The impact of branding on purchasing decision-making in mall shopping and online shopping

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Abstract. This study aims to review and analyze several previous works of relevant literature to both practice and theory of the brand and the influence on buying decision-making process in online and offline shopping. The first path describes the concept of online and offline shopping. The second path survey related previous articles appearing in the international articles conducted researchers to solves buying decision-making over online and offline shopping from 2000 to 2019 distributed over 18 different publishers are gathered and summarized in table format. The third path investigates the methods/approaches applied in various specific areas. The results and major findings of these previous studies are also analyzed and discussed. Based on the analyze of the works of literature statistics more frequent proposed and adopted. Further research is needed on applied other methods such as AHP, DEC, etc. to overcome, the buying decision-making problems.

1. Introduction

The industrial era, 4.0 or the era digitalization which is competitive increasingly, branding through online systems is increasingly becoming necessary to compete in the global market [1]. [2] in this article argues that an online brand is necessary to become an international destination for shopping.

The decision of buying online is one of a series of decision processes consisting of the introduction of needs, information retrieval, alternative evaluation, decision, and behavior after the decision. Many things are considered customers in deciding to buy online. These factors can be grouped into internal factors, namely customer’s psychology, and external factors. External factors consist of marketing stimuli and the social environment of community culture. Online shopping can be defined as the process purchases customers to buy services or products through the internet network. In a sense, customers can buy their favorite products from online stores [3]. E-Commerce or online shop is becoming a new prominent feature of future marketing channels and is a relatively new business model [4,5]. [5] also addressed that Customer's preference especially for a simple transaction process and also easy delivery of products. [6] in their article argued that for understanding the antecedents by customer acceptance of online, e-commerce for shopping becomes over important to online retailers. Moreover, [7] stated that statistically showed that customer more prefers to buy a product over online shopping which is determined by a lower price of products/services.

The development of online marketing shop or e-commerce through internet media already mushed in Indonesia even has been very well-known by the public. Many various facilities in shopping and various types of products and services offered, make online shop or e-commerce as one of the new
"shopping places" in addition to the usual modern shopping center in called shopping mall. Based on the results of the data survey from www.emarketer.com, it was known that the internet growth in 2018 in Indonesia reached number six as the world's largest internet user that was reached 123 million users, and increased up to 10.4% from 2017. This implies that the internet can be used as a tool to get all the information needed.

However, online shopping also has drawbacks when compared with physical stores or mall/offline shopping. One of the most significant shortcomings is the prospect of not being able to see/touch/feel the products be purchased physically. As a result, they cannot assess the quality of product quality directly and risky to their perception. Other weaknesses related to delivery delays, shipping security, and privacy issues that may affect the trust of potential customers in an online shop. Meanwhile, according to conventional or offline shopping (mall shopping).

In this paper, the authors are going to survey the reviewing of the literature of the brand and also the influence on buying decision-making process in online and offline shopping.

2. Research method of literature review
The more important one of the steps the process is to specify the contexture for the literature research-based at the approach and an application. Parameters to take into consideration, in general, including the methods used and time boundaries (year publication). A table used to record the articles. This paper should focus on articles whose goal was to develop theoretical–concepts work, reviews of the literature and also case study was considered. As a result, a total of 24 articles were selected and reviewed, and these articles are recorded using a table to be reviewed for further analysis. The structure of this study is shown in Figure 1 as follows:

![Figure 1. Methodology applied.](image-url)

This paper is organized as follows: Introduction is presented in section 1. The methodology of the literature review is constructed in section 2. An overview of the online and offline shopping are discussed in section 3. The Survey of the literature review and also the investigation of the approaches applied in the species are discussed in section 4 and section 5. Finally, the conclusion is given in section 6.
3. Theoretical basis

3.1. E-commerce (online shopping).

Online shopping leads to various kinds of shops in the online platform. An online shop is a place for a transaction to sell products or services via the internet. Online shop does not have to be on a website. We can also open online stores on social media, i.e. Facebook, Instagram and etc. The existence of the internet has created a change in the commerce world becoming more modern. The Customer does not have to meet face-to-face to be able to conduct a transaction. They only need to make a deal between the two parties and the products will arrive at the location without having to bother to visit the store, or in other words, you may selling or buying products and services over the Internet.

[8] stated that Electronic trading, also known as e-commerce, is the use of network communications and computers to carry out business processes. A popular view of E-commerce is the use of the Internet and computers with a web browser to buy and sell products. [9] argued that E-commerce or short for electronic commerce is a business transaction that occurs in electronic networks, such as the internet. Anyone who can access the computer, have a connection to the Internet, and have a way to pay for the products or services they buy, can participate in e-commerce. Meanwhile, [10] reported that the meaning of electronic commerce is the purchase, sale, and marketing of products as well as services through electronic systems. For example, radio, television and computer or Internet network. So, the understanding of e-commerce is the process of buying and selling transactions carried out through the Internet where the website is used as a device to perform the process.

[3] argue that shopping through online is a process required by customers to buy products or services through the internet. In other words, a customer may buy from the comfort of their home products from an online store. Furthermore, they also stated that E-commerce offers many tangible benefits, i.e., reducing consumer time in buyer sorting, better buyer choice, wanting time spent on completing bills then ordering differences and finally increasing opportunities to buy alternative products. In their articles “Factors Influencing Customers’ Attitude Towards E-Commerce Purchases Through Online Shopping”, researchers have analyzed three factors that influence customers to make purchases on e-commerce sites via online shopping, i.e. (1) attitude, (2) demographic, and (3) pattern of online buying. These variables determine in online shopping.

Besides, customers may enjoy shopping online 24 hours a day. It is due to e-commerce is open 365 days and never closed for even one minute. Ecommerce also expands geographical reach because customers can purchase any goods and services anytime, anywhere. Therefore, online shopping is more environmentally friendly compared to buying in-store or offline shops because customers can fulfill their needs by choosing without having to go to the store/shop.

3.2. Shopping mall (offline shopping)

conventional or offline advertising tools such as newspapers, brochures, exhibitions, newspapers, etc. traditionally it has become the main tool used to create brand equity for products in general and destinations in particular [1].

[11] stated that online shopping is different in many aspects from such traditional offline shopping outlets as physical stores, telephone ordering, and mail order; for example, the vast number of alternatives available to customers, higher machine interactivity, higher message customization, and interaction.

Online shopping has many advantages, however, Customers cannot physically inspect the goods they buy through the internet before buying it. [12] in their article identified ten variables that
influencing customer decisions to visit a mall are mood, attitude, perception, risk, mall atmospherics, mall shopping frequency, mall image mall browsing behavior, mall location and income of customers.

Offline shopping requires that we come directly to the seller, and also is a business that is done conventionally offering products directly to the buyer, as well as the physicality of the products offered can be felt by all five senses. Increasing online shopping make threats to shopping malls, most shopping malls have died. Upcoming days shopping mall comes with new concepts or new scenario are high – end brandscape, decreasing the foot follow of a shopping mall that reason malls give the best products and service to the customer. Innovation, the development, and operation of technology the digital displays and added number of technology benefits adopted by the malls [13].

Many customers go for purchasing offline to examine the product and hold the possession of the product just after the payment for the product [14].

3.3. Brand and branding

There are many definitions of brands in the marketing literature, but most definitions are all around the idea that a brand is unique names that identify products and differentiate it from competitors. The American Marketing Association (AMA) defines a brand as "name, term, design, symbol, or other feature that identifies one or another of a seller that differ from the other seller " [15]. Therefore whenever a marketer creates a new name, logo, or symbol for a new product, he also created a brand.

[16] in their articles reported that brand-conscious customers tend to buy expensive, well-known, widely advertised brands and can be assumed to do so also when shopping online. If the focus is on well-known brands, comparisons across various products based on product attributes become less meaningful.

Meanwhile, branding according to [16] is a continuous process that involves the attention and consideration of the company's past and then creates a cohesive personality for the company and its products ahead. [17] Brand image is the main driver of brand equity, which refers to consumers' perceptions and general feelings about a brand and has an influence on consumer behavior. [18] in their article summarized that y engaging consumers in brand messaging, brand experts can feel the true benefits of new marketing communication tools. and the way they engage audiences and create an involvement to users or customers of the company.

3.4. Decision making

When associated with buying decisions, then the customer preferences and tendencies to purchase are related to the price, income, and benefit of the expected product. [19] argued that decision making is mostly driven by price considerations depending on the style of customer decision making.

Furthermore, [20] stated that while making purchase decisions, customers are often unable to evaluate all available alternatives in great depth and, thus, tend to use two-stage processes to reach their decisions. Moreover, Haubl and Thrifts argued that in the context of purchasing decision making, a typical two-stage process can be revealed as follows. First, customers display a large set of relevant products, without checking one of them in large depth, and identifying a subset that includes the most promising alternatives. Furthermore, customers evaluate the latter in greater depth, performs comparisons across products on important attributes, and makes purchasing decisions.

4. Survey of previous literature

Many case study about the decision-making of offline shopping, online shopping and brand were selected, and among 14 articles has reviewed for further analysis. These articles are presented in Table 1.
| Authors/Years                                      | Application Areas                                                                 | Approaches                                                                                       |
|--------------------------------------------------|------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| [1]                                              | Western European capitals (London, Paris, Berlin, Rome, and Madrid)                  | - Partial least squares (PLS).                                                                   |
|                                                  |                                                                                    | - Least Squares Regression.                                                                     |
|                                                  |                                                                                    | - Structural Equation Modeling (SEM)                                                              |
|                                                  |                                                                                    | - SmartPLS3 Software                                                                             |
|                                                  |                                                                                    | - Likert Scale with 11 positions                                                                 |
|                                                  |                                                                                    | - Hypothesis testing                                                                             |
|                                                  |                                                                                    | - Pre-test                                                                                       |
|                                                  |                                                                                    | - Online Survey                                                                                  |
| [3]                                              | Online shopper in Perak, Malaysia                                                  | - Convenience sampling method                                                                    |
|                                                  |                                                                                    | - Inferential statistical analysis (One Way Anova and Pearson Correlation Test)                  |
|                                                  |                                                                                    | - SPSS version 13                                                                                |
|                                                  |                                                                                    | - Online survey                                                                                 |
|                                                  |                                                                                    | - Pre-test                                                                                       |
|                                                  |                                                                                    | - Hypothesis testing                                                                             |
| [4]                                              | Online shopper (College Student) in China                                          | - Questionnaire Reliability Analysis                                                              |
|                                                  |                                                                                    | - Path analysis of SPSS 11.5                                                                     |
|                                                  |                                                                                    | - Hypothesis testing                                                                             |
| [5]                                              | Online shops in Bangladesh                                                        | - Snowbowlling technique                                                                         |
|                                                  |                                                                                    | - Questionnaire survey                                                                           |
|                                                  |                                                                                    | - 5-points Likert Scale                                                                          |
| [6]                                              | Online Shoppers                                                                  | - OSAM (Online Shopping Acceptance Model)                                                        |
|                                                  |                                                                                    | - TAM method.                                                                                     |
| [11]                                             | College Student (Southeastern university)                                         | - Hierarchical Regression Model                                                                  |
|                                                  |                                                                                    | - Cronbach's Alpha                                                                              |
|                                                  |                                                                                    | - Questionnaire survey                                                                           |
|                                                  |                                                                                    | - 7-points Likert Scale                                                                          |
| [13]                                             | Shopping Mall in Shivamogga city, India (The Bearys Groups)                         | - Questionnaire survey                                                                           |
|                                                  |                                                                                    | - Non probability sampling                                                                        |
|                                                  |                                                                                    | - Convenience sampling                                                                           |
| [19]                                             | Commercial companies                                                             | - Multiple regression analyses                                                                  |
|                                                  |                                                                                    | - Online panel surveys                                                                           |
|                                                  |                                                                                    | - Descriptive and Multivariate statistics                                                         |
|                                                  |                                                                                    | - Cronbach Alpha                                                                                 |
|                                                  |                                                                                    | - Factor Analyses                                                                                |
|                                                  |                                                                                    | - Varimax rotation                                                                               |
|                                                  | U.S. adult (ages 18-65)                                                           | - Discriminant validity                                                                          |
|                                                  |                                                                                    | - 7-point Likert scales                                                                           |
5. Discussion of major findings on previous literatures

As summarized in Table 1, we can conclude that 14 articles were used Statistical model to find out the influence of customers decision-making of online shopping or offline shopping. According to that, the authors have found major findings from several previous works of literature, as discussed below.

[1] used Partial least squares (PLS), Structural Equation Modeling (SEM), SmartPLS3 Software, and Likert Scale with 11 positions to analyzes city branding in Madrid, Paris, Roma, Berlin, London and also comparing brand equity through comparisons between online and offline. The samples were the tourists and the visitors who have well-traveled to one of the European countries. Data were collected through random sampling, an online survey, and pretest. the Information about the scale of measurement of the brand, brand image, brand equity, and preferences for a brand was used in their research.

[3] analyzed the online shopper in Perak, Malaysia to determine the factors that influence consumers’ attitude towards e-commerce purchases through online shopping. The socio-demographic, pattern of online buying, purchase perception, and E-commerce was also investigated to find out whether to affect on consumer’s attitude. Data processing used an Open-ended and close-ended questions were used for the questionnaire. This study was analyzed using a convenience sampling method, inferential statistical analysis (One Way Anova and Pearson Correlation Test), and SPSS version 13. They assume that more than a portion of their research respondents have moderate attitudes and purchase perceptions about the online shopper. The statistical test showed there was a significant relationship between e-commerce experience and attitude towards online shopping.

[4] formulated the Questionnaire Reliability Analysis, Path analysis of SPSS 11.5 in an article “An Empirical Research of Factors Influencing the Decision-Making of Chinese OnUne Shoppers”. Their
research conducted in a computer laboratory with the respondent online shopper (College Student in China). They hypothesized that respondents of the Internet and shoppers online more frequent shop online than people from other society. They also assumed that consumer satisfaction with a website and that trust did not have a significant influence on buying.

[5] the result of this study to identify the more influential factors that create barriers for customers to move to online shopping rather than offline shopping in Bangladesh. Price, lack of trust, discontent with the shipping process, and uncomfortable offline payment methods are used as research attributes. This study used quantitative and qualitative data with open-ended questions. Internet and articles were used as secondary data of their research. The results of this study summarized that those attributes were causing hindrance the shoppers to buy from offline in Bangladesh and move to shop online.

[6] adopted OSAM (Online Shopping Acceptance Model) and TAM method to determined and analyzed consumer (online shoppers) factors, behavior, and acceptance that influence online shopping. Variables such as consumer socialization, cohort theory, generational and gender cohorts, shopping value and attitude toward mall attributes used as the attributes to support their study. They reported that in forecast consumers ruling on whether for shop online, the comparative effects of anticipated outcome and online experience can be moderated to the number of resources that is available to the consumer.

[11] in the article “Online Shopping Hesitation”, applied the hierarchical regression model using Cronbach's alpha, and 7-points Likert Scale to understand which factors influence consumer hesitation or delay in online product purchases. Their study focused on creating an understanding of the structure of delay reasons for online purchases, and examine the relationship between ten delay factors and three procedural hesitations. The result of the analyzed revealed that different sets of delay factors are related to different aspects of online shopping hesitation, and consumer characteristic factors are more closely related to overall hesitation than to payment hesitation and cart abandonment.

[12] proposed Manova and independent-sample t-test with several hypotheses. They studied and investigated the extent to which attitudes toward mall attributes and shopping value derived from a mall visit differ across gender and generational cohorts, and the result showed that no differences in hedonic and utilitarian shopping values by generational cohort, but generational differences in attitude toward mall hygiene factors, locational convenience, and entertainment features did exist.

[13] surveyed a shopping mall in Shivamogga city, India (The Bearys Groups) to evaluate the consumer buying perception in modern mall/retail. This study presented that consumer start buying the quality and products as they can bring the effective difference between shopping from unorganized to organized mall. Place, promotion, people, physical, process, gender, and shopping experience were the attributes that used to support the data process and data analyze.

[19] in their article “Influence of consumers' online decision-making style on comparison shopping proneness and perceived usefulness of comparison shopping tools”, revealed that changes in the macro-environment in the shopping environment may require conceptual changes in instruments related to measuring the consumer behavior. These instruments need to capture specific shopping characteristics in an online shop. Moreover, this research presented a comparison of shopping trends as a concept, as a result of contributing to a better understanding of online shopping behavior.

[21] studied consumer response to online/offline price differentiation. This study applied the f two Mancovas, chi-square test, hypothesis testing and 7-point Likert scales to explored and investigated how to price differentiation influence the consumer's decision and acceptance. The proposed approaches showed that value-based communication has a greater positive effect than cost-based communication. This study also believed that the online price might be lower due to higher costs or higher value provided in the offline channel.

[22] proposed TAM model, PLS analysis (PLS-Graph version 3.00), and Average Variance Extracted (AVE) measure to with 7-point Likert scales to determine factors that affecting the formation of consumer’s attitude toward online shopping. SEM was used as data analysis. Before tested the research model, they performed manipulation checks the treatment. Perceived Usefulness (PU) of online shopping, Perceived Ease Of Use (PEoU) of online shopping, the attitude of online
shopping, and behavioral intention (BI) of online shopping were used as the variables of this study. The respondent of this research was student college in a university laboratory as the treatment group. This study showed positive informational social influence strengthened the relationship between the consumer’s attitude toward online shopping.

[23] applied the Comparison Matrix (CM), Recommendation Agent (RA), and Generalized Estimating Equations (GEE) to examines the effects of two decision aids, each designed to assist consumers in performing one of the above tasks, on purchase decision making in an online store. Their study formulated that interactive tools designed to assist consumers among selected alternatives in an online shopping environment have a strongly favorable effect on the quality and the efficiency of purchase decisions. Data were collected in a University computer lab, and the samples were shopping in an online shop. The results revealed that the use of Comparison Matrix (CM) and Recommendation Agent (RA) have a substantial impact on the amount of search for product information, and the quality of consumer’s purchase decisions.

[24] the results of this study focus on the factors that influence the suitability of consumers' self-image and brand image to products for luxury product brands in the transitional economy in India. Brand-consumer conformity on products with luxury brand categories namely: brand of expectations, brand of perception, brand image dimensions, brand love, and brand appreciation is used as their research variables to investigate consumer-brand suitability in Mumbai, India. Structural Equation Modeling (SEM), Aaker's Brand Personality Scale, Questionnaire survey, and Confirmatory Factor Analyses (CFA) were used as attributes. The results showed that brand love and sensuality had a statistically significant effect. The relations of these attributes were statistically insignificant. The relationship between each consumer-brand attribute and the dimensions of brand experience are also limited.

6. Conclusion

The main objective of this study was to investigate, analyze several previous literature studies on online and offline shopping that were using various approaches and methods by reviewing the relevant literature. This paper further highlighted which is applied in some case studies, as follows:

1. The consumer’s decision-making factors over online shopping and/or offline shopping
2. The effect of a significant brand on shopping mall and online shopping purchases.
3. The decision-making over the shopping malls and online media, and
4. The effect of a significant brand on shopping mall and online shopping purchases.

Since a screening process of the relevant journal articles conducted, among 14 articles were identified and selected. The articles showed the relevant research which is distributed over 14 different publishers from the 2000 to 2019 period. As our findings as shown, statistics more frequent applied as a method and approach to measure and determine consumer’s decision-making over online and offline shopping. It was observed that the statistics method can be applied widely to discover buying decision-making problems. In this study, the authors have taken look at statistics methods applied, as follows:

- Structural Equation Modeling (SEM)
- Confirmatory Factor Analyses (CFA)
- Partial least squares (PLS)
- two MANCOVA’s TAM method
- Average Variance Extracted (AVE) measure
- Varimax rotation
- Hierarchical Regression Model
- Recommendation Agent (RA),
- Robustness checks Bivariate model with two equations
- Aaker's Brand Personality Scale
- Structural Equation Modeling (SEM)
- Least Squares Regression
- PLS analysis (PLS-Graph version 3.00)
- Multiple regression analyses
- OSAM (Online Shopping Acceptance Model)
- Comparison Matrix (CM)
- Generalized Estimating Equations (GEE)
- Inferential statistical analysis (One Way Anova and Pearson Correlation Test)
Also, this paper has reviewed one important method covering the survey literature which is conducted, such as OSAM (Online Shopping Acceptance Model), and Geographical Information Systems (GIS). However, none of the literature studies apply other technique or methods than statistics. For further research, the authors suggested to adopted other methods such as Analytic Hierarchy Process (AHP), DEC, etc overcome, or at least diminish the buying decision-making processes problems.

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