FACTORS INFLUENCING PURCHASE INTENTION OF PRIVATE LABEL BRAND

Bidyut Jyoti Gogoi

IIM Shillong, Meghalaya, E-mail: bjg@iimshillong.ac.in

Abstract: The Indian retail industry is one of the most dynamic industry. In recent times, we have seen a lot of foreign players entering the market due to conducive business environment. There is an increase in international exposure and the availability of international brands have made the market even a lot more competitive. The increase in competition has made it difficult for the retailers to sustain profitability for a long period. It is essential for the retailers to develop a competitive edge to stay afloat and ahead of competition.Popularizing the private labels available with a retailer will help in developing a competitive edge. Private label brands are very profitable for the retailers. Retailers earns high margins by selling private label brands.The differentiating factor is that the retailers are involved in the manufacture of the private labels. This gives the retailer an opportunity to decide the price and quality of the private labels. Private labels are better in quality than most low grade products and the price is also reasonable. Understanding of the consumers' perception about private labels is necessary to generate interest in buying private labels. In this paper the researcher tries to understand the consumers' preference for private label brands. He tries to analyze the impact of brand consciousness, service quality, store image, price consciousness and ecofriendly products over developing a positive attitude towards purchase of private label brand. The researchers also tries to see whether developing a favorable attitude will influence the purchase intention of the customer.

Keywords: Private LabelBrand, Brand Consciousness, Service Quality, Store Image, Price Consciousness, Ecofriendly product.

INTRODUCTION

Retailers survive on small margins. With the mushrooming of retail outlets it has become necessary to adopt strategies that will help the retailer to survive the stiff competition.Private labels are popular in the US and the European countries. The perception of private labels are more favorable in Europe, Australia and North America (Nielsen, 2014). Private label brands are cheaper as compared to national brands. The quality of the products are also good and comparable with the mediocre national labels. These brands offer better value than what is expected. They offer higher than the expected quality (PLMA 2016). This is also the reason why the customers prefer to go for private labels during recessions. This helps to save quite a lot of money.

As compared to the western counterparts the penetration of private labels are low in India.The share of private labels is above 10% (45% for Europe) for developed countries and about 5% for India (Nielsen, 2014). Majority of Indians are price consciousand prefer to bargain for a better deal. While a significant amount of the population (the elite class) are brand loyal and prefer premium brands. The market for the private labels are the price conscious customers who can be traded up for a better value and better quality.

LITERATURE REVIEW

Private label brands or the store brands are the retailers own brands which are sold in exclusive retail stores (Kotlerand Armstrong, 1996). Private label brand

purchase is associated with personality (Burton and al., 1998), perceptual (Garretson and al., 2002; Kara and al., 2009), and socioeconomic (Baltasand Argouslidis, 2007; Martinez and Montaner, 2008) factors.Evidence of research works done on influencers of private label brands on the basis of demographics, psychographics, wereinconclusive (Martinezand Montaner, 2008). So the researcher has taken the parameters of brand consciousness, service quality, store image, price consciousness, ecofriendly productand attitude towards private labels to understand their influence on the purchase intention.

Brand Consciousness

Attitude towards a brand is found to have a strongly correlation with intention to purchase (Fishbein and Ajzen, 1975; Ajzen, 1985). Brand consciousness refers to willingness of customer to buy products from popular brands, which are expensive, highly promoted or has the best sales rate (Sproles and Kendall, 1986). Brand consciousness helps the customer to choose a brand with a good brand image and reduce perceived risk (Wu *et al.,* 2011). Customer prefer product with a good brand image to reduce the associated risks. Private label brand is usually considered of low quality (WalshandMitchel, 2010) as compared to most popular and expensive national brands. Brand conscious customers will prefer to stick to a popular brand. They would not prefer to purchase private labels as they are considered inferior as compared to the popular and expensive brands. Based on the discussion the following hypothesis is proposed.

H1: Brand conscious customers have anegative attitude towards private label brand.

Price Consciousness

Price consciousness is the decision of the customer to pay low price on a purchase (Lichtenstein *et al.,* 1993) as the customer is reluctant to pay high price for the differentiating features of the product (Monroe and Petroshius, 1981; Lichtenstein *et al.,* 1993; Sinhaand Batra, 1999). Price is basically the judgmental criteria for purchase for customers who are price conscious.Private label is well known as the retailers brand available at low cost (Burger and Schott, 1972; Lichtenstein *et al.,* 1993;

Moore and Carpenter, 2006).Customers may be attracted to buy a private label if they perceive that the brand has a good price image and a right price quality mix (Zielke, 2010). Price is also a tool for risk reduction (Erevelles *et al.,* 1999). Percieved risk when high, customers are motivated to buy low priced product (Lichtenstein *et al,* 1988; Sinha and Batra, 1999;Kukar-Kinney *et al.,* 2007). Low perceived risk increases the price consciousness which leads to purchase of private label brands (Bettman,1974; Jacoby and Kaplan, 1972; Narasimhan and Wilcox, 1998;Richardson *et al.,* 1996; Shimp and Bearden, 1982; Taylor, 1974). Based on the discussion the researcher proposes the following hypothesis

H2: Price consciousness helps develop a favorable attitude towards private label brand.

Store Image

Store image is, the perception of the store in the customers mind evolving out of the store functions and psychological atmosphere (Martineau, 1958), a set of attributes deemed important by customers (James *et al.,* 1976), andstore environment, level of service, quality of products available (Grewal *et al.,* 1998). Store image is built up of the multiple experiences a customer encounters in the store.The store image is also determined by the private label brands available (Collins-Dodd and Lindley, 2003; Vahie and Paswan, 2006). Consumers when confronted with unfamiliar private labels choose to go for purchase based on cues from store image (Collins-Dodd and Lindley, 2003; Vahie and Paswan, 2006).It is usually seen that the customers are attached to a few stores for their regular requirements. The reason being customers get attached and comfortable with the retailer whom they know personally. This in due course leads to the popularity of the store. Quality of the store also affects the store image (Dawar and Parker, 1994; Vahie and Paswan's, 2006). The availability of products in a number of outlets in different locations has made the life difficult for the retailer to hold back their customer base. A private label brand is available only with a particular retailersince it is the retailer's brand. If the retail store is popular it helps create a positive image on the private labels sold by the retailer. When choosing between private labels, the store image plays a big role in selecting

the brand (Vahie and Paswan, 2006). Customers use store image as cues to judge private labels (Agrawal *et al.,* 1996; Dhar and Hock, 1997; Collins-Dodd and Lindley, 2003; Ailawadi and Keller, 2004). A good store image creates a positive image on the store brands (Pettijohn *et al.,* 1992; Dhar and Hock, 1997). Positive store image increases the propensity to purchase store (Dodds *et al.,* 1991; Grewal *et al.,* 1998). Based on the discussion the following hypothesis is proposed.

> H3: Store Image helps in developing a favorable attitude towards private label brand.

Service Quality

Service quality is the conformance of the service delivery as per the customer requirements (Chakrabarty *et al.,* 2007), and overall evaluation attitude between customer perceptions and expectation (Parasuraman *et al.,* 1985). Service quality can be measured by the quality index through three parameters viz. interaction quality, service environment quality, outcome quality (Cronin and Taylor, 1992). Good service quality increases the customer satisfaction. Service quality helps to develop a favorable store image. A favorable store image also helps the customer to decide his choice of products. Thus we see that a good service quality may help in developing a favorable image towards private label brands. Based on the discussion the following hypothesis is developed.

> H4: Service quality helps in developing a favorable attitude towards private label brand.

Ecofriendly product

Adoption of green procedures has become crucial to reduce the environmental degradation. Due to growing concerns of the degrading environment, people want to get associated or involved in environmental protection programs. Eco-friendly product purchase has a direct impact on the environmental protection (Mostafa, 2007). An individual's environmental impact can be reduced by purchasing an organic product (Isenhour, 2010). Green products are penetrating the market steadily (U.S. Department of Agriculture Economic Research Service, 2014). Selling green product helps in developing a favorable image. Firms who adopt environmental strategies has a higher market share and high profitability

(Menguc and Ozanne, 2005), more employee satisfaction and commitment (Maignan and Ferrell, 2001), enhanced customer satisfaction (Lombart and Louis, 2014;Luo andBhattacharya, 2006), and high positive image (Lavorata, 2014). Customers would definitely go for products that are ecofriendly. Ecofriendly private label products may help in developing a favorable image of the brand. Based on the discussion the following hypothesis is developed.

> H5: Ecofriendly product will have a positive influence on attitude towards private label brand.

Attitude towards Private Label Brand

The attitude towards a private label brand is the response of a customer arising out of the experience after evaluations of the experience concerning buying and use of the product (Burton and al., 1998). Positive attitude towards private label brand helps in adoption of the brand to a large scale. Private labels have a better quality and low price as compared to most mediocre national brands. Private labels have the capability to improve their image to reduce perceived risk (Dowlingand Staelin, 1994).Good image of private labels can help the store to develop competitive edge, enhance customer loyalty and improve profitability (Hoch, 1996; Levy and Weitz, 2004; Marcel, 2000; Richardson *et al.,* 1996). In stores with a good image,customers have a more favorable attitude towards the brands available and has a higher purchase intention (Kamins and Marks,1991; Laroche *et al.,* 1996; Romaniuk and Sharp, 2003). Based on the discussion the following hypothesis is developed.

> H6: Favorable attitude towards private label brand has a positive influence on the purchase intention.

Purchase Intention

Purchase intention is the possibility of purchase in near future. High degree of purchase intention indicates higher purchasing possibility (Dodds *et al.,* 1991; Schiffmanand Kanuk, 2007). Positive purchase intention leads to positive brand commitment resulting in purchase action (Fishbein and Ajzen, 1975; Schiffman and Kanuk, 2007). It is important to understand the factors that influence purchase intention of private label brands. This will enable

the retailers to place the products in an effective way to enhance sales and increase adoption of private labels.

Based on the literature review, a conceptual framework is developed as depicted in Fig. 1 below.
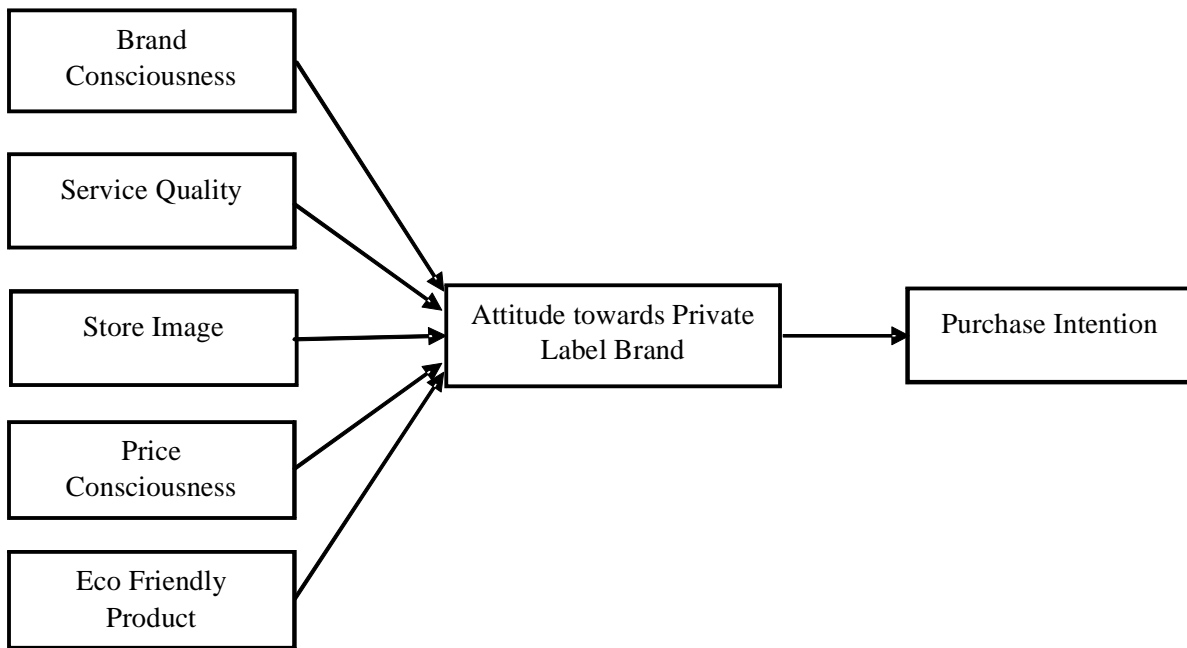

Figure 1: The Conceptual Framework

METHODOLOGY

Descriptive research design was used for the research. A primary survey was carried out to measure the responses of the customers. A questionnaire was used to collect the responses of the respondents. The variables for measurement were Brand Consciousness (BC), Service Quality (SQ), Store Image (SI), Price Consciousness (PC), Ecofriendly Product (GL), Attitude towards Private label Brand (APLB) and Purchase Intention (PI). The sample size of the survey was 288. The respondents were customers who shopped in organized retail outlets. The sampling method adopted was nonprobability convenience sampling.

Variables

Brand Consciousness (BC) is measured using three statements BC1, BC2, BC3. Service Quality (SQ) is measured using three statements SQ1, SQ2, SQ3.Store Image (SI) is measured using three statements SI1, SI2, SI3. Price Consciousness (PC) is measured using three statements PC1, PC2, PC3.Ecofriendly Product (EFP) is measured using three statements EFP1, EFP2, EFP3. Attitude towards Private Label Brand (APLB) is measured using three statements APLB1, APLB2, APLB3. Purchase Intention (PI) is measured using three statements PI1, PI2, PI3.All the variables were measured on a five point Likert's scale.

DATA ANALYSIS

Data was analyzed using SPSS 22.

Gender

Out of 288 respondents surveyed 73.6% were male respondents and 26.4% were female respondents.

Income

24% of the respondents have an annual household income of less than INR 3 LPA, 16% of the respondents

have an annual household income INR 300001 to 500000 PA, 21.2% of the respondents have an annual household income of INR 500001 to 700000 PA, 23.6% of the respondents have an annual household income of INR 700001 to 900000 PA, 15.3% of the respondents have an annual household income of INR 900000 PA and above.

Factor Analysis

Table 1
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.823
Bartlett's Test of Sphericity	Approx. Chi-Square	6328.451
	df	210
	Sig.	.000

Table 2
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	6.499	30.947	30.947	6.499	30.947	30.947	3.585
2	2.967	14.129	45.076	2.967	14.129	45.076	3.469
3	2.406	11.455	56.532	2.406	11.455	56.532	3.888
4	2.206	10.505	67.037	2.206	10.505	67.037	3.075
5	1.852	8.821	75.857	1.852	8.821	75.857	4.170
6	1.615	7.689	83.547	1.615	7.689	83.547	3.936
7	1.307	6.222	89.769	1.307	6.222	89.769	3.668
8	.357	1.702	91.471				
9	.338	1.609	93.080				
10	.254	1.210	94.290				
11	.187	.893	95.182				
12	.173	.825	96.007				
13	.138	.658	96.665				
14	.120	.572	97.237				
15	.106	.503	97.740				
16	.104	.497	98.238				
17	.097	.460	98.698				
18	.088	.418	99.115				
19	.073	.346	99.461				
20	.061	.290	99.751				
21	.052	.249	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

Table 1, gives a KMO value of 0.823 and Bartlett's Test of Sphericity gives a p-value of 0.000 which indicates that there is correlation among the variables and data is adequate for the analysis.

Table 2, shows that 89.769% of the variance is explained by the 7 factors.

The pattern matrix in table 3, shows the factor loadings of the 7 factors extracted. The variables have

Table 3
Pattern Matrix[a]

	Component						
	1	*2*	*3*	*4*	*5*	*6*	*7*
BC1				.954			
BC2				.969			
BC3				.968			
SQ1			.962				
SQ2			.968				
SQ3			.973				
SI1					.969		
SI2					.940		
SI3					.916		
PC1						.958	
PC2						.933	
PC3						.897	
EFP1		.968					
EFP2		.971					
EFP3		.966					
APLB1	.951						
APLB2	.980						
APLB3	.977						
PI1							.830
PI2							.907
PI3							.882

Extraction Method: Principal Component Analysis. Rotation Method: Promax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

high loadings of above 0.8 which indicates that the data can be used for further analysis.

Reliability Testing

Table 4

Parameter	Cronbach's Alpha	No. of Items
BC	0.962	3
SQ	0.967	3
SI	0.938	3
PC	0.920	3
EFP	0.966	3
APLB	0.969	3
PI	0.846	3
Overall	0.882	21

From Table 4, the overall reliability (Cronbach's alpha) is 0.882, and individual reliability of the parameters under study is above 0.9, which shows the data is reliable.

Regression Analysis

Regression analysis is conducted to test the relationship between

1) APLB and (BC, SQ, SI, PC, EFP)

2) PI and APLB

Hence Regression is done twice as shown below: Regression Model 1 and Regression Model 2

Regression Model 1

Table 5
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.418[a]	.175	.160	.976	1.679

a. Predictors: (Constant), EFP, BC, SQ, SI, PC

b. Dependent Variable: APLB

Table 6
ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	56.856	5	11.371	11.936	.000[b]
	Residual	268.6	282	.953		
	Total	325.500	287			

a. Dependent Variable: APLB

b. Predictors: (Constant), EFP, BC, SQ, SI, PC

Table 7
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.734	.372		1.975	.049		
	BC	.126	.059	.119	2.156	.032	.955	1.047
	SQ	.157	.063	.145	2.507	.013	.878	1.139
	SI	.183	.072	.153	2.558	.011	.820	1.219
	PC	.165	.079	.130	2.095	.037	.761	1.314
	GL	.129	.053	.140	2.428	.016	.877	1.141

a. Dependent Variable: APLB

Regression Model 2

Table 8
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.134[a]	.018	.015	.859	1.360

a. Predictors: (Constant), APLB

b. Dependent Variable: PI

Table 9
ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.863	1	3.863	5.232	.023ᵇ
	Residual	211.134	286	.738		
	Total	214.997	287			

a. Dependent Variable: PI

b. Predictors: (Constant), APLB

Table 10
Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3.618	.176		20.543	.000		
	APLB	.109	.048	.134	2.287	.023	1.000	1.000

a. Dependent Variable: PI

Table 6, in Regression Model 1, shows a significance value of 0.000 which indicates the model is fit. The collinearity statistics (Table 7) is well below the limits which indicate no multicollinearity.

Table 9, in Regression Model 2, shows a significance value of 0.023 which indicates the model is fit. The collinearity statistics (Table 10) is well below the limits which indicate no multicollinearity.

Relationship Test Results

From the Regression Model 1 and Regression Model 2 analysis, the summary of the relationship test is given in Table 12 below.

Table 11
Summary of Hypotheses Testing Results

Relationship	Coefficient (β)	t value	p value	Results
BC → APLB	.119	2.156	.032	Reject H1
SQ → APLB	.145	2.507	.013	Accept H2
SI → APLB	.153	2.558	.011	Accept H3
PC → APLB	.130	2.095	.037	Accept H4
EFP → APLB	.140	2.428	.016	Accept H5
APLB → PI	.134	2.287	.023	Accept H6

Note: β = standardized beta coefficients; *p< 0.05 (tested at 5% significance level)

CONCLUSION

Brand conscious customers usually prefer to go for premium brands. But from the analysis it is seen that brand consciousness has a positive impact on attitude towards private labels. As private label brand has a superior quality than most mediocre brands and are also priced reasonably,it hasthe capability to attract customers who are brand conscious.

Service Quality has a positive influence on the attitude towardsprivatelabel brand. A store with good service quality attracts the attention of customers. It not only enhances the customer satisfaction but also increases the

perceived value of the customers. Good service quality also helps the retailer to stand out in the competition.

Store Image has a positive influence on attitude towards private label brands. Store image increases the perceived value and enhances the popularity of the store. Customers prefer to buy products from stores that are popular. Store image also enhances the confidence level of the customers. This is the reason why sales are high in stores which has a good image and popular among the customers.

Price consciousness is seen to have a positive influence on the attitude towards private label brands. There is a segment of consumers who are price conscious and also quality conscious. Value consciousness influences the attitude for private label purchase (Burton *et al.*, 1998; Garretson *et al.,* 2002; Jin and Suh, 2005, Kara *et al.,* 2009). This is a segment who will trade up if the quality of the product is higher as compared to the base product. Private labels can be targeted for this segment as the quality of the product is high and the price is reasonable. Since private labels is the retailer's brand, the consumers get a level of satisfaction to be associated with a branded product. So consumers get a branded product of high quality at a reasonable cost.

Ecofriendly product has a positive influence on attitude towards private label brand. Private labels have a better quality and reasonable price. If the productsare madeecofriendly it will not only take care of the environmental harmony but also the customers will be involved in the consumption process. As customers are starting to get involved in green activities this will further add to their involvement towards environment protection.

Attitude towards private label brand has a positive influence on the purchase intention. Good quality of private labels have generated strong preferences in favor of private labels in many categories (Guerrero and al., 2000; Huang and Huddleson, 2009).Customers develop favorable attitude based on several factors such as the assortment of brands, quality of the products, service quality, image of the store, price and green procedures adopted.

In conclusion, the retailer will benefit if he is able to develop a good image of the private label brand available in the store. The image of the brand will stand out if the perceived value of the customer exceeds the costs incurred. This is possible if the retailer takes a holistic view to enhance the store image, the private label brand image, quality of service provided and reasonable pricing.

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APPENDIX

Parameters	Statements
BC	Brand consciousness
BC1	I prefer to go for popular brands
BC2	I prefer to go for expensive brands
BC3	I feel that a product of high cost is of good quality
SQ	Service Quality
SQ1	I prefer to go to stores with good service
SQ2	I think the popularity of a store is due to the services provided
SQ3	Service quality of a store enhances the sale of brands available in the store
SI	Store Image
SI1	Good store image helps in attracting customers
SI2	Store image helps to popularize the brands available in the store
SI3	A store with a good image offers better products
PC	Price Consciousness
PC1	I like to compare prices before I chose the product
PC2	I like to check the prices for all products
PC3	I like to buy the products at the lowest possible price
EFP	Ecofriendly Product
EFP1	I like products which are not harmful to the environment
EFP2	I would go for a brand which is ecofriendly
EFP3	I would go for a brand which is ecofriendly and reasonable priced
APLB	Attitude towards Private Label Brand
APLB1	I feel good when I buy private label brands
APLB2	The best buy is usually a private label brand
APLB3	Private label is worth the value for the money spent
PI	Purchase Intention
PI1	I intend to buy private label due to superior quality
PI2	I intend to buy private label due to reasonable pricing
PI3	I would probably buy a private label brand