

# Private Brand Purchase Intention: An Analysis in Malaysia

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## ABSTRACT

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Previous research has found that the price of the private brand and the understanding of private brand was the factor that influence on private brand purchase intention. However, this has no research has examine the factor influence on private brand purchase intention from consumers' attitude towards retailers.

In order to fulfill this gap, this study wants to examine the private brand purchase intention from the consumers' attitude towards retailers. This research used the theory of reasoned action (TRA) and theory of planned behavior (TPB). The respondents of this research are sought from retail store in Klang Valley area of Malaysia. And a questionnaire will be used to collect data.

This research will use the SPSS statistical software version 20 to test the hypotheses. The result of this research has shown that the consumers' attitude toward retailers like retailer awareness, retailer association, retailer loyalty and retailer perceived quality are all significant influence on private brand purchase intention of Malaysian customers.

The discussion explains the empirical evidence. Practical and theoretical implications are further highlighted. Recommendations for future research are also provided.

**Key Terms:** private brand, purchase intention, consumers' attitude