Strategy Of Stimulating Purchase Intention Of Private Label Brands (Plb)

by Retno Mulatsih, Amie Kusumawardhani

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Abstract: This research aims to find out some factors which can lead the consumer's purchase intention towards Private Label Brand (PLB) product. Moreover, this research is intended to bridge the gap of research results between store image perception and purchase intention of private label brands.The amount of the sample used are 147 respondents of Alfamart customers who know the Alfamart private label product, and the data were analyzed by using SEM Amos 22. The result shows that there are positive and significant impacts of Store Image Perception (SIP) towards Private Label Brands image (PLB Image), SIP towards PQ PLB, PQ PLB towards PLB Image, and PQ PLB towards PI PLB; whereas the impact of SIP towards Purchase Intention of PLB and the impact of PLB Image towards Purchase intention of PLB show insignificant results.

Keywords:, Perceived Quality of Private Label Brands, Private Label Brands Image, Purchase Intention of Private Label Brands, Store Image Perception

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1. INTRODUCTION

Retail business is very popular in Indonesia nowadays. It seems to grow fast and becomes a new phenomenon that is developing. Retail business is a business that is easy to implement, and able to provide a lot of profits.Retail business can be formed as traditional trade or modern retail such as minimarket, supermarket and hypermarket. The existence of retail business will make the consumer easy to shop safely. It also provides an accessible location and so many variation of goods in which most of all daily needs are available at one retail store. When modern retail stores are growing and developing at the same time, the competition level of the companies also becomes higher so that they compete to impress their consumers by using various strategies. One of those strategies is differentiation strategy through private label brands. The emergence of the retailer as a brand is considered as one of the most important trend in retail business (Grewal et al., 2004). Almost all of modern retail trades apply this strategy, and it is increasingly growing. Several modern retailers which apply Private Label Brands strategy in Indonesia are Superindo, Fordmart, Carrefour, Giant, Hero, Hypermart, Indomaret, Alfamart, and even now department store such as Matahari also applies this private label brands strategy. According to Bell et al. (2010), Private Label Brandsis a product made by retailer who uses the name of its retail company's name. Whereas according to Beneke (2010), Private Label Brandsis a prime brand at a store used as an identity and quality of the company, and then is viewed as the main source of company's profitability. Private label /store brands /house brand can be understood as the product specially packaged in a packaging that labels the identity of the place where sells it, and this product can only be obtained in that place. While according to Ailawadi and Keller (2004), store brand, called as private label brand or independent brand, is a brand owned and sold by the retailer in his/her own outlet.

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Related to Brand Association or brand image, Aaker (1996) stated that brand image is all the things or impressions emerged in consumers mind that stick on her/his memory about a certain brand. The impression and association related to certain brand will be strengthened along with more and more experience in consuming certain brand and the emergence of that brand more oftenly in certain media that conveys a message/information to its consumer. Aaker also defined brand awareness as a potential consumers ability to recognize or recall a brand and relate it to certain product category. This research is built from the gap of researches between store image perception and store brand purchase intention. Diallo (2012) showed the result that store image perception did not give positive influence significantly towards store brand purchase intention. Meanwhile, research of Bao, et al. (2011) gave result that store image influenced positively and significantly towards purchase intention. From those two different research results, then a research model is built in which it will be shown in this article to explore the factors that can stimulate purchase intention of PLB, so it can increase the retail company profit. For bridging the gap that researches, in this research model the variables of Private Label Brands image and perceived quality of Private Label Brands are inserted.

2. LITERATURE REVIEW AND HYPOTHESES

2.1 Purchase Intention of Private Label Brands (PLB)

Purchase intention is a possibility that the consumer will plan or willing to buy a certain product or service in the future (Wu et al., 2011) and considered as an appropriate step to be realized on the actual purchasing behavior. The measurement of purchase intention actually shows the behavior of future purchasing (Grewal et al., 1998). To explore what encourages people to buy Private Label Brands, the main thing that must be acknowledged is that the decision of purchasing can be influenced by several needs including physiological and/or socio-physiological (e.g.: prestige, confession, comfort), and then focus on the possible factors in creating consumer's behavior towards Private Label Brands product. Purchase intention refers to the effort of buying product or service (Dodds et al., 1991). The purchase intention of consumer from the retail shop is influenced by several external factors such as product,

brand, retailer, and time (Kotler, 2000), hedonic (shopping spree), and shopping experience (Babin et al., 1994). The purchase intention may be directed to the channel of actual purchase of the products or services from retailers (Luo et al., 2011). Purchase intention of the consumer appears after the consumer felt the utility and the value of the product or service (Dodds et al., 1991). It will give influence on the final result of consuming behavior, which is an actual purchasing (Luo et al., 2011).

2.2 Store Image Perception
Store image is defined as an attitude that comes from evaluation of the main attribute from the store, that is as a whole association that relates with the store in the consumer's mind which creates the impression and whole image (Yoo et al., 2000). It consists of service, various product choice and brand, layout of the product sold, product quality, offered product, physical image of the store, internal situation, and service of the employee (Semeijn et al., 2004). Ailawadi and Keller (2004) defined store image is the store impression as the retailer in consumer's mind. In other word, Private Label Brands(PLB) or independent brand is a brand that is owned and sold by retailer in their own store. The previous researchers have learnt and explained many retailer attributes that influenced store image as a whole; including product quality, store quality, store atmosphere, layout, service, comfort, price range, etc. It is strengthened by Wu et al.'s (2011) research which explained that store image has direct and positive effects towards purchase intention of PLB, so the developed hypothesis is:

Hypothesis 1: Store Image Perception gives positive impact towards Purchase Intention of Private Label Brands.

2.3 Private Label Brands Image/ Store Brand Image
Ballantyne (2006) defines private label image as a perception about private label that is reflected by brand association in consumer's mind. In the more competitive retail market, in an attempt to be different from the competitors, it is required for the company to focus on the store brand image or Private Label Brands image,by creating something unique of its store brand (PLB). As well as Burt and Mavrommatis (2006), the important thing from developing consumer's perception towards store brand image/PLB and the effect, brand image can be defined as purposing in consumer's mind about the brand as the effect of the company's marketing activity. According to Keller (1993), a brand image is described as a total of brand association implanted in the consumer's mind/memory leading to the perception of the brand. This brand association is from multidimensional brand image consisting of an affective dimension or attitude towards the brand, as well as the dimensions of perceived quality (Keller, 1993). Thus, Diallo (2012) argues, brand image includes holistic interpretation in which consumers have a closeness with the brand, the notion of consumers to the brand, or personal relevance. Similarly to the case of PLB, image can be associated with extrinsic and intrinsic cues of a product. Extrinsic cues are with the product attributes, such as price, brand, etc. which are not part of the physical product, whereas the intrinsic cues are interpreted as part of the real component of the product that contributes to the

functional performance (Richards, 1994). The research of Richardson et al., (1996) shows that private label image is strongly influenced by the store image. The store image acts as an important indicator of the quality of private label. Collins-Dodd and Lindley (2003) state that consumers have more positive attitude towards private label store when they have high view of store image at a certain store. They say that private label is seen as an extension of store image, and private label is a way to differentiate itself from other stores. It was concluded by the Collins-Dodd and Lindley (2003) that the store image has a positive relationship with the private label image. Store image gives positive effects, consumer direct evaluation of the Private Label Brands (Liljander et al., 2009). It is reinforced by Richardson et al. (1996) who revealed that consumers' assessment of private label is higher when the rank of the store image is also higher. So, the hypothesis that can be developed is:

Hypothesis 2: Store image perception gives positive impact towards private label brand image.

2.4 Perceived Quality of Private Label Brand.
Perceived quality of private label, according to Zeithaml (1988), can be interpreted as a subjective assessment by the consumer about the overall excellence/superiority of private label products. Aaker (1991) wrote that the quality affects consumer's perception of a product or brand attributes and purchase of a particular brand. Richardson (1996) revealed that the perceived quality in terms of consumer's assessment of the intrinsic attributes includes taste, materials, nutritional value and overall quality. In their research, Semeijn et al. (2004) found that as the store image is getting higher, it will be correlated with the perceived quality of the various private label of the store. In particular, research of Liljander et al. (2009) found that the store image has important effects on perceived product quality of PLB. Furthermore, Fang et al. (2015) also explains that when consumers are trying to assess the quality of PLB, this assessment is made on the basis of the retailer's own image. Therefore, hypothesis developed is:

Hypothesis 3: Store Image perception gives positive impact towards perceived quality of private label brands.

Several previous studies have shown generally that store brand is considered having lower quality than the national brand. Fang et al. (2015) also states that the decision is commonplace when consumers lack of sufficient information to make a rational decision on the PLB. Great dependency isplaced on other extrinsic cues in which when making judgments about the quality of PLB product, something will be an important consideration, one of them is the store brands image.Furthermore, Richardson et al. (1996) suggested that if consumers think the stores become unattractive and poorly maintained, they also assume that these fall into the private label product, so that it reduces the perceived quality of the product. However, the assessment of product quality is evaluated by the consumers rather than by the company. In addition, there is a change in consumer's perception of quality over time as a result of additional information, so that the perceived quality of private brand is able to counter the perception of the quality of national brand which allows image of PLB get

better. Furthermore, Bao et al. (2011) also states that consumer loyalty to the private label brands products is also influenced by the perceived quality. The perceived quality of the Private Label Brandsproducts is a factor that has developed. Traditional consumer sees private label brands as low quality, but recently the proper perceived quality or even the quality of private label that exceeds the national/manufacturer brands is developing, so that the hypothesis raised is:

Hypothesis 4: Perceived Quality Private Brands give positive impact toward Private Label Brands Image
The perceived quality is a significant determinant of the success from a Store Brand and it was found for a substantial influence on purchase intentions Store Brand which sometimes more than the perceived value of Store Brand (Aaker, 1991). Bao et al., (2011), explain the perceived quality of store brand / store brands are perceived (Perceived quality Store brand / private label brands) has been shown to significantly influence consumers' purchasing intentions and intentions of buying private label products. The result from Sheau-Fen et al research, (2012) shows the perceived quality has an important role in influencing the intention to buy the store brand (store brand) by consumers Vu et al (2011) also found that service quality has a positive effect on store brand purchase intention. So it makes sense to expect the perception of the quality of store brand product / brand store has an influence on purchase intentions store brand / PLB.

For hypothesis that can be formulated below:
Hyphothesis 5: Perceived Quality Private Label Brands give positive impact toward purchase intention Private Label Brands. From the results of tests conducted by Vahie and Paswan (2006) show the relationship between the affective dimension of PLBs image and buying behavior of private label. Where the affective dimension of PLB image significantly and positively influence the purchasing behavior of PLB. A good image of the PLB can be used as a tool to differentiate themselves from other stores, to improve customer loyalty, and improve profitability (Richardson et al., 1996). A brand which has a good image is herding consumers to have a more positive attitude toward the brand and higher intention. The improved good image of PLB increase the consumer desires to buy the product. Portal & Lang (2015), shows that the influence of private label image and perception of quality on purchase intentions in part mediated by loyalty which also moderated by the identification of the manufacturer. The results also indicate that the image and reputation of the company increased private label image and the perceived quality. The relationship between image and perception of private label quality by purchasing intentions are both positive and significant, (Poral & Lang, 2015). The consumers rate the more profitable private label image that have higher purchase intentions. It means that the effect is greater than the perceived quality. Several previous studies point to the fact that today's private label position as a quality alternative to the same brand manufacturers (Grunert et al., 2006). These results indicate that the image is very important for the success of private label to increase the competitive market. The variables that influence positively

higher on consumer behavior. The images of private label are the perceived quality and the identification of the manufacturer. Both are fundamental key for the consumer when making the decision to purchase private label brands.

Therefore, the hypothesis developed in this study are:

Hyphotesis 6 : Private Label Brands Image give a positive way toward the purchase intention of Private Label Brands

3. THE RESEARCH METHODOLOGY
3.1 The variable and the developments scale of measurement
This study refers to private label brand as a private brand of retail stores which is currently being intensively formulated by retailers, in order to improve their competitive strategy. As this study focused on Alfamart store as an operateS in the modern retail business in the form of minimarket in Indonesia. To compete with other retailers, one of the strategies adopted by Alfamart is Development of Private Label Brands. The data collection based on questionaire that were intended for customers of Alfamart who recognized Alfamart Private Label products (ie branded products "A" Definitely, Paroti, or Scorlines). The variables and indicators developed in this research were adopted from previous similar research. Variable measurements were performed using a Likert-type scale - a seven points - with the number one states strongly disagree and seven stated strongly agree. The indicator was used in this research as already written in Table 1.

TABLE 1.
VARIABLE AND THE INDICATOR

Variabel Penelitian	Indikator Variabel
Store Image Perception	1. The availability of merchandise (X1) 2. The high quality of product (X2) 3. The product knowledge of the employee (X3)
Private Label Brand Image	1. The price of private label products cheaper than national brand products (X4) 2. Confidence in the private label products (X5) 3. The price of private product label is more affordable (X6)
Perceived Quality PLB	1. The private product has higher quality (X7) 2. The private product is trusted (X8) 3. The private product gives a new hope for the consumer (X9)
Purchase intention private label Brand	1. Finding more information about private products (X10) 2. Understanding the private product (X11) 3. Buy the private product from the similar retailers (X12)

Sources : were developed for this research.

3.2 Population, Sample and Technique of Data analysis

Population is a combination of all elements in the form of events, things or people who have similar characteristics that became a cynosure of the researchers because it is seen as a universe of research (Ferdinand, 2014). The population on the research are the entire community of Semarang and surrounding areas who have been to go to Alfamart within the last year, and have ever buy private label products Alfamart (eg: product branded "A" Definitely, Paroti, and Scorlines). Sample collection technique is accidental sampling, which means those who is being sampled only those who met and meet the requirements set, for example, that person ever buy private label products Alfamart. Number of questionnaires distributed at first as much as 214 questionnaires. This amount is taken with due consideration of data analysis used is SEM, AMOS. 22 As noted Ferdinand (2014) in testing models of SEM-sensitive samples, it takes a good sample ranged between 100-200 samples. However, because the results of the data though data normality condition is not met, then some of the questioner in the drop until the remaining 147 respondents. Deployment questionnaire conducted during the first week, which in early July 2018. The analysis technique used in this research is Structural Equation Model (SEM) which is operated by AMOS program 22. The reason is because the use of SEM SEM is used to test the suitability of a model as well as causal relationships between factors that are built or observed and tested the suitability or accuracy of a model based on the data empirical research (Ferdinand, 2014).

4. RESULT

From the data by using SEM Amos 22, the researchers got the result that all confirmatory test Factor Analysis of each variable is eligible to the Goodness of fit index, as well as the significance level was above 0.05, so it can be concluded that there is no difference between covariance matrix and the sample covariance matrix estimated from the population. Data normality test is met, which results if the sample data of 147 respondents found no evidence of abnormal distribution data, which critical ratio data beyond ± 2.58. Similarly the results of the test goodness of fit full model showed the fulfillment Cutt-Off value. Indices suitability the following model, Chi-Square (51.174), prob (0.350), GFI (0,946), AGFI (0.912), CFI (0.998), RMSEA (0.021), TLI (.997), is within the range of values expected that this model can be accepted. Based on the results of causality test, regression test, it can be seen in Table 2, below, which shows the level of significance between variables influence:

TABLE 2.
ESTIMATE REGRESSION PARAMETER
Source: Primary data are processed (2018)

			Estimate	SE	C.R	P	Hypotesis	Ket
Perceived Quality PLB	<--	SIP	,846	,080	10,549	***	H3	accepted
PLB Image	<--	SIP	,301	,147	2,046	,041	H2	accepted
PLB Image	<--	Perceived Quality PLB	,659	,143	4,607	***	H4	accepted
Purchase IntentionPLB	<--	SIP	,025	,219	,116	,907	H1	rejected
Purchase IntentionPLB	<--	PLB Image	,100	,188	,530	,596	H6	rejected
Purchase IntentionPLB	<--	Perceived Quality PLB	1,001	,248	4,036	***	H5	accepted

From the Table 2 above, it shows that not all the lines that were analyzed showed significant causality relationship, where Store Image Perception (SIP) for Private Label Brand Purchase Intention (Purchase Intention PLB), CR shows figures well below the 0.116 2.0 and the probability of 0.907 is greater than 0.01 so that the first hypothesis is rejected. Similarly PLB Image on Purchase Intention, the CR value is 0.530 (below 2.0) and its probability 0.596 (greater than 0.01), so that Hypothesis 6 in this study was also rejected. As for Store Image Perception (SIP) against PLB Image CR 2.046 and 0.04, although the probability greater than 0.01 but still smaller than 0.05, so that a positive and significant impact on the degree of significance of 5%, thus H2 is still acceptable. Hypotheses of H3, H4, and H5 showed significant gains in sign 1%, so the hypothesis is accepted, and expanded by Table 3 below, which shows the Loading Factor of each variable.

TABLE 3.
STANDARDIZED REGRESSION WEIGHTS

			Estimate
Perceived_Quality_PLB	<---	SIP	,839
PLB_Image	<---	SIP	,280
PLB_Image	<---	Perceived_Quality_PLB	,618
Purchase_Intention_PLB	<---	SIP	,018
Purchase_Intention_PLB	<---	PLB_Image	,077
Purchase_Intention_PLB	<---	Perceived_Quality_PLB	,729
SIP1	<---	SIP	,705
SIP2	<---	SIP	,806
SIP3	<---	SIP	,794
PQPLB1	<---	Perceived_Quality_PLB	,887
PQPLB2	<---	Perceived_Quality_PLB	,862
PQPLB3	<---	Perceived_Quality_PLB	,865
PIPLB1	<---	Purchase_Intention_PLB	,887
PIPLB2	<---	Purchase_Intention_PLB	,908
PIPLB3	<---	Purchase_Intention_PLB	,903
PLBI3	<---	PLB_Image	,846

			Estimate
PLBI2	<---	PLB_Image	,891
PLBI1	<---	PLB_Image	,723

Source: Primary data are processed (2018)

Lambda value (Loading Factor) which is required to be ≥ 0.40. From the results of data processing, the result all the Loading Factor is greater than 0.40; so it can be concluded that all of these variables together to present a one-dimensional latent variable.
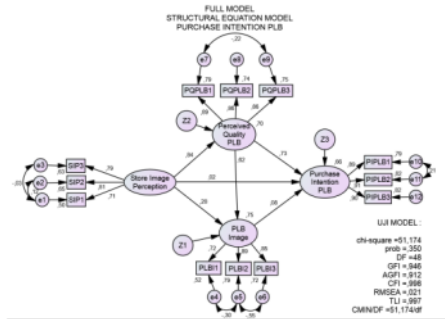
SEM full model as shown in Figure 2 below:

Figure. 1

Source: Primary data are processed (2018)

From the data above, that shows the results of Hypothesis 1 (H1: Store Image Perception has positive effect Purchase Intention PLB) are rejected, it means that the customer's perception towards the image of the store as a whole does not necessarily increase purchase intention for products branded store itself (Private label), although there is an effect, but the effect is very small (0.18) and is not strong (not significant p = 0.907). A high image of the store does not always increase the sales of private label products, it needs specific efforts by the company to increase purchase intention of customers towards private label, for example, placing structuring private label products in a strategic place, on a well-structured shelves , attractive, easy to be seen and easy to be found, in front of the cashier, or, the cashier always remind customers that buy private label products, in every transaction, so that attracts the consumers to buy. Results of this study support the research of Dick (2013) previously. Testing Hypothesis 2 is accepted, (H2: Store image perception has positive effect on Private label brand image), it proves that there is a positive effect (0.280) and significant at the 5% level (p: 0.041) between the perception of store image on the image of own brand products / private label. The better customer perception of the store image, then the image of the products branded private label is also getting better, so, by improving the store image through the convenience of shopping, selling various kinds and brands of products, quality, all the merchandise on the shop in good condition and well-maintained, service the customer is communicative, attractive, polite, and trying to meet customer needs. Testing the hypothesis is received, (H3: Store Image perception has positive effect on perceived

quality of private label brands), the results indicated the influence of SIP positive (0.839) is very large, and significant (p: 0.000), so a good perception of the store image the retailer will improve the perception of the quality perceived by the customer from using private label brands. Similarly (H4: Perceived Quality Private label Brands positive influence on Private Label Brands Image), the hypothesis is accepted, (0.618; p: 0.000) with the higher its perceived quality that is perceived to be a private label product, the good image of the private the label will be better / higher). So the company should build the image of private label by maintaining the quality of private label products, designing packaging more attractive and more convincing. Testing H5 (Perceived Quality of Private Label Brands has positive effect on Purchase Intention Private Label brands), accepted and significant (0,729; p: 0.000), the higher the perceived quality, the intention to buy the private label will be higher as well. Due to feel the benefits and quality of private label, and already feel something that expected by the customer, then the customer will make a purchase intention for private label. While the hypothesis 6 (H6: Private Label Brands Image positive influence on Purchase Intention Private Label Brands) is rejected, there is a positive effect but very small and not significant (0.77; p: 0.596) that the image of private label brands products do not affect the intent consumer purchasing.

5. MANAGERIAL IMPLICATIONS
For marketing managers is important to concentrate on the perceived quality and perceived by customers, because this is the biggest mover to increase purchase intent by the customer's private label brands. And to improve the store image retailers are very important, although the results of this study the image of a retail store does not directly affect interest in buying private label, but it is indirectly affect the purchase intention, through its support in building the perception of the quality perceived by the customer, so in the end will increase purchase intentions by consumers. Marketing managers can develop various dimensions of image-building retail stores, in an effort to build and develop a private label brand. In this study, Private label brand image are less instrumental in building the PLB by the customer's purchase intention. However, a good image will private label brands should still be maintained and managed by the company.

6. CONCLUSION
Starting from the research gap between Store Brand Perception on Purchase Intention PLB, then constructed a research model, which is expected to bridge the research gap. However, although the results showed the same by previous researchers that store brand perception is not positive and significant effect on purchase intention PLB, but research expected to contribute to the repertoire of science. And for future research, it is advisable to explore other factors that influence purchase intention private label brands.

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