

FACTORS INFLUENCING CONSUMER PURCHASE INTENTION AND CONSUMER CHOICE ON PRIVATE LABEL BRAND IN MALAYSIA

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ABSTRACT

Private label brand is playing a vital role in the success of retail business. The trend of consumer purchasing private label brands is apparently creating new and exciting opportunities for retailers to win their businesses. Especially in European market, there are products of almost all categories sold by private label brands (World Private Label, 2013). The objective of this study is to examine factors that determine the consumer purchase intention and choices on private label brands. The research is conducted in a developing country, Malaysia, where private label brand is a emerging trend in retail industry. Data are collected from quantitative research by analyzing 300 questionnaires. Factor analysis, correlation analysis, regression analysis and other statistical methods will be applied in this study. One of the main reason the researcher conducted this research is to find out the variable and factor influencing Malaysian consumers' purchase intention towards PLB. This research studies on a few factors influencing consumers' purchase intention towards PLB. Statistics show that Malaysian consumers have a positive overall purchase intention towards PLB. The results show that the most important factor influence consumer purchase intention is not the price anymore, whereas consumers start to pay more attention on brand image. The advertising and packaging of PLB can be considered important for consumers. Product quality has no influence on consumer purchase intention on PLB, which means when consumers purchase PLB, the first thing comes into their minds is the brand awareness and the perceived risks.