

Unpacking Purchase Decisions: What Drives Consumer to Choose Hypermarket Brand Product?

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Abstract

This research explores the factors influencing consumer purchase decisions for hypermarket brand products in Melaka, Malaysia. As hypermarkets play a critical role in the retail landscape, understanding what drives consumer choices is essential for hypermarket managers to remain competitive. Grounded in Keller's Customer-Based Brand Equity (CBBE) Model and the Engel Kollat Blackwell (EKB) Model of Consumer Behavior, the study examines the effects of four key factors: store image, customer loyalty, sales promotions, and product quality. A survey of 380 hypermarket shoppers was conducted through online and in-store methods. Data analysis using SPSS version 27, including descriptive statistics, Pearson correlation, and multiple regression, revealed that all four factors significantly affect consumer purchase decisions, with product quality being the most influential. The findings emphasize the importance of delivering high-quality products to enhance customer satisfaction and loyalty. The study's scope was limited to hypermarkets in Melaka, which may affect the generalizability of the results. Future research should expand to include other regions in Malaysia and examine additional factors, such as pricing strategies and digital marketing, to gain a more comprehensive understanding of consumer behavior in the retail industry.

Keywords: Hypermarket, Consumer Behavior, Product Quality, Customer Loyalty, Purchase Decisions

Introduction

Hypermarkets have become critical players in the global retail industry, particularly in Malaysia, where they offer various products, including branded and private-label goods. These large retail outlets serve as one-stop shopping destinations for consumers, providing convenience and competitive pricing. As the retail landscape evolves, understanding the

factors that drive consumer purchase decisions within hypermarkets is essential for businesses to maintain their competitiveness and market share.

Consumer behavior in the retail sector is shaped by cultural, economic, social, and technological factors. Retailers must understand these influences to stay relevant and meet consumer expectations. Research highlights the importance of marketing strategies, brand perception, and customer experience in shaping consumer decisions across different retail formats (Gurnani & Gupta, 2024). In hypermarkets, where competition is high, understanding how consumers interact with branded and private-label products can offer valuable insights into improving customer loyalty and driving sales.

A hypermarket brand product, often called a private label or store brand, is an exclusive product marketed under the retailer's brand. These products have gained increasing acceptance in markets such as Malaysia and Indonesia due to their perceived value and quality (Hassan et al., 2019; Hassan et al., 2018; Asnawi, 2017). The success of hypermarket brand products is closely tied to factors like consumer experience and brand personality, which enhance brand value and consumer acceptance (Hassan et al., 2019).

In Malaysia, consumers often purchase hypermarket brand products alongside the services these retailers offer, suggesting that the overall shopping experience—combining product and service value—is a significant driver of consumer decisions (Hassan et al., 2018). However, despite their growing popularity, private-label products still face challenges in competing with well-established manufacturer brands in regions like the Asia Pacific (Asnawi, 2017). To further enhance consumer attitudes toward hypermarket brand products, retailers can employ effective brand strategies, such as utilizing spokesperson expertise and tailored advertising (Chou & Wang, 2017).

Several factors influence consumer decisions regarding hypermarket brand products, including consumer experience, brand personality, visual merchandising, brand strategies, and brand image. Research indicates that hypermarket brand extension products positively affect consumer experience and brand personality, ultimately enhancing brand value (Hassan et al., 2019). As hypermarkets compete with well-known manufacturer brands, understanding these drivers becomes essential to retain customers and increase the adoption of private-label products.

Malaysian consumers tend to favor manufacturer brands over hypermarket brand extensions, even though the latter often provides cost benefits (Ibrahim & Hassan, 2012). This preference reflects the brand consciousness prevalent among Malaysian shoppers, which significantly influences their purchase behavior. Additionally, the service quality provided by hypermarkets plays a vital role in shaping consumer decisions. Positive service experiences enhance brand personality and customer loyalty (Mahmood & Ismail, 2019). Furthermore, visual merchandising and store layout influence consumer perceptions of store image and affect purchasing behavior (Pachau & Kumar, 2023) and the consistent delivery of quality, value, and satisfaction can foster loyalty among hypermarket shoppers (Guleria, 2018).

Despite the increasing prominence of hypermarkets in the retail landscape, many consumers remain hesitant to fully embrace hypermarket brand products. This reluctance is often linked to negative perceptions about the quality of these products and the allure of promotions from established brands. While previous research has examined consumer preferences for

manufacturer brands, there is a gap in understanding the specific factors that drive consumer behavior toward hypermarket brand products. This study aims to address this gap by exploring the factors—store image, customer loyalty, sales promotions, and product quality—that influence consumer purchasing decisions in the context of hypermarket brand products in Melaka, Malaysia.

This study is designed to investigate the key factors influencing consumer purchasing decisions for hypermarket brand products. Specifically, the study seeks to:

1. Identify the factors influencing consumer purchase decisions for hypermarket brand products.
2. Evaluate the relationship between store image, customer loyalty, sales promotions, and product quality with purchase decisions.
3. Determine which of these factors has the most significant impact on consumer purchase decisions.

The findings from this study will offer valuable insights for hypermarket managers seeking to optimize their product development, customer loyalty programs, and marketing strategies. By understanding the key factors that drive consumer purchasing behavior, managers can tailor their approaches to enhance both product quality and service experiences, ultimately improving customer retention and driving sales of hypermarket brand products. Additionally, these findings will help hypermarkets compete more effectively against established manufacturer brands by focusing on the elements that matter most to consumers. This study will contribute to a better understanding of consumer behavior in the hypermarket sector, particularly within the Malaysian context.

Customer Purchase Decision on Hypermarket Brand Product

Consumer behavior theories, such as Keller's Customer-Based Brand Equity (CBBE) Model and the Engel Kollat Blackwell (EKB) Model of Consumer Behavior, provide the theoretical foundation for understanding the factors that influence purchase decisions. Keller's CBBE Model emphasizes the importance of brand equity in shaping consumer choices, positing that stronger brand equity fosters customer loyalty and increases the likelihood of repeat purchases (Yousef & Alawi, 2023). This model explores how store image and customer loyalty are developed through substantial brand equity, influencing purchase decisions. The CBBE Model highlights the significance of establishing robust brand awareness and emotional connections with customers—elements that are directly related to the importance of customer loyalty and store image, which are known to significantly impact purchase decisions. On the other hand, the EKB Model outlines the various stages of the consumer decision-making process, from need recognition through information search and evaluation of alternatives to the actual purchase decisions and post-purchase behavior. This model emphasizes how factors such as product quality and sales promotions affect consumers at different stages of purchasing hypermarket brand products.

In the context of hypermarkets, the purchase decisions are a crucial stage in the consumer buying process. It begins with need recognition and progresses through the evaluation of alternatives, culminating in the decision to purchase (Indriana et al., 2021). Various factors significantly influence consumer behavior during this process, including product quality, store image, sales promotions, and customer loyalty (Hassan et al., 2019). Studies indicate that

consumers make decisions based on perceived value, often preferring products that meet their expectations of quality and price (Guleria, 2018). Moreover, sales promotions strongly influence immediate purchase decisions by making products more attractive through discounts and offers (Santy & Atika, 2020). However, the role of customer loyalty is equally significant, as loyal customers are more likely to choose hypermarket brand products repeatedly, based on trust and positive past experiences (Mahmood & Ismail, 2019). Understanding these dynamics is essential for hypermarkets, as it enables them to tailor their marketing strategies and enhance consumer satisfaction. This study has identified key factors that influence consumer purchasing decisions for private-label products within the hypermarket industry, namely store image, customer loyalty, sales promotion, and product quality.

Store Image

Store image plays a significant role in consumers' decision-making process. A positive store image enhances customer satisfaction and drives customer loyalty (Mahmood & Ismail, 2019). The store layout, cleanliness, and customer service contribute to how consumers perceive the shopping experience. Visual merchandising and attractive displays can enhance store image by influencing impulse buying behavior. According to Siddhu (2018), visual merchandising factors such as store layout, lighting, decor, and product arrangement can trigger unplanned consumer purchases. Pachuau & Kumar (2023) further explore post-purchase behavior intentions, suggesting that positive post-purchase experiences with store image and customer satisfaction can lead to repeat purchases. This underscores the importance of creating a favorable store environment to drive consumer retention and loyalty.

Customer Loyalty

Customer loyalty is critical for the long-term success of hypermarkets. Loyalty is often built through consistent product quality, value for money, and positive service experiences. Research shows that loyal customers are more likely to engage in repeat purchases and become brand advocates (Mahmood & Ismail, 2019). Moreover, loyalty programs and consistent satisfaction and quality delivery further enhance loyalty (Guleria, 2018). Hypermarkets that prioritize these aspects are better positioned to maintain a loyal customer base.

Sales Promotions

Sales promotions are another tool that hypermarkets use to drive short-term purchases. However, their long-term effect on brand loyalty remains unclear. Studies suggest that while promotions can encourage immediate purchases, the effect may not extend to long-term customer loyalty unless combined with other factors like product quality and positive customer experiences (Kumar & Kumar, 2020).

Product Quality

Product quality is consistently ranked as one of the most influential factors in consumer purchase decisions. Research on hypermarket brand extensions reveals that consumers are more likely to purchase well-known brands over hypermarket brand extension products if the latter are perceived to be of lower quality (Ibrahim & Hassan, 2012). Santy & Atika (2020)

further emphasize the role of perceived quality in shaping consumer decisions. They found that consumers assess product quality based on factors like durability, performance, and reliability, significantly influencing their purchasing decisions.

Methodology

This study adopts a quantitative research design, utilizing a structured questionnaire to gather data from hypermarket shoppers in Melaka as the primary research strategy, which will then be analyzed, evaluated, and summarized. The questionnaire was structured into three distinct sections: the first section gathers demographic information about the hypermarket shoppers, the second section focuses on independent variables: store image, customer loyalty, sales promotions, and product quality, and the third section addresses the dependent variables on purchase decisions. A 5-point Likert scale will capture detailed attitudes and opinions, ranging from (1) strongly disagree to (5) strongly agree. The questionnaire was distributed to 390 hypermarket shoppers, but only 380 had experienced buying hypermarket products. To ensure the accuracy and reliability of the data collected, the researchers conducted a pilot test with 30 respondents. This pilot testing evaluated the validity and reliability of the instrument. Despite using established tools from peer-reviewed sources, this piloting process is crucial for confirming the questionnaire's effectiveness and ensuring it captures meaningful and reliable data before full-scale distribution.

Pilot Test and Reliability

Before conducting the entire survey, a pilot test was conducted with 30 respondents to assess the reliability of the questionnaire. The reliability of each construct was measured using Cronbach's Alpha, with results showing acceptable reliability values for all variables. The results of the pilot test are summarized in Table 1.

Table 1
Pilot Study Results

Variable	No. of Items	Cronbach's Alpha
Store Image	5	0.701
Customer Loyalty	5	0.855
Sales Promotion	5	0.691
Product Quality	5	0.927
Customer Purchase Decisions	7	0.903

Data Analysis

The demographic analysis as Table 2 reveals that the majority of respondents are male (57.2%), while females make up 42.8% of the sample. In terms of age, a significant portion of the respondents (44.4%) are between 20-29 years old, followed by 30-39-year-olds (31.8%). The racial distribution reflects a predominantly Malay population (67.7%), with Chinese (11.8%) and Indian (16.4%) respondents also represented. This diverse sample provides valuable insights into consumer behavior across various demographic groups. Additionally, employment status data shows that a large segment of respondents are skilled workers (29.7%) and students (29.7%), indicating that hypermarket brand products appeal to both active professionals and younger consumers.

Regarding consumer behavior, an overwhelming majority (97.4%) have purchased hypermarket brand products, demonstrating their wide acceptance among consumers. Only 2.6% of respondents reported not buying any hypermarket brand products. This highlights the significant market penetration of hypermarket private-label products. Food and Beverages (68.4%) and Frozen Food (62.4%) are the most frequently purchased product categories. Other popular categories include Dairy Products (45.8%), Detergent Products (39.2%), and Health & Wellness Products (34.7%). This indicates that consumers rely on hypermarkets primarily for essential food items and household products.

Based on these findings, hypermarkets should continue to enhance their Food and Beverage and Frozen Food offerings, as these categories are the most popular among consumers. Additionally, there is potential for growth in the Health & Wellness and Detergent product categories, which are less frequently purchased but still hold a considerable share.

Table 2
Respondent Profile

Demographic	Dropdown	Frequency	Percent (%)
Gender	Male	223	57.2
	Female	167	42.8
Age	20-29 years old	173	44.4
	30-39 years old	124	31.8
	40-49 years	71	18.2
	50 years old and above	22	5.6
Race	Malay	264	67.7
	Chinese	46	11.8
	Indian	64	16.4
	Others	16	4.1
Employment Status	Public servant	61	15.6
	Skilled worker-Labour	57	4.6
	Entrepreneur	51	13.1
	Student	116	29.7
	Housewife	60	15.4
	Unemployed	30	7.7
	Others	15	3.8
Have you purchased any hypermarket product brands before?	Yes	380	97.4
	No	10	2.6
Which of the listed hypermarket brands have you purchased before? (May choose more than one product)	Food and beverages	260	68.4
	Frozen food	237	62.4
	Dairy product	174	45.8
	Detergent product	149	39.2
	Health & Wellness	132	34.7
	Others	0	0

Descriptive Statistics

The descriptive analysis for the independent variable only focuses on the 380 respondents who are buying the hypermarket brand products. This result shows that Customer Loyalty has the highest mean value of 4.323 with a standard deviation of 0.5636, indicating that consumers perceive loyalty as a highly important factor in their decision-making process when purchasing hypermarket brand products. Store Image follows closely with a mean of 4.319 and a standard deviation of 0.6378, suggesting that a positive store image significantly impacts consumer satisfaction and shopping behavior. Sales Promotion ranks third with a mean of 4.307 and a standard deviation of 0.6215, reflecting that while promotions are essential, they may not be as influential as loyalty or store image. Finally, the mean Product Quality is 4.247 with a higher standard deviation of 0.6431, indicating that consumers also highly value the quality of the products, although perceptions vary slightly more than other factors. All the independent variables score highly, indicating their collective solid influence on consumer behavior in hypermarkets. These findings align with studies showing that store image and loyalty are crucial in influencing hypermarket customer retention (Mahmood & Ismail, 2019). The results are summarized in Table 3.

Table 3

Descriptive Statistics of Variables

Variable	Mean	Standard Deviation
Store Image	4.319	0.6378
Customer Loyalty	4.323	0.5636
Sales Promotion	4.307	0.6215
Product Quality	4.247	0.6431

Correlation Analysis

The Pearson correlation analysis investigated the relationship between four independent variables: Store Image, Customer Loyalty, Sales Promotion, and Product Quality, and the dependent variable, Purchase Decisions. All independent variables displayed a positive correlation with purchase decisions, indicating that as the values for these factors increase, so does consumers' likelihood of purchasing. Store Image showed a very strong positive relationship with purchase decisions ($r = 1.000$, $p < 0.001$), suggesting that a positive store image encourages consumers to make purchases. Product Quality also exhibited a strong positive correlation with purchase decisions ($r = 0.701$, $p < 0.001$), indicating that quality plays the most significant role in influencing consumer purchase decisions. Customer Loyalty followed closely with a moderate positive correlation of 0.691 ($p < 0.001$), implying that loyal customers are more likely to repeat purchases of hypermarket brand products. Sales Promotion also showed a moderate positive correlation with purchase decision ($r = 0.650$, $p < 0.001$), indicating that, while impactful, promotional activities are slightly less influential than store image and product quality in driving purchase behavior.

In summary, Store Image and Product Quality emerged as the most influential factors affecting consumer purchase decisions, followed by Customer Loyalty and Sales Promotion. This underscores the importance of delivering high-quality products and fostering customer loyalty to drive purchasing behavior in hypermarkets. The results are shown in Table 4.

Table 4

Correlation Analysis

Variable	Correlation Coefficient	p-value
Store Image	1.000	0.000
Customer Loyalty	0.691	0.001
Sales Promotion	0.650	0.001
Product Quality	0.701	0.001

Regression Analysis

The multiple regression analysis revealed an R-squared value of 0.577, indicating that the four independent variables could explain 57.7% of the variation in consumer purchase decisions. The regression model provides insights into the relative importance of each factor in predicting consumer purchase decisions. The constant has a beta coefficient of 1.285 and a significance level of <0.001 , indicating that when all independent variables are held constant, the baseline level of purchase decisions is positive and significant. Among the independent variables, Product Quality has the highest beta coefficient of 0.275 and a p-value of <0.001 , signifying that product quality is the most influential factor driving consumer purchase decisions. This suggests that the better the perceived product quality, the more likely consumers are to purchase. Sales Promotion follows closely, with a beta coefficient of 0.176 and a p-value of <0.001 , indicating that promotional activities significantly encourage consumers to purchase hypermarket brand products. This demonstrates the effectiveness of sales promotions in attracting consumers, though to a slightly lesser extent than product quality. Customer Loyalty also significantly impacts purchase decisions, with a beta coefficient of 0.147 and a p-value of <0.001 . This highlights the importance of fostering customer loyalty to ensure repeat purchases and maintain a stable customer base. Lastly, Store Image has a beta coefficient of 0.129 and a p-value of 0.004, indicating that while it is statistically significant, it has a relatively minor impact on purchase decisions than the other variables. A positive store image contributes to consumer behavior, but it is less influential than factors like product quality and customer loyalty. The regression analysis reveals that Product Quality is the strongest predictor of purchase decisions, followed by Sales Promotion and Customer Loyalty, while Store Image also plays a role but with less influence. Hypermarkets should prioritize improving product quality, enhancing sales promotions, and building customer loyalty to drive consumer purchases. The results are summarized in Table 5.

Table 5

Regression Analysis

Variable	Beta Coefficient	p-value
Constant	1.285	< 0.001
Store Image	0.129	0.004
Customer Loyalty	0.147	< 0.001
Sales Promotion	0.176	< 0.001
Product Quality	0.275	< 0.001

Summary: the descriptive analysis showed respondents rated store image highly, indicating its crucial role in shaping consumer perceptions and influencing purchase decisions. The correlation and regression analyses further confirmed that store image positively and significantly affected consumer purchase behavior. These findings align with previous studies highlighting the importance of a positive store image in fostering customer satisfaction and loyalty (Mahmood & Ismail, 2019). Moreover, visual merchandising techniques and store layout contribute to impulse buying behavior, which can further enhance store image (Siddhu, 2018). Retailers should prioritize attractive store layouts to encourage impulse purchases and improve the shopping experience.

As the correlation and regression analyses show, customer loyalty emerged as another significant factor influencing purchase decisions. These results support the notion that loyal customers are more likely to engage in repeat purchases and advocate for the brand (Mahmood & Ismail, 2019). The descriptive analysis also showed that respondents rated customer loyalty highly, indicating its importance in driving repeat purchases. Consistent delivery of quality and satisfaction is crucial for maintaining long-term customer loyalty (Guleria, 2018). Retailers can use loyalty programs and personalized customer experiences to increase loyalty among hypermarket shoppers.

While sales promotions correlate positively with purchase decisions, their influence was less significant than store image, customer loyalty, and product quality. This supports previous findings that suggest sales promotions are more effective at driving short-term purchases but may not lead to long-term loyalty unless combined with other factors such as high product quality and positive shopping experiences (Kumar & Kumar, 2020). Retailers should use promotions strategically to enhance product quality and overall service.

Product quality emerged as the most significant predictor of consumer purchase decisions. This finding underscores the critical role that product quality plays in building trust and encouraging repeat purchases. Consistent with previous studies, consumers were found to prioritize product quality when choosing between hypermarket brand extensions and well-known brands (Ibrahim & Hassan, 2012). According to Santy & Atika (2020), consumers' perceptions of product quality are based on critical indicators such as performance, durability, and reliability, influencing their purchasing decisions.

Conclusion

This study examined the factors influencing consumer purchasing decisions for hypermarket brand products, explicitly focusing on Store Image, Customer Loyalty, Sales Promotion, and

Product Quality. The descriptive, correlation, and regression analyses provided insights into how these factors contribute to consumer behavior. From the descriptive analysis, it was evident that Customer Loyalty emerged as the most influential factor in shaping consumer purchase decisions, followed closely by Product Quality, Sales Promotion, and Store Image. Consumers prioritize loyalty, built over time through positive experiences, significantly influencing their purchasing behavior. The correlation analysis further confirmed the positive relationship between all four independent variables towards Purchase Decisions. Notably, Store Image exhibited the strongest correlation with purchase decisions, followed by Product Quality, indicating that a favorable store environment and high-quality products play crucial roles in attracting customers and encouraging purchases. The regression analysis revealed that Product Quality had the most substantial impact on purchase decisions, followed by Sales Promotion and Customer Loyalty, while Store Image had the least direct effect. These findings suggest that consumers place a higher value on the products' quality and the promotional strategies employed by hypermarkets when making purchasing decisions.

In conclusion, Product Quality and Customer Loyalty are the most critical factors influencing consumer purchasing behavior for hypermarket brand products. While Sales Promotions and Store Image contribute, their impact is less pronounced. Therefore, hypermarkets should focus on improving product quality, strengthening customer loyalty, and offering well-designed promotional campaigns to drive consumer purchases and enhance their competitive edge in the retail market. Additionally, providing a positive store image can help to solidify customer retention further. Hypermarket managers should note that while sales promotions can drive short-term sales, the long-term success of their brand depends on delivering consistent product quality and maintaining a solid customer relationship. Based on the findings of this study, a key recommendation for future research would be to explore the impact of digital marketing and e-commerce on consumer purchasing decisions for hypermarket brand products. As online shopping and omnichannel retailing grow, understanding how consumers engage with hypermarkets through digital platforms could provide valuable insights into evolving consumer behavior and help hypermarkets adapt their strategies to better serve online and offline shoppers.

This research provides significant theoretical and contextual contributions to the existing knowledge on consumer behavior, particularly in the retail and hypermarket sectors. Theoretically, the study integrates Keller's Customer-Based Brand Equity (CBBE) Model and the Engel Kollat Blackwell (EKB) Model to comprehensively understand consumer purchase decisions' factors. By applying these models, the research expands on the existing literature by highlighting the importance of product quality, customer loyalty, sales promotions, and store image in shaping hypermarket behavior. The use of the CBBE model, in particular, underscores the role of brand equity in fostering customer loyalty and repeat purchases. In contrast, the EKB model elucidates the consumer decision-making process in the context of hypermarket brand products. Contextually, this study contributes to the growing understanding of consumer preferences in Melaka, Malaysia, specifically in the context of hypermarket brand products. The findings provide actionable insights for hypermarket managers, helping them refine their marketing strategies to enhance product quality, customer loyalty, and store image, which are crucial for competing with established manufacturer brands. Moreover, the study highlights the role of sales promotions in influencing immediate purchase decisions, offering practical implications for marketing

campaigns. This research, therefore, plays a vital role in bridging the gap between theory and practice in the retail industry, especially in the Melaka, Malaysia market.

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