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# The Factors Affecting the Consumer Buying Behaviour Towards Local Brand of Food Product in Selangor

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## ABSTRACT

The aim of this study is to determine the factors affecting the consumer buying behaviour toward food products in Selangor. Consumer behaviours comprise four factors: cultural, social, personal, and psychological factors. These factors influence consumer buying behaviour toward Malaysian local brands. Data were collected through online questionnaires using Google form. The sample of study consisted of 210 consumers in Selangor. In particular, principal components analysis (PCA) was employed in order to identify the factors that affect consumers on preferring locally produced food products. The findings of this study indicate that Halal logo was the first choice in terms of consumer's perspective on the product attributes when buying food products followed by price. Size and quantity, and packaging are the third and fourth attributes considered by consumers when buying food products. Our result suggests that, by providing this consumer information to small scale or local sellers will encourage more consumers to purchase local food products.

**Keywords:** consumer buying behaviour, local brand, food product, Principal Component Analysis (PCA)

## INTRODUCTION

Globalization refers to the processes by which the world is being made into a single place with systemic properties (Robertson and Lechner, 1985). With the world becoming a single market, globalization has had a major contribution in enabling the organizations worldwide to step out of the restricted domestic markets and to set up their operations across the globe with confidence (Ismail et al., 2012). These scenarios have allowed the global brand to penetrate the local market around the world including Malaysia. As a result, the number of imported products into the Malaysia market has increased, including the food product for household consumption. Based on the data from Malaysia's External Trade Statistic (MATRADE) in January 2020, the number of imported products for food and beverage, and processed food, which is mainly for household consumption, has increased by 6.4% (RM 64.5 million). This shows, the demand for the global brand has increased. Because of that, there is competition between the global brand and local brand in the Malaysia food product market.

Local food is defined as the food produced, retailed, and consumed in a specific geographical area (Bianchi & Mortimer, 2015). A report from the Nielsen Global Brand-Origin (2016) shows that most of the consumer spend more money on a global brand of food products in the category of household consumption. It will cause a disadvantage to local brand producers to sustain because of the abundance of global brand products in the same market. In order to empower the Malaysian product, the government has taken a lot of initiative and campaigns such as introducing the 'Made in Malaysia' logo in convincing consumers to buy local brands. The Star (2019) quoted that Tun Dr Mahathir said, without support from local people, the opportunity of local products to grow has reduced and unable to penetrate the global market. Therefore, to increase the demand for the local brand, it is necessary to understand the consumer buying behaviour on the local brand towards the food product. Hence our objectives of this study are to identify the factors affecting the consumer buying behaviour toward the local brand of food products and to determine the product attribute

## Brand

Brand is acknowledged as a business asset which is legal to protect from any duplication (Chovanova et al., 2015). It is valuable, rare, non-replacement and provides the sustainability of competitive advantage. Winit et al. (2014) stated that local brands are domestic distributed and owned while the global brand is owned by the foreign and being distributed worldwide. According to Harun et al. (2010), the local brand could only survive in the markets depending on the trust and loyalty from the consumer. While Sarwar et al. (2014) stated that the factor affects consumer behaviour is vary depending on the type of brands and where the consumer decides to buy it.

## Consumer behaviour

Consumer behaviour is defined as a process of decision making and physical activity to obtain, appraise, use, and dispose of goods and services (Tyagi, 2018). Ramya & Ali (2016) mentioned that the consumer buying behaviour is the process of selection, purchases and consumption of goods and services to satisfy the demand. There are several factors that affect consumer behaviour, which are psychological factors, cultural factors, economic factors, and personal factors. Consumer buying behaviour might also change over time because of social lifestyle, countries' industrialisation and the globalisation that affect the consumer choices on the product (Asshidin et al., 2016). Even after identifying all the factors affecting consumer behaviour, it is still very complex to be fully understood (Khaniwale, 2015).

Figure 1 shows a Black Box theory of behaviour by Kotler & Keller (2016) where it contains the buyer characteristic and the decision process which determine the buyer's responsibility. This theory categorized into three areas: (i) buyer psychology that contain factors such as motivation, perception, learning and memory; (ii) buyer characteristics such as social, personal, psychological and cultural factors that influence buyer's behaviour; (iii) the buyer goes through a decision-making process that is modelled as a five-stage process consisting of: problem recognition, information search, evaluation of alternatives, purchase decision, and post purchase behaviour.
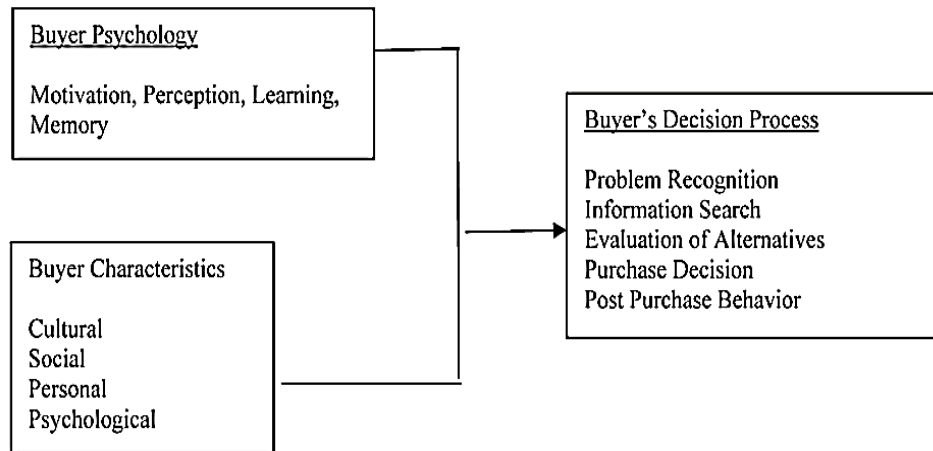
Figure 1 Extant framework for buyer's mental processes (Black Box) at overview levels (Kotler & Keller, 2016)

**Cultural factor**

Malaysia is fonds for its uniqueness and variety of culture. Culture is one element in determining an individual's wants and behaviours (Kotler & Keller, 2016) and it influences the pattern of household consumption and decision making (Lawan & Zanna, 2013). Cultural factors possess the culture, subculture, and social classes in society. The culture is a crucial personality in the society which will differentiate between the cultural groups (Durmaz, 2014).

Sub-culture is a group within the society, who has certain beliefs and experiences that set them apart from another group and influence the consumer lifestyle. It is defined as a distinct cultural group that exists as an identifiable segment within a larger, more complex society (Schiffman & Kanuk, 1991). Every consumer belongs to many subcultures and the examples of subcultures are religions, nationalities, geographic regions, racial groups and more.

The social class is defined as the arrangement of the hierarchy of the society that is divided into a few segments that signify social status or standing. Social status is an influential determinant on consumer behaviour as it influences the consumption patterns, lifestyle, media patterns, activities, and interests of consumers. Every constituent of the social class shares common values and ways of thinking, speaking, and behaving. Social status is determined from the income and various other factors such as wealth, education, and occupation (Durmaz & Taşdemir, 2014).

**Social Factor**

Social factors influence the buyer's behaviour as every person is concerned about how other people view them in society (Khaniwale, 2015). Social factors include the group, social network, online social network and family of a person. The word-of-mouth is also considered as one kind of social factor influencing the consumer buying behaviour (Durmaz et al., 2011). Cetină et al. (2012) state that social factors that affect consumer behaviour are reference group, family and roles and status.

The reference group refers to all groups who can exert direct or indirect influences of the same direction or different direction on someone's attitude or behaviour (Xiurong & Chenglei, 2010). Reference groups impact people in three ways, exposing an individual to new behaviour and lifestyle, influencing the attitude and self-

concept, and they create pressure for confirmation that would affect the product and brand choices (Kotler & Keller, 2016).

Consumer behaviour is not only influenced by the personalities and motivation, but a family relationship too. Durmaz (2014), stated that family is a social group and also considered as a keystone of the consumer and Koutroulou (2011) mentioned that the existence of family might influence the consumer to buy the local product. Even if the consumer no longer interacts with the family, the influence of the parents on the consumer is significant even though it happened unconsciously (Tyagi, 2018).

Chaundhary (2018) mentioned that the type of role played by a consumer in the society and at home has a tremendous impact on the buying behaviour. According to a study by Makgosa (2010) on the vicarious role model influencing purchase intention of teenagers show it is positively influenced especially on the switching behaviour. For instance, teens realise they are influenced directly or indirectly by the role model on their purchasing (Martin & Bush, 2000). After that Wyatt et al. (2008) share that the person who is insecure about their social status would likely to purchase the product brands that expressed prestige to others and avoid from labelled as second-class
.

**Personal Factor**

According to Khaniwale (2015), personal factors are unique to every individual since they could drive the behaviour of an individual. Personal factors were defined as the specific background of an individual's life and living environment (Grotkamp et al., 2012) which influence significantly toward the consumer buying behaviour in making decisions (Bathan et al., 2017).

Age is one of the important personal factors which influence buying behaviour because people are buying a unique product at different stages of the cycle. It includes the taste and preference that change, along with the changes in the life cycle (Ramya, 2016). Kotler & Keller (2016) mentioned that age and stage in the life cycle is a personal factor that influences the purchasing decision. It also mentioned that the choices in product and brand are influenced by the economic circumstance such as spendable income, savings, asset, and debts. According to Sahu & Pradhan (2017), the economic situation of the consumer has a significant influence on buying behaviour. If the income and saving level of the consumer is high, then the consumer would buy a more expensive product compared to someone who has a lower income. It also shows that the socio-economic situation has gradually changed on how the consumer purchases but also on what and why they do the purchases (Voinea & Filip, 2011).

In deciding for a brand, the consumer would always depend on its personality with how they view their personality (Kotler & Keller, 2016). Bathan et al. (2017) mentioned how people and worldview on an individual create the personality of an individual. Attitudes, values, and people are considered affecting personality development.

**Psychological Factor**

There are a few psychological factors which are influenced by the consumer's behaviour include motivation, perception, skills and knowledge, positions, personality, style of life (Brown, 2006). Consumer psychology deals with the way individuals or groups are involved with consumer activities and the effect it has on them personally (Vainikka, 2015).

Motivation is an act or process of building a motive that impacts an individual to take some action or move (Durmaz & Diyarbakırlıoğlu, 2011). Motivation plays a vital role in the consumer buying process. Armstrong et al. (2011) mentioned that a motive comes from the individual need and want, where there is a present of firm

pressure to seek satisfaction and pleasure. Motivation pushes people to act and fulfil what they want up to their satisfaction level (Gunawan, 2015). A need becomes a motive and leads to a move. There are three well-known theories of motivation, which are by Sigmund Freud, Abraham Maslow, and Frederick Herzberg (Kotler & Keller, 2016). A motivated person is always ready to act and the way or manner he acts is influenced by his or her perception. Perception is a process where selecting, organising and interpreting information creates a very meaningful image of the world (Kotler & Keller, 2016) and leads to aid in decision-making (Kapoor et al, 2012).

Other psychological factors are beliefs and attitudes. Consumers have certain beliefs and attitudes when making purchases and creating a view of the brand that led to a purchase decision. Ryan & Tanya (2014) reported the consumer beliefs in terms of the environmentally friendly products (EFPs) are giving impact on their decision-making processes which are related to the green products. An attitude is a choice either to favour or to unfavoured a person, place, situation or an object (Pande & Soodan, 2015).

## MATERIALS AND METHODS

Due to the outbreak of COVID-19 happened in Malaysia, the data was collected through an online survey using the Google Form. A total of 210 respondents were selected randomly around Selangor. The questionnaire was structured into three sections i) consists of the socio-economic questions ii) Likert-scale question on the factor of consumer behaviour and iii) consumer perspective on the product attributes of food products. The data was processed using the Statistical Package for the Social Science (SPSS) software. The first objective was analysed using the Descriptive analysis to give out a simple description or summary regarding the total responses. The result was then explained with the frequency of response and was ranked from the highest to the lowest score. Principal Component Analysis was employed for the second objective to identify the factor that is affecting the consumer behaviour. Reliability analysis was applied for this study to determine the reliability of the Likert-scale of the questionnaire design and the new factor extracted from the factor analysis.

## RESULTS AND DISCUSSION

### Socio Economic

The number of respondents for the study were 72% of females and 28% of males. The marital status indicates that 77% of the respondents were still single and 22% of the respondents were already married. This has contributed to the number of family dependent where 54% of respondents showed that there were none and 36% respondents have a family dependent of 4 – 6 persons. After that, the age was categorized into a few groups. Most of the respondents were between the ages of 21 – 30 years old, while 57% and 21% were below 20 years old. The respondents' income level per month showed that 56% of the respondents were receiving lower than RM1000. This might be due to most of the respondents being financially unstable or only a part timer because the results from the occupation question showed that 63% respondents stated they were still a student. According to Sani (2018), in Malaysia, 9 out of 10 students work while studying because of the need for additional money. Then, the balance of respondents was working under a private company (23%) and working with the government (14%). There were 73 respondents who prefer to go shopping once a week. 63 respondents would likely go shopping once every 2 weeks, and 53 respondents would go shopping once a month to restock their food product for household consumption. The decision of the respondent on the shopping frequency might depend on their family size and their income level that allowed them to spend more frequently. According to Rosa and Ronda (2011) number of persons in the household was one of demographic variables with the highest influence on purchase behaviour.
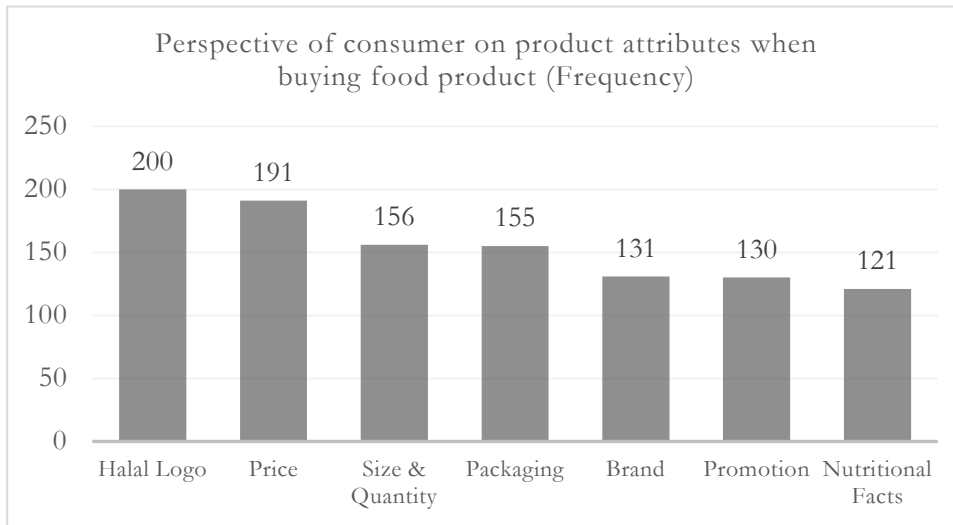
**Product's Attribute**



Figure 2 Consumer perspective on the product attributes when buying food product

To learn the perspective of consumers on the product attributes when buying a food product, respondents were asked to choose which of the product attributes influenced their purchases. Based on the Figure 2, Halal logo was ranked first as the product attributes to influence the respondent on purchasing food products. The second place was the price. We could assume that since most of the respondents are students, the income level that they might have is low. Thus, price has become the biggest concern for them as a student. The third product attributes were the size and quantity. Then followed by the packaging attributes (155 respondent) and brand (131 respondent). Most of the respondents believe that size and quantity attributes are much more important than brand attributes in buying food products. This might be due to the consumer needs to spend a bigger size and quantity on the food product for the household consumption befitting their family size. According to Harris & Blair (2006), for consumers, buying in a bundle would also mean gaining a reduction in cost transaction. Only 121 respondents showed an interest in nutritional facts when buying food products for household consumption. It can be that the person might need certain knowledge to refer to the nutritional facts in buying food products compared to the price and size that is merely calculable.

**Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity**

Table 1 Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity

| KMO and Bartlett's Test | | |
|---|---|---|
| Kaiser-Mayer-Olkin Measure of Sampling Adequacy | | 0.765 |
| Bartlett's Test of sphericity | Approx. Chi-Square | 733.887 |
| | Df | 78 |
| | Sig. | 0.000 |

Table 1 showed the Kaiser-Mayer-Olkin of sampling adequacy (KMO) value was 0.765. This shows the possibilities in extracting reliable factors from the set of variables. Therefore, Bartlett's test of sphericity was significant, and the factorability of the correlation matrix can be deduced, which means the dataset of the research was suitable for the Principal Component Analysis.

**Principal Component Analysis**

Table 2 Total variance Explain.

| Total Variance Explained | | | | | | |
|---|---|---|---|---|---|---|
| Component | Initial Eigenvalues | | | Rotation Sums of Squared Loadings | | |
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| **Personal factor** | **3.649** | **28.066** | **28.066** | **2.714** | **20.879** | **20.879** |
| **Psychological factor** | **2.021** | **15.548** | **43.614** | **2.614** | **20.106** | **40.984** |
| **Cultural factor** | **1.534** | **11.801** | **55.416** | **1.876** | **14.431** | **55.416** |
| Extraction Method: Principal Component Analysis. | | | | | | |

Table 2 shows the rotation sum of squared loading when referred on the eigenvalue of over 1. Thus, 3 factors were extracted or retained and named as personal factor, psychological factor and the cultural factor.

Table 3 Rotated Component Matrix

| Rotated Component Matrix | | | |
|---|---|---|---|
| Indicators | Component | | |
| | 1 | 2 | 3 |
| 1. Influence by friends | 0.818 | | |
| 2. Influences by parents | 0.743 | | |
| 3. My personality local brand | 0.642 | | |
| 4. My economy level | 0.608 | | |
| 5. The government effort | | 0.762 | |
| 6. Feeling motivated | | 0.747 | |
| 7. Patriotism | | 0.687 | |
| 8. Trust on quality | | 0.655 | |
| 9. Country economy level | | 0.547 | |
| 10.Race | | | 0.847 |
| 11.Religion | | | 0.692 |
| 12.Education | | | 0.528 |
| Extraction method: Principal Component Analysis Rotation Method: Varimax with Kaiser Normalization | | | |
| a. Rotation converged in 7 iterations | | | |

Rotated Component Matrix was used in determining what the factors represent. The results from the Table 3 shows that there are 12 indicators being analyzed and all resulted to have a value more than 0.5. The factors were grouped according to factor loading value. Hence 3 factors were well loaded:

1. Social factor: the first factor had the eigenvalue of 2.714 and percentage contribution of 20.88%. This factor represents 4 variables which were the influence by friends (0.818), influences by parents (0.743), personality local brand (0.642) and economy level (0.608). Influence by parents and friends are considered as a social factor. However, since the factor loading shows that both indicators are correlated with personality and economy level, it was assumed as a personal factor. Based on the study by Rosenthal (1991), although family, beliefs and values may have a direct impact on educational outcomes, they may also be mediated through their effects, via child-rearing and socialisation goals, on personal development.

2. Psychological factor: The second factor which had the eigenvalue of 2.614 and percentage contribution of 20.11 % represented on 5 variables which are support from the government (0.762), feeling motivated (0.747), patriotism (0.687), trust on quality (0.655), and country economy level (0.547). Motivation is a significant element of the psychological factors. A study by Ramya & Ali (2016) mentioned that motivation is a driving force that urges an individual to take an action to satisfy his needs. Therefore, it has become one of the internal factors that influence consumers' behaviour. Next, the value of patriotism is an example of national unity. Erkinovna et al. (2020) stated that the feeling of national unity is the psychological justification for the rise of spirituality to the level of national awareness. Then, trust in the quality of a local brand is an example of loyalty, which makes it one element of the psychological factor.

3. Cultural factor: The third factor which has the eigenvalue of 1.876 and 14.43% contribution in percentage. This factor represents 3 variables which are ethnic (0.847), religion (0.692) and education (0.528). Cultural factors were categorized into 3 groups which are culture, subculture, and social class. Social class is not determined by a single factor, such as income, but it is measured as a combination of various factors, such as income, occupation, education, and so forth (Ramya & Ali, 2016). Therefore, educational level can be considered as one characteristic in determining social class.

**Reliability Analysis**

Table 4 Reliability Analysis

| Factors | Reliability Statistic | | |
|---|---|---|---|
| | Cronbach's alpha | Cronbach's alpha based on standardized items | N of items |
| Personal factor | 0.731 | 0.730 | 4 |
| Psychological factor | 0.733 | 0.751 | 5 |
| Cultural factor | 0.615 | 0.619 | 3 |

Reliability analysis was conducted on the three new extracted factors from the Principal Component Analysis. The measurement that most frequently used in estimating the reliability in behavioural and social science research was the coefficient alpha (Warren, 2015). According to the Gliem et al. (2003) Cronbach's alpha reliability coefficient normally ranges between 0 and 1. However, there is no lower limit to the coefficient. The closer Cronbach's alpha coefficient to 1, the greater the internal consistency of the items in the scale. Based on Table 4, the alpha level for all factors are between 0 and 1, therefore, we assume that all these three factors are reliable enough as the factor affecting consumer buying behaviour towards the local brand.

**CONCLUSION**

The major aim of this study was to identify the factor that affects the consumer buying behaviour towards the local brand of food product. Principal component analysis was used, and the result shows that personal factor, psychological factor and cultural factor are the factors that affect the consumer buying behaviour towards the local brand of food product. This study also shows that Halal logo was the first choice for the consumer's perspective on the product attributes when buying food products. This outcome suggests that local businesses are encouraged to apply Halal Logo when producing any food product in order to attract more buyers. The second product attribute is the price. It matters in determining the value if the product is worthy to be used by

the consumers. However, local businesses should ensure that their product is sold at a reasonable price. After that, the third product attribute is the size and quantity of the product and followed by the fourth attribute, which was the product's packaging. Both outcomes advised local businesses to promote an adequate size and quantity of the food product and use more attractive packaging to gain interest of the buyers. The local business should take into consideration on the product attributes that most consumers are looking for.

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