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Factors Influencing Purchase Preferences of Store Brands : Examples from Hypermarkets in Malaysia

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Abstrak

This study is to investigate the describe consumer's perceptions towards store brands, and important that influence consumers towards purchasing store brands. The factors, such as, price, product quality, product risk, familiarity involvement, intrinsic and extrinsic cues, and familiarity are used to gauge the purchase preferences. The study is carried out in Klang Valley involving two most popular hypermarket in Malaysia that Tesco and Giant. Out of 444 consumers that were intercepted and asked to participate only 300 accepted to participate and complete the questionnaire, resulting to 68% response rate. Results of the study indicate that factors such as price, familiarity and involvement are popular in describing customer's perceptions towards store brands however, only price and familiarity are the determinant in their purchasing of store brands.