true even though consumers' overall consumption levels are low. To identify food products, consumers rely on packaging and brand identification (Mintel, 2014; Yeon Ho Shin, et al., 2020; Hashemi, et al., 2022). Based on past results at the state, national, and product levels, branding has become a popular strategy for food marketing (Woods, et al., 2013; Kimberly Severt, et al., 2020; Kovacs, et al., 2022). Most likely to promote products made in a certain area by creating a certain brand that is associated with that state (Kovacs, et al., 2022).

When it comes to making a purchase decision, consumers' responses to various brands for various product categories. Because home brand items might be deemed inexpensive and offer the consumer significant value, the intention toward the brand is still unsatisfactory, a better study of consumer attitudes and purchase decisions toward house brand products (Maharani, et al., 2021; Karamoko, et al., 2022). Additionally, Malaysia currently lacks research on consumer behaviour about house brand items. As a result, this research will analyse the variables impacting consumers' buying decisions for house brand products (Norfarah et al., 2018; Maharani, et al., 2021; Yeo, et al., 2022).

## **LITERATURE REVIEW**

An investigation revealed that approximately 66% of Asian Pacific survey respondents bought the house brand product to save money. In addition, currently, 51% of consumers had reported that household savings to house brands had improved (Nielsen, 2015; Norfarah, et al., 2018; Karamoko, et al., 2022). According to research, customers see state-branded goods (like Arizona Grown) highly in terms of safety, authenticity, nutrition, and labeling and are thus more likely to purchase them regularly and spend a higher price for high-quality goods (Nganje, et al., 2011; Naasz, et al., 2018; Yeon Ho Shin, et al., 2020; Kovacs, et al., 2022). The hotel and tourist sectors are increasingly strongly linked to food brand products as customer tastes and expectations for regional cuisine options have expanded (Yeon Ho Shin, et al., 2020; Hashemi, et al., 2022). Aspects of the client experience affect purchase behavior and intention. The buying experience has an impact on the customer's attitude change, which influences long-term purchase decisions (Albattat & Romli, 2017; Yin, et al., 2022).

*Intrinsic cue and extrinsic cue*

In order to evaluate consumer perceptions of store brand quality, cue utilisation theory could offer an alluring framework. This theory contends that a variety of signals present on items act as substitute quality indicators for consumers (Cox 1967; Olson 1972). The specific cues are triggered based on their prediction and confidence levels. Consumers' propensity to identify a particular signal with product quality is known as the predictive value of a cue (PV). This is comparable to the diagnostic of the cue, which indicates the dependability of a cue and the possibility that applying it will result in a successful task resolution (Dick, Chakravarti, and Biehal 1990). Cues can also be categorised as extrinsic or product-specific (Olson 1972; Olson and Jacoby 1973). Extrinsic cues are characteristics of a product that are not a part of the actual item, such as price, trade mark, and design. Contrarily, intrinsic cues indicate characteristics of the product, such as its components, which cannot be changed without also changing its physical characteristics. The PVs and CVs of extrinsic and internal cues determine their respective importance in evaluating the quality (Olson 1972).

People consider intrinsic cues as a part of something's nature (Longman Dictionary, 2004; Rubin, et al., 2022). Product intrinsic attributes include things like perceived quality, risk, and value. Product safety is a critical problem right since people are increasingly worried about product quality and safety, particularly when it comes to food goods (Issanchou, et al., 1996; Roth, et al., 2008; Jaafar, et al., 2012; Rondoni, et al., 2021; Rustagi; et al., 2022). Uncertainty or inaccuracy in how the product looks causes risk (Jaafar, et al., 2012; Rondoni, et al., 2021; Rustagi, et al., 2022). Uncertainty or inaccuracy are the sources of risk owing to the product's appearance; uncertainties persist (Jaafar, et al., 2012; Rondoni, et al., 2021; Loia, et al., 2022). Buyers are constantly under the impression that purchasing a product with a low price, simple packaging, or even one that is less well-known is exceedingly risky since the quality of those things is unreliable and in doubt (Sudhir, et al., 2004; Martenson, et al., 2007; Jaafar, et al., 2012; Ramadhan, et al., 2019; Peter, et al., 2022). Because of this, consumers regard house brand goods as high-risk items. Because they are unfamiliar with private label things and do not completely grasp them, the majority of buyers are apprehensive about making incorrect decisions (Cox, et al., 1967; Batra, et al., 2000; Tobon, et al., 2021; Peter, et al., 2022). Most of the time, buyers avoid mistakes in order to get the most out of the things they purchase (Rausch, et al., 2021; Karamoko, et al., 2022). As a result, consumers continuously use price and brand to judge the quality of manufacturer-branded items, which are normally more

expensive but are seen to be of higher quality and lower risk (Jaafar, et al., 2012; Ramadhan, et al., 2019; Hashemi, et al., 2022).

Extrinsic cues are those that are not a component of or contained in anything (Free Dictionary, 2011, Widayanto, et al., 2018; Vora, et al., 2020; Luiz, et al., 2022). According to research, extrinsic cues have an impact on customers' purchasing decisions than intrinsic clues (Richardson, 1997; Wang, et al., 2016; Nie, et al., 2021; Hashemi, et al., 2022). Brand equity, strategies, familiarity, and awareness are examples of extrinsic influences affecting the product. Previous research claimed that financial cost had an impact on customer decisions (Grunert et al, 2004; Manocha, 2021; Lim, et al., 2022). Additionally, it is shown that there is a strong positive correlation between price and consumers' reasons for purchasing house brand goods (Munusamy, et al., 2008; Pambudi, et al., 2021; Lim, et al., 2022). Additionally, customers typically inspect items by looking at the information on the packaging because it is accessible to practically all consumers, making it a crucial part of the decision-making process (Ampuero, et al., 2006; Martinez, et al., 2021; Sari, et al., 2022). Also, advertising serves as a communicator by informing customers about the goods and services (Uusitalo, 2001; Sari, et al., 2022). It is challenging to evaluate how well house brand products are sold, and a successful campaign typically goes hand in hand with a favorable brand image (Kim and Parker, 1999; Steinberg et al., Jules, 2001; Steinberg, 2021; Saputra, et al., 2022). This assumption is consistent with other research that found brand image affects customers' decisions to buy house brand goods (Liljander et al., 2009; Ramadhn, et al., 2019; Luiz, et al., 2022).

### *Perceived price*

The price is the sum of money paid by the consumer to get the products (Zeithaml, 1988; Sawitri, et al., 2022). Price is classified into two types: true price and perceived price. The true price is the objective price of the goods, but the perceived price is the individual's impression of the price of the quality of the thing (Donald R., et al, 1989; Lin, et al., 2022). Price perception varies across consumers and has both a positive and negative impact on purchasing behavior (Chao, et al., 2022). According to Hoch et al. (1993); Putra et al., (2022), the economic recession influences house brand buying behavior because when income declines, buyers become more price aware and favor house brand products over national brands. Price-concerned consumers tend to buy more house brands rather than big brands. (Zeithaml, 1998; Zahra, et al., 2022) also said that house brand customers are price-seeking and want cheap pricing; as a consequence, having an affordable product indicates reaching great value for some

consumers. When cognitive pricing processing occurs, consumers might draw comparisons between the prices set and the prices or price ranges formed in their imaginations for the goods (Dost, et al., 2022). The objective of allocation in decision-making roles is to assist buyers in deciding the optimal strategy to receive the anticipated advantages owing to their purchasing power (Yin, et al., 2022). As a result, pricing can assist customers in determining how to divide their purchasing power among various sorts of products or services (Soegoto, et al., 2020; Hashemi, et al., 2022).

Prices are an important consideration in today's marketing landscape, not just for customers but also for manufacturers when selecting items (Severt, et al., 2022). Customers usually regard price as a sign of product quality and evaluate the cost in terms of perceived advantage obtained from the offering's rivals (Solakis, et al., 2022). Consumers' opinions about purchase decisions can be influenced by price (Alfred, 2013; Albert, et al., 2022). Price, according to (Kotler et al., 1996; Rosdi et al., 2013; Saputra et al., 2022), is a component of the marketing mix that generates income. Price is the price at which a product, service, or idea is traded or sold, independent of its worth or value to potential buyers (Fehrenbach, et al., 2021; Yin, et al., 2022). Another issue to consider in business is price, such as at the supermarket, where the cost of a request-response offer. Pricing is an essential piece of information (Meehan, et., 2011; Eskandari, et al., 2021; Yin, et al., 2022). Office board frameworks can make realistic judgments on resource consumption and process time based on current pricing and some historical knowledge, or both present and future prices (Azizul, J., et al., 2019; Lim, et al., 2022).

### *Perceive quality*

Perceived quality (PQ) is the pre-process that provides the overview and motivation for purchasing a product or service at various costs. Employee service quality and durability influence perceived quality to boost the purchase rate or buying decision for a product or service (Gunawardane, 2015; Raouf, et al., 2022). The consumer's feeling of overall quality, or the excellence of goods or services, was identified as a brand's PQ (Chi, et al., 2009; Fouladivanda et al., 2013; Gunawardane, 2015; Hoang, 2016; Sawagvudcharee, et al., 2018; Hashemi, et al., 2022). Product quality refers to a product's ability to accomplish its function; it includes, among other things, overall durability, reliability, accuracy, ease of use, and product reparability (Hakim, et al., 2021; Zachrison, et al., 2022). According to the theory advanced, the methods of product quality are described as customers' assessments of product features in

items that would suit consumer wants and deliver advantages to consumers (Zhang, et al., 2021; Rustagi, et al., 2022).

Lin et al., (2014) and Yazan et al., (2020) discovered that the influence of retail shop location measures on perceived service efficiency was moderate to medium in two cases and medium in one case in their research to explore the effect of perceived location quality of retail stores on the perceived quality of services. This indicates that the service quality of the positioning of shop branches in highly trafficked, visible, and desired regions ranges from bad to moderate. (Al-Bitar, 2017; Hasan, et al., 2020; Baker, et al., 2022). The theoretical position of the retail store's location and service quality is too fragmented. Much past research has also focused on reporting places or facilities as a distinct concept (Min, et al., 2017; Yazan, et al., 2020; Baker, et al., 2022).

Another significant component influencing buying decisions is perceived quality. As a result, when customers believe a brand to be of greater quality, they are more likely to buy its items, and the opposite is also true. (Park., 2021; Peter, et al., 2022). Hence, as a result, perceived quality is one of the factors of the success of a private label brand. (Spratt, et al., 2004; Savita, et al., 2021; Yin, et al., 2022). House brands have been rated as having poor quality goods (Bao et al, 201; Padhi, et al., 2021; Sari, et al., 2022). According to Richardson et al. (1996), home brand food items have worse quality in terms of flavor, nutrition label, and ingredients when compared to national brands. However, the rise in the quality of house brands has contributed to the brands' increased buy intent (Wang, et al., 2021; Lim, et al., 2022). According to one research, house brand food goods in Belgium, such as orange juice brands, have the same or higher quality than national brands (Wulf, et al., 2005; Norfarah, et al., 2018; Kovacs, et al., 2022). Product quality enhancement may alter consumers' perceptions of product quality and influence their purchasing decision (Norfarah, et al., 2018; Hashemi, et al., 2022).

### *Perceived risk*

Since the 1960s, a theory of perceived risk has been used to explain consumer decision-making behaviour Mitchell (1999) proposed that perceived risk is effective in explaining consumer behaviour because customers are more typically driven to prevent mistakes than to maximize utility in a purchase. The more people engage in online transactions, the measure of perceived risk has evolved showing the meaning of perceived risk (Benarto, et al., 2022). Previously, perceived risks were mostly associated with fraud and product quality (Wu, et al., 2005; Lee,

et al., 2021; Luiz, et al., 2022). The predicted unfavourable gain associated with purchasing a specific brand is referred to as perceived risk. The risk may be classified into two types (Manikandan, 2020; Sari, et al., 2022). The first type of risk is "inherent," which acts at the main level of demand, and the second type of risk is "managed," which functions at the brand level. (Li and Huang, 2019; Harminder, 2019; Manikandan, 2020; Benarto, et al., 2022). The perceived risk principle states that when customers make purchasing decisions, they should search for and choose items that are connected to the information they have available. The perceived repercussions of sales influence the degree of perceived risk (Choi and Huddleston, 2014; Das, 2015; Haminder, 2019; Benarto, et al., 2022). If the perceived outcome is likely, the perceived risk of the transaction is lower and if the outcome is unknown, the perceived risk is higher. (Manikandan, 2020; Hashemi, et al., 2022).

The probability that a decision would have favourable effects and the chance that it would be made were the two components of the perceived risk probability (Del Vecchio, 2001; Mortimer, 2016; Manikandan, 2020; Yin, et al., 2022). The amount at stake refers to the customer's purchase aim for the fulfilment of the demand. The individual's perception of the likelihood of meeting requirements determines the perceived risk (Leone, et al., 2006; Beneke, et al., 2012; M.K.M., et al., 2020; Lim, et al., 2022). This implies that with a fixed amount on the line, the risk may be reduced with greater demand fulfilment. It is hypothesized that the consumer will reduce the perceived cost of the item by lowering the expected benefit (Mortimer, 2016; Li and Huang, 2019; Manikandan, et al., 2020; Saputra, et al., 2022). Consumers can increase the assurance of positive outcomes by using one of three clearly defined levels of policy. Additionally, it was discovered that market restrictions on competition are employed to lower the impression of risk (M.K.M, et al., 2020; Solakis, et al., 2022).

### *Branding strategies*

Consumer perception of the brand is influenced by a range of retail factors, including product diversity, retail atmosphere, and retail services (Ailawadi, et al., 2004; Nguyen-Viet, et al., 2022). Product, variety, product quality, pricing, value-for-money, and shop atmosphere may also be used to evaluate brand image (Collins-Dodd, et al., 2003; Pérez-Santamaría, et al., 2021; Saputra, et al., 2022). Utility factors and impression factors are the two key factors that have an impact on the brand image (Saraswat et al., 2010; Norfarah, et al., 2018; Hashemi, et

al., 2022). The actual store's operations, such as its layout, the selection of products it sells, or its prices, are considered part of the utility element (Norfarah, et al., 2018; Purwantono, et al., 2021; Sari, et al., 2022). In contrast, impression elements pertain to the sensation and experience that customers acquired from the store (Norfarah, et al., 2018; Dost, et al., 2022). Buyers will mostly base their assessment of a brand's image on how they feel and behave when buying there. Brand image is also an important consideration in brand tactics that impact customer brand selection and loyalty (Lewis and Hawlsley, 1990; Osman, 1993; Ho, et al., 2014; Troiville, et al., 2019; Dost, et al., 2022). Consumers will therefore select their favorite brand based on their individual opinion of its image. Furthermore, brand image is a crucial component for people to evaluate the house's brand image (Ailawadi, et al., 2004; Nguyen-Viet, et al., 2022). It serves as a criterion for judging product quality (Dawar and Parker, 1994; Ho, et al., 2014; Troiville, et al., 2019; Yin, et al., 2022) and has a direct impact on customer evaluations of house brand items (Wu et al, 2011; Diallo et al., 2013; Mathur, et al., 2021; Sari, et al., 2022). Therefore, based on the brand's reputation could affect their decision to buy house brand items. Brand equity is greatly influenced by brand image as well (Ailawadi, et al., 2004; Nguyen-Viet, et al., 2022).

Focusing on one appealing component of product labels, researchers discovered that customers' views and value of a brand shift based on whether these purchasers see the brand emblem. Consumers prefer tilted brand logos for new brands, but upright brand logos for existing brands (Wei et al., 2018, Zhou, et al., 2019; Putra, et al., 2022). When it came to brand logos, Pizza Hut, for example, modified its logo orientation from vertical to diagonal in 1999. However, no earlier study specifically studied how the direction of a brand logo vertical or diagonal might influence the consumer's perception and assessment of the food products. (Madzharov & Black, 2010; Huang, et al., 2022). The present study's purpose is to fill this hole. Food brands differ from the brands previously studied for food commodities, and buyers have unique traits for non-food businesses. Consumers are concerned about aspects such as flavour and food content (Rahinel & Nelson, 2016; Eisend, et al., 2022). As previously said, the business logo will influence numerous perceptions of the company, which will extend to the consumer's comprehension of the brand market to consumers (Gvili, et al., 2017; Wei, et al., 2018; Li, S., et al., 2022).

### *Brand equity*



Three viewpoints may be used to evaluate brand equity: brand as a product (value), brand personality, and brand as an organization. (Hodson, et al., 2021; Putra, et al., 2022). Studies from the past show that the brand-as-organization approach views the company as a whole, including the people, values, and programs that support the brand (Aaker, 1996; Polat, et al., 2021; Lim, et al., 2022). A company's brand has the potential to be significant and to stand for more than just its goods and services (Aaker, 1996; Javornik, et al., 2021; Yin, et al., 2022). According to Lim et al. (2022), consumers purchase goods and services that satisfy their demands and requirements. However, producers are equally worried about the manufacturers' goodwill and ethical behavior (Polat, et al., 2021; Chao, et al., 2022). This is why corporate associations are necessary, which include customer care, being inventive, aiming for high quality, being successful, being visible, and being community-oriented (Aaker, 1996; Polat, et al., 2021; Lim, et al., 2022).

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; Chao, et al., 2022). With the increase of customer trust in the company's 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; Luiz, et al., 2022). "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; Lin, et al., 2022). Therefore, when marketing 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; Lim, et al., 2022). 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; Hashemi, et al., 2022).

### *Brand awareness*

The value of brand awareness as a part of brand equity is frequently overlooked (Aaker, 1996; Polat, et al., 2021; Severt, et al., 2022). Consumer brand awareness refers to the capacity to recall and recognize the brand in diverse settings and to associate the brand name, emblem, jingles, and so on with specific connections in memory ("Brand") (Farhana, et al., 2012; Shariq, et al., 2018; Yin, et al., 2022). Brand awareness has a significant role in influencing consumer

views and behaviors as well as being one of the important components in the creation of product value (Schivinski, et al., 2016; Nguyen-Viet, et al., 2021; Luiz, et al., 2022). Furthermore, awareness establishes a strong link in buyer memory (Nguyen-Viet, et al., 2021; Saputra, et al., 2022). As a result, the consumer's capacity to recall the brand in their memory may be used to determine the level of awareness. To assess customer brand awareness in terms of recognition, ask "Have you ever heard of brand X?" (Aaker, 1996; Ronoh, et al., 2020; Lim, et al., 2022). It approach represents the level at which a brand is perceived by a buyer and is appropriate for assessing consumer recognition of the house brand items in the study (Aaker, 1996; Ronoh, et al., 2020; Yin, et al., 2022).

Product value, according to Garretson et al. (2002), is a factor in consumer assessments of house brand products. Value-conscious shoppers are more price-conscious to obtain the greatest deal while purchasing (Leva, et al., 2018; Hashemi, et al., 2022). They are always under the impression that "they must obtain a good bargain." As a result, value-conscious buyers seek not only low-cost items but also products of comparable quality to the amount they paid to obtain a fair bargain (Norfarah, et al., 2018; Karamoko, et al., 2022). Because of the market's economic slump, consumers who value their money are continuously shopping for items that are affordable (AC Nielsen, 2011). As a result, rather than focusing their purchase decision entirely on price or quality, some buyers choose to evaluate items based on their worth to get a good bargain (Norfarah, et al., 2018; Baker, et al., 2022).

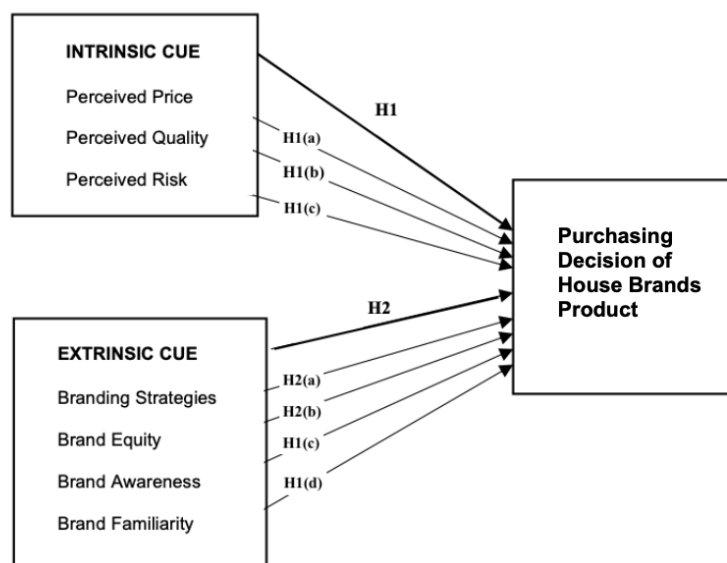
### *Brand familiarity*

Familiarity is regarded as a higher standard than awareness it is a measure of the customer's knowledge and comprehension of the brand (Adams, 2012; Farjam, et al., 2015; Shariq, et al., 2018; Shen, et al., 2022). Consumer evaluates the product by taste, smell, size, and shape. If no differences are found when a consumer has to choose between two similar products, s/he will likely make the judgment and decision by brand (Shariq, et al., 2018; Yin, et al., 2022). In this situation, the brand which appears to be more familiar with consumers and had received positive exposures previously will have more advantages. Individuals interpret with experience, and internal and external factors (Milberg, et al., 2021; Hashemi, et al., 2022). Engagement with the brand in commercials or at a store, awareness of the brand name, and past purchases and/or usage of the brand may all contribute to increased brand familiarity (Kim, et al., 2021; Sari, et al., 2022). The amount of information accessible about a brand that makes a buyer confident in purchasing the goods is referred to as brand familiarity (Barijan, et

al., 2021; Baker, et al., 2022). The greater the consumer's familiarity with the brand, the lower the perceived risk (Baltas, 1997; Myers, et al., 2021; Lim, et al., 2022).

There is no doubt such a high level of familiarity is desirable and advantageous since it streamlines the purchase choice process and boosts consumers' confidence and trust. Brand familiarity shows the amount to which a buyer has experienced direct or indirect interaction with a brand (Alba, et al., 1987; Kend, et al, 1994; Shariq, et al., 2018; Husin, et al., 2022). Additionally, it was claimed that brand familiarity made it possible to retain consumer brand knowledge and brand associations that already exist in their memories (Campbel, et al., 2003; Kim, et al., 2021; Husin, et al., 2022). Some customers may be familiar with the marketed items, but many consumers may not be, either because the promoted products are new to the market or because consumers have not yet been exposed to the brand (Steward, 1992; Campbell, et al., 2003; Shariq, et al., 2018; Shen, et al., 2022). Because customers could recognize the store emblem for purchase and because of the grocer's brand, the goods packaged under that label were more alluring to buyers (Wiliam, et al., 1986; Norfarah, et al., 2018; Nguyen-Viet, et al., 2021; Saputra, et al., 2022). According to the findings of this study, perceived value is the most essential factor in customers' comprehension of purchasing labels, followed by perceived price, cost, packaging, and marketing (Stankevish, 2017; Raj, et al., 2018; Wiliam, et al., 2020; Thao, et al., 2021; Yin, et al., 2022).

### Conceptual Framework



**Figure 1:** Conceptual framework adapted Nguyen & Gizaw (2014); Norfarah, et al., (2018).

## Methodology

Convenience sampling was used in this study as a sampling technique for the research design. The target population of this study is house brand consumers among Klang Valley residence. Researcher used Krejcie and Morgan sampling table as a reference in determined the sample size and the closest number of populations is 1000000 meaning that the number of respondents is 384 ( Krejcie & Morgan , 1970). According to the United Nations World Urbanization Prospects, the population of the Klang Valley is predicted to reach 7,996,830 by 2021 (Jeevan, et al., 2018; Moslem, et al., 2022). The number of respondents that were collected exceeds 408 was fully administrated by online survey. The data of information analysed using computerize statistical software which is Statistical Package for the Social Sciences and SmartPLS.

Table1 shows that the questionnaire was divided into four sections, each of the sections contained 10 items which is Purchasing decision and 5 items for PP, PQ, PR, BS, BE, BA and BF. Part A had focused on collecting data of the demographic characteristic of the respondent collecting data on participant's gender, age, marital status, education level, and house hold monthly that were related or not related to food industry It is possible to analyse the study's findings using SPSS version 25.0, which includes reliability analysis and descriptive statistics as well as Pearson's correlations.

**Table1:** Questionnaire development

Section	Variable	No. Items	Sources
<b>A</b>	Demographic	5	Jaafar, et al., 2012
<b>B</b>	Purchasing Decision - (PD)	10	Maharani, et al., 2020
<b>C</b>	Perceived Price - (PP)	5	Jaafar, et al., 2012
<b>C</b>	Perceived Quality - (PQ)	5	Jaafar, et al., 2012
<b>C</b>	Perceived Risk - (PR)	5	Jaafar, et al., 2012
<b>D</b>	Branding Strategies - (BS)	5	Nguyen, et al., 2014
<b>D</b>	Brand Equity - (BE)	5	Nguyen, et al., 2014
<b>D</b>	Brand Awareness - (BA)	5	Nguyen, et al., 2014
<b>D</b>	Brand Familiarity (- BF)	5	Jaafar, et al., 2012

## Findings

### Demographic profile

Table 2 represents the demographic data of the participants. Female participants outnumbered male participants (52.5%), with just 1.2% of responders aged 46 and over. The sample was dominated by respondents between the ages of 26 and 35 (45.6%). In terms of educational attainment, 46.3% of participants possessed a bachelor's degree, whereas 0.2% had primary

education and a Ph.D. The majority of people polled (67.6%) were single, with 22.3% married without children.

**Table 2:** Sample characteristic (Respondent's profile)

Variable	Description	Frequency	Percentage (%)
<b>Gender</b>	Male	194	47.5
	Female	214	52.5
<b>Age</b>	18- 25	184	45.1
	26-35	186	45.6
	36-45	33	8.1
	46 and above	5	1.2
<b>Marital Status</b>	Single	276	67.6
	Married without children	91	22.3
	Married with children	41	10.0
<b>Education Background</b>	Primary	1	.2
	Secondary	8	2.0
	STPM/ Diploma	181	44.4
	Degree	189	46.3
	Master's	24	5.9
	PhD	1	.2
	Others	4	1.0
<b>Total</b>		<b>408</b>	<b>100</b>

### Measurement model

A reliability test was performed to get access to the measurement model. Table 3 shows that the loading of all items on each construction surpasses the threshold value of 0.60. (Bryne, 2016; Sahoo, et al., 2019; Sari, et al., 2022) and also according to Traub & Rowley (1991) All of the above values are adequate and reliable because the scores are greater than 0.60. Composite reliability value of each construction exceed the value 0.60 , the highest value CR 0.981 is purchasing decision, extrinsic cue item brand familiarity 0.974 and intrinsic cue item perceived quality 0.968. When analysing an individual's attitude toward specific items or objects, an Alpha coefficient of 0.70 or above is frequently considered appropriate and reliable (Chandon, et al., 1996; Kimberlin, et al., 2008; Loia, et al., 2022). Each construction's Cronbach's  $\alpha$  value is above 0.70, with purchasing decision having the highest value of 0.978, followed by extrinsic cue item brand familiarity at 0.966 and intrinsic cue item perceived quality at 0.958. However, it was kept since the CR and CA were above the threshold values of 0.60 and 0.70, respectively, and so it is still considered suitable. Based on the information

provided above, it is possible to conclude that composite reliability and Cronbach's alpha were established in this study.

Furthermore, for a consistent reliability measure of the partial least squares, rho A was another indicator that should be determined (Dijkstra, et al., 2015; ATSIZ, et al., 2021; Rubin, et al., 2022). The rho A values in this measurement model were higher than the 0.70 limits considered acceptable. Because all three indications involve dependability, it can be inferred that internal consistency reliability was achieved for the measurement model. The reliability would consider by all three indicators, it can be concluded that internal consistency reliability was established for the measurement model.(Dijkstra, et al., 2015; ATSIZ, et al., 2021; Kovacs, et al., 2022). This study's internal consistency and reliability were thus not compromised. Thus, the value measurements of reliability are shown jointly since a rho A value between Cronbach's alpha and composite reliability is a good indicator of dependability. The values are given in the data output in table 4, with rho A between CA and CR.

In the study, the average variance extracted (AVE) value of the measurement model is examined to assess the model's convergent validity. Because the AVE value of the constructs is at least 0.5, convergent validity is sufficient (Fornell, et al., 1981). For each construct, the extracted average variance (AVE) shown in the table 2 that value threshold of 0.5 which the measuring model respectively higher value conduct by 0.857 is extrinsic cue item branding strategies, persist by intrinsic cue item perceived quality 0.857 and 0.837 is purchasing decision. According to results shows the construct values ranges exceeds 0.50 and conclude as a clear indication of all the items consistently measure their corresponding construct between value 0.7 to 0.8.

**Table 3** : Measurement model (Outer Loading)

CONSTRUCT		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
PURCHASING DECISION CR = 0.981 CA= 0.978 Rho A = 0.979 AVE = 0.837	<b>PD1</b>	0.909	0.908	0.016	56.746	<b>0.000</b>
	<b>PD2</b>	0.924	0.924	0.015	60.941	<b>0.000</b>
	<b>PD3</b>	0.928	0.927	0.013	68.855	<b>0.000</b>
	<b>PD4</b>	0.914	0.913	0.018	51.271	<b>0.000</b>
	<b>PD5</b>	0.875	0.875	0.020	43.116	<b>0.000</b>
	<b>PD6</b>	0.943	0.943	0.007	133.879	<b>0.000</b>
	<b>PD7</b>	0.869	0.869	0.021	40.438	<b>0.000</b>
	<b>PD8</b>	0.915	0.913	0.017	52.270	<b>0.000</b>
	<b>PD9</b>	0.931	0.931	0.013	73.307	<b>0.000</b>
	<b>PD10</b>	0.937	0.936	0.010	94.068	<b>0.000</b>
PERCEIVED PRICE	<b>PP1</b>	0.832	0.832	0.024	35.242	<b>0.000</b>

CR = 0.953	<b>PP2</b>	0.874	0.874	0.019	45.401	<b>0.000</b>
CA = 0.938	<b>PP3</b>	0.915	0.915	0.014	64.139	<b>0.000</b>
Rho A = 0.939	<b>PP4</b>	0.927	0.926	0.012	75.348	<b>0.000</b>
AVE = 0.802	<b>PP5</b>	0.925	0.924	0.008	112.368	<b>0.000</b>
PERCEIVED QUALITY	<b>PQ1</b>	0.926	0.925	0.014	67.834	<b>0.000</b>
CR = 0.968	<b>PQ2</b>	0.923	0.923	0.012	75.348	<b>0.000</b>
CA = 0.958	<b>PQ3</b>	0.949	0.949	0.009	111.583	<b>0.000</b>
Rho A = 0.959	<b>PQ4</b>	0.902	0.901	0.016	55.766	<b>0.000</b>
AVE = 0.857	<b>PQ5</b>	0.927	0.926	0.015	61.974	<b>0.000</b>
PERCEIVED RISK	<b>PR1</b>	0.939	0.939	0.011	87.539	<b>0.000</b>
CR = 0.967	<b>PR2</b>	0.940	0.940	0.010	94.346	<b>0.000</b>
CA = 0.957	<b>PR3</b>	0.893	0.892	0.018	50.749	<b>0.000</b>
Rho A = 0.960	<b>PR4</b>	0.930	0.929	0.012	74.607	<b>0.000</b>
AVE = 0.855	<b>PR5</b>	0.920	0.919	0.015	60.806	<b>0.000</b>
BRAND STRATEGIES	<b>BS1</b>	0.943	0.942	0.010	95.096	<b>0.000</b>
CR = 0.972	<b>BS2</b>	0.947	0.947	0.008	114.726	<b>0.000</b>
CA = 0.964	<b>BS3</b>	0.923	0.923	0.010	88.236	<b>0.000</b>
Rho A = 0.965	<b>BS4</b>	0.927	0.927	0.015	60.308	<b>0.000</b>
AVE = 0.874	<b>BS5</b>	0.935	0.934	0.012	76.931	<b>0.000</b>
BRAND EQUITY	<b>BE1</b>	0.875	0.875	0.013	69.386	<b>0.000</b>
CR = 0.952	<b>BE2</b>	0.899	0.899	0.010	93.398	<b>0.000</b>
CA = 0.939	<b>BE3</b>	0.910	0.907	0.016	56.547	<b>0.000</b>
Rho A = 0.954	<b>BE4</b>	0.898	0.894	0.019	46.681	<b>0.000</b>
AVE = 0.800	<b>BE5</b>	0.891	0.888	0.020	44.966	<b>0.000</b>
BRAND AWARENESS	<b>BA1</b>	0.937	0.936	0.010	94.068	<b>0.000</b>
CR = 0.951	<b>BA2</b>	0.842	0.837	0.027	31.729	<b>0.000</b>
CA = 0.936	<b>BA3</b>	0.924	0.924	0.009	103.909	<b>0.000</b>
Rho A = 0.947	<b>BA4</b>	0.919	0.919	0.011	86.981	<b>0.000</b>
AVE = 0.794	<b>BA5</b>	0.910	0.910	0.010	89.085	<b>0.000</b>
BRAND FAMILIARITY	<b>BF1</b>	0.921	0.920	0.013	70.316	<b>0.000</b>
CR = 0.974	<b>BF2</b>	0.942	0.941	0.011	89.619	<b>0.000</b>
CA = 0.966	<b>BF3</b>	0.940	0.940	0.011	82.021	<b>0.000</b>
Rho A = 0.966	<b>BF4</b>	0.950	0.949	0.009	104.556	<b>0.000</b>
AVE = 0.882	<b>BF5</b>	0.941	0.941	0.008	111.373	<b>0.000</b>

Conclude for table 3 and table 4 of measurement table , according to the results there was a good consistency value presented of rho\_A because the value threshold in 0.9 for the items has surpassed the value. These are the reason CA and CR has good indication of reliability. The values construct of AVE findings are above threshold value 0.5 for this study shown the measuring model has satisfactory levels . All the outer loading of items surpasses the threshold value and items were consistently measure their corresponding construct.

**Table 4:** Construct Reliability

CONSTRUCT	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Purchasing Decision	<b>0.978</b>	<b>0.979</b>	<b>0.981</b>	<b>0.837</b>
Perceived Price	<b>0.938</b>	<b>0.939</b>	<b>0.953</b>	<b>0.802</b>
Perceived Quality	<b>0.958</b>	<b>0.959</b>	<b>0.968</b>	<b>0.857</b>
Perceived Risk	<b>0.957</b>	<b>0.960</b>	<b>0.967</b>	<b>0.855</b>
Branding Strategies	<b>0.964</b>	<b>0.965</b>	<b>0.972</b>	<b>0.874</b>
Brand Equity	<b>0.939</b>	<b>0.954</b>	<b>0.952</b>	<b>0.800</b>
Branding Awareness	<b>0.936</b>	<b>0.947</b>	<b>0.951</b>	<b>0.794</b>
Brand Familiarity	<b>0.966</b>	<b>0.966</b>	<b>0.974</b>	<b>0.882</b>

## Discriminant validity

The average variance extracted (AVE), whose values should be more than 0.50, was used to compute convergent validity. Table 4 shows that AVE scores varied from 0.794 to 0.874. As a result, these numbers indicate convergent validity. The Fornell-Lacker criteria (Table 5) and the HTMT (Table 6) ratio used to determine discriminant validity. This approach emphasizes how different conceptions are from one another (Hair et al., 2016; Loia, et al., 2022). According to the Fornell-Lacker criteria, the value of AVE for each latent dimension should be greater than the correlations of any other latent dimensions (Chin, 2010; Rubin, et al., 2022). This criteria used in this study. In additional, the Heterotrait-Monotrait ratio of correlation (HTMT) was developed to measure discriminant validity, with all values falling below 0.9 (Henseler et al., 2014). As indicated in Table 5, all of the scores are less than 0.9. In conclusion, discriminant validity for this measuring approach seems to be well established.

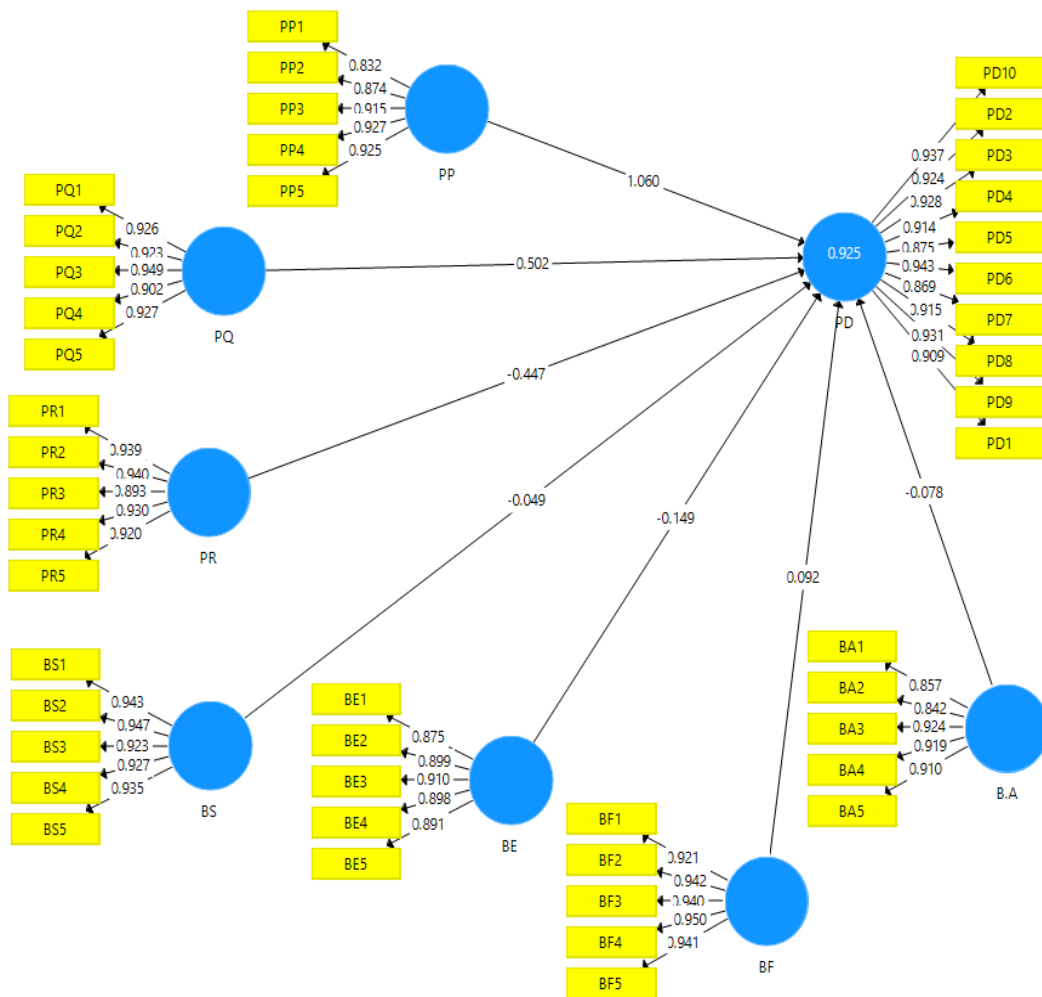
**Table 5:** Discriminant validity (Fornell-Lacker)

CONSTRUCTS	B.A	BE	BF	BS	PD	PP	PQ	PR
Branding Awareness	<b>0.821</b>							
Brand Equity	0.740	<b>0.865</b>						
Brand Familiarity	0.812	0.867	<b>0.739</b>					
Branding Strategies	0.712	0.892	0.821	<b>0.835</b>				
Purchasing Decision	0.797	0.764	0.839	0.857	<b>0.815</b>			
Perceived Price	0.880	0.856	0.891	0.827	0.847	<b>0.775</b>		
Perceived Quality	0.895	0.874	0.815	0.738	0.712	0.846	<b>0.826</b>	
Perceived Risk	0.708	0.886	0.722	0.859	0.889	0.859	0.764	<b>0.725</b>

**Table 6:** Heterotrait-Monotrait Ratio (HTMT)

CONSTRUCTS	B.A	BE	BF	BS	PD	PP	PQ	PR
Branding Awareness								
Brand Equity	0.805							
Brand Familiarity	0.736	0.891						
Branding Strategies	0.823	0.789	0.853					
Purchasing Decision	0.823	0.776	0.863	0.883				
Perceived Price	0.845	0.893	0.735	0.875	0.789			
Perceived Quality	0.838	0.701	0.751	0.876	0.743	0.897		
Perceived Risk	0.852	0.816	0.857	0.798	0.716	0.812	0.705	





## Structural Model

The coefficient of determination ( $R^2$ ) values tests were run in order to determine whether or not the structural model was employed for this study is correct. The validity of the structural model is determined by calculating the coefficient of determination (Hair, et al., 2016). Predictive relevance was employed in addition to the  $R^2$  calculation to further confirm a model's fit (Geisser,1975; Hair et al., 2016).

## Coefficient of determination ( $R^2$ )

The amount of variance in the dependent variables that can be explained by the independent variables is expressed as  $R^2$ . As a result of the larger  $R^2$  value, the structural model's prediction capability is boosted. The  $R^2$  values in this study are taken from the SmartPLS algorithm function, whereas the t- statistics are generated from the SmartPLS bootstrapping function. The bootstrapping procedure generated a total of 5000 samples from 408 different circumstances throughout this investigation.

**Figure 2: Structural Model****Assessment of Coefficient of Determination ( $R^2$ )**

The researcher suggested that  $R^2$  values be equal to or more than 0.10 in order for the variance explained by the endogenous concept to be considered appropriate (Falk and Miller, 1992). It is also advised by Cohen (1998) that  $R^2$  values for endogenous latent variables be 0.26 (substantial), 0.13 (moderate), and 0.02 (weak). Table 6 presents the  $R$  square values of house brand purchase decisions. The  $R$  square statistic explains variance in the endogenous variable by the exogenous factors. The findings reveal (Table 7) that the  $R^2$  value of the purchase decision is 0.925, which is an excellent number. That means the variables explain 92.5% of the variance. Additionally,  $R^2$  values for endogenous latent variables were suggested by past study the categories of considerable (0.67), moderate (0.33), and weak (0.19) (Chin, 1998).  $R^2$  values of 0.75, 0.50, or 0.25 for endogenous latent variables might be defined as considerable, moderate, or weak in scholarly study accordingly (Hair et al. 2011 & Hair et al. 2013).

**Table 7 : Coefficient of Determination ( $R^2$ )**

	<b>R Square</b>	<b>R Square Adjusted</b>
<b>PD</b>	0.925	0.923

**Direct relationship****Table 8 : Path Coefficient, t-statistic, and hypothesis path**

	<b>Hypothesis</b>	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Remarks</b>
H1 (a)	<b>PP -&gt; PD</b>	1.060	1.047	0.162	6.522	<b>0.000</b>	<b>Supported</b>
H1 (b)	<b>PQ -&gt; PD</b>	0.502	0.508	0.061	8.287	<b>0.000</b>	<b>Supported</b>
H1 (c)	<b>PR -&gt; PD</b>	-0.447	-0.440	0.133	3.358	<b>0.001</b>	<b>Supported</b>
H2 (a)	<b>BS -&gt; PD</b>	-0.049	-0.046	0.057	0.850	<b>0.396</b>	<b>Not Supported</b>
H2 (b)	<b>BE -&gt; PD</b>	-0.149	-0.144	0.050	2.982	<b>0.003</b>	<b>Supported</b>
H2 (c)	<b>B.A -&gt; PD</b>	-0.078	-0.080	0.051	1.523	<b>0.128</b>	<b>Not Supported</b>
H2 (d)	<b>BF -&gt; PD</b>	0.092	0.087	0.042	2.198	<b>0.028</b>	<b>Supported</b>

Based on table 8, hypothesis 1(a) proposed perceived price has a significant impact towards consumers purchasing decision. Based on the finding, the path coefficient from perceived price

towards purchasing decision are significant with the score of ( $\beta = 1.060$  ; t-value 6.522 ;  $p$ -values = 0.000). H1(a) is supported. Hypothesis 1(b) proposed perceived quality has a significant impact towards consumers purchasing decision. Based on the finding, the path coefficient from perceived quality towards purchasing decision are significant with the score of ( $\beta = 0.502$  ; t-value 8.287 ;  $p$ -values = 0.000). Therefore, H1(b) is supported. Hypothesis 1(c) proposed perceived risk has a significant impact towards consumers purchasing decision. Based on the finding, the path coefficient from perceived risk towards purchasing decision are significant with the score of ( $\beta = -0.447$  ; t-value 3.358 ;  $p$ -values = 0.001). Therefore, H1(c) is supported. Hypothesis 2(a) proposed branding strategies has a significant impact towards consumers purchasing decision. Based on the finding, the path coefficient from brand strategies towards purchasing decision are not significant with the score of ( $\beta = -0.049$  ; t-value 0.850 ;  $p$ -values = 0.396). Therefore, H2(a) is not supported. Hypothesis 2(b) proposed brand equity has a significant impact towards consumers purchasing decision. Based on the finding, the path coefficient from brand equity towards purchasing decision are significant with the score of ( $\beta = -0.149$  ; t-value 2.982 ;  $p$ -values = 0.003). Therefore, H2(b) is supported. Hypothesis 2(c) proposed Brand awareness has a significant impact towards consumers purchasing decision. Based on the finding, the path coefficient from brand awareness towards purchasing decision are not significant with the score of ( $\beta = -0.078$  ; t-value 1.523 ;  $p$ -values = 0.128). Therefore, H2(c) is not supported. Hypothesis 2(d) proposed brand familiarity has a significant impact towards consumers purchasing decision. Based on the finding, the path coefficient from brand familiarity towards purchasing decision are significant with the score of ( $\beta = 0.092$  ; t-value 2.198 ;  $p$ -values = 0.028). Therefore, H2(d) is supported.

### **Conclusion and implication**

This study proposes factors affecting buying decision among consumers of House Brand with indicates of independent variable of intrinsic cue with items perceived price, perceived quality, and perceived risk. The findings indicate all the items under intrinsic cue were significant towards purchasing decision of house brand products. The findings are similar to previous research by Manandhar et al., (2020), Anwar et al., (2021), Saefurahman, et al., (2020), and Diallo et al (2013). Other research using extrinsic cues found that elements such as brand equity and brand familiarity were relevant in influencing the purchase decision of house brand products, whereas brand tactics and brand awareness were insignificant. Diallo et al. (2013) discovered that a product's price and quality give a variety of cues that work as an indicator to

buyers. These indicators are categorized as either extrinsic or intrinsic to the product. Brand tactics, on the other hand, serve as an extrinsic cue to customers and are a predictor of purchasing choices for house brand items. It will be taken into perspective while making a buying decision, particularly for foodstuff goods. This is an especially crucial factor when buyers are unfamiliar with certain products. The consumer may estimate the quality of the item based on the store's image (Porral and Mangin, 2016). This research brings a relevant dimension, particularly to company and local branding items. Malaysian shoppers' decisions to buy house brand products were impacted by store attributes including layout, goods, and services. The greater the consumer's desire to purchase house brand products, the higher the market demand for house brand products, and house brand products are an excellent option for consumers who are seeking items with good quality at a lesser price compared to national brands, implying that customers do not consider purchasing food product from a home brand with high-quality.

### **Limitation and recommendation**

This study has some drawbacks. A purchase decision for a house brand product should take into view both controlled and uncontrollable circumstances. For example, a downturn in the economy may cause consumers to move from purchasing national brands to house brands. Other aspects to consider include socioeconomic status, demographics, and the location of a retail outlet. Furthermore, the data obtained came just from customers of Klang Valley supermarkets, limiting the scope of the study. As a result, it is suggested that future research consider both controllable and uncontrollable factors, as well as demographic factors to be tested as the variable, to gain a better understanding of the factors that influence purchase decisions toward house brand products in the Malaysian context.

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