

Factors Affecting Consumers' Involvement In Store Brand Selection In Klang Valley

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ABSTRACT

Store brand selection, do consumers get involve with store brand? If yes, then why and what are the factors that would lead consumers to pursue the involvement with store brand? These are questions that are not quite have the answer to it because one could never know why consumers get involve with store brand and the factors behind it may not all be the same. These questions are the reason this research paper exist. There are millions of people that get involve with store brand worldwide yet there is still very little research and answers to what drives them to get involve with store brand. It has been associated with numerous other marketing concepts such as perceived risk, information search, brand commitment, brand loyalty, brand similarity, opinion leadership, brand switching, advertising, diffusion process and segmentation. (Chaudhuri, 2000). Consumers make buying decisions every day and many people do not even know the factors that drive them to this decision. Consumers might think that "I have always bought this same brand or product", but they do not recognize that the affecting factor behind this decision can come from their family (Tanja Lautiainen, 2015). The result of the data collection found that consumers' involvement in store brand are affected by factors such as personal factors, psychological factors, and also social factors. In conclusion, this paper highlights certain factors that affect the consumers' involvement with store brand selection and this information may be useful to future researchers and also retail store managers.

Keywords

Store brand, consumers' involvement, brands selection, decision making, and consumers' behavior.

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Introduction

Consumer involvement is an individual difference variable found to influence consumers' decision making and communication behaviors (Michaelidou & Dibb, 2008). It has been associated with numerous other marketing concepts such as perceived risk, information search, brand commitment, brand loyalty, brand similarity, opinion leadership, brand switching, advertising, diffusion process and segmentation. (Chaudhuri, 2000). Consumers make buying decisions every day and many people do not even know the factors that drive them to this decision. Consumers might think that "I have always bought this same brand or product", but they do not recognize that the affecting factor behind this decision can come from their family (Tanja Lautiainen, 2015).

This research is designed to study the factors that affect consumer involvement in-store brand selection in Klang Valley. A store choice depends upon the personal involvement, store location and store brand image (Dobbelstein, 2007). The change in consumer attitudes toward store brands and the change in the strategy adopted by distributors themselves have brought about a serious rethinking in research studies whose objective is to identify store brand consumer, as to propose Kapferer (1992), Richardson (1997) and Baltas and Doyle (1998).

Moreover, to examine factors that involve a consumer before making a buying decision and the attitude of consumers in Klang Valley regarding store brand of low involvement product categories as their main choices. Consumers in Klang Valley are the person that involves in-store brand selection in this particular study. Some of them are lack general knowledge of store brands and that could be

one of the main reasons they are getting involved. They would like to choose another brand rather than choose the store brand because of no involvement. This means they will choose a product with a well-known brand. A certain store has its own brand with good quality and also cheaper than other products, but the consumer still not using the store brand's product and things could change with an involvement.

The objective of this thesis paper is to analyses the main factors that affect consumers' involvement in store brand selection, to understand how the psychological factors could affect consumers' involvement in store brand selection, to investigate the relationship between social factors and consumers' involvement toward store brand selections, and to understand how the personal factors could affect consumers' involvement in store brand selection. This study is very important to mankind especially to organizations because this type of study is the key element to the successfulness of their organizations in the upcoming future of their organization. The study done stated reasons why there is a group that choose to buy the store brand and why there is also a certain type of mankind that prefer private brand and do not trust the store brand. From the observation of this study, the whole world could narrow down a little bit regarding what kind of products that consumers would prefer and what do consumers look for in a product.

Literature Review

Consumer involvement is the state of mind that motivates a consumer to make a purchase, or the importance a consumer places on a product or service. Based on researcher, involvement is a motivational variable in consumer behavior

and can be defined as “A person’s perceived relevance of the object based on inherent needs, values and interests” (Zaichkowsky 1985, 1986). Involvement is used to describe the level of consumer interest, search, or complex decision making toward an object. The object of involvement may be a product, service, a situation, or an advertisement. Low involvement implies inertia, and high involvement implies a great deal of activation and it is found to influence consumer decision making and interactive communications.

Moreover, consumer involvement also refers to degree of information processing or extent of importance that a consumer attaches to a product. The degree of involvement has a very significant effect on consumer behaviour, the more expensive product is to be purchased, the consumer gets more involved in purchase process but they may not be equally involved in a product which is just a rupee or two priced. Furthermore, consumer involvement also a motivational state of mind of person with regard to an object or activity. It reveals itself as the level of interest in that object or activity. It may be defining as a goal-directed arousal capacity (Douglas, 2006).

In the consumer involvement theory, we found that there are three main forces that drive the involvement of consumers with store brand and they are Psychological factors, social factors, and personal factors. We need theory on the consumer involvement to understand the psychological factors, personal factors, and social factors of our target audience. As for the psychological factors, they consist of plenty of elements and those elements are motivation, perception, learning, and beliefs and attitudes.

Tanja Lautiainen believes that psychological factors depend on an individual choices and decisions based on his/her needs. This theory relates to the consumer involvement on store brand by evaluating consumers’ decision making based on their needs. Therefore, it would show the level of involvement of consumers. Additionally, consumers would get involve in store brand selection in Klang Valley if the involvement end up satisfying them. Moreover, psychological factors would touch on the perception of a person towards a store brand and decides to get involve or to not.

This theory also state that a consumer’s negative past experience could lead to the consumer avoiding the product in the future. Social factors are something that have to do with the environment of an individual and as per said in this theory that how a consumer is involve with a store brand depends on his/her environment. It is also said that family shapes a person personality therefore this could direct a person as to how he would get involve with store brand. Hence, it could affect the attitude that a person has.

Moving forward, we found that personal factors is one of the reason consumers get involve with store brand. Personal factors in this theory would go to things such as a buyer’s age and life cycle state, occupation, economic situation, lifestyle, and personality and self-concept. Personal factors could lead to a curious consumer regarding the store brand products provided and involvement would come in. personal involvement may be different from people to people and they may change overtime. Nonetheless, consumers may get involve based on their interest towards a product (personal interest).

Motivation towards their purchase decision as to why they want to get involve with store brand and it could be because of their curiosity, maybe some consumers just want a confirmation that the store brand would function as it is told to, or some just want to spend their money on something that is worth the buy. Social factors consist of groups, family, and role and status whereby they encourage an individual to fully understand in depth of a certain topic or problem and in this case, it is regarding the store brand. Furthermore, they may be the one that share knowledge regarding a store brand. Moreover, in an involvement, the opinions of a family are very important for a person to involve with a store brand.

Personality, self-concept, and lifestyle falls under personal factors and based on theory; this are the factors that will tell something about a person based on what they are involving with in a store. Moreover, this factors that states by the theory tells that this could give a person satisfaction once they achieved it.

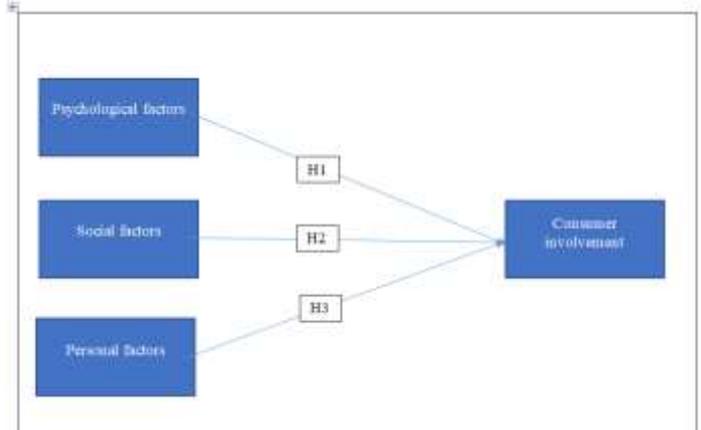


Figure 2.4 : conceptual model of factors affecting consumer’ involvement in store brand selection in Shah Alam

Hypothesis 1: There is a significant relationship between psychological factors and consumer involvement.

A consumer’s selections are influence by psychological factors such as motivation, perception, interest and attitudes. A consumer that has different kind of need which these needs can be biological or psychological arising from the need of recognition or belonging. Abraham Maslow is probably the most know psychologist who has examined these human needs and Iwasaki and Havitz (1998) also define involvement as am unobservable state of motivation, arousal or interest toward an activity or product (Douglas, 2006). From this point, this research is aim to use this factor as an independent variable to define the consumer’s involvement in store brand selection.

Hypothesis 2: There is a significant relationship between social factors and consumer’ involvement.

Social factors affect consumer in selecting product significantly. Every individual has someone around influencing their buying decisions. The important social factors are: reference groups, family, role and status. (Perreau, 2014.) A family creates first perceptions about brands or products and consumer habits.

(Kotler&Armstrong 2010, p. 169; Khan 2006, p. 68.). Social status reflects the position that individuals have in social groups based on such things as money and wealth, education or occupation. Product and brand selection often reflect the social role and status. (Wright 200, p. 360.) Based on this previous study, this paper aims to test this independent variable of social factor toward consumer involvement in store brand selection.

Hypothesis 3: there is a significant relationship between personal factors and consumer’ involvement

An individual’s decisions are influenced by personal factors such as a buyer’s age and life cycle state, occupation, economic situation, lifestyle, and personality and self-concept. Consumers’ life style tells how the person lives and spends money. It is combined from earlier experiences, current situation and congenital characteristics. The product choices that consumers make are related to their lifestyle. These life style dimensions express a person’s pattern of living. Lifestyle will influence consumers’ buying behavior and decisions. (Kotler&Armstrong 2010, p. 170.). Based on this point, this research study applies this factor as an independent variable to study the relation strength between personal factors and consumer’ involvement.

Methodology

Questionnaires that have been developed throughout the completion of this thesis paper are based on the theories that we discovered through plenty of past research. The questionnaire that we developed composes 29 questions regarding consumer involvement in in-store brands. The questionnaire of this thesis paper is a close-ended question whereby respondents will be offered a set of answers for them to choose in each question because this is one of the easiest ways and accurate ways to obtain answers from respondents in each question. After all, respondents would have to choose the only answer that reflects their perspective on the topic discussed in the questions. The question format consists of five rating Likert-type scales from strongly disagree to strongly agree.

Part two consists of consumer involvement with store brand questions. The first part of part two is the psychological factors questions and this part briefly explains how consumers’ choices are influenced by psychological factors such as motivation, perception learning, belief, and attitude. This psychological factors part will look closely at how the psychological factors such as time in selecting store brand, how great of a deal a store brand is to respondents, and how store brand would fit the needs of respondents. These psychological factors play a big role in consumers when they are about to involve with a store brand because it relates to their basic needs in the life of choosing a store brand to get involved with.

Social factor’s question is also included in the questionnaire because this research requires the knowledge regarding whether or not each individual has someone around that can influence their product or brand selection. Social factors questions consist of knowledge that would reveal how consumers are involving with their social surroundings in regards to a store brand’s perspectives. Moreover, personal

factors questions are also included whereby an individual’s decisions are influenced by personal factors such as a buyer’s age and life cycle state, occupation, economic situation, lifestyle, and personality and self-concept. This personal factors questions will lead us to know whether the involvement with store brand would affect consumers’ lifestyle.

The last part is about the consumer involvement itself. This part is the most crucial of knowing the consumer involvement with store brand selection because this is the part where respondents will reveal their ultimate behavior when involving with a store brand. Consumer involvement in the state of mind that motivates a consumer to make a purchase, or the importance a consumer places on a product or service, and it’s also referring to the degree of information processing or extent of importance that a consumer attaches to a product.

Sampling was done in the region of Klang Valley and the reason was because it is easier for us to collect a rather accurate information via online (Google form) during the pandemic of Covid-19. Both male and female were our target with the age range starting from 18 years old and above. Respondents must a consumer that got involved with store brand. The targeted respondents are 300 but the expected is 150 respondents. The sample frame technique uses a purposive or judgement sampling method which was developed from the results of research by Umar Sekaran that provided for the data collection of this research paper. The method of this data collection is quantitative.

Results and Discussion

Inferential analysis is described as a usage to obtain generalized results based from a random (probability) sample from the population which the sample was taken. Inferential statistics enables the researcher to make predictions from the data. The predictions will be based from the generalized results that was generated from the sample.

Correlation analysis is the measure of the strength of the existing associated variables stated. The Pearson’s correlation attempts to outline the best outcome through the data compiled of the variables. This will indicate the level of correlation of the variables and the distance of the correlation from the best outcome.

Table 4.31: Correlation Status

Coefficient Range	Strength Level
0.91 - 1.00 / -1.00 ~ -0.91	Very Strong
0.71 - .0.90 / -0.90 ~ -0.71	High
0.41 - 0..70 / -0.70 ~ -0.41	Moderate
0.21 – 0.40 / -0.40 ~ -0.21	Small but define relationship
0.01 – 0.21 / -0.20 ~ -0.01	Slight, almost negligible

Table 4.32: Correlation of Independent Variable and Dependent Variable

		Correlations						
		SOCIAL	PERS ONAL	PSYCHO LOGICAL	INVOLV EMENT			
SOCIAL	Pearson	1	.941**	.952**	.944**			
	Correlation							
	Sig. (2-tailed)					.000	.000	.000
	N					162	162	162
PERSONAL	Pearson	.941**	1	.958**	.954**			
	Correlation							
	Sig. (2-tailed)	.000	.000	.000				
	N	162	162	162				
PSYCHOLOGICAL	Pearson	.952**	.958**	1	.958**			
	Correlation							
	Sig. (2-tailed)	.000	.000	.000				
	N	162	162	162				
INVOLVEMENT	Pearson	.944**	.954**	.958**	1			
	Correlation							
	Sig. (2-tailed)	.000	.000	.000				
	N	162	162	162				

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.32 states the Pearson’s correlation of each independent variable towards the dependent variable. The data shows a very strong value of each variable’s person’s correlation. The highest value stands as psychological factors with a value of 0.958 followed by personal with a value of 0.954 and social factors with a value of 0.944. This table can conclude that the independent variable of this research study has a very strong correlation level status with dependent variable

4.5.2 Regression Analysis

A regression analysis acts as a function that enables an analyst to create predictions of one variable based on data of another variable. A multiple linear regression model expands the more variables. Multiple linear regression is described as a statistical method that uses variables to predict the outcome of a response variable. The purpose of multiple linear regression is to generate the model of the linear relationship between the independent variable and the dependent variable.

Table 4.33: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.969 ^a	.938	.937	20634

a. Predictors: (Constant), PERSONAL, SOCIAL, PSYCHOLOGICAL

Table 4.33 presents the model summary of the total data collected from the independent variables and dependent variable. The R square presents the total summary relationship of all the independent variables to the dependent. The table above states that there is 0.938 or 93.8% of consumer involvement factors can be explained by personal factors, social factors and psychological. The remaining 6.2% are external factors or variable affecting this relationship that are not included in this research.

Table 4.34: Anova

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	102.567	3	34.189	803.007	.000 ^b
	Residual	6.727	158	.043		
	Total	109.294	161			

a. Dependent Variable: INVOLVEMENT

b. Predictors: (Constant), PERSONAL, SOCIAL, PSYCHOLOGICAL

Table 4.34 presents the Anova analysis generated by IBM SPSS. The table above shows the Significant-Value at .000b which is ≤0.05 of the Alpha value. This states that we will reject the null and accept alternative. This also indicates that there is significance between the independent variables and the dependent variable selected for this research. Moreover, we also can conclude that the mode is statistically fit.

Table 4.35: Coefficient

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.586	.072		8.153	.000
	PSYCHOLOGICAL	.359	.073	.394	4.908	.000
	SOCIAL	.219	.064	.234	3.439	.001
	PERSONAL	.317	.065	.356	4.907	.000

a. Dependent Variable: INVOLVEMENT

Table 4.35 show the result of coefficient between psychological factors, social factors and personal factors toward consumer involvement. Based on the result shows

that the psychological factors have a highest significant or affect toward consumer involvement as a result indicated that the significant value is 0.00 which less than 0.05. Followed by personal factors with coefficient value of 0.356 and the significant value is 0.00 while social factors value of 0.234 with the significant value of 0.01.

4.5.3 Hypothesis Testing

Table 4.36: Hypothesis Testing Table

No	Independent Variable	Hypothesis	Accepted / Rejected	Explanation
1	Psychological factors	There is a significant relationship between Psychological factors and consumer involvement	Accepted	The sig-value shows the result of 0.00 is less than ≤ 0.05 which mean null is rejected and alternative is accepted.
2	Social factors	There is a significant relationship between Social factors and consumer involvement	Accepted	The sig-value shows the result of 0.01 less than ≤ 0.05 which mean null is rejected and alternative is accepted.
3	Personal factors	There is a significant relationship between Personal factors and consumer involvement	Accepted	The sig-value shows the result of 0.00 is less than ≤ 0.05 which mean null is rejected and alternative is accepted.

Conclusions

Theoretical foundation is a method focused on the scientific growth and progression with certain logics and evidence in current theory. This research concentrated on certain theoretical input relevant questions and their responses via the literary narrative analysis. This paper consists of three independent variables which are psychological factors, personal factors, and social factors. The psychological factors are supported by the theory of Abraham Maslow because it is stated that consumers must assess what are their psychological factors because it is highly relates with their needs based on the theory of Abaraham Maslow. Tanja Lautiainen also said that psychological factors consist of motivation, perception, learning, and beliefs and attitudes. Therefore, these factors may lead to satisfaction of consumers and their needs. All of these variables have their own theories that are supporting them whereby they are proved to have an impact on the factors affecting consumers' involvement in store brand. Hence, these variables with their supporting theories will affect consumers' factors in the involvement with store brand. Moreover, the theory of social is used and applied in this thesis paper regarding the process of completing it requires data collection. Therefore, a questions which focuses on the social part was based on a social theory by a social theorist name Elliot in 2008 whereby he states that social theory is "In contemporary social theory, certain core themes take precedence over others, themes such as the nature of social life, the relationship between self and society, the structure of social institutions, the role and possibility of social transformation, as well as themes such as gender, race and class". From this theory, we could see that when a person is about to get involve with a store brand. His/her social

environment such as family and friends would be one of the contributing factors because it will directly or indirectly affect the decision of the person that is getting involve with a store brand.

Theory on the personal factor which is one of our variables would be a cognitive dissonance theory whereby this theory states that cognitive dissonance occurs when an adult feels a conflict between his or her world view and his or her own personal feelings and acts. Put it in a simple way and it means that a person would react upon something in order to show to the world regarding their lifestyle and to express their feeling in one way or another. Basically, in this research paper. It is mentioned that one of our variable which is the personal factor talks about how an individual would get involve with a store brand products based on his/her lifestyle because if the store brand product could relate with his/her lifestyle then most probably they will get involve with that particular product as long as it relates with their lifestyle and show something to the world regarding the consumer.

The limitation was that we had less sample frame because of the pandemic of Covid-19. We could not target and approach our respondents on a bigger scale. Hence, we also did have a time constraint whereby it is rather hard for us to catch up with the time that we have in order to collect the data information and also complete the thesis paper. Therefore, we did not target a sample size such as Malaysia but we focus specifically on Klang Valley.

Further studies on this research paper is a must because this topic has a very small scale of research being done upon it. However, we believe that there are a lot of researchers that are currently working on the same topic or at least something that is related to this topic. The reason this topic should have a further study is because this is a topic that could contribute to the economy stability of a country due to its relation to the retail store which are located all over Klang Valley. Nonetheless, this topic and its studies will help managers and also industries located in Klang Valley and also outside of Klang Valley because this research paper use theories that could be apply to any business that are looking for an improvement with their customers. Hence, there are still a lot of factors that are not yet discover regarding this topic and a further study on it will surely find something new and interesting.

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