THE EFFECTS OF INTANGIBLE EXTRINSIC CUES IN THE PURCHASE OF PRIVATE LABEL BRANDS IN MALAYSIA

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DECLARATION

I hereby declare that:

(1) This Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

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CHAPTER 1
INTRODUCTION

1.1. Introduction

This chapter is an overview of the entire study. It consists of seven sections which include background of the research study, problem statements, research objectives, research questions, significance of this study, the outline of this study and final conclusion of this chapter. Research questions raised have brought forward to the objectives in this research. As a result, the research objectives provide readers a better understanding of the objectives of this study.

1.2. Research Background

Private label, also named as store brand or private brand refers to goods that are produced by a manufacturer on behalf of a retailer or wholesaler who owns the rights to the brand (Brassington & Petitt, 2003). According to a survey of 80 product categories in 38 countries, the Private label brands (PLBs) products markets share in Canada and United States were 19% and 16% respectively, compared to Thailand and South Korea each had merely 1% (AC Nielsen, 2005). Similar to other Asia–Pacific countries, the development of PLBs in Malaysia remains relatively low compared to European and North American markets. Thus, it appears that the market penetration of PLBs products in Asian markets is not as developed as in the Europe and North America regions that have established PLBs development and markets. On a global basis, the common price of PLBs is 31%

lower than the home brands (AC Nielsen, 2005). Generally, home brand is still perceived to have a higher quality than PLB (Richardson, Dick & Jain, 1994).Consumer purchase intention will be greatly enhanced if improve the perception of quality rather than the value itself (Richardson, Paul, Jain & Dick, 1996). A retailer can increase the quality and spends extensively in advertising and sampling, but may reduce the profit margin of retailer. PLBs are mainly consumed by the price conscious consumer segment (AC Nielsen, 2005) while others consumers still have a strong feeling of uncertainty and are afraid of the consequences of purchasing PLBs (Conomos, 2008).

1.3. Problem Statement

Prior literature empirical results suggest that performance risk, physical risk, and familiarity significantly affect both perceived quality and purchase intention of PLBs in Malaysia (Yap, Leong & Wee, 2012). In case to evaluate PLBs quality, consumers depend on extrinsic more than intrinsic cues (Richardson, Dick & Jain, 1994). Tangible extrinsic cue such as packaging design turns out to have minimum effect (Sayman, Hoch & Raju, 2002) compare to price, which has been established to be a believable cue of PLBs quality (Sheinin & Wagner, 2003). A PLB carries a different name from the retailer name might be shifting shopper perceived quality more effectively (Richardson et al., 1994). There are limited studies on PLBs in the Malaysian context for intangible extrinsic cues such as product signatureness, familiarity, store image and quality variation of product category in Malaysia.

1.4. Research Objective

The objectives of this research are as below:

General Objective

The purpose of this study is to explore the intangible extrinsic cues, customer characteristic on shopper perceived quality and purchase intention of PLBs in Tesco, Malaysia.

1.4.1. Specific Objectives

1. To determine the effect of intangible extrinsic cue, store image with perceived quality and purchase intention.
2. To scrutinize the influence of intangible extrinsic cue, product signatureness on customer perceived quality and purchase intention.
3. To determine the effect of intangible extrinsic cue, quality variation of product category on perceived quality and purchase intention.
4. To investigate the influence of customer characteristic, familiarity on consumer quality perception.
5. To investigate the effect of value consciousness moderates the perceived quality on purchase intention.

1.5. Research Questions

There are few questions arise for the Malaysia PLBs markets which are:

1. Do consumers see PLBs owned by a good store image to hold higher quality?
2. Do PLBs introduce into signature product categories than non-signature categories anticipate a more favourable perceived quality?
3. Does a greater quality variation make it more difficult for consumers to make assumptions about the quality of PLBs?
4. Are consumers more likely to purchase when they are familiar with PLBs and consequently perceive store brand quality?
5. Does store image effect purchase intention of PLBs?
6. Does product signatureness effect purchase intention of PLBs?
7. Does quality variation effect purchase intention of PLBs?
8. Does the moderation effect of value consciousness exist between perceived quality and purchase intention of PLBs?

1.6. Hypotheses of the Study

Hypothesis One

Ho: There is no relationship between store image and perceived quality.

H1: There is a positive relationship between store image and consumers' perceived quality of PLBs

Hypothesis Two

Ho: There is no relationship between product signatureness and perceived quality.

H2: There is positive relationship between product signatureness and consumers' perceived quality of PLBs

Hypothesis Three

Ho: There is no relationship between quality variation and perceived quality.

H3: There is positive relationship between quality variation and consumers' perceived quality of PLBs.

Hypothesis Four

Ho: There is no relationship between familiarity and perceived quality.

H4: There is positive relationship between familiarity and consumers' perceived quality of a store's private brands.

Hypothesis Five

Ho: There is no relationship between perceived quality and purchase intention.

H5: There is positive relationship between perceived quality and consumers' purchase intention.

Hypothesis Six

Ho: Perceived quality will not mediate the relationship between store image and consumers' intention to purchase PLBs.

H6: Perceived quality will mediate the relationship between store image and consumers' intention to purchase PLBs.

Hypothesis Seven

Ho: Perceived quality will not mediate the relationship between product signatureness and consumers' intention to purchase PLBs.

H7: Perceived quality will mediate the relationship between product signatureness and consumers' intention to purchase PLBs.

Hypothesis Eight

Ho: Perceived quality will not mediate the relationship between quality variation and consumers' intention to purchase PLBs.

H8: Perceived quality will mediate the relationship between quality variation and consumers' intention to purchase PLBs.

Hypothesis Nine

Ho: There is no relationship between value consciousness and purchase intention of PLBs.

H9: Value consciousness will moderate the relationship between perceived quality and consumers' purchase intention of PLBs positively.

1.7. Significant of the Study

This research identifies which and whether every selected antecedent will have impact on consumers' PLBs purchase intention in Tesco, Malaysia. This study may provide a better understanding of customer characteristic and consumers' perceptions towards PLBs which has implications for retailers who want to increase the awareness and consumption of their PLBs. The understanding of consumers purchase intention of PLBs will lead to the creation of an environment where the Malaysia consumer can enjoy better value- for – money products and able to save more money. This will further reduce the constraints of the limited household expenditure budget in Malaysia family. Despite the significant financial impact that PLBs have in the international retail market, there are very limited studies on private brands in the Malaysian context. Thus, determining the extent to which these perceptual factors influence consumers from a multicultural and low capital income background is still a mystery. This research will give more in-depth study to address this issue by offering an integrated model in predicting consumers' PLBs purchase motivations.

1.8. Chapter Layout

Chapter 1: Introduction

This chapter is a preliminary chapter that presents an outline of PLBs. It outlines the research objectives, research questions and hypotheses. The significance of the study and the overall chapter layout of the research are presented.

Chapter 2: Literature Review

Chapter two is literature review which consists of a comprehensive review of earlier research that will serve as the foundation on which the theoretical framework for the current investigation can be built and the hypotheses developed and the conclusion of chapter two.

Chapter 3: Methodology

In chapter three, research design, sampling design, research instrument, construct measurement, data processing, and data analysis will be discussed.

Chapter 4: Research Results and Findings

In this chapter, the data result will be presented after using the SPSS version 20 to analyse the test.

Chapter 5: Discussions and Conclusion

This last chapter presents a research report after the data are analyzed and the results interpreted. The major findings, implication, limitation of study and recommendations for future research will be summarised.

1.9. Conclusion

In this chapter, the delineation or the definition of the problem is narrow down from its original broad base. The problems will be unambiguously identified and defined. It is fruitful to define the problem as any situation where a gap exists between the actual and the desired idea states. Furthermore, the research questions and research objectives will encompass us to an idealistic state. The significance of the study outlines will be sufficient to have scope for improvement on retail strategy.

CHAPTER 2
LITERATURE REVIEW

2.1. Background of the Study

2.1.1. PLBs versus National Brands

Previous studies on PLBs can be categorised into two categories. The first category is comparing PLBs with national brands (Hoch, 1996; Quelch & Harding, 1996). Launching of PLBs by retailers in product categories is used to gain higher profits but also for negotiating leverage with manufacturers. It is shown that, in some product categories, the retailer can get better terms of trade from manufacturers. The ability of the retailer to use PLBs for this purpose is negatively related to the risks consumers associate with purchasing in that category. The implications of the model are supported by data from a cross section of grocery categories (Narasimhan & Wilcox, 1998).

2.1.2. Product Level and Consumer Level Factors Affecting Purchase Intention

The second category discusses the influencing factors of consumer on the purchase of PLBs (Baltas, 2003; Batra & Sinha, 2000; Burton et al., 1998; Richardson et al, 1996). The second category discussed mostly on product-level factors and consumer-level factors. Studies on the product-level factors examine product category (DelVecchio, 2001) and perceived risk (Yap, Leong & Wee, 2012) , whereas studies on the consumer-level factors examine price consciousness (Sinha & Batra, 1999), familiarity (Yap et al, 2012; Bao, Sheng,

Bao & David, 2011) and dependence on extrinsic cues (DelVecchio, 2001; Batra & Sinha, 2000).

2.1.3. Store Level Factors Affecting Purchase Intention

Prior studies hardly discuss store-level factors although they are becoming more important (Semeijn & Ambrosini, 2004). Collins-Dodd and Lindley (2003), Vahie and Paswan (2006) found that when consumers are not familiar with the PLBs, the store image was used as cues for decision making to purchase a PLB. From the attribution theory (Sawyer & Dickson, 1984) when low prices continuously come with poor advertising activities, this will contribute to the perception that the quality of PLB is worse than national brand. Hence, a store and brand image is important to reduce these quality associations and extending the PLB's appeal beyond price sensitive segments. Moreover, PLBs are becoming more sophisticated, diversifying many price quality tiers and categories. Therefore, retailers have to pay greater attention to factors that affect PLB perceptions as the private label branding evolves. Recently, Magda and Jenni (2012) found that value-for –money store will give value –for –money perceptions of its private label. They also suggested the benefit in offering at least two tiers of private labels where if a premium private label is the only private label in a category, it will be perceived as the traditional private label. Researchers also started to find the interactions between the cues and consumer characteristics and the interaction between cues themselves in the consumer quality evaluation of private labels (Bao, Bao, Sheng, David, 2011b).This study found store image erode the influence of product signatureness.

2.1.4. Value-related Factors Affecting Purchase Intention

Prior studies have placed great emphasis on price-related factors of private label purchases. However, perceived quality has a greater influence on consumer decision making than other factors such as value for money (Richardson, Jain & Dick, 1996), as the increase quality of private brands may have changed the notion that PLBs are low-pricey, low- quality. Past studies in the developing country have examined the perceived quality between the PLBs and national brands (Richardson, Dick & Jain, 1994; Krist of De, Gaby, Frank & Gino Van, 2005). However, this presumption might not necessarily be applicable in Malaysia context. Therefore perceived quality is an important consideration in this study.

2.1.5. Merchandising Strategies Affecting Purchase Intention

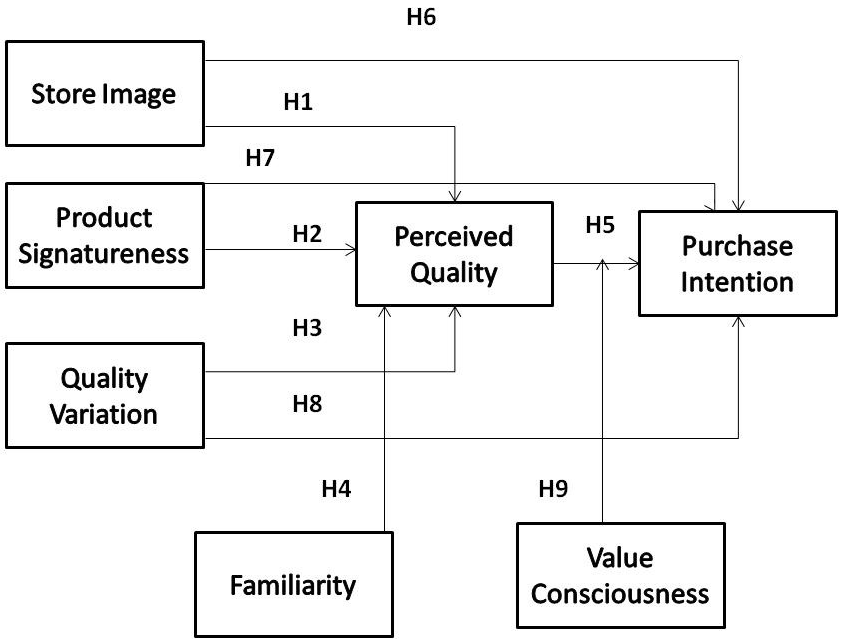
One more argument is that the different merchandising strategies of each retail format meet the needs of different customer groups ("Malaysia Food & Drink Report - Q2 2012," 2012). One of the aggressive strategies opted by the retailer is the promotion of PLBs. This strategy capitalises on the cost advantage of leveraging on the direct use of the retail channel and lower advertising and packaging expenses (Dick, Jain & Richardson, 1995). Retailers focus more on PLB attributes and this approach seems to be integral to the ongoing development of hypermarket-based retail outlets. Their brand in all its manifestations of in-store layout, signage, POS, and promotional activity but without measure against market trends and customer expectations. Losing touch of these will be very difficult to pick back up a private label again. Prior literatures have very limited study in Malaysia context. Malaysian with the lower capital –income households may tend to use lower –priced PLBs to stretch their budget. This research indentifies these gaps and offers useful insights about private label strategies in Malaysia.

2.2. Theoretical Foundation

2.2.1. Proposed Conceptual Framework

The hypothesised model of private purchase intention is proposed as in Figure 1. The cue utilization theory which originated by Olson and Jacoby (1972) is adapted by the researcher to further study the relationship of all variables.

Figure 1: Proposed Conceptual Framework



These factors are identified from extensive review of the literature which indicates that they are relevant to purchase intention on PLBs. The influencing factors in this study are store image, value consciousness, product signatureness, quality variation and familiarity. In the following sections, the literature on each of the components and their influence on purchase intention are discussed.

2.3. Hypotheses Development

This study is done using four intangible extrinsic cues. The major determinants used are product signatureness, store image, quality variation and familiarity on consumer evaluations of private label.

2.3.1. Intangible Cues and Perceived Quality

Store image is one of the intransient cues; it also refers to the consumer's holistic perception of the retailer (Zimmer & Golden, 1998). Consumers have to experience the product to learn about the intrinsic cues. However extrinsic cues do not have to be experienced, and hence can be used by non-users to access product quality. Therefore in the absence of knowledge about intrinsic cues, store image should have a strong effect on non-users' private label image. Store Image consists of six dimensions which are employee service, product selection, product quality, atmosphere, convenience and price/value. (Jhinuk, James & Rajesh, 1998). Grewal, Krishnan, Baker & Borin (1998) mentioned that a store's consuming environment, service level, and product quality are so-called store image. This study will depend on the dimensions identified by Grewal et al.(1998). Based on the preceding discussion, the following hypothesis is advanced.

H1. There is a positive relationship between store image and consumers' perceived quality of PLBs.

The second intransient cue a retailer can use to persuade the perceived quality is the product signatureness. Inman et al (2004) and Bao et al (2011a) defined product signatureness as the link between a product category with a retailer in consumers' minds. Product signatureness is considered a store-specific intransient

cue (Bao et al, 2011a). If the perceptual association between a store and products is strong, a high level of product signatureness will be observed. For example, pharmaceutical store are associate with medicine and health care supplement product. Signature products represent the quality of merchandise carried by retailers. Therefore a right match of product category will provide better assurance to consumers. Four items had been constructed to measure signatureness of private label. Therefore, researcher expects lower perceived quality for a PLB that launched into non-signature product categories than signature categories.

H2. There is positive relationship between product signatureness and consumers' perceived quality of PLBs.

There are many brands in a product category in the retail market. They exist in different qualities with variation among brands. The variation quality between different brands in product category may give different perceived quality for a new entry of the brand. If the variation of the product category is low, consumer may identify reliable cues to evaluate the new brand. In contrast, the higher quality valuation, the consumer may hard to predict the quality of a new brand. Hence, another intangible cue specific to a product category is quality variation. It means to what extent the shopper will recognize the qualities of different brands in a product category (Batra & Sinha, 2000). Quality variation reduces the perceived quality and purchase intention of PLBs in America (Bao. et al, 2011a).

H3. There is positive relationship between quality variation and consumers' perceived quality of PLBs.

Familiarity or prior knowledge is regarded by consumer researchers as an important factor that influences consumers in the buying decision making process (James & Whan Park, 1980). According to Alba and Hutchinson (1987),

familiarity is a result of accumulated consumer learning about a brand either through consumption experience or through marketing communications. Product familiarity has been proven to be one of the most relevant determinants when explaining the difference between PLBs and national brands (Mieres, Martín & Gutiérrez, 2006b). In the context of PLBs that are characterised as inexpensive and frequently purchased, the role of familiarity becomes more significant in influencing consumer choice and decision making. Familiarity reflects a consumer understands of a product and the amount of information available to that consumer which he or she judges to be important in evaluating product quality (Baltas, 2003). In general, consumers who possess greater familiarity with a given product category (or purchase scenario) are more likely to encode and recall information better (Alba & Hutchinson, 1987). Familiarity had the strongest total effect on perceived quality and store brand proneness in a collectivistic culture such as Malaysia and its effect on PLBs proneness partially mediated by perceived quality (Yap et al., 2012).

H4. There is positive relationship between familiarity and consumers' perceived quality of a store's private brands.

2.3.2. Perceived Quality and Purchase Intention

Perceived quality is regarded as another most relevant variable when explaining the difference between home label and PLB (Mieres, Martín & Gutiérrez, 2006a). Consistent with this argument, Baltas and Argouslidis (2007) note that quality has the most important role in PLBs preferences. Consumers often judge a product or brand based on perceived quality. Due to the significant role of quality in the PLB context, it becomes mandatory for this study to examine Malaysian consumers' perceptions of private label brand quality and their likelihood to purchase these brands. The role of perceived quality in influencing consumer choice and behaviour is well supported. It is meaningful to expect that consumers' perception

of product quality has an effect on private label proneness. A customer who is value consciousness consumer is more interested in quality. By selection of best quality manufacturer will position the private label quality as manufacturer brand. It also suggests that retailers should reconsider their strategy if current technology prevents them from getting close to national brands (Hoch & Banerji, 1993). However, this presumption might not necessarily be applicable in the developing country. Perceived quality is therefore an important consideration in this study.

H5. There is positive relationship between perceived quality and consumers' purchase intention.

2.3.3. Intangible Cues and Purchase Intention

Private brands are deemed successful when it gains better shopper perceived quality. However, it is more crucial to gain consumer purchase intention. Batra and Sinha (2000) highlighted the role of purchase risk in influencing consumer buying intention. According to their argument, consumer purchase products from product categories with lower purchase risk. When consumers are unfamiliar with the brand, the store image is often one of the biggest cues for quickly judging PLBs. In fact, store image has been proved to have a positive influence on purchase intention of products offered by retailers (Grewal et al., 1998). Therefore:

H6. Perceived quality will mediate the relationship between store image and consumers' intention to purchase PLBs.

Secondly, Signature products are symbolized of the product assortments carried by a retailer. Consumer products are classified into search and experience types. The search good is produced which features are known. In contrast, experience

good cannot be known or verified until after the product is used. Signature products can be considered as the de facto “search” products if less need to try out for attributes verification (Nelson, 1974). On the contrary, a non-signature product is related to “experience” good. Batra and Sinha (2000) specifically compare the search and experience products features and found that consumers perceive the search products to be less risky than the experience products in their purchase decision. Bao et al. (2011a) found that product signatureness improve perceived quality and purchase intention of private label. Thus, the following hypotheses are advanced.

H7. Perceived quality will mediate the relationship between product signatureness and consumers' intention to purchase PLBs.

Thirdly, quality variation is an indicator of purchase risk (Batra & Sinha, 2000). A low quality variation across product categories signal low uncertainty of quality information and hence facilitates purchase decision. In Batra and Sinha's study (2000), quality variation has an indirect effect on consumer purchase intention of private brands, while the direct effect is not significant. It may be due to purchase risk which acted as mediator in the model. In Bao et al. (2011a) study, quality variation is measured as an extrinsic cue and purchase risk is the operating mechanism underlying the effect of this cue on purchase intention. They found quality variation reduces both consumer perceived quality and purchase intention of private label. This leads to the hypothesis that:

H8. Perceived quality will mediate the relationship between quality variation and consumers' intention to purchase PLBs.

2.3.4. Moderating Effect of Value Consciousness

Generally, shopper of private label is the value conscious (Kusum, Scott, & Karen, 2001). Value conscious shopper tends to prefer low price for a given product quality (Burton, Linchtenstein, Netemeyer & Garretson, 1998) since product value is determined as a proportion of product quality and price (Lichtenstein, Ridway & Netemeyer, 1993). On the other hand, at a given price, higher quality would lead to greater value. Previous studied found that shoppers do not purchase private label just because they are low prices. In fact, private label possess a respectable quality yet relatively low prices, thus consider good value. A value proposition will be more tempting to the consumer who is value consciousness. Therefore, for private brands, the effect of perceived quality on purchase intention is expected to be stronger for the shopper who is value conscious than for those who is not. Value consciousness strengthens the relationship between perceived quality and purchase intention of private brands. (Bao et al., 2011a). Therefore, a direct effect is postulated.

H9. Value consciousness will moderate the relationship between perceived quality and consumers' purchase intention positively.

2.4. Conclusion

This study aims to examine the direct effects of store image, product signatureness, familiarity and quality variation on perceived quality and purchase intention for PLBs. The study also investigates any moderating effect of value consciousness on the relationship between perceived quality and the consumers' purchase intention.

Previous studies for the west shown that retailers introduced image-incongruent private label was meant to shift store image in a strategically preferred direction. Anyone familiar with either schema, or cognitive consistency theory might

suspect image –congruent private labels are generally successful and image incongruent PLBs are often unsuccessful (Park, 2003). Since very limited study on private label in Malaysia, this study will provide a better understanding of the PLBs purchase intentions.

CHAPTER 3
METHODOLOGY

3.1. Introduction

In this chapter, the focus is on the detailed methodology used to collect the needed data in order to test the hypotheses in the previous chapter. Data is collected via a web-based survey and also through a factory –intercept method using personally administered questionnaires. Screening questions were included in the instrument to ensure respondents had experience with PLBs. A quota sampling method was employed to ensure proportionate inclusion of various income groups in the sample. Research design which will involve the cross- sectional survey and the level at which the data will be analysed (unit of analysis). In addition, the type of sample to be used (sampling design), how the data will be collected (data collection methods) and how to measure and interpret the data will be discussed (Sekaran, 2003).

3.2. Research Design

In this research, quantitative research will be conducted in order to measure the variable that would affect purchase intention of PLBs. This is a hypothesis testing and a cross-sectional study as data have been collected. The survey is carried out from December 2013 to March 2014. In such a case, the unit of analysis for this study is individual as consumer is being assessed individually.

3.3. Sampling Design

A sample is a subset of the target population. It presents the largest population and is used to draw inferences about the target population. In other words, sampling is used to examine the result collected from a portion of a population in order to represent the point of view of the entire population.

3.3.1. Target Population

Population refers to the entire group of people, events, or things of interest that the researcher wishes to explore (Sekaran, 2003). The objective of this study is to explore and understand the consumer's response on how the factor of intangible extrinsic cues, customer characteristic affect the consumer perceived quality and purchase intentions of PLBs in Tesco, Malaysia. Hence, the target population of this study will be the Tesco consumers in Malaysia.

3.3.2. Sampling Frame and Sampling Location

A sample frame is a representation of the elements of the target population. The sampling location is within the Klang Valley. The questionnaire will be distributed to the respondents in the selected area in order to seek for broader and variety of income groups or respondents. The Klang Valley was chosen because most of the Tesco establishments are located in central Malaysia and the majority of the residents had experience in consuming PLBs and were able to differentiate between private label brand and manufacturer brand products.

3.3.3. Sampling Elements

An element is a single member of the population. This research will be conducted in Klang Valley. The target respondents selected are consumers that are aware of private label. Screening questions were included in the instruments to ensure that respondents had experience in consuming Tesco private label and able to differentiate between Tesco PLBs and national brands.

3.3.4. Sampling Technique

According to Saunders, Lewis, & Thornhill (2012), there are two major types of sampling techniques which are probability or representative sampling and non-probability sampling. Non- probability sampling is defined as sampling technique that not every element of the target population has a chance of being selected. In this study, non-probability has been used due to the target respondents who are purchaser of Tesco PLBs and understand PLBs.

Quota sampling method was employed in this research because it can be considered as a form of proportionate stratified sampling, in which a predetermined proportion of people are sampled from different income groups, (Saunders et al, 2012). The different income group respondents may perceive differently on PLBs.

3.3.5. Sampling Size

The sample size is determined by the level of precision and confidence desired in estimating the population parameter. Hence, the targeted sample size is at around 250 respondents. 280 respondents were approached to prevent the failure of

achieving targeted sampling size. Finally, 254 usable sample size and 26 pilot test samples were used to test hypotheses.

3.4. Research Instrument

The research instruments used in this study are personally administered questionnaire. The questionnaire was developed based on prior research study with the objective to explore the relationship of customer characteristic and intransient cues toward purchase of private label.

3.4.1. The Purpose of Using Questionnaire

A questionnaire is an efficient data collection mechanism when the researcher knows exactly what is required and how to measure the variables of interest. In this study, a questionnaire is the main instrument being used to gather data. It will also allow uniformity where each respondent receives the identical set of questions and responses are standardised therefore allow to interpret from large numbers of respondents.

3.4.2. Questionnaire Design

Closed questions are used to help the respondents to make quick decisions to choose among the several alternatives (Sekaran, 2003). Data is earlier recorded and measured by closed questions despite closed question form may be difficult to design. However, these questionnaires were adopted from pervious researchers in order to compare researcher's findings in Malaysia context. This allowed reliability to be assessed.

It is divided into two sections. The Part A consists of 36 questions designs to measure the few main constructs investigated. These items are measured on a 7-point Likert –type measurement scale ranging from "Strongly disagree" to "Strongly agree". In section B, demographic data regarding the background information of respondents, such as gender, age, marital status, level of education and household size will be collected.

3.5. Data Collection Method

3.5.1. Primary Data

A survey is designed to obtain consumer evaluations and purchase intention of private label by Tesco Malaysia. The store identity, Tesco is disclosed to the respondents. The surveys are distributed to respondents by using the combination of traditional distribution and electronic survey. For web-based survey; the respondents are referred to Google website, where the survey is stored. The respondents' identities are not visible in a web-based approach. The response rates can be easily tracked in real time. However the response feedback cannot be gauged due to other activity may be caused by respondents forwarding the survey to others. The survey is also translated into three major languages, English, Malay and Chinese in order to facilitate better understanding among respondents. A total 170 hard copy surveys are handed out to respondents around Klang Valley, Malaysia as Klang Valley has the highest Tesco outlets (20 outlets).

3.5.2. Pilot Test

As an initial stage of the survey, a pilot study will be conducted. Its purpose is to improve the questionnaire so that respondents will have no problems in answering the questions and there are no problems for researcher to record the data. It also

enables researcher to obtain some measurement of the questions' validity and the reliability of the data that collected. A total of 26 questionnaires distributed were collected back from the respondents on the spot. The researchers ran a reliability test to check the accuracy and reliability of the data collected. The same respondents doing the pilot test will not be considered in the main study.

3.6. Variables and Measurement

3.6.1. Origin of Construct

All measures are adapted from previous research studies. Each measurement items for the constructs are below.

Table 1: Store Image Construct and Measurement Items

Construct	Sample measurement items	Sources
Store Image 7 items	1. Overall, I have favourable view of (Tesco)	Grewal et al. (1998)
	2. (Tesco) is a high performing retailer.	
	3. (Tesco) is close to my 'ideal' store.	
	4. (Tesco) provides good overall service.	
	5.(Tesco) carries high quality merchandise.	
	6.(Tesco) has helpful and knowledgeable salespeople.	
	7. (Tesco) provide attractive shopping experience.	

Note. Adapted from Grewal, D., Krishnan, R., Baker, J., & Borin, N. (1998). The effect of store name, brand name, and price discounts on consumers' evaluations and purchase intentions. *Journal Retailing, 74*(3),331–52.

Table 1 above indicates store image is measured by 7 items adopted from Grewal et al. (1998). The scale evaluated the consumers' perception of the store from several perspectives, such as service, performance, products and shopping experience.

Table 2: Product Signatureness Construct and Measurement Items

Construct	Sample measurement items	Sources
Product Signatureness 4 items	1. I would expect (Tesco) to sell a brand of private label (product).	(Bao et al, 2011a)
	2. (Tesco) and private label (product) appear to fit together really well.	
	3. In my perception, private label is one of the products that are closely associated with (Tesco).	
	4. Whenever I want to buy a private label (product), (Tesco) is one of the stores I will think of.	

Note. Adapted from Bao, Y.C., Bao,Y.Q., & Sheng,S.B., (2011a). Motivating purchase of private brands: Effects of store image, product signatureness, and quality variation. *Journal of Business Research, 64*(2), 220-226.

Table 2 above indicates product signatureness is evaluated by 4 items adopted from Bao et al. (2011a). The scale evaluated perceived quality by association with the product category and the store.

Table 3: Quality Variation Construct and Measurement Items

Construct	Sample measurement items	Sources
Quality Variation 3 items	1. All the brands of private label (product) are basically the same in quality.	(Bao et al, 2011a)
	2. As far as quality is concerned, the brand of private label (product) doesn't	

	matter (All items reverse coded).	
	3. There are no significant differences among different brands of private label (product) in terms of quality.	

Note. Adapted from Bao, Y.C., Bao,Y.Q., & Sheng,S.B., (2011a). Motivating purchase of private brands: Effects of store image, product signatureness, and quality variation. *Journal of Business Research, 64*(2), 220-226.

Table 3 above indicates quality variation reflects the ambiguity of product quality in the industry or marketing place. It is evaluated by 3 items adopted from Bao et al.(2011a) to measure the perceived quality among all private labels of Tesco compared to house brand. The wording has been reversed to help prevent response bias.

Table 4: Familiarity Construct and Measurement Items

Construct	Sample measurement items	Sources
Familiarity 5 items	1. I have plenty of experience in using private label.	Dick et al. (1995)
	2. I know the available private label (product) well.	
	3. I am quite familiar with private label (product).	
	4. I have often bought private label (product).	
	5. I am not familiar with private label (product).	

Note. Adapted from Dick, A., Jain, A., & Richardson, P. (1995). Correlates of store brand proneness: Some empirical observations. *The Journal of Product and Brand Management, 4*(4), 15-18.

Table 4 above indicates familiarity is evaluated by 5 items adopted from Dick et al. (1995). The scale evaluated the perceived quality from accumulated consumer learning, consumption experience and marketing communications.

Table 5: Perceived Quality Construct and Measurement Items

Construct	Sample measurement items	Sources
Perceived quality 4 items	1. Tesco private label (product) is of low quality/high quality. Anchoring from 1(low quality) to 7 (high quality).	Grewal et al.(1998); Aaker & Keller (1992)
	2. Tesco private label (product) is not all reliable/very reliable. Anchoring from 1(not reliable) to 7 (very reliable).	
	3. Tesco private label (product) is an inferior/superior product. Anchoring from 1(inferior) to 7(superior).	
	4. Tesco private label (product) is of very bad quality/very good quality product. Anchoring from 1(very bad quality) to 7(very good quality).	

Note.Adapted from Grewal, D., Krishnan, R., Baker, J., & Borin, N. (1998). The effect of store name, brand name, and price discounts on consumers' evaluations and purchase intentions. *Journal Retailing, 74*(3),331–52.

Table 5 indicates perceived quality is measured by 3 items adopted from previous study (Grewal et al., 1998; Aaker & Keller, 1992).

Table 6: Purchase Intention Construct and Measurement Items

Construct	Sample measurement items	Sources
Purchase Intention 4 items	1.The likelihood of my purchasing this (product) is	Dodd et al. (1991)
	2. The probability that I would try this (product) is	
	3. My willingness to buy this (product) is Anchoring from 1 (Very low) to 7 (Very high)	
	4. I would consider buying this (product)	

	in my next visit.	

Note. Adapted from Dodds, W.B., Monroe, K.B., & Grewal, D. (1991).Effects of price, brand, and store information on buyers' product evaluations. *Journal Marketing Research ,28*,307–19.

Table 6 above indicates purchase intention is evaluated on a 4 items scale. The measures are adopted from Dodd et al. (1991).

Table 7: Value Consciousness Construct and Measurement Items

Construct	Sample measurement items	Sources
Value consciousness 7 items	1. I am very concerned about low prices, but I am equally concerned about product quality.	Burton et al., (1998)
	2. When grocery shopping, I compare the prices of different brands to be sure I get the best value for the money.	
	3. When purchasing a product, I always try to maximize the quality I get for the money I spend.	
	4. When I buy products, I like to be sure that I am getting my money's worth.	
	5. I generally shop around for lower prices on products, but they still must meet certain quality requirements before I buy them.	
	6. When I shop, I usually compare the "price per gram" information for brands I normally buy.	
	7. I always check prices at the grocery store to be sure I get the best value for the money I spend.	

Note. Adapted from Burton, S., Lichtenstein D.R., Netemeyer, R.G., & Garretson, J.A.(1998). A scale for measuring attitude toward private label products and an examination of its

psychological and behavioral correlates. *Journal Academy of Marketing Science ,26(*4*)*,293–306.

Table 7 above indicates value consciousness is measured by 7 items adopted from previous researchers (Burton et al., 1998). The scale evaluated consumers' emphasis and assessment of both price and quality to get the value of money perception.

As a whole, there are 33 manifest variables are used to measure the private labels purchase intention.

3.6.2. Data Scale of Measurement

A Scale can be defined as a tool or mechanism in which an intended characteristic of an item can be measured. In this research, there are 3 types of scales named nominal scale, ordinal scale and interval scale. Nominal scale is used to assign subjects to certain categories or groups (Sekaran, 2003). In this study, researcher used nominal scale to classify respondents' gender. The information that can be generated from here is to calculate the percentage (or frequency) of males and females in our sample of respondents only.

Ordinal data is the data where a respondent is asked to rate how strongly he or she agrees with a statement. Ordinal data is also known as ranked data (Sekaran, 2003). In this study, researchers used ordinal scale to measure respondents' age, their education level, house-hold members and income category.

All the variables will be measured on a Likert scale anchoring from 1 (Strongly disagree) to 7 (Strongly agree). Table 8 below shows the summary that will tap the magnitude of the differences.

Table 8: Summary of Likert Scale Used to Measure Variables

Variables	Likert Scale
Dependent Variable	1= Strongly disagree
Purchase Intentions	2= Disagree
Independent Variable	3= Slightly disagree
Store Image	4= Neutral
Product Signatureness	5= Slightly Agree
Quality Variation	6= Agree
Familiarity	7=Strongly Agree
Moderating Variable	
Value Consciousness	
Mediating Variable	
Perceived quality	

3.7. Data Analysis Techniques

For data analysis, this study analysed all data by using Statistical Package for Social Science (SPSS) version 20 program. Cronbach's Apha (α) is the standard measure for assessing reliability. Multiple linear regressions will be used to measure the significance of relationship involved for independent variables and dependent variables. In this research, the mediating effects of perceived quality and moderating effect of value consciousness will be analysed by using SPSS also.

3.7.1. Reliability Test

This test is to verify whether the items in the questionnaire are related to each other. According to Sekaran, (2003), the reliability which is more than 0.7 are considered good acceptable reliability.

3.7.2. Hypotheses Testing

As indicated in the framework, hypotheses H1, H2, H3 and H4 was tested by using the multiple regression for the direct effect of independent variables to dependent variable, perceived quality. H5 was tested by using the simple regression. Hypotheses H6, H7, H8 were tested by using bootstrapping in SPSS to test the mediation effect which developed by Hayes, A.F. in 2009. Hypothesis H9, moderating effect will use the method developed by Hayes to assess the effect of value consciousness.

3.7.3. Multiple Regression Analysis

According to Sekaran,(2003), multiple regression analysis is a statistical technique which explores the concurrent effects of multiple variables on a dependent variable that is interval scaled. In other words, multiple regression analysis aids in understanding how much of the variance in the dependent variable is explained by a set of predictors. For example, if the R^2 is .63with an F value of say, 25.56, and significance level of P< .001, then we can say that 63% of the variance has been significantly explained by the set of predictors. There is less than 0.001% chance of this not holding true.

3.7.4. Mediating Effect of Perceived Quality

A mediating effect occurs if the subsequent three settings are fulfilled: (1) the independent variable is a cause on the mediator; (2) The mediator is a cause on the dependent variable; (3) an earlier significant relation between the independent variable and the dependent variable is minimized after the mediator is included (Baron & Kenny, 1986).

Besides, they also suggested a four step approaches in which few regression analyses are carried out and the significance of the coefficients is tested at every step (Baron & Kenny, 1986).

Figure 2: Indirect Causality

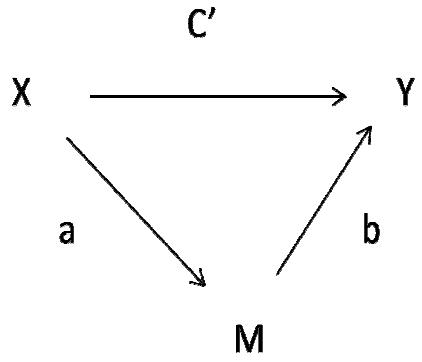
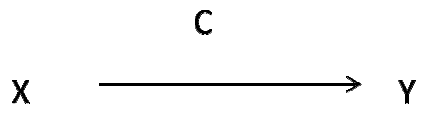


Figure 3: Direct Causality



- Conduct a simple regression analysis with Store Image predicting Purchase Intention to test for path c alone, $Y=B_0+B_1X+e$.
- Conduct a simple regression analysis with Store Image predicting Perceived quality to test for path a, $M=B_0+B_1X+e$.

- Conduct a simple regression analysis with Perceived quality predicting Purchase Intention to test the significance of path b alone, $Y=B_0+B_1M+e$.
- Conduct a multiple regression analysis with Store image and Perceived quality predicting Purchase Intention. $Y=B_0+B_1X+B_2M+e$.

In the step 4 model, if X is no longer significant when M is controlled, the results support full mediation. If X is still significant, the results support partial mediation.

In the path analysis, c' quantifies the direct effect of X, whereas the a and b quantifies the indirect effect of X and Y through M. If all three variables are observed, then c=c'+ab (Hayes, A.F., 2009). The indirect effect, ab, becomes the difference between the total and direct effect where ab= c-c'. As a result, the indirect effect is interpreted as differ by one unit on X are expected to differ on Y through X's effect on M, which in turn effect Y. The direct effect is interpreted as the part of the effect of X on Y that is independent of the pathway through M.

For a rationale, an addition micro for SPSS was downloaded in order to use bootstrapping approaches for inference about the indirect effects of mediation (Hayes, A.F., 2009).

3.7.5. Moderating Effect of Value Consciousness

This research was to test the moderating effect of value consciousness using SPSS 20. For a rationale, an addition micro for SPSS was downloaded in order to use bootstrapping approaches for inference about the moderating effects (Hayes, A.F., 2009).

3.8. Conclusion

In this chapter, research design, data collection methods, sampling design, research instrument, constructs measurement, and methods of data analysis are discussed. The results of the analysis will be discussed in Chapter 4. The result will be interpreted which will answer the research questions later.

CHAPTER 4
RESEARCH RESULTS AND FINDINGS

4.1. Introduction

This chapter presents the results and analysis of 254 responses which were administered in the period from December 2013 to March 2014. Total 90 respondents from web-based survey and 164 respondents from face to face survey. All results were obtained from the output of SPSS 20 computation analysis software and testing mediation using bootstrapping in SPSS. The presentation of the results in this chapter includes reliability procedure prior to outline the key descriptive statistics of the characteristic of the respondents and variables in the study. The chapter covers the testing of the hypotheses and answer the research questions and lastly concludes with the summary of the quantitative findings.

4.2. Descriptive Analysis

280 sets of questionnaires have been distributed but only 254 sets are completed and returned (90.71% response rate). Prior to doing the statistical analyses, it is useful to study the overview description of respondent's demographic background. It is also important to test assumptions about variables.

4.2.1. Frequency of Respondents Based on Gender

Table 9: Distribution of Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	107	42.1	42.1	42.1
	Female	147	57.9	57.9	100.0
	Total	254	100.0	100.0	

From the output, there are 107 males (42.1%) and 147 females (57.9%) in the sample, giving a total of 254 respondents.

4.2.2. Frequency of Respondents Based on Race

Table 10: Distribution of Race

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	84	33.1	33.1	33.1
	Chinese	154	60.6	60.6	93.7
	Indian	14	5.5	5.5	99.2
	Others	2	.8	.8	100.0
	Total	254	100.0	100.0	

In the output presented, there are 84 Malays (33 %), 154 Chinese (60.6%), 14 Indians (5.5%) and 2 (0.8%) others.

4.2.3. Frequency of Respondents Based on Age

Table 11: Distribution of Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18- 24 years old	50	19.7	19.7	19.7
	25-29 years old	63	24.8	24.8	44.5

	30-34 years old	49	19.3	19.3	63.8
	35-39 years old	41	16.1	16.1	79.9
	40 years old and above	51	20.1	20.1	100.0
	Total	254	100.0	100.0	

The table above shows the respondents' age, there are roughly equal group sizes, around 20% for each group.

4.2.4. Frequency of Respondents Based on Marital Status

Table 12: Distribution of Marital Status

Marital_Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	131	51.6	51.6	51.6
	Single	123	48.4	48.4	100.0
	Total	254	100.0	100.0	

The table above shows the marital status of the respondents. There is roughly equal group size for respondents. Out of 51.6% were married and 48.4 % single.

4.2.5. Frequency of Respondents Based on Number of Children

Table 13: Distribution of Number of Children

Children

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 and below	165	65.0	65.0	65.0
	2 to 4	85	33.5	33.5	98.4
	5 above	4	1.6	1.6	100.0
	Total	254	100.0	100.0	

The table above shows the number of children available for the respondents' family. There are 65% respondents only have 1 or no child as they are single.

4.2.6. Frequency of Respondents Based on Educational Level

Table 14: Distribution of Education level

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SPM	51	20.1	20.1	20.1
	STPM/Pre-U/Diploma	62	24.4	24.4	44.5
	Bachelor Degree	115	45.3	45.3	89.8
	Master	19	7.5	7.5	97.2
	Others	7	2.8	2.8	100.0
	Total	254	100.0	100.0	

In term of the respondent's education level, 115 respondents (45.3%) have obtained first degree, 62 respondents (24.4%) have completed at least STPM, diploma or per-university. 51 respondents (20.1%) have completed SPM and 19 respondents (7.5%) have completed master degree.

4.2.7. Frequency of Respondents Based on Occupation level

Table 15: Distribution of Occupation level

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Self-employed	36	14.2	14.2	14.2
	Student	25	9.8	9.8	24.0
	Managerial/Professional	112	44.1	44.1	68.1
	Others	81	31.9	31.9	100.0
	Total	254	100.0	100.0	

In terms of occupation level, 112 (44.1%) are managerial/professional level and 81 (31.9%) are executive and below. Lastly, 36(14.2%) and 25(9.8%) are self-employed and student respectively.

4.2.8. Frequency of Respondents Based on Income

Table 16: Distribution of Monthly Income

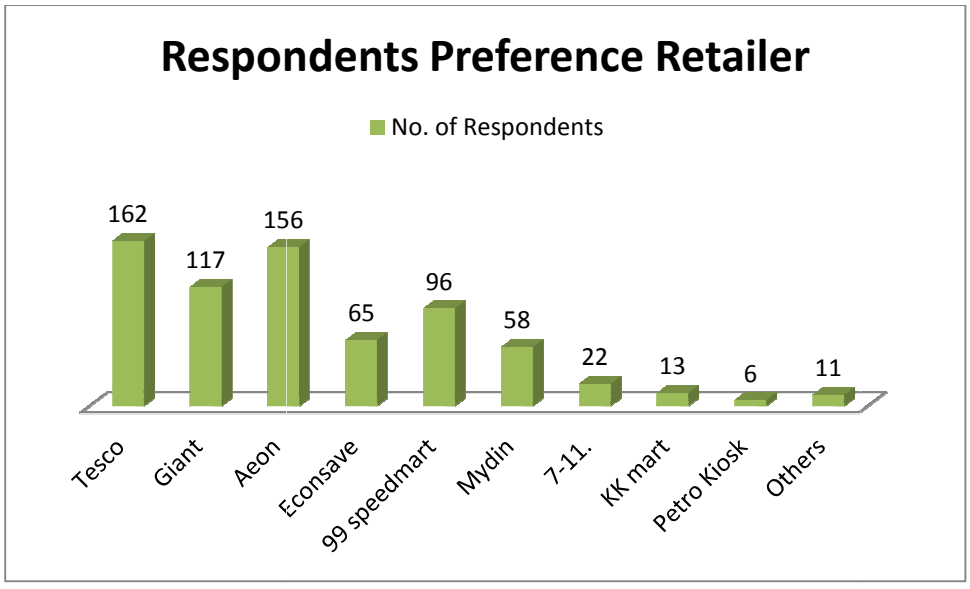
Monthly_Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below RM1000	42	16.5	16.5	16.5
	RM1000-RM2999	98	38.6	38.6	55.1
	RM3000-RM4999	59	23.2	23.2	78.3
	RM5000 and above	55	21.7	21.7	100.0
	Total	254	100.0	100.0	

As shown in the table above, the majority of the respondents earning fall RM1000-RM 2999 which has contributed 38.6% of respondents while 23.2 % earning fall between RM3000- RM 4999. 21.7% respondents earning fall in group RM5000 and above and the balance 16.5% respondents earning fall in group RM1000 and below.

4.2.9. Respondents Preference Retailer

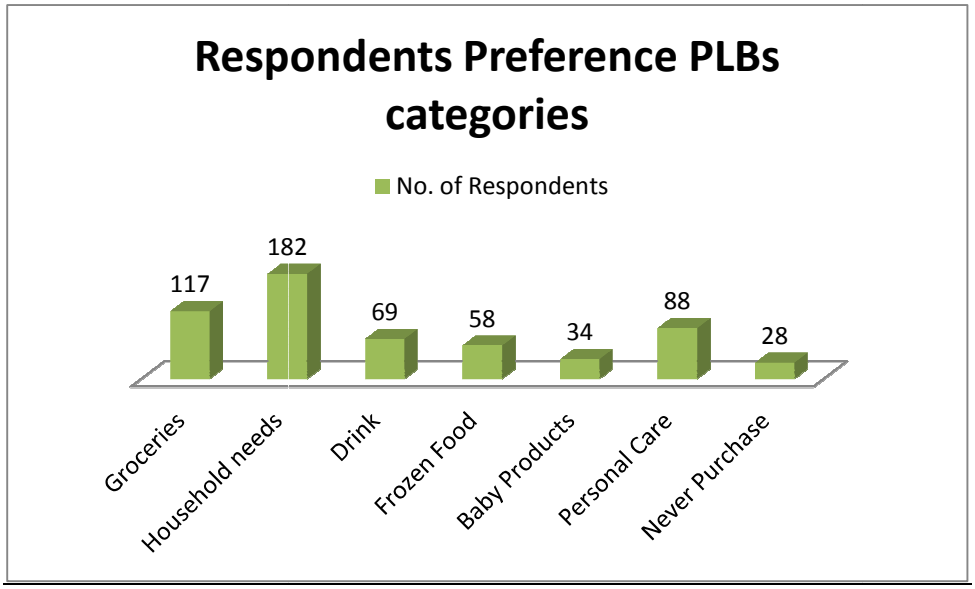
Figure 4: Respondents Preference Retailer



From the above chart, the respondents prefer to shop in Tesco and Aeon. The respondents were allowed to choose more than one retailer in this study.

4.2.10. Respondents Preference PLBs Categories

Figure 5: Respondents Preference PLBs categories



Data from the respondents' preference PLBs categories show respondents prefer PLBs varies across different categories. There were preferring purchase more on the household needs and groceries. The respondents were allowed to choose more than one category in this study.

4.3. Outcome of Reliability Analysis

The reliability and validity procedures are conducted prior to the subsequent statistical analyses. The reliability analysis is carried out to examine the internal consistency of the scale items. The result of the reliability test is revealed in the table below.

Table 17: Reliability Analysis Result for Pilot Test

Independent variables	**No of Items**	**Cronbach's Alpha**
Store image	7	.891
Product signatureness	4	.914
Quality variation	3	.800
Familiarity	5	.835

Mediator	**No of Items**	**Cronbach's Alpha**
Perceived quality	4	.963

Moderator	**No of Items**	**Cronbach's Alpha**
Value consciousness	7	.816

Dependent variables	**No of Items**	**Cronbach's Alpha**
Purchase Intention	4	.914

Based on the table above, all the variables are reliable due to display Cronbach's Alpha above the threshold of α=0.70. A generally accepted rule of thumb is that the Cronbach's Alpha should be greater than .7 in order for the scale to be considered reliable (Sekaran,2003).As a result, the questionnaire is reliable and can be used for the target population.

4.4. Exploratory Factor Analysis

In addition, the exploratory factor analyses of the underlying structure of the variables are carried out also. The researcher decided to conduct a PAF (principle axis factoring) due to none of the matrix of correlations in excess of .3. A sample size of 254 respondents and 34 items scale are used for PAF analysis. The assumptions of normality and linearity have been satisfied before analysis.

Table 18: Total Variance Explained

Total Variance Explained

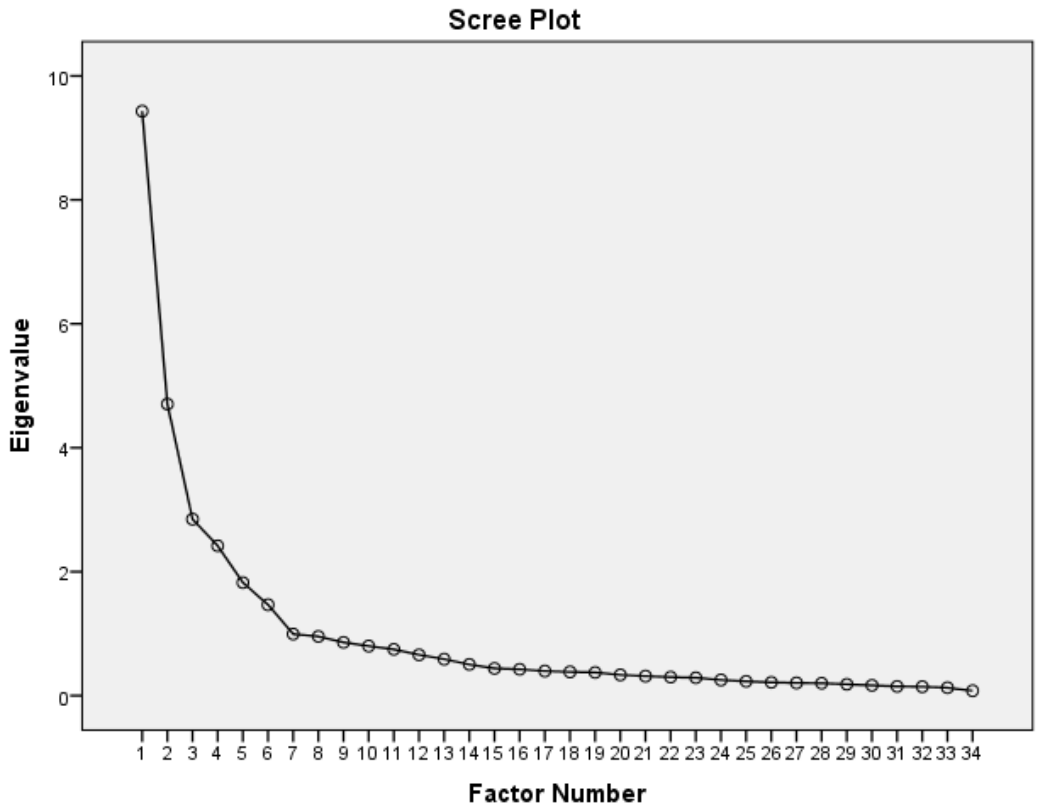
Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.432	27.740	27.740	9.054	26.631	26.631	4.670	13.734	13.734
2	4.704	13.837	41.576	4.358	12.819	39.450	4.452	13.094	26.828
3	2.848	8.375	49.952	2.443	7.186	46.636	4.154	12.219	39.047
4	2.418	7.111	57.062	2.056	6.046	52.682	2.814	8.276	47.323
5	1.825	5.366	62.429	1.451	4.269	56.951	2.303	6.773	54.097
6	1.467	4.314	66.742	1.055	3.103	60.054	2.025	5.957	60.054
7	.993	2.922	69.664						
8	.955	2.808	72.472						
9	.859	2.527	74.999						
10	.799	2.351	77.350						
11	.747	2.196	79.546						
12	.659	1.938	81.485						
13	.588	1.730	83.215						
14	.503	1.480	84.695						
15	.438	1.289	85.984						
16	.425	1.249	87.233						
17	.396	1.165	88.398						
18	.382	1.125	89.523						
19	.374	1.099	90.622						
20	.335	.987	91.608						
21	.315	.926	92.535						
22	.299	.878	93.413						
23	.288	.847	94.260						

24	.252	.742	95.002
25	.231	.679	95.681
26	.214	.629	96.310
27	.205	.604	96.914
28	.201	.590	97.504
29	.184	.541	98.045
30	.166	.490	98.535
31	.150	.440	98.975
32	.143	.421	99.396
33	.127	.374	99.770
34	.078	.230	100.000

Extraction Method: Principal Axis Factoring.

The table above displayed the total variance explained the three stages. At the first stage, it is shown the factors and related eigenvalues, the percentage of variance explained and the cumulative percentages. From the eigenvalues, 6 factors were extracted due to eigenvalues more than 1. If these 6 factors were extracted, 60 % of the variance would be explained at shown from the extraction sums of squared loadings, cumulative % column.

Figure 6: Scree Plot for Factor Analysis



From the scree plot above, there are 6 predominant factors.

Table 19: Factor Matrix[a]

Factor Matrix[a]

	Factor					
	1	2	3	4	5	6
F1	.781					
F3	.754					
F2	.739					
F4	.696			-.320		
E1	.682					
E4	.669			-.319		
E3	.647					
E2	.647					
B3	.643					-.357
B4	.626					

A5	.605		-.301			
A7	.578		-.358			
A2	.575		-.428	.350		
A1	.572		-.342			
A4	.565		-.440	.330		
B2	.555					-.436
B1	.545					-.348
A3	.534		-.393	.327		
A6	.504					
G4		.845				
G2		.827				
G3		.815				
G5		.735				
G1		.698				
G7		.668				
G6		.637				
D1	.466		.595	.366		
D3	.453		.582	.461		
D4	.434		.510			
D5			.426			
D2	.361		.368	.383		
C1	-.350			.305	.647	
C3	-.378	.317			.633	
C2					.410	

Extraction Method: Principal Axis Factoring.

a. 6 factors extracted. 8 iterations required.

From the factor matrix above, there are many variables having a high correlation on more than one factor, all these make the interpretation of the findings difficult. Therefore, rotation may need for further investigation.

Table 20: Rotated Factor Matrix[a]

Rotated Factor Matrix[a]

	Factor					
	1	2	3	4	5	6
F3	.720				.471	
E3	.718					
E4	.717					
F2	.715				.484	
E1	.714					
E2	.713		.312			
F1	.711				.346	
F4	.689				.448	
G4		.870				
G2		.869				
G3		.838				
G5		.759				
G7		.719				
G6		.711				
G1		.704				
A4			.772			
A2			.769			
A3			.724			
A1			.674			
A7			.649			
A5			.625			
A6			.531			
D3				.881		
D1				.835		
D4				.695		
D2				.616		
D5				.316		
B2					.617	
B1					.573	
B3			.404		.569	
B4	.314				.473	
C3						.820
C1						.815
C2						.536

Extraction Method: Principal Axis Factoring.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

The rotation had reduced the number of complex variables and helps to improve the interpretation. However, the study still obtained several complex variables. The number of factors had been condensed to 6 factors. However, the two factors, E and F are represented the perceived quality and purchase intention. From the literature reviews and Cronbach's Alpha coefficient of internal consistency, the 2 factors can consider as separate factors. Nevertheless, the two variables are moderator and dependent variable in this study. Therefore, the factors still are maintained for analysis.

4.5. Hypotheses Testing

4.5.1. Multiple Linear Regression Analysis

In this study, hypotheses H1, H2, H3, and H4 were tested using Multiple Linear Regression analysis.

H1. There is a positive relationship between store image and consumers' perceived quality of PLBs.

H2. There is positive relationship between product signatureness and consumers' perceived quality of PLBs.

H3. There is positive relationship between quality variation and consumers' perceived quality of PLBs.

H4. There is positive relationship between familiarity and consumers' perceived quality of a store's private brands.

4.5.2. Multicollinearity Analysis

Table 21: Correlations for All Variables

Correlations

		AVG_QPerception	AVG_StoreImage	AVG_ProductSig	AVG_Familiarity	AVG_QVariationR
Pearson Correlation	AVG_QPerception	1.000	.481	.428	.203	-.307
	AVG_StoreImage	.481	1.000	.498	.153	-.222
	AVG_ProductSig	.428	.498	1.000	.380	-.262
	AVG_Familiarity	.203	.153	.380	1.000	-.056
	AVG_QVariationR	-.307	-.222	-.262	-.056	1.000

From the table above, all the independent variables showed some relationship with dependent variable, perceived quality. Although familiarity variable shown the least (.203), however the variable was still maintained for study. The correlation between each of the independent variables is not too high (<.07).

Table 22: Model Summary of Independent Variable

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.558[a]	.312	.301	.73264

a. Predictors: (Constant), AVG_Familiarity, AVG_QVariation, AVG_StoreImage, AVG_ProductSig

b. Dependent Variable: AVG_QPerception

From the table above, square shown 0.312 (31.2%). It indicated that the 31.2% variance had been explained by the four variables. The remaining 68.8% are contributing by other factors.

Table 23: ANOVA[b] of Independent Variables

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.582	4	15.146	28.217	.000[b]
	Residual	133.653	249	.537		
	Total	194.235	253			

a. Dependent Variable: AVG_QPerception

b. Predictors: (Constant), AVG_QVariationR, AVG_Familiarity, AVG_StoreImage, AVG_ProductSig

From the Anova table, the statistical significance is high, P<.001. It can explain that the four independent variables are able to predict perceived quality.

Table 24: Coefficients[a] of Independent Variables

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	2.068	.382		5.410	.000	1.315	2.821					
	AVG_StoreImage	.355	.064	.338	5.538	.000	.229	.481	.481	.331	.291	.741	1.349
	AVG_ProductSig	.178	.063	.186	2.815	.005	.053	.303	.428	.176	.148	.635	1.575
	AVG_Familiarity	.064	.051	.071	1.249	.213	-.037	.164	.203	.079	.066	.852	1.173
	AVG_QVariationR	-.133	.041	-.179	-3.271	.001	-.213	-.053	-.307	-.203	-.172	.918	1.089

a. Dependent Variable: AVG_QPerception

From the coefficients table, it is shown that all independent variables: store image, product signaturenss, quality variation are making a significant unique contribution to the prediction of perceived quality (P<.05). However, Sig. value of familiarity .213 greater than .05, therefore not making a significant unique contribution to the prediction of perceived quality. The standardised Beta value for store image (beta=.338), product signatureness (beta=.184) and quality variation (beta=-.179) indicated that store image is the most contributor. The un-standardized B value for store image (β=.355) and product signatureness (β =.178) has a positive relationship with perceived quality. Quality variation (β =-.133) has

a negative relationship with perceived quality. Therefore, the relationship between perceived quality and four independent variables can be explained by developing the equations:

Perceived quality = 1.005 + 0.355 store image+ 0.178 product signatureness - 0.133 quality variation

Based from the result above, the H1, H2 and H3 are accepted but H4 is rejected.

4.5.3. Pearson Correlations

H5. There is positive relationship between perceived quality and consumers' purchase intention.

Table 25: Pearson Correlations (Perceived Quality and Purchase Intention)

Correlations

		AVG_PurchaseIntention	AVG_QPerception
AVG_PurchaseIntention	Pearson Correlation	1	.655**
	Sig. (2-tailed)		.000
	N	254	254
AVG_QPerception	Pearson Correlation	.655**	1
	Sig. (2-tailed)	.000	
	N	254	254

**. Correlation is significant at the 0.01 level (2-tailed).

Pearson product-moment correlation coefficient is used to test the association between perceived quality and purchase intention. Preliminary analyses were conducted to make sure the assumptions of normality, linearity and homoscedasticity are not violated. There was a strong, positive correlation between two variables (r=.655, n=254, p<.0005). H5 is accepted. The higher perceived quality of private label, more purchase intention.

4.6. Mediation Analysis

4.6.1. Mediation Effect between Store Image and Purchase Intention

The mediating effect is tested by the method adopted from Hayes, A.F. (2009).

H6. Perceived quality will mediate the relationship between store image and consumers' intention to purchase PLBs.

Table 26: Direct and Total Effect Output for Mediation Effect between Store Image and Purchase Intention
(Extracted from Appendix B1)

Step	Unstandardized Coefficients B	t	Sig.
1	.5375	6.9494	.000
2	.5057	.7189	.000
3	.7669	11.1359	.000
4	.1497	2.0696	.0395

Table 27: Indirect Effect (Sobel) Output for Mediation Effect between Store Image and Purchase Intention
(Extracted from Appendix B1)

Test	Value	Z	Sig.(Two)
Sobel	.3878	6.8479	.0000

Table 28: Bootstrapped Effect Output for Mediation Effect between Store Image and Purchase Intention
(Extracted from Appendix B1)

Indirect Effect	Effect	BootLLCI	BootULCI
95% confidence interval	.3878	.2923	.5157

According to step 1 path, the regression of store image with purchase intention ignoring the perceived quality was significant, b=0.54, t (252) =6.95, p<.001. In step 2 path, the regression of the store image on the mediator, perceived quality was also significant, b=0.51, t (252) = 0.72, p<.001. In the step 3 path of the mediation process showed that the mediator (perceived quality), controlling for the store image scores was significant predictor of purchase intention, b=0.77, t (251) = 11.14, p<.001. In step 4 path of the analyses shown that by controlling for the mediator (perceived quality), store image score was significant predictor of purchase intention, b=0.15, t (251) = 2.07, p<.05. Based on result of Sobel test, it was found mediation in the model (z= 6.85, p=.000). The result shown the effect size was .3878, bootstrapped with 95% confidence interval which did not include zero. In this case, indirect effect was significantly more than zero at α=.05. It was concluded that the relationship between store image and purchase intention is partially mediated by perceived quality. This result fully supports the H6.

4.6.2. Mediation Effect between Product Signatureness and Purchase Intention

H7. Perceived quality will mediate the relationship between product signatureness and consumers' intention to purchase PLBs.

Table 29: Direct and Total Effect Output for Mediation Effect between Product Signatureness and Purchase Intention
(Extracted from Appendix B2)

Step	Unstandardized Coefficients B	t	Sig.
1	.7063	11.2124	.000
2	.4109	7.5236	.000
3	.6371	10.4979	.000
4	.4445	7.6344	.000

Table 30: Indirect Effect (Sobel) Output for Mediation Effect between Product Signatureness and Purchase Intention
(Extracted from Appendix B2)

Test	Value	Z	Sig.(Two)
Sobel	.2618	6.0970	.0000

Table 31: Bootstrapped Effect Output for Mediation Effect between Product Signatureness and Purchase Intention
(Extracted from Appendix B2)

Indirect Effect	Effect	BootLLCI	BootULCI
95% confidence interval	.2618	.1883	.3724

According to step 1 path, the regression of product signatureness on purchase intention ignoring the perceived quality was significant, b=0.71, t (252) =11.21, p<.001. In step 2 path, the regression of product signatureness on the mediator, perceived quality was also significant, b=0.41, t (252) = 7.52, p<.001. Step 3 path of the mediation process showed that the mediator (perceived quality), controlling for the product signatureness scores was a significant predictor of purchase intention, b=0.64, t (251) = 10.5, p<.001. In step 4 path of the analyses shown that by controlling for the mediator (perceived quality), product signaturenesse score was significant predictor of purchase intention, b=0.44, t (251) = 7.63, p<.001. Based one result of Sobel test, it was found mediation in the model (z= 6.1, p=.000). The result shown the effect size was .2618, bootstrapped with 95% confidence interval which did not include zero. In this case, indirect effect was significantly more than zero at α=.05. It was concluded that the relationship between product signatureness and purchase intention is partially mediated by perceived quality. This result fully supports the H7.

4.6.3. Mediation Effect between Quality Variation and Purchase Intention

H8. Perceived quality will mediate the relationship between quality variation and consumers' intention to purchase PLBs.

Table 32: Direct and Total Effect Output for Mediation Effect between Quality Variation and Purchase Intention
(Extracted from Appendix B3)

Step	Unstandardized Coefficients B	T	Sig.
1	-.3202	-5.7162	.000
2	-.2276	-5.1263	.000
3	.7760	12.3578	.000
4	-.1436	-3.0874	.002

Table 33: Indirect Effect (Sobel) Output for Mediation Effect between Quality Variation and Purchase Intention
(Extracted from Appendix B3)

Test	Value	Z	Sig.(Two)
Sobel	-.1766	-4.7219	.000

Table 34: Bootstrapped Effect Output for Mediation Effect between Quality Variation and Purchase Intention
(Extracted from Appendix B3)

Indirect Effect	Effect	BootLLCI	BootULCI
95% confidence interval	-.1766	-.2744	-.0921

According to the step 1 path, the regression of quality variation on purchase intention ignoring the perceived quality was significant, b=-.32, t (252) =-5.72, p<.001. In step 2 path, the regression of the quality variation on the mediator,

perceived quality was also significant, b=-.23, t (252) =- 5.13, p<.001. Step 3 path of the mediation process showed that the mediator (perceived quality), controlling for the quality variation scores was significant predictor of purchase intention, b=0.78, t (251) = 12.36, p<.001. In step 4 path of the analyses shown that by controlling for the mediator (perceived quality), quality variation was a significant predictor of purchase intention, b=-.14, t (251) = -3.09, p<.05. Based on result of the Sobel test was found mediation in the model (z= -4.72, p=.000). The result shown the effect size was- .1766, bootstrapped with 95% confidence interval which did not include zero. In this case, indirect effect was significantly greater than zero at α=.05. It was concluded that the relationship between quality variation and purchase intention is partially mediated by perceived quality. This result fully supports the H8.

4.7. Moderating Effect of Value Consciousness

H9. Value consciousness will moderate the relationship between perceived quality and consumers' purchase intention positively.

Value consciousness is a continuous moderator. This analysis was determined whether value consciousness moderates the influence of perceived quality upon purchase intention. In order to avoid potentially high multicollinearity with the interaction term, the value consciousness and perceived quality variables were centred and an interaction term between perceived quality and value consciousness was created by SPSS (Aiken & West, 1991).

Table 35: Descriptive Statistic for Moderating Variable, Value Consciousness

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
AVG_ValueConsciousness	254	2.29	7.00	5.2979	1.06998
Valid N (listwise)	254				

From the table above, the mean was used to centre the moderator. A new variable was created for analysis later.

Table 36: Descriptive Statistic for Independent Variable, Perceived Quality

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
AVG_QPerception	254	1.25	6.75	4.1457	.87620
Valid N (listwise)	254				

From the table above, the mean was used to centre the independent variable, perceived quality. A new variable was created for analysis later.

Table 37: Anova[a] of Moderating Effect

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	135.608	2	67.804	94.202	.000[b]
	Residual	180.661	251	.720		
	Total	316.269	253			
2	Regression	138.218	3	46.073	64.690	.000[c]
	Residual	178.051	250	.712		
	Total	316.269	253			

a. Dependent Variable: AVG_PurchaseIntention

b. Predictors: (Constant), AVG_ValueConsciousness, AVG_QPerception

c. Predictors: (Constant), AVG_ValueConsciousness, AVG_QPerception, VCxQP

From the ANOVA table above, model 1 (without the interaction term) is significant, $F(2, 251) = 94.20$, $p < .001$. Model 2 (with the interaction term) is significant, $F(3, 250) = 64.69$, $p < .001$.

Table 38: Model Summary of Moderating effect

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.655[a]	.429	.424	.84839	.429	94.202	2	251	.000
2	.661[b]	.437	.430	.84392	.008	3.666	1	250	.057

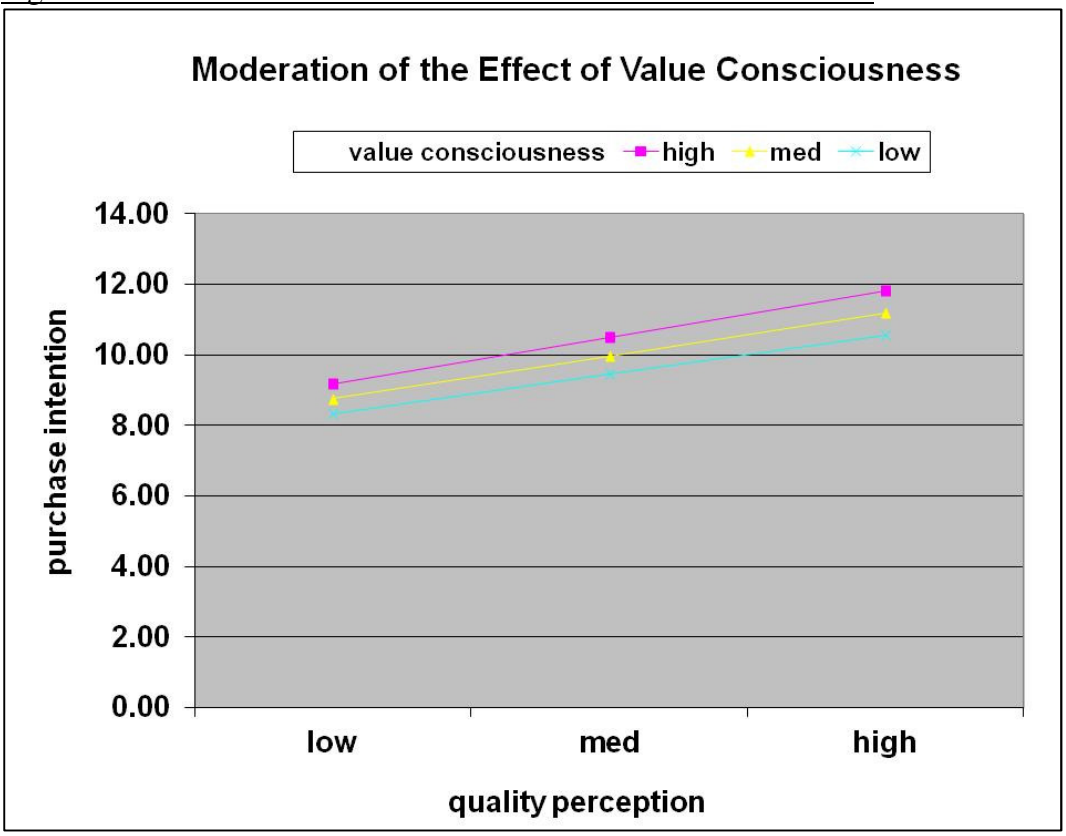
a. Predictors: (Constant), AVG_ValueConsciousness, AVG_QPerception

b. Predictors: (Constant), AVG_ValueConsciousness, AVG_QPerception, VCxQP

From the table Model Summary, Model 2 with the interaction between perceived quality and value consciousness accounted for significantly more variance that just perceived quality and value consciousness by themselves. R square change .008, P=.057, indicated that predictor and moderator are not significant with the interaction term added, complete moderation had occurred.

Since there is complete moderation effect, the regression on the centred terms was run to explore the effect. Bootstrapping is used to calculate confidence intervals and standard errors. The data was extracted from appendix B4 and the values for quantitative moderators generated were used to plot the interaction using the interaction plot.

Figure 7: Table of Moderation of the Effect of Value Consciousness



From the chart above, the interaction plot showed and enhancing effect that as perceived quality and value consciousness increased, purchase intention increased. This result supported the H9.

4.8. Two-way ANOVA Analysis

A two-way between–group analysis of variance was carried out to investigate the impact of monthly income and age on quality perception. Respondents were divided into five groups according to their age (Group 2: 18-24 years, Group 3: 25-29 years, Group 4: 30-34 years, Group 5: 35-39 years and Group 6: 40 years above)

Table 39: Levene's Test

Levene's Test of Equality of Error Variances[a]

Dependent Variable: AVG_QPerception

F	df1	df2	Sig.
1.411	18	235	.127

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Age + Monthly_Income + Age * Monthly_Income

From table above, the Sig. value is .127 greater than .05. It indicated that not violated the homogeneity of variances assumption.

Table 40: Test of Between- Subjects

Tests of Between-Subjects Effects

Dependent Variable: AVG_QPerception

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	8.393[a]	18	.466	.590	.905	.043
Intercept	1888.522	1	1888.522	2388.068	.000	.910
Age	.753	4	.188	.238	.917	.004
Monthly_Income	.256	3	.085	.108	.955	.001
Age * Monthly_Income	6.628	11	.603	.762	.678	.034
Error	185.842	235	.791			
Total	4559.625	254				
Corrected Total	194.235	253				

a. R Squared = .043 (Adjusted R Squared = -.030)

From the table above, the interaction effect is not significant (Age*Monthly Income: sig=.678). This indicated that there is no significant difference in the effect of age on perceived quality or different monthly income.

There are no significant main effect of age (sig=.917) and monthly income (sig=.955). This means that age, monthly income do not differ in terms of their perceived quality scores. Therefore, no necessity testing is needed using the post-hoc tests to compare each group.

4.9. Summary of Hypothesis Testing Results

Table 41: Summary of Hypothesis Testing Results

Hypothesis	Supported ($p<0.05$)	Not Supported ($p<0.05$)
H1. There is a positive relationship between store image and consumers' perceived quality of PLBs.	√	
H2. There is positive relationship between product signatureness and consumers' perceived quality of PLBs.	√	
H3. There is positive relationship between quality variation and consumers' perceived quality of PLBs.	√	
H4. There is positive relationship between familiarity and consumers' perceived quality of a store's private brands.		√
H5. There is positive relationship between perceived quality and consumers' purchase intention.	√	
H6. Perceived quality will mediate the relationship between store image and consumers' intention to purchase PLBs.	√	
H7. Perceived quality will mediate the relationship	√	

between product signatureness and consumers' intention to purchase PLBs.		
H8. Perceived quality will mediate the relationship between quality variation and consumers' intention to purchase PLBs.	√	
H9. Value consciousness will moderate the relationship between perceived quality and consumers' purchase intention positively.	√	

Note: Developed for the research.

4.10. Conclusions

This chapter presented the details interpretation of quantitative analysis. Base of the analysis, the hypotheses testing finding of direct effect to quality perception, mediating effect of perceived quality and moderating effect of value consciousness are concluded. These results will be carried on for the next chapter to further scrutinize for causal and effects.

CHAPTER 5
DISCUSSION AND CONCLUSION

5.1. Introduction

In this chapter, the results of the quantitative will be discussed. The discussion and conclusion will be linked to research objective of this study. With these research findings, it provides valuable insights and highlights the main implication for the retailer Malaysia intending to develop private label.

5.2. Discussion of Major Findings

The aims of this study are to examine the impact of intangible extrinsic factors on consumer perceived quality and purchase intention of Tesco PLBs. In this study, researcher focuses on store image, product signatureness, quality variation in the product category and familiarity.

5.2.1. Findings on the Hypotheses

H1. There is a positive relationship between store image and consumers' perceived quality of PLBs.

This research found that store image has a positive impact on the consumers' perceived quality of PLBs. This research defined store image as the overall attitude consumer derived from the extrinsic and intrinsic characteristic of Tesco, Malaysia. Previous studies suggest that private brands of different stores are differentiated by store images and effect differential perceived quality and purchase intention (Bao et al, 2011a). In this study, a single retailer, Tesco's store image was assessed. The store image in the minds of local consumers is the basis of the brand equity. It implied that consumers are making the decision to purchase of store brands, the individual image of store play very important role.

H2. There is positive relationship between product signatureness and consumers' perceived quality of PLBs.

This research found that product signatureness has a positive impact on the consumers' perceived quality of PLBs. According to Ailawadi and Keller (2004), consumer perceptions of private label quality can be improved by branding retailer's image and is also dependant on product category assortment especially in the retailing industry. Previous studies suggest that private brand's success is predicted by the congruence between product category and product signatureness of the store (Bao et al, 2011a). In this study, researcher focused on how local consumers perceive the entire private label available in Tesco, Malaysia. Tesco which owns less expensive, comparable quality and to premium quality, high value added private label. Tesco's branding private label is a right strategy which introduced right product category and signature with the store. It implied that local consumers are prone to buy private label if the product associate with the store.

H3. There is positive relationship between quality variation and consumers' perceived quality of PLBs.

This research found that quality variation has a negative impact on the consumers' perceived quality of store's private brands. Previous studies suggest that if there is little quality variation across a product category, the indicator to consumer will be more convinced about the quality of private brand. In other word, higher quality variation in a product category will cause a negative impact on purchase intention of private label exist (Bao et al, 2011a). In this study, the researcher examined private label by asking the overall Tesco's store brands compared to all the available manufacture's brand sold in the same store. It implied that the greater quality varies within the product category; the local consumer will find it more difficult to assess private label quality.

H4. There is positive relationship between familiarity and consumers' perceived quality of a store's private brands.

This research found that familiarity has no significant impact on the consumers' perceived quality of store's private brands. This study contradicts with previous study suggests that familiarity has a significant effect on perceived quality and purchase intention in a collectivistic culture as Malaysia (Yap et al, 2012). The reason behind may be due to the respondents which are not so familiar with the Tesco private label quality. This study evaluated all the private label product categories of Tesco. They may not be familiar with all the categories by consumption experience or marketing communication of Tesco. Using categories private brand for different quality may confuse consumers their perceived quality for each of the categories compare to manufacturer brands.

H5. There is positive relationship between perceived quality and consumers' purchase intention.

This research found that perceived quality has significant effect Tesco private brands purchased. Due to the difficulties in determining the standard measurement of objective actual quality, subjective quality as consumer's perception of quality is employed. Past studies found that perceived quality has a greater influence on purchase intention compared to value-for money (Richard et al., 1994). In this study, the researcher examined private label by asking the overall Tesco's store brands perceived quality without particularly chosen any product category for study. The reason is due to time limitation. Researcher faces the difficulties to identify the respondents who purchase any particular product category. Furthermore, the researcher was not able to collect the survey in the Tesco premises as approval was not granted by the management of Tesco, Malaysia. Despite the limitation of particular product category selection, the findings found it to be aligned with the previous study by Yap et al. (2012) in Malaysia context.

H6. Perceived quality will mediate the relationship between store image and consumers' intention to purchase PLBs.

Based on the result of Sobel Test ($z = 6.85$, $p = .000$), perceived quality has a mediation effect between store image and purchase intention. Based on mediation analysis step1, it shows that store image has an important direct effect on purchase intention of private label where $b= 0.54$, $t (252) = 6.95$, $p< .001$. This study found that perceived quality has partially mediating effect between store image and purchase intention. This study has aligned with the findings of Bao et al, (2011a).

H7. Perceived quality will mediate the relationship between product signatureness and consumers' intention to purchase PLBs.

Based on the result of Sobel Test ($z = 6.08$, $p = .000$), perceived quality has a mediation impact between product signatureness and purchase intention. Based on

mediation analysis step 1, it shows that product signatureness has a significant direct impact on purchase intention of private label where b= 0.71, t (252) = 11.21, p< .001. This finding shows perceived quality has partially mediating effect between product signatureness and purchase intention. This study has aligned with the findings of Bao et al, (2011a).

H8. Perceived quality will mediate the relationship between quality variation and consumers' intention to purchase PLBs.

Based on the result of Sobel Test (z = -4.72, p = .000), perceived quality has a mediation effect between quality variation and purchase intention. Based on mediation analysis step 1, it shows that quality variation has a significant direct impact on purchase intention of private label where b= -.32, t (252) = -5.72, p< .001. This finding shows perceived quality has partially mediating effect between quality variation and purchase intention. This finding has aligned with the finding of Bao et al, (2011a).

H9. Value consciousness will moderate the relationship between perceived quality and consumers' purchase intention positively.

Based on the result R square change .008, P=.057, indicating that perceived quality and value consciousness are insignificant with the interaction term added, complete moderation had occurred. The interaction plot showed an enhancing effect that as perceived quality and value consciousness increased, purchase intention increased. This result shows that value consciousness moderates the effect of perceived quality on purchase intention. As value consciousness is a continuous variable, this study did not examine the value consciousness by dividing the respondents to different groups through a multi-sample analysis as

done previously by Bao et al. (2011a). However, this study supported and aligned the views of Tesco within Malaysian context.

5.3. Implications

5.3.1. Store Image

The ability to create a strong in-store hedonic personality and richness experience, sales assistant in Tesco can play an important role in building the store equity and brand equity which will allow local consumers to rate the Tesco private label as higher quality (Richard et al, 1996). By increasing the store image can help to increase the private brand perceived quality and increase local consumer private label proneness. From our research findings, it implied that store image is the most important factor affecting the purchase of private brand. Therefore, the top management of retailer should focus on influencing customer perception and drive higher store image.

5.3.2. Product Signatureness

Tesco, Malaysia provides few categories of store brands such as groceries, household needs, drink, frozen food, baby products and personal care in Malaysia market. These entire product categories chosen seem to be associated in local consumer mindset. Tesco private brand are having the same name as store and similar packaging design for a wide range of different product categories. It influences local consumer's perception to evaluate two identities, store and product brand together. By having a strong store image, it will help to strengthen the private label image. Tesco's strategy is to choose the high quality manufacturer to produce private label and display side by side in order to influence local consumer perception it is low price and superior features compared to the higher key manufacturer brands. This research has shown that if a retailer wants to enter a product category for private label, it will be advisable to enter a category that fit the consumer mindset.

5.3.3. Familiarity

The present finding is different with past study (Yap et al, 2012). This study concluded that familiarity does not have a significant effect on the quality perception. By comparing the whole product categories of Tesco private label, consumers may have a lower perceived quality of the private label if their consumption experience judged the product quality as lower than key manufacturer brand. This finding gave a very insightful for retailers. In order to market the private label, the quality of the product must be acceptable and must not have much variance from the key manufacturer brand standard. If the retailer tries to get the second tier manufacturer to supply private label product, it may put them in risk to have lower quality of product. The decision for the selection of a supplier cannot just depend on the cheaper price they provide.

5.3.4. Quality Variation

Tesco also controls the number of high quality manufacturer brands in the shelf. By doing so, the quality variation will be low and suitable for entry of private brand in the particular category. This study suggests that if any retailer wants to launch a private label brand, it shall reduce the variation of quality across the brands in the product categories or chose the low variation of the quality of the product categories.

5.3.5. Value Consciousness

This study confirmed that the value consciousness moderates the effect of perceived quality on purchase intention. There are different segment of local consumer which prefer low price and value for money, or quality come first. Tesco promote a few types of private label such as Tesco Value, Tesco Choice,

Tesco Light Choices and Tesco Finest. By segmentation the private label into a few categories as Tesco, it increases the strength to capture different perceived quality consumer. The high value consciousness consumer will purchase Tesco Value with affordable low price. Moderate value consciousness consumers will purchase the similar quality as high quality manufacturer brand, Tesco Choice. The highest quality –oriented consumer may purchase the Tesco Finest which position as premium ingredient. Therefore, retailer must look in the product extension and segmentation.

5.4. Limitations of Study

The inclusion of the mediation effect of perceived quality and moderating effect of value consciousness could provide a better picture of the study. However the present model only explained a total variance of 31.2% in purchase intention of PLBs of Tesco. There are others variable such as performance risk and physical risk can be included in the model for a better understanding of purchase intention of PLBs as Yap et al (2012) study.

This study only focused on Tesco PLBs and overall product categories of private label without doing compared with others store private label. There are also limited product categories private label across the different store. Therefore, generalisations to other retail settings should be made carefully.

Lastly, there are no significant main effect of age (sig=.917) and monthly income (sig=.955). This means that age and monthly income do not differ in terms of their perceived quality scores. This result is solely based on the 254 respondents. Moreover, many of the respondents are not regular user of the Tesco private label. Therefore generalisations as Malaysia respondents are not advisable.

5.5. Recommendations for Future Research

The researcher was unable to do the intercept technique. Further study is recommended by collaborating with Tesco in order to distribute the questionnaires to shoppers through intercept technique. The result will be more powerful to be generalized.

Secondly, this study is focused in a particular store, Tesco is due to the private label branding strategy is stronger compare to others store in Malaysia. Therefore, future study can examine by included the private label branding decision as one of the variables in their study. There are many private labels for garment categories that are not using the store brand as a branding strategy.

Thirdly, the perceived quality of consumer is solely based on the consumer experience of the private label compared to manufacturer brand. It will be good if a comparison of special product categories within private label and manufacturer brand is carried out and the measurement is available to construct and to verify what is the gap of actual quality compared consumer perception.

Fourthly, the qualitative interview in future may be necessary to conduct to seek to explain findings from the existing questionnaire. In reality, many business research designs are likely to combine quantitative and qualitative elements. Some open questions may need to ask respondents specially those regular purchasers of PLBs. Nevertheless, there are respondents who have never purchased private label due to perception of low quality.

Fifthly, the relative performance of PLBs in different categories cannot be explained at this period. It is necessary to further study the performance of each category if the real data is available. This will need the cooperation of the retailers to provide the actual sale quantity for the comparison to NBs.

Sixthly, the belief that consumer is more conscious in spending during recession time. As income fall, consumer may shift to PLBs (Hoch & Banerji, 1993). In addition, if the budget of food in household expenditure is low, consumer may prefer PLBs. Therefore, PLBs success can further be studied by measuring the relationship with consumers' household expenditure.

5.6. Conclusions

This study evaluated the consumer perceived quality of Tesco private label in a collectivist culture as in Malaysia. Store image and product signaturessness have significant positive effects on perceived quality and purchase intention of private label. However, quality variation has a negative effect on perceived quality and purchase intention of private label. Familiarity has no significant effect on quality perception. All extrinsic cues, store image, product signatureness and quality variation are partially mediated by perceived quality. Besides that, value consciousness enhances the relationship between perceived quality and purchase intention of Tesco's private label.

The retailer should retail high quality manufacturer brands in order to improve the perception of the consumer of the retailer's overall store image. The product signaturenesss will influence the consumer perception quality. If the retailer intention is to be a one stop retailer, all ranges of existing product categories can be slowly to introduce private label step by step. Nevertheless, the quality variation of the product must be reduced in order for consumers to gain higher perceived quality of private label.

The retailer should focus on high quality private label. The perceived quality can enhance purchase intention of value consciousness consumer. The higher the familiarity in higher quality may increase their private label loyalty.

In conclusion, this study has identified the predictor of purchase intention of Tesco's private brand named store image, product signatureness, perceived quality, value consciousness and quality variation of product category in Malaysia.

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APPENDIX A

Survey Questionnaire

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT (FAM)

MASTER OF BUSINESS ADMINISTRATION

Dear respondent,

Survey on the influence of consumer characteristic and perceived quality towards purchase of Private label in Tesco

I am a MBA student from University of Tunku Abdul Rahman (UTAR). I am conducting a research project on the topic of "The effects of store image, product signatureness, familiarity and quality variation thriving purchase of private label in Tesco, Malaysia".

The respondent identity will keep anonymous and confidential. This survey contains only two sections, which should take no more than 20 minutes to complete. Your answer is very important for the further reference, hope you can answer without bias.

Thank you for your precious time and participation in this survey.

Your Faithfully,
Rico Wee
(Example of Tesco private label)



GENERAL INSTRUCTION

Most of the scales used in this survey use a rating system with descriptions at either end. The end points of the scales take the form of statements such as: "strongly disagree" to "strongly agree", "extremely unlikely" to "extremely likely", "completely disagree" to "completely agree", and "not at all confident" to "completely confident". You are asked to answer every question by checking **one and only one** of the choices provided.

**********Please truthfully answer all the questions**********

Please answer Sections A & B of the Survey.

Please answer the following questions based on the perception about purchase of PLBs.

Section A

Questionnaire	Strongly disagree		Neutral				Strongly agree
A. Store Image							
1. Overall, I have favourable view of (Tesco)	1	2	3	**4**	5	6	7
2. (Tesco) is a high performing retailer.	1	2	3	**4**	5	6	7
3. (Tesco) is close to my 'ideal' store.	1	2	3	**4**	5	6	7
4. (Tesco) provides good overall service.	1	2	3	**4**	5	6	7
5. (Tesco) carries high quality merchandise.	1	2	3	**4**	5	6	7
6. (Tesco) has helpful and knowledgeable salespeople.	1	2	3	**4**	5	6	7
7. (Tesco) provide attractive shopping experience.	1	2	3	**4**	5	6	7
B. Product Signatureness							
1. I would expect (Tesco) to sell a brand of private label (product).	1	2	3	**4**	5	6	7
2. (Tesco) and private label (product) appear to fit together really well.	1	2	3	**4**	5	6	7
3. In my perception, private label is one of the products that are closely associated with (Tesco).	1	2	3	**4**	5	6	7

4. Whenever I want to buy a private label (product), (Tesco) is one of the stores I will think of.	1	2	3	**4**	5	6	7
(C.) Quality Variation 1. All the brands of private label (product) are basically the same in quality.	1	2	3	**4**	5	6	7
2. As far as quality is concerned, the brand of private label (product) doesn't matter. (All items reverse coded).	1	2	3	**4**	5	6	7
3. There are no significant differences among different brands of private label (product) in terms of quality.	1	2	3	**4**	5	6	7
(D.) Familiarity 1. I have plenty of experience in using private label.	1	2	3	**4**	5	6	7
2. I know the available private label (product) well.	1	2	3	**4**	5	6	7
3. I am quite familiar with private label (product).	1	2	3	**4**	5	6	7
4. I have often bought private label (product).	1	2	3	**4**	5	6	7
5. I am not familiar with private label (product).	1	2	3	**4**	5	6	7
(E.) Quality perception 1. Tesco private label (product) is of low quality/high quality. Anchoring from 1(low quality) to 7 (high quality).	1	2	3	**4**	5	6	7
2. Tesco private label (product) is not reliable/very reliable. Anchoring from 1(not reliable) to7 (very reliable).	1	2	3	**4**	5	6	7
3. Tesco private label (product) is an inferior/superior product. Anchoring from 1(inferior) to 7(superior).	1	2	3	**4**	5	6	7

4. Tesco private label (product) is of very bad quality/very good quality product. Anchoring from 1(very bad quality) to 7(very good quality).	1	2	3	**4**	5	6	7
(F.) Purchase Intention 1.The likelihood of my purchasing Tesco private label (product) is	1	2	3	**4**	5	6	7
2. The probability that I would try Tesco private label (product) is	1	2	3	**4**	5	6	7
3. My willingness to buy Tesco private label (product) is Anchoring from 1 (Very low) to 7 (Very high)	1	2	3	**4**	5	6	7
4. I would consider buying Tesco private label (product) in my next visit.	1	2	3	**4**	5	6	7
(G.) Value Consciousness 1. I m very concerned about low prices, but I am equally concerned about product quality.	1	2	3	**4**	5	6	7
2. When grocery shopping, I compare the prices of different brands to be sure I get the best value for the money.	1	2	3	**4**	5	6	7
3. When purchasing a product, I always try to maximize the quality I get for the money I spend.	1	2	3	**4**	5	6	7
4. When I buy products, I like to be sure that I am getting my money's worth.	1	2	3	**4**	5	6	7
5. I generally shop around for lower prices on products, but they still must meet certain quality requirements before I buy them.	1	2	3	**4**	5	6	7
6. When I shop, I usually compare the “price per gram” information for brands I normally buy.	1	2	3	**4**	5	6	7
7. I always check prices at the grocery store to be sure I get the best value for the money I spend.	1	2	3	**4**	5	6	7

Section B: Demographic Profile

INSTRUCTION: Please provide the following information about yourself by placing a (√) on one of the square to assist us in analyzing the responses.

B1: Gender

☐$_1$ Male ☐$_2$ Female

B2: Race

☐$_1$ Malay ☐$_2$ Chinese

☐$_3$ Indian ☐$_4$ Others…….(please specify)

B3: Age

☐$_1$ 17 years old and below ☐$_2$ 18-24 years old

☐$_3$ 25- 29 years old ☐$_4$ 30- 34 years old

☐$_5$ 35- 39 years old ☐$_6$ 40 years old and above

B4: Marital Status

☐$_1$ Married ☐$_2$ Single ☐$_3$ Divorce/Widow/Separate

B5: Children

☐$_1$ 1 and below ☐$_2$ 2 to 4 ☐$_3$ 5 above

B6: Educational Level

☐$_1$ SPM ☐$_2$ STPM/Pre-U/Diploma ☐$_3$ Bachelor Degree

☐$_4$ Master Degree ☐$_5$ Others.....(please specify)

B7: Occupation

☐$_1$ Self -employed ☐$_2$ Student

☐$_3$ Managerial/Professional ☐$_4$ Others.....(please specify)

B8: Monthly income

☐$_1$ Below RM 1000 ☐$_2$ RM 1000- RM 2999 ☐$_3$ RM 3000-RM 4999

☐$_4$ RM 5000 and above

B9: Which retailers to you prefer to shop? (You can tick more than one answer)

☐$_1$ Tesco ☐$_2$ Giant ☐$_3$ Aeon ☐$_4$ Econsave ☐$_5$ 99 speedmart

☐$_6$ Mydin ☐$_7$ 7-11 ☐$_8$ KK mart ☐$_9$ Petro Kiosk ☐$_{10}$ Others……

B10: Which private label do you purchase at Tesco? (You can tick more than one answer)

☐$_1$ Groceries (Tesco canned food, salt, sweetened creamer, instant noodles, and snacks)

☐$_2$ Household Needs (tissue, laundry detergent, dishwashing, garbage bag , batteries)

☐$_3$ Drink (Tesco cola, Tesco yoghurt, fresh milk and etc)

☐$_4$ Frozen Food (pizza, sausage, and etc)

☐$_5$ Baby Products (baby's wipes and etc)

☐$_6$ Personal Care (hand wash and etc)

☐$_7$ Never purchase. Reason:…….

……..

……

**********Thank You**********

Soal Selidik Tinjauan

UNIVERSITI TUNKU ABDUL RAHMAN

FAKULTI PERAKAUNAN DAN PENGURUSAN (FAM)

SARJANA PENTADBIRAN PERNIAGAAN

Kepada Responden,

<u>Kaji selidik mengenai pengaruh ciri-ciri pengguna dan kualiti persepsi terhadap pembelian label persendirian di Tesco</u>

Saya , pelajar MBA daripada Universiti Tunku Abdul Rahman (UTAR) sedang menjalankan projek penyelidikan bertopik "Kesan imej stor, signatureness, kebiasaan dan variasi kualiti untuk meningkatkan pembelian jenama label persendirian di Tesco, Malaysia".

Identiti responden tidak akan didedahkan kepada pihak awam. Kaji selidik ini mengandungi dua bahagian dan akan mengambil tidak lebih daripada 20 minit untuk diselesaikan. Saya menghargai maklum balas anda sebab keputusan adalah penting untuk tujuan akademik dan rujukan lanjut.

Terima kasih atas masa yang diluangkan.

Yang benar,
Rico Wee
(Contoh label persendirian Tesco)



Arahan Umum

Skala yang digunakan dalam kajian ini merupakan satu sistem penarafan dengan deskripsi pada kedua-dua hujung. Titik hujung skala ini mengambil bentuk penyata seperti: "Sangat tidak bersetuju" hingga "Amat setuju", "sangat tidak mungkin" hingga "sangat mungkin", "benar-benar tidak bersetuju" hingga "benar-benar setuju", dan "tidak yakin" hingga "benar-benar yakin". Anda akan diminta untuk menjawab setiap soalan dengan menanda salah satu dan **hanya satu daripada pilihan-pilihan yang disediakan.**

********** Sila jawab semua soalan secara jujur**********

Sila jawap Bahagian A& B .

Sila jawab soalan-soalan yang berikut berdasarkan persepsi tentang pembelian jenama-jenama label persendirian.

Bahagian A

Borang soal selidik	Sangat Tidak Bersetuju			Neutral			Amat Setuju
A. Imej Kedai							
1. Secara keseluruhan, saya mempunyai pandangan yang baik terhadap (Tesco)	1	2	3	**4**	5	6	7
2. (Tesco) adalah peruncit persembahan yang tinggi	1	2	3	**4**	5	6	7
3. (Tesco) adalah dekat standard stor impian saya	1	2	3	**4**	5	6	7
4. (Tesco) menyediakan perkhidmatan keseluruhan yang baik.	1	2	3	**4**	5	6	7
5. (Tesco) menjual barangan berkualiti tinggi	1	2	3	**4**	5	6	7
6. (Tesco) mempunyai jurujual yang sedia menolong dan berilmu.	1	2	3	**4**	5	6	7
7. (Tesco) menyediakan pengalaman membeli-belah yang menarik	1	2	3	**4**	5	6	7

B. Produk Signatureness 1. Saya inginkan (Tesco) menjual jenama label persendirian.	1	2	3	**4**	5	6	7
2. (Tesco) dan label persendirian saling kait-mengait.	1	2	3	**4**	5	6	7
3.Dalam persepsi saya, label persendirian merupakan salah satu produk yang akan dikaitkan dengan(Tesco).	1	2	3	**4**	5	6	7
4. Apabila saya ingin membeli label persendirian (Tesco) adalah salah satu kedai yang saya akan fikirkan.	1	2	3	**4**	5	6	7
C. Kepelbagaian Kualiti 1. Semua jenama label persendirian pada dasarnya adalah sama kualiti.	1	2	3	**4**	5	6	7
2.Dari segi kualiti, jenama label persendirian tidak dihiraukan.	1	2	3	**4**	5	6	7
3. Tiada perbezaan yang ketara antara jenama label persendirian yang berbeza dari segi kualiti.	1	2	3	**4**	5	6	7
D. Kebiasaan 1. Saya mempunyai banyak pengalaman dalam menggunakan jenama label persendirian .	1	2	3	**4**	5	6	7
2. Saya tahu terdapat jenama label persendirian .	1	2	3	**4**	5	6	7
3. Saya agak biasa dengan jenama label persendirian.	1	2	3	**4**	5	6	7
4. Saya sering membeli jenama label persendirian .	1	2	3	**4**	5	6	7
5. Saya tidak biasa dengan jenama label persendirian .	1	2	3	**4**	5	6	7
E. Persepsi Kualiti 1. Label persendirian Tesco ini adalah berkualiti rendah/kualiti tinggi.Berdasar dari 1(amat rendah) 7(amat tinggi)	1	2	3	**4**	5	6	7

2. Label persendirian Tesco tidak boleh dipercayai/boleh dipercayai.Berdasar dari 1(amat tidak dipercayai) 7(amat dipercayai)	1	2	3	**4**	5	6	7
3. Label persendirian Tesco (produk) adalah produk yang lebih rendah / unggul. Berdasar dari 1 (rendah) hingga 7 (unggul).	1	2	3	**4**	5	6	7
4. Label persendirian Tesco (produk) adalah berkualiti sangat buruk/ berkualiti sangat baik . Berdasar dari 1 (kualiti sangat buruk) hingga 7 (kualiti sangat baik).	1	2	3	**4**	5	6	7
F. Niat Pembelian 1. Kemungkinan pembelian saya membeli label persendirian ini ialah	1	2	3	**4**	5	6	7
2. Kebarangkalian bahawa saya akan cuba label persendirian adalah	1	2	3	**4**	5	6	7
3. Kesediaan saya untuk membeli label persendirian adalah berdasar dari 1 (amat rendah) hingga 7 (sangat tinggi)	1	2	3	**4**	5	6	7
4.Saya akan menimbang untuk membeli label persendirian dalam lawatan seterusnya.	1	2	3	**4**	5	6	7
G. Nilai Kesedaran 1. Saya sangat mengambil berat tentang harga yang rendah, tetapi saya juga mengambil berat tentang kualiti produk.	1	2	3	**4**	5	6	7
2. Apabila membeli-belah runcit, saya membandingkan harga jenama-jenama yang berbeza untuk memastikan saya mendapat nilai terbaik untuk wang.	1	2	3	**4**	5	6	7
3. Apabila membeli produk, saya selalu cuba untuk memaksimumkan kualiti yang saya dapat bagi wang yang saya belanjakan.	1	2	3	**4**	5	6	7
4. Apabila saya membeli label persendirian , saya suka untuk memastikan bahawa saya mendapatkan nilai wang saya.	1	2	3	**4**	5	6	7

5. Saya secara umumnya membuat perbandingan harga yang lebih rendah pada label persendirian , tetapi ia masih perlu memenuhi keperluan kualiti tertentu sebelum saya membelinya	1	2	3	**4**	5	6	7
6. Apabila saya membeli-belah, saya biasanya membandingkan maklumat "harga per gram" untuk jenama saya biasanya membeli.	1	2	3	**4**	5	6	7
7. Saya selalu menyemak harga di kedai runcit untuk memastikan saya mendapat nilai terbaik untuk wang yang saya belanjakan.	1	2	3	**4**	5	6	7

Bahagian B: Profil Demografi

Arahan: Sila berikan maklumat berikut tentang diri anda dengan meletakkan (√) pada salah satu ruangan untuk membantu kami dalam menganalisis jawapan.

B1: Jantina

☐$_1$ Lelaki ☐$_2$ Perempuan

B2: Race

☐$_1$ Melayu ☐$_2$ Cina

☐$_3$ India ☐$_4$ lain-lain.....(sila nyatakan)

B3: Usia

☐$_1$ 17 tahun dan ke bawah ☐$_2$ 18-24 tahun

☐$_3$ 25- 29 tahun ☐$_4$ 30- 34 tahun

☐$_5$ 35- 39 tahun ☐$_6$ 40 tahun ke atas

B4: Status perkahwinan

☐$_1$ Berkahwin ☐$_2$ Bujang ☐$_3$ perceraian/balu/berasingan

B5: Anak

☐$_1$ 1 dan tiada ☐$_2$ 2 to 4 ☐$_3$ 5 ke atas

B6: Tahap pendidikan

☐$_1$ SPM ☐$_2$ STPM/Pre-U/Diploma ☐$_3$ Sarjana Muda

☐$_4$ Sarjana ☐$_5$ Lain-lain:.....(Sila nyatakan)

B7: Pekerjaan

☐$_1$ Majikan ☐$_2$ pelajar

☐$_3$ Pengurus/profesional ☐$_4$ lain-lain.....(sila nyatakan)

B8: Pendapatan Bulanan

☐$_{1}$ Bawah RM 1000 ☐$_{2}$ RM 1000- RM 2999 ☐$_{3}$ RM 3000-RM 4999

☐$_{4}$ RM 5000 dan keatas

B9: Anda lebih suka untuk membeli-belah di peruncit mana? (Anda boleh tanda lebih daripada satu jawapan)

☐$_{1}$ Tesco ☐$_{2}$ Giant ☐$_{3}$ Aeon ☐$_{4}$ Econsave ☐$_{5}$ 99 speedmart

☐$_{6}$ Mydin ☐$_{7}$ 7-11 ☐$_{8}$ KK mart ☐$_{9}$ Petro Kiosk ☐$_{10}$ Others……

B10: Adakah anda membeli label persendirian di Tesco sebelum ini? (Anda boleh tanda lebih daripada satu jawapan)

□$_{1}$ Barangan runcit (makanan Tesco tin, garam, krimer manis, mi segera, dan makanan ringan)

□$_{2}$ Keperluan rumah (tisu, sabun dobi, sabun pinggan mangkuk, beg sampah, bateri)

□ $_{3}$ Minuman(Tesco cola, tesco yogurt, susu segar dan lain-lain)

□ $_{4}$ Makanan Sejuk Beku (pizza, sosej, dan lain-lain)

□ $_{5}$ Produk Bayi (Tesco tisu lembap bayi dan lain-lain)

□ $_{6}$ Penjagaan Diri (sabun basuh tangan dan lain-lain)

□ $_{7}$ Tidak benar beli. Sebab:…….

……..

.....

**********Terima Kasih**********

调查问卷

拉曼大学

会计与管理学院（FAM）

工商管理硕士

亲爱的受访者,

对TESCO自有品牌购买的消费特征和质量感知影响的调查

我是拉曼大学（UTAR）学生。我在进行一个研究项目，主题为“店面形象，产品代表性，质量变化，熟悉，和购买意向影响购买Tesco自有品牌”。答辩人的身份将保持匿名和保密的。本次调查仅包含两个部分，应采取不超过20分钟就可以完成。

我很感激您的回应。本次调查有重要的学术目的，将成为进一步参考。

谢谢您的宝贵时间，参与本次调查。

商祺,

黄守林

(Tesco自有品牌的例子)



指示

这次调查中使用的大多数的天秤使用的评级系统。终点的尺度，采取的形式的语句，如：“强烈不同意”到“强烈同意”，“极不可能”到“极有可能”，“完全不同意”到“完全同意”，“完全没有信心”

到“完全有信心“。您回答每一个问题，只有一个答案，。

**********请如实回答所有的问题**********

请回答A和B节的调查。

请回答下面的问题基于购买自有品牌看法。

A节

调查问卷	完全不同意			中立			强烈同意
A. 店面形象 1.总体来说，我对(Tesco)有良好的印象。	1	2	3	**4**	5	6	7
2.(Tesco）是一个高性能的零售商。	1	2	3	**4**	5	6	7
3. (Tesco) 是接近我的“观念”商店。	1	2	3	**4**	5	6	7
4. (Tesco) 提供了良好的整体服务。	1	2	3	**4**	5	6	7
5. (Tesco) 拥有高品质的商品。	1	2	3	**4**	5	6	7
6.(Tesco) 于助人，知识丰富的销售人员。	1	2	3	**4**	5	6	7
7. (Tesco) 提供有吸引力的购物体验	1	2	3	**4**	5	6	7
B. 产品代表性 1.希望（Tesco）出售一个自有品牌(产品）。	1	2	3	**4**	5	6	7
2.(Tesco)及自有品牌（产品）似乎很好的结合。	1	2	3	**4**	5	6	7
3.以我的感知，自有品牌（产品）是密切相关（Tesco）的产品。	1	2	3	**4**	5	6	7
4.每当我想购买自有品牌（产品）,(Tesco	1	2	3	**4**	5	6	7

）是我会想的门店之一。	
(C.) 质量变化 1.所有的自有品牌（产品）基本上是相同的质量。	1 2 3 **4** 5 6 7
2. 只要质量好，自有品牌的品牌无所谓。	1 2 3 **4** 5 6 7
3.不同自有品牌的产品在质量方面没有显着差异。	1 2 3 **4** 5 6 7
(D.) 熟悉 1. 我有足够的经验，用自有品牌。	1 2 3 **4** 5 6 7
2. 我知道可用的自有品牌（产品）。	1 2 3 **4** 5 6 7
3. 自有品牌（产品），我很熟悉。	1 2 3 **4** 5 6 7
4. 我经常买自有品牌（产品）。	1 2 3 **4** 5 6 7
5. 我不熟悉自有品牌 (产品）。	1 2 3 **4** 5 6 7
(E.)质量感知 1。这个Tesco自有品牌（产品）质量低/高品质。从1（非常质量低）到7（非常高品质）。	1 2 3 **4** 5 6 7
2.Tesco自有品牌（产品）不是很可靠/非常可靠的。从1（不是很可靠）到7（非常可靠）。	1 2 3 **4** 5 6 7
3.Tesco自有品牌（产品）是劣等/卓越的产品。从1（劣等）到7（卓越）。	1 2 3 **4** 5 6 7
4.Tesco自有品牌（产品）是非常糟糕的质量/质量很好的产品。从1（非常糟糕的质量）到7（质量非常好）。	1 2 3 **4** 5 6 7
(F.) 购买意向	

1.我采购Tesco自有品牌（产品）的可能性是	1	2	3	**4**	5	6	7
2.我会尝试Tesco 自有品牌（产品）的概率	1	2	3	**4**	5	6	7
3.我愿意买这个Tesco自有品牌（产品）。从1（非常低）到7（非常高）	1	2	3	**4**	5	6	7
4.我会考虑买这个Tesco自有品牌（产品）在我下次光临。	1	2	3	**4**	5	6	7
(G.)价值意识 1.我很在意价格低，但我同样关心产品的质量。	1	2	3	**4**	5	6	7
2.买杂货时，我比较不同品牌的价格，以确保我的钱得到最好的价值。	1	2	3	**4**	5	6	7
3.当购买，我总是尽量让我的钱花得到好质量产品。	1	2	3	**4**	5	6	7
4. 当我买的产品，以确保物有所值。	1	2	3	**4**	5	6	7
5.我一般货比三家，但产品仍然必须有一定的质量我才购买。	1	2	3	**4**	5	6	7
6.我通常采购品牌时，会以“每克价格”的信息作比较,	1	2	3	**4**	5	6	7
7. 我总是检查在杂货店的价格，以确保我为我花的钱得到最好的价值。	1	2	3	**4**	5	6	7

B节：人口概况

说明：请通过放置一个（√）在方格中，以协助我们分析您提供的信息。

B1：性别

□$_1$男　　□ $_2$女

B2：种族

□$_1$　马来人　　□$_2$华人

□3　印度人　　□4其他……..（请注明）

B3：年龄

□$_1$ 17岁以下　　□$_2$18-24岁

□$_3$ 25 - 29岁　　□$_4$ 30 - 34岁

□$_5$35 - 39岁　　□$_6$ 40岁及以上

B4：婚姻状况

□$_1$已婚　　□$_2$未婚　　□$_3$离婚/丧偶/独立

B5: 子女

□$_1$　1和以下　　□$_2$ 2 至 4　　□$_3$ 5以上

B6：教育水平

□$_1$ SPM　　□$_2$ STPM/大学预备班 /文凭　　□$_3$学士学位

□硕士　　□其他：（请注明）.....

B7：职业

□$_1$自雇　　□$_2$学生

□3管理/专业　　□4其他.....（请注明）

B8：每月收入

□$_1$ RM1000以下　　□$_2$ RM1000 - RM2999　　□$_3$ RM3000-RM4999

□$_4$ RM5000以上

B9：你喜欢在哪个零售商购物？（您可以勾选多个答案）

☐$_1$ Tesco ☐$_2$ Giant ☐$_3$ Aeon ☐$_4$ Econsave ☐$_5$ 99 speedmart

☐$_6$ Mydin ☐$_7$ 7-11 ☐$_8$ KK mart ☐$_9$气油亭 ☐$_{10}$ 其余……

B10:你之前在Tesco购买的私人标签？（您可以勾选多个答案）

☐$_1$杂货（Tesco 罐头，盐，加糖奶精，方便面和零食）

☐$_2$家居用品（纸巾，洗衣剂，洗碟剂，垃圾袋，电池）

☐$_3$饮料（Tesco 可乐，Tesco 酸奶，鲜奶等）

☐$_4$冷冻食品（比萨饼，香肠，等）

☐$_5$婴儿用品（婴儿湿巾等）

☐$_6$个人护理用品（洗手液等）

☐$_7$不曾购买。原因：……..

……

…….

**********谢谢您**********

APPENDIX B1

Output using Bootstrapping in SPSS for Mediation Effect between Store Image and Purchase Intention

```
Run MATRIX procedure:

************** PROCESS Procedure for SPSS Release 2.10 *******

Written by Andrew F. Hayes, Ph.D. www.afhayes.com  Documentation
available in Hayes (2013). www.guilford.com/p/hayes3

**************************************************************************
Model = 4
    Y = AVG_Purc
    X = AVG_Stor
    M = AVG_Qual

Sample size
        254
************************Step 2***********************************
Outcome: AVG_Qual

Model Summary
          R       R-sq        F        df1        df2          p
      .4814      .2318    76.0186     1.0000   252.0000      .0000

Model
        coeff      se        t          p       LLCI       ULCI
constant 1.9065   .2613    7.2960     .0000     1.3919     2.4212
AVG_Stor  .5057   .0580     .7189     .0000      .3914      .6199

**********************Step 3 & Step 4*****************************
Outcome: AVG_Purc

Model Summary
          R       R-sq        F        df1        df2          p
      .6621      .4383    97.9373     2.0000   251.0000      .0000

Model
       coeff         se        t        p       LLCI       ULCI
constant .2040    .3144      .6487    .5171     -.4153      .8232
AVG_Qual .7669    .0689    11.1359    .0000      .6313      .9025
AVG_Stor .1497    .0723     2.0696    .0395      .0072      .2922

************** TOTAL EFFECT MODEL (Step 1) ********************
Outcome: AVG_Purc

Model Summary
          R       R-sq          F        df1        df2          p
      .4010      .1608    48.2937     1.0000   252.0000      .0000
```

```
Model
       coeff         se          t      p       LLCI       ULCI
constant 1.6661   .3485     4.7808   .0000      .9798     2.3525
AVG_Stor  .5375   .0773     6.9494   .0000      .3852      .6898



***************** TOTAL, DIRECT, AND INDIRECT EFFECTS ************

Total effect of X on Y
     Effect         SE          t          p       LLCI       ULCI
      .5375      .0773     6.9494      .0000      .3852      .6898

Direct effect of X on Y
     Effect         SE          t          p       LLCI       ULCI
      .1497      .0723     2.0696      .0395      .0072      .2922

Indirect effect of X on Y
             Effect    Boot SE   BootLLCI   BootULCI
AVG_Qual      .3878      .0563      .2923      .5157

Partially standardized indirect effect of X on Y
             Effect    Boot SE   BootLLCI   BootULCI
AVG_Qual      .3468      .0488      .2597      .4481

Completely standardized indirect effect of X on Y
             Effect    Boot SE   BootLLCI   BootULCI
AVG_Qual      .2893      .0392      .2165      .3714

Ratio of indirect to total effect of X on Y
             Effect    Boot SE   BootLLCI   BootULCI
AVG_Qual      .7215      .1346      .5173     1.0426

Ratio of indirect to direct effect of X on Y
             Effect    Boot SE   BootLLCI   BootULCI
AVG_Qual     2.5903    25.1434      .9208    42.3297

R-squared mediation effect size (R-sq_med)
             Effect    Boot SE   BootLLCI   BootULCI
AVG_Qual      .1512      .0433      .0708      .2442

Preacher and Kelley (2011) Kappa-squared
             Effect    Boot SE   BootLLCI   BootULCI
AVG_Qual      .2899      .0356      .2214      .3592

Normal theory tests for indirect effect
     Effect         se          Z          p
      .3878      .0566     6.8479      .0000

************* ANALYSIS NOTES AND WARNINGS ***********************

Number of bootstrap samples for bias corrected bootstrap
confidence intervals:
     1000
```

```
Level of confidence for all confidence intervals in output:
    95.00

------ END MATRIX -----
```

APPENDIX B2
Output using Bootstrapping in SPSS for Mediation Effect between Product Signatureness and Purchase Intention

```
Run MATRIX procedure:

************* PROCESS Procedure for SPSS Release 2.10 ************

Written by Andrew F. Hayes, Ph.D.www.afhayes.com   Documentation
available in Hayes (2013). www.guilford.com/p/hayes3

**************************************************************************
Model = 4
    Y = AVG_Purc
    X = AVG_Prod
    M = AVG_Qual

Sample size
        254

*****************************Step 2*****************************
Outcome: AVG_Qual

Model Summary
          R       R-sq          F        df1        df2          p
      .4283      .1834    56.6042     1.0000   252.0000      .0000

Model
      coeff         se          t          p       LLCI       ULCI
constant 2.3594   .2426    9.7258      .0000     1.8816    2.8371
AVG_Prod  .4109   .0546    7.5236      .0000      .3033     .5184

*************************Step 3 & 4 *****************************
Outcome: AVG_Purc

Model Summary
          R       R-sq          F        df1        df2          p
      .7324      .5364   145.2015     2.0000   251.0000      .0000

Model
      coeff         se          t          p       LLCI       ULCI
constant -.5274   .2741    -1.9242     .0555   -1.0672      .0124
AVG_Qual  .6371   .0607    10.4979     .0000     .5176      .7566
AVG_Prod  .4445   .0582     7.6344     .0000     .3298      .5592

*********************** TOTAL EFFECT MODEL (Step 1) *************
Outcome: AVG_Purc

Model Summary
          R       R-sq          F        df1        df2          p
      .5769      .3328   125.7174     1.0000   252.0000      .0000
```

```
Model
      coeff         se          t          p       LLCI       ULCI
constant .9758   .2798      3.4873     .0006      .4247     1.5268
AVG_Prod .7063   .0630    11.2124      .0000      .5822      .8303

*************** TOTAL, DIRECT, AND INDIRECT EFFECTS **************

Total effect of X on Y
     Effect         SE          t          p       LLCI       ULCI
      .7063      .0630    11.2124      .0000      .5822      .8303

Direct effect of X on Y
     Effect         SE          t          p       LLCI       ULCI
      .4445      .0582     7.6344      .0000      .3298      .5592

Indirect effect of X on Y
            Effect    Boot SE   BootLLCI   BootULCI
AVG_Qual      .2618      .0452      .1883      .3724

Partially standardized indirect effect of X on Y
            Effect    Boot SE   BootLLCI   BootULCI
AVG_Qual      .2341      .0398      .1636      .3231

Completely standardized indirect effect of X on Y
            Effect    Boot SE   BootLLCI   BootULCI
AVG_Qual      .2138      .0342      .1533      .2913

Ratio of indirect to total effect of X on Y
            Effect    Boot SE   BootLLCI   BootULCI
AVG_Qual      .3706      .0724      .2467      .5308

Ratio of indirect to direct effect of X on Y
            Effect    Boot SE   BootLLCI   BootULCI
AVG_Qual      .5889      .2315      .3275     1.1312

R-squared mediation effect size (R-sq_med)
            Effect    Boot SE   BootLLCI   BootULCI
AVG_Qual      .2252      .0394      .1508      .3065

Preacher and Kelley (2011) Kappa-squared
            Effect    Boot SE   BootLLCI   BootULCI
AVG_Qual      .2377      .0344      .1770      .3147

Normal theory tests for indirect effect
     Effect         se          Z          p
      .2618      .0429     6.0970      .0000

***************** ANALYSIS NOTES AND WARNINGS ********************

Number of bootstrap samples for bias corrected bootstrap
confidence intervals:
     1000

Level of confidence for all confidence intervals in output:
    95.00
------ END MATRIX -----
```

APPENDIX B3

Output using Bootstrapping in SPSS for Mediation Effect between Quality Variation and Purchase Intention

```
Run MATRIX procedure:

*********** PROCESS Procedure for SPSS Release 2.10 **************
 Written by Andrew F. Hayes, Ph.D. www.afhayes.com  Documentation
available in Hayes (2013). www.guilford.com/p/hayes3

**************************************************************************
Model = 4
    Y = AVG_Purc
    X = AVG_QVar
    M = AVG_QPer

Sample size
        254

************************Step 2***********************************
Outcome: AVG_QPer

Model Summary
          R       R-sq          F        df1        df2          p
      .3073      .0944    26.2793     1.0000   252.0000      .0000

Model
      coeff         se          t          p       LLCI       ULCI
constant 5.0602   .1859    27.2142      .0000     4.6940    5.4264
AVG_QVar -.2276   .0444    -5.1263      .0000     -.3150    -.1402

************************Step 3 & 4*******************************
Outcome: AVG_Purc

Model Summary
     R       R-sq          F        df1        df2          p
      .6705  .4496     102.5314     2.0000   251.0000      .0000
Model
      coeff         se          t          p      LLCI     ULCI
constant 1.4063    .3678    3.8233      .0002    .6819     2.1308
AVG_QPer  .7760    .0628   12.3578      .0000    .6523      .8996
AVG_QVar -.1436    .0465   -3.0874      .0022   -.2352     -.0520

****************** TOTAL EFFECT MODEL (Step 1 )*******************
Outcome: AVG_Purc

Model Summary
          R       R-sq          F        df1        df2          p
      .3388      .1148    32.6749     1.0000   252.0000      .0000

Model
     coeff         se          t          p       LLCI       ULCI
```

```
constant 5.3328   .2346    22.7328      .0000   4.8708     5.7948
AVG_QVar -.3202   .0560    -5.7162      .0000   -.4305     -.2099

************ TOTAL, DIRECT, AND INDIRECT EFFECTS*****************

Total effect of X on Y
     Effect         SE          t          p       LLCI       ULCI
     -.3202      .0560    -5.7162      .0000     -.4305     -.2099

Direct effect of X on Y
     Effect         SE          t          p       LLCI       ULCI
     -.1436      .0465    -3.0874      .0022     -.2352     -.0520

Indirect effect of X on Y
             Effect    Boot SE   BootLLCI   BootULCI
AVG_QPer     -.1766      .0467     -.2744     -.0921

Partially standardized indirect effect of X on Y
             Effect    Boot SE   BootLLCI   BootULCI
AVG_QPer     -.1579      .0409     -.2410     -.0804

Completely standardized indirect effect of X on Y
             Effect    Boot SE   BootLLCI   BootULCI
AVG_QPer     -.1869      .0481     -.2860     -.0964

Ratio of indirect to total effect of X on Y
             Effect    Boot SE   BootLLCI   BootULCI
AVG_QPer      .5516      .1391      .3336      .9098

Ratio of indirect to direct effect of X on Y
             Effect    Boot SE   BootLLCI   BootULCI
AVG_QPer     1.2300     8.5740      .4913     7.0873

R-squared mediation effect size (R-sq_med)
             Effect    Boot SE   BootLLCI   BootULCI
AVG_QPer      .0939      .0390      .0346      .1825

Preacher and Kelley (2011) Kappa-squared
             Effect    Boot SE   BootLLCI   BootULCI
AVG_QPer      .2026      .0494      .1070      .2985

Normal theory tests for indirect effect
     Effect         se          Z          p
     -.1766      .0374    -4.7219      .0000

************* ANALYSIS NOTES AND WARNINGS************************

Number of bootstrap samples for bias corrected bootstrap
confidence intervals:
     1000

Level of confidence for all confidence intervals in output:
    95.00

------ END MATRIX -----
```

APPENDIX B4

Output of bootstrapping of moderating effect

```
Run MATRIX procedure:

************* PROCESS Procedure for SPSS Release 2.10*************
 Written by Andrew F. Hayes, Ph.D.www.afhayes.com   Documentation
available in Hayes (2013). www.guilford.com/p/hayes3

**************************************************************************
Model = 1
    Y = AVG_Purc
    X = cqpercep
    M = cvalue_c

Sample size
        254

**************************************************************************
Outcome: AVG_Purc

Model Summary
          R       R-sq          F        df1        df2          p
      .6611      .4370    71.5724     3.0000   250.0000      .0000

Model
     coeff         se       t          p       LLCI       ULCI
constant4.0335   .0529    76.2341   .0000     3.9293     4.1377
cvalue_c .0308   .0558      .5514   .5818     -.0791      .1406
cqpercep .8070   .0682    11.8358   .0000      .6727      .9413
int_1    .1105   .0666     1.6603   .0981     -.0206      .2416

Interactions:

 int_1    cqpercep    X     cvalue_c

**************************************************************************

Conditional effect of X on Y at values of the moderator(s):
cvalue_c   Effect      se       t          p       LLCI       ULCI
-1.0700   .6888     .1201   5.7374    .0000     .4524      .9252
  .0000   .8070     .0682  11.8358    .0000     .6727      .9413
 1.0700   .9253     .0709  13.0498    .0000     .7856     1.0649

Values for quantitative moderators are the mean and plus/minus one
SD from mean.
Values for dichotomous moderators are the two values of the
moderator.

**************************************************************************

Data for visualizing conditional effect of X of Y:
   cqpercep   cvalue_c       yhat
     -.8762    -1.0700     3.3971
      .0000    -1.0700     4.0006
```

```
      .8762    -1.0700     4.6041
     -.8762      .0000     3.3264
      .0000      .0000     4.0335
      .8762      .0000     4.7406
     -.8762     1.0700     3.2557
      .0000     1.0700     4.0664
      .8762     1.0700     4.8771

************* ANALYSIS NOTES AND WARNINGS ************************

Level of confidence for all confidence intervals in output:
    95.00

NOTE: The following variables were mean centered prior to
analysis:
 cqpercep cvalue_c

NOTE: All standard errors for continuous outcome models are based
on the HC3 estimator

------ END MATRIX -----
```