CONSUMER PURCHASE INTENTION TOWARDS STORE BRANDS IN PENANG

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By

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ABSTRAK

Jenama kedai yang muncul di pasaran merupakan peluang yang diberikan kepada pemasar untuk memasarkan produk-produk mereka. 'Store brands' memberikan pilihan dan alternatif kepada pengguna dalam harga yang lebih murah berbanding dengan jenama nasional. Akan tetapi, jenama kedai masih mengalami syer pasaran yang rendah Malaysia. Tujuan kajian ini adalah untuk mengenal pasti faktor-faktor yang akan mempengaruhi niat pembelian oleh pengguna terhadap jenama kedai di Pulau Pinang. Sebanyak 391 responden telah mengambil bahagian dalam menjalankan penyelidikan tersebut. Responden dipilih melalui kaedah pensampelan mudah. Data dikumpul melalui soal selidik. Analisis perihal digunakan untuk memahami profil demografi responden dimana profil demografi merangkumi jantina, umur, bangsa, status perkahwinan, tahap pembelajaran, pekerjaan, bilangan isu rumah dan pendapatan sebulan. Di samping itu, corak maklum balas pengguna dalam menjawab soal selidik berkaitan dengan pembolehubah diukur dengan median. Analisis regresi ordinal diguna untuk mengenal pasti hubungan antara faktor-faktor yang akan mempengaruhi niat pembelian pengguna terhadap jenama kedai dan mengenal pasti faktor yang paling penting dalam mempengaruhi niat pembelian terhadap jenama kedai. Keputusan analisis memaparkan bahawa, nilai tanggap, kualiti tanggap dan norma subjektif merupakan 3 faktor yang akan mempengaruhi niat pembelian pengguna. Selain itu, nilai tanggap merupakan factor yang paling penting dalam mempengaruhi niat pembelian pengguna. Jadi, pemasar kedai seharusnya terus melabor dalam nilai dengan menitikberatkan unsur tersebut dan mewujudkan nilai kepada pengguna dalam membeli jenama kedai. Kebanyakan pengguna pada zaman ini adalah peka nilai dan pemasar seharusnya memberikan nilai yang pengguna mementingkan dalam pasaran.

ABSTRACT

Emerging store brands in the market is one of opportunities given to the marketers in marketing their products. Store brands provide more choices and alternative to consumers at a cheaper price compared to national brands. However, store brands in Malaysia are still experiencing a low market share. The main purpose of this study was to identify factors that influencing consumers' purchase intention towards store brands in Penang. 391 respondents had participated in the study, they were chosen by using convenience sampling method. Data was collected through conducting questionnaire survey. Descriptive analysis was used to understand consumers' demographic profile and their familiarity towards store brands. The demographic profile measured included gender, age, race, marital status, educational level, occupation, number of household members and personal income per month. Furthermore, in order to understand the pattern of consumers' response towards the variables, median was generated. Ordinal regression analysis was carried out to determine the relationship between factors influence consumers purchase intention towards store brands and determine the factor which has the greatest impact on consumer purchase intention towards store brands. Finding shows that majority of the respondents understand the existence of store brand but they seldom purchase it. The result also showed that perceived value, perceived quality and subjective norm were the factors that will influence consumers' purchase intention towards store brand. Among three of these factor, perceived value was the most significant factor that will influence consumers' purchase intention towards store brands. Therefore, marketers should further invest in creating value for consumers because most of the consumers are value sensitive. With reasonable money spent, they can get big value, this is what consumers looking for.

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APPROVAL FORM

This project report entitled Consumers Purchase Intention towards Store Brands Products in Penang is prepared by Foong Yinn Mean and submitted to Faculty of Agriculture in fulfilment the requirement of project paper (PPT4999A) and (PPT4999B) for the award of the Degree of Bachelor Science Agribusiness is based on my own original works.

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CHAPTER 1

INTRODUCTION

1.1 Background of Retail Store in Malaysia

Retailing industry in Malaysia undergoes revolution from classical retail shops to supermarkets and then hypermarket. Hypermarket retailing is very common to almost everyone in our society disregarding of social status, background or income level (Hassan & Rahman, 2012). Nowadays, Malaysia food retail industry has undergone speedily evolution by cause of the global development, peculiarly by the aid of the free flow capital between countries and the policy such as Foreign Direct Investment (Abdullah, Arshad & Latif, 2011).

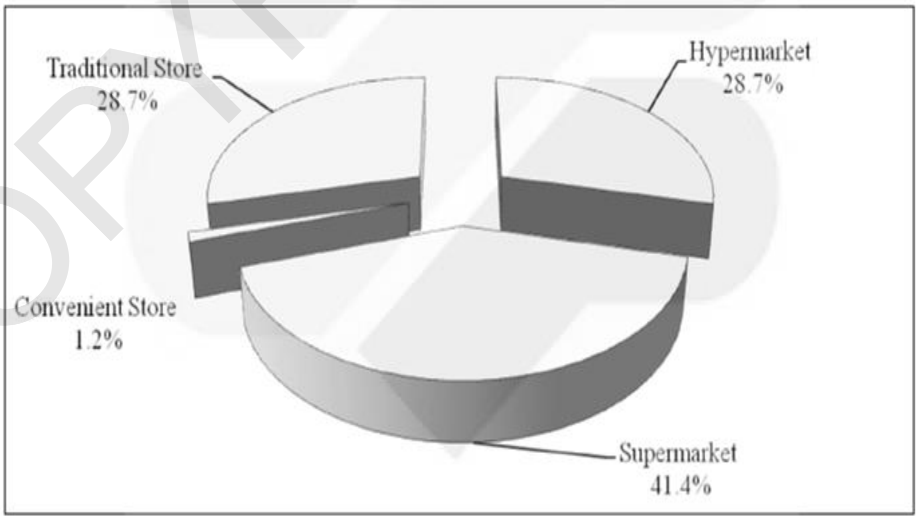

Figure 1: Consumers' Purchase of Fresh Food Products at Various Retail Outlets (%)

Source: Norsida et al. (2008)

Figure 1 shows the consumers' purchase of fresh food products at various retail outlet Malaysia. As shown in the figure, most of the consumers purchase fresh food and products in supermarket and hypermarket rather than in traditional store. There is 41.4% in supermarket and 28.7% in hypermarket, while only 28.7% in traditional store. Even though the shifting in retails outlets purchasing by consumers can be seen as a threat for traditional stores, however this phenomenon also function as a significant consumers demand in the increasing in supermarket and hypermarket outlets. Nowadays, Tesco owns a 30% market share of the Malaysian hypermarket industry by sales, followed by Giant (24%), Jusco (22%) and Carrefour (15%) (Seelan, 2010). There is an increasing growth of international hypermarket retailers into Malaysian retail market.

Table 1: Information of The Major Retailers Involved in The Operation of Supermarkets and Hypermarkets in Malaysia

Retailer name and outlet type	Ownership	No. of outlets	Location	Purchasing Agent/ Type
Cold Storage/ Giant/ Jason/ Mercato	Local company, subsidiary of Diary Farm International of Hong Kong.	21 Cold Storage supermarkets and 131 Giant hypermarkets. Giant is a trusted retail name in Malaysia.	Nation-wide	Direct sourcing preferred with a number of preferred agents used.
Aeon Big	Formerly Carrefour, acquired by Japanese Aeon Co Ltd in Oct 2012 and renamed Aeon Big.	28 hypermarkets	Major Cities	Group sourcing direct from supplier in preferred.
AEON	Operated by AEON Co (M) Bhd, listed on the stock	31 departments store, with a significantly	Major Cities	Sources directly from local and overseas

	exchange. Parent company is AEON Group Japan.	large supermarket section.		suppliers wherever possible for bulk purchase. Local agents used for smaller orders.
Tesco	Tesco Store (Malaysia) Sdn Bhd, point venture between Tesco UK and Sime Darby Bhd.	56 Tesco hypermarkets and Tesco Extra hypermarkets.	Major Cities	Sources directly from local and overseas suppliers wherever possible for bulk purchases. Local agents used for smaller orders.
Jaya Grocer/ Hock Choon	Local family own, Trendeell Sdn Bhd.	15 upmarket supermarkets, also owns Hock Choon Supermarket that caters to expatriate communities.	Klang Valley (Kuala Lumpur & Selangor)	Sources directly from local and overseas suppliers.
Sam's Groceria	Local parent company- Mydin Mohamed Holdings Bhd.	6 supermarkets	Penang, Klang Valley (Kuala Lumpur & Selangor)	Sources directly from local importers.
Village Grocer	Local family own	4 upmarket supermarkets	Klang Valley (Kuala Lumpur & Selangor)	Sources directly from local and overseas suppliers.

Source: Retail Foods Annual 2016 – MY6011

Table 1 shows the information of the major retailers involved in the operation of supermarkets and hypermarkets in Malaysia. These are the major retail outlets in Malaysia, and their store locations can be easily found throughout the major cities in

Malaysia. According to the information shown in the table, retail outlets that have the most numbers in Malaysia is Giant hypermarkets (131 stores) in 2016. According to Reardon et al. (2004), and Reardon et al. (2005), this emerging trend of supermarkets was influenced by the demand of consumers towards the supermarket services and also the supply of the supermarket services through the investment by supermarket entrepreneurs (Abdullah et al., 2011). The demand forces include the rising in per capita income that lead to the rising of purchasing power and increasing trend of urbanisation. While the supply forces is driven by the high profit gained, competition and also by the Foreign Direct Investment (FDI) incentives (Abdullah, Arshad & Latif, 2011).

1.2 Introduction of Store Brands

Lately, retail industry has been characterized by the rapid growing of store brands, exclusively among ponderable consumer items (Martos-Partal & González-Benito, 2011). Store brand are commonly the brands that retailers use their own retailer's name or any brand name that accomplice to them in marketing (Sethuraman & Raju, 2013). Normally store brands will carry the name of the retailer rather than the producer. Store brands are also known as private label, private brand or house brand. Also, store brands are usually sold in cheaper price compared to national brands. Store brands are the stable asset of the retail stores since these brands need less advertising cost and promotion, they acted as the alternative brands to national brands, providing consumer with more selections and choices. Nowadays, in Malaysia's grocery retailer industry, we can observe that some grocery retailer stores are merchandising their own store brand items as well. The common examples are Tesco. Despite of own store brands, abundant of national brands can be found in every grocery stores. Despite of hypermarket, store brands can be seen in various health and beauty chain store such as Watson and Guardian. Moreover, retailer preference in marketing store brands increases because they have the power to choose their respective suppliers, and have more autonomy in deciding the delivery, warehousing, sponsorship, and crafting occasion for better margin (Munusamy & Wong, 2008).

Table 2: Type of Private Brands

	Generic Private Brands	Copycat Brands	Premium Store Brands	Value Innovators
Examples	No name and black and white packages. Soap, shampoo and bread	Walgreens shampoo, Osco vitamins, Quil Office Products	The body shop, Tesco finest, Godiva	Aldi, H&M, IKEA
Strategy	Cheapest and undifferentiated	Me-too at a cheaper price	Value added	Best performance price ratio
Objectives	Provide customers with a low price option and expand customer base	Increased negotiating power against manufacturer and increase retailer share of category profits	Provide added value products. Differentiate store. Increase category sales. Enhance margins	Provide the best value. Build customer loyalty to store. Generate word of mouth
Branding	No brand name or identified as first price label	Umbrella store brand or category specific own brands	Store brand with sub brand or even private brand	Meaningless own Labels to demonstrate variety
Pricing	Large discount below 20-50% of brand leader	Moderate discount 5%-25% below the brand leader	Close to or higher than brand leader	Large discount 20%-50% below the brand leader
Category coverage	Basic functional product categories	Originates in large categories with a strong brand leader	Image forming categories often fresh products	All categories

Quality to brand leader	Poor quality	Close to brand manufacturers	Quality on par or better. Advertised as better	Functional quality on part with brand leader but with removal of 'nonvalue adding' product features and imagery
Product developme nt	None, product put up for contracts to manufactures with lagging technology	Reverse engineered using manufacturers with similar technologies	Considerable effort to develop best products with similar or better technology	Considerabl e effort and innovation in terms of cost benefit analysis
Packaging	Cheap and minimal	As close to brand leader as possible	Unique and source of differentiation	Unique but cost efficient
Shelf placement	Poor, less visible shelves	Next to brand leader	Top-eye catching positions	Normal as all over store

Source: Shetty & Manoharan (2012)

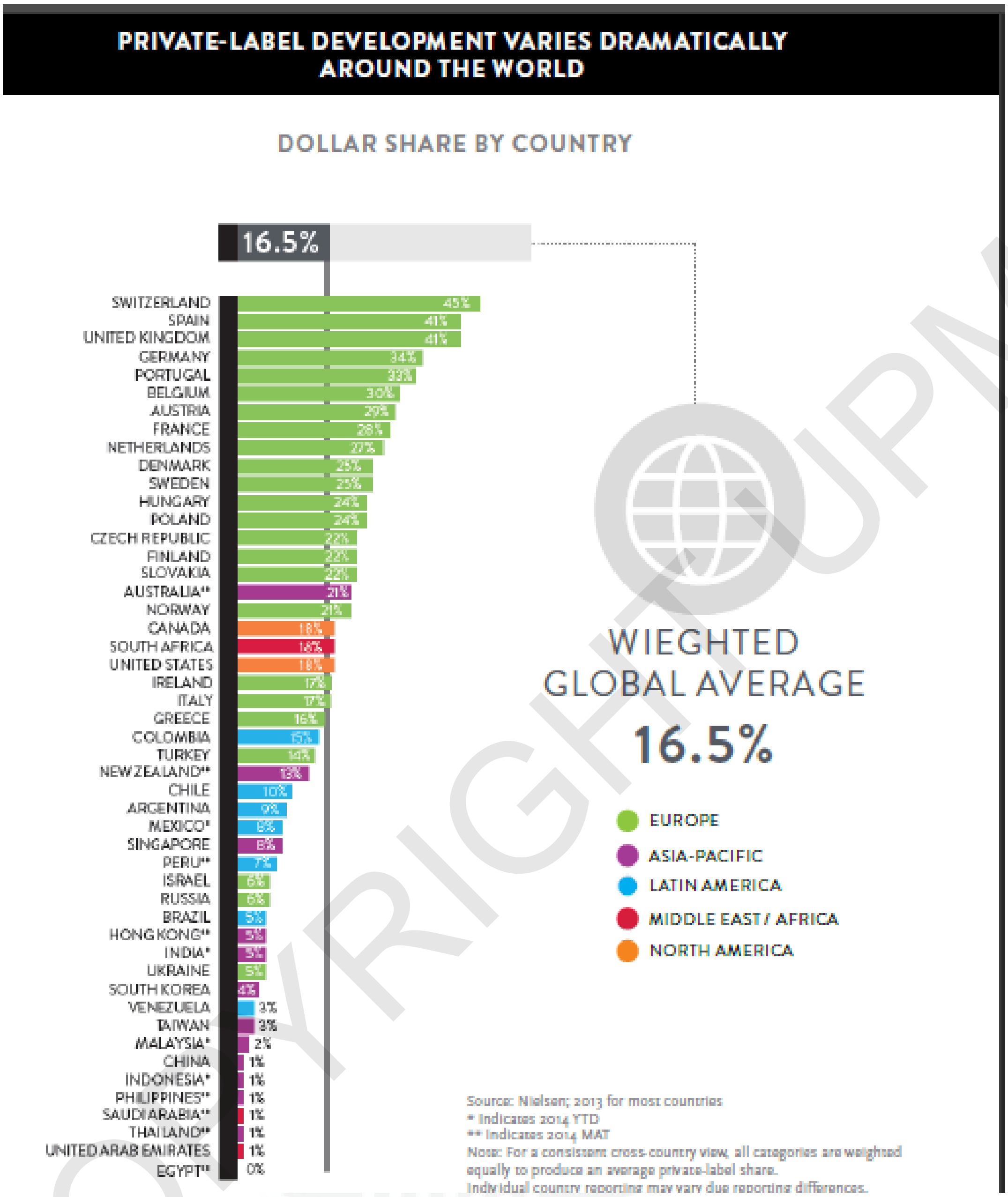

Figure 2: Private Label Brands Share around the World

Source: Nielsen (2014)

According to Nielsen (2014), among all the countries in Asia, no one of them are having a private label share more than 8%. Only Singapore reached this figure 8%, while countries like Hong Kong, Taiwan and South Korea have estimated to have 3% of store brand share. Meanwhile, countries like China, Malaysia, Thailand and

Philippines have 2% or lower of share for store brands. Store brands share in Asia-Pacific countries are all lesser than the average global share which is 16.5%.

1.2.1 Store Brands Loyalty

Store brands have been seen as brands that are lacking of value and low in quality to most of the consumers and it's full of suspicions and uncertainty whether or not store brands can contribute to store loyalty. However, consumers' favourability in store brands may increase the store loyalty of a consumers towards a retail store. By providing high quality store brands, marketer can give rise to products differentiation and therefore it's less likely for consumer to switch store and this will spearhead store loyalty (Corstjens, 2000).

1.2.2 Opportunities of Store Brands in Malaysia

Unfavourable Malaysia's economic with depreciating currency, rising inflation and contracting growth of global economic can be seen as a major concern for low and middle income households in Malaysia nowadays. Figure 3 shows the inflation rate of Malaysia from 2010 until 2020. Economic instabilities causes living cost to increase. Hence, consumers begin to modify their shopping habits by becoming more price sensitive (Jaafar et al., 2012). Adverse economic condition that causes pressure of inflation will increase the demand of private label in Malaysia as consumers are becoming more sensitive in pricing. Juan and Govindan also claimed that if the quality of store brand meet consumers requirement, consumers will tend to buy store brand which are cheaper than national brand, especially among the low and middle income consumers (Juan & Govindan, 2017). According to PLMA (Private Label Manufacturing Association), shoppers are allowed to save one-third on grocery shopping if they purchased store brands rather than national brands. As inflation triggered the rising of living cost, this creates an opportunity of rising in demand towards store brands products (Chen, 2009). In Malaysia, retail market like Tesco, Giant and Econsave are already exploiting this opportunity by introducing their own store brand.

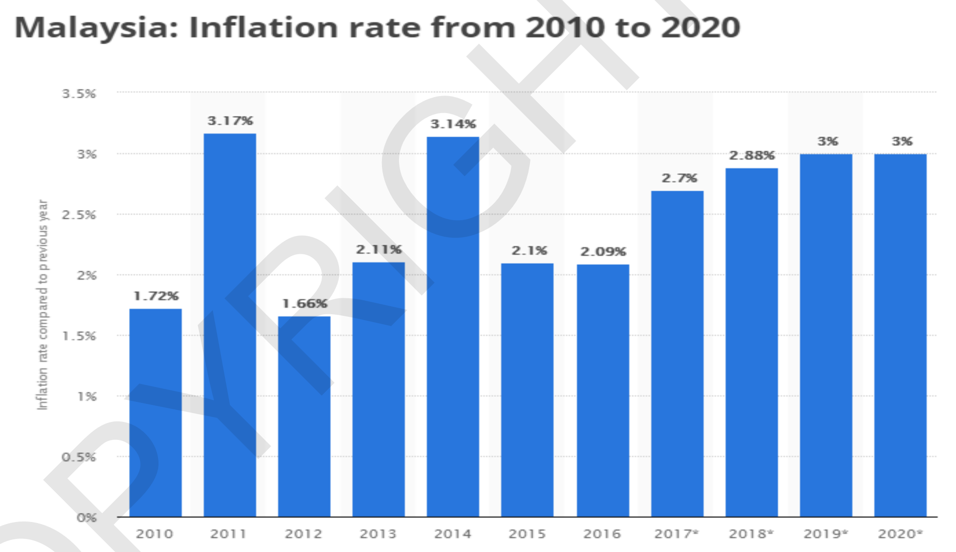

Figure 3: Malaysia Inflation rate from 2010 to 2020

Source: Statista, The Statistics Portal 2017

1.3 Introduction of National Brands

National brands are the brands owed by large manufactures and they are often marketed through national market. National brands are produced and distributed widely and carry the name of their respective manufacturer instead of their retailer names. Competitors for national brands include local brands which are only available at certain localize area and also private brands which are also known as store brands. Unlike store brands, national brands involve high advertising cost and numbers of promotional activities, therefore these products are always sell in higher prices compared to local brands or store brands. On the other hand, since store brands and local brands are able to exclude these costs in marketing so they are often sell in cheaper price range. Due to attractive packaging, national brands has premium and better impressions for people.

1.4 Comparison between National Brands and Store Brands

Table 3: Comparison between National Brands and Store Brands

Aspect	**National Brands**	**Store Brands**
Consumer complaints/ Ownership and risk of failure	Belongs to suppliers	Belongs to distributors and retailers
Uniqueness and difficulty in copying	High	Low
Brand identity	Narrow and always constant	Stretched and somewhat consistent across categories
Research and development drive	High	Low
Time frame	Long term/ Sustainable	Retailer dependent
Consumer advertising and promotion	High	Low
Distribution	Widely available	Available in own stores
Price profile	High	Low/Medium
Consumer loyalty	High	High, but to the retailer, not the product
Buyer/Seller relationship	Traditional selling/buying	Long-term common objectives
Coordination and info sharing	Medium	High between buyer and seller

Source: Shetty & Manoharan (2012)

1.5 Type of Store Brands in Malaysia

1.5.1 Tesco

Tesco Logo

Source: Tesco Malaysia (2017)

Tesco house brands contain variety of products from groceries to house cleaning. Tesco house brand in Malaysia come in two varieties which are Tesco Choice and Tesco Light Choice.

In order to promote Tesco everyday low price concept and their private label products, they had featured few Malaysian celebrities in TV Commercial appearance. This reflect the image that although Tesco private label products come in a cheaper price, but they also have assured quality.

1.5.2 Giant

Giant Logo

Source: Giant Malaysia (2017)

In Malaysia, Giant is compatible with everyday low prices and offer wide variety of products and also providing consumers with the most comfortable and convenient shopping environment. Giant house brands are just like other brands, just the way they come in cheaper price. Said GCH Retail (M) Sdn. Bhd. regional director for Malaysia and Brunei Datuk Tim Ashdown, as Malaysian are concern with the rising of living cost and therefore they will keep the cost for shopping as low as possible for Malaysian Household (The Star Metro News, 2016). According to Ashdown, by comparing the top 20 sellers of Giant house brand products with leading national brands, Giant Brands are 35% cheaper.

1.5.3 Econsave

Econsave Logo

Source: Econsave Malaysia (2016)

Econsave brands are always available in low prices, their products aim to target different segment of consumers and save the money of their shopper spend inside their store. "Compare our prices" is the slogan that Econsave used to approach and remind customers that their prices are always lower than other hypermarkets or stores.

1.5.4 Aeon

The principle of AEON is to serve the 'Customers First'. This is the philosophy which guided them in all of their market and activities. The keywords that they always keep in mind when it comes to retail marketing are 'peace', 'people' and 'community'. AEON aim to surpass customers' expectations by combining outstanding products with expert personal services that will further enrich the shopping experience and to make customers smile every time they shop in AEON.

Aeon Logo

Source: Aeon Malaysia (2017)

1.5.5 Aeon Big

The word "AEON" originate from a Latin word which mean "eternity". The customer's beliefs and desires comprise the core of their philosophy. As a corporate group, their mission is to benefit their customers, and their corporate operations are high customer oriented. On 31st October 2012, they started to operate under the trade name of 'Carrefour' but change their name due to acquisition. AEON BIG seek to bringing in BIG CHOICES, with GREAT

VALUES. The orange color of their logo signifies friendliness or joyfulness, clear, simple and the best quality along with their customers' life.

Aeon Big Logo

Source: Aeon Big Malaysia (2017)

1.5.6 Mydin

MYDIN operates its business based on 'Halal' concepts and emphasize on honesty, sincerity and good discipline in all aspects of its business. Their products cover the range from food line, household, soft-lines and hard-lines items. During early days, MYDIN only focused on non-food products until they bought the first supermarket in Selayang. They also own premium store named 'SAM'S Groceria'. Nowadays, MYDIN online store enable their customers to shop online for the items that they want.

Mydin Logo

Source: Mydin Malaysia (2017)

1.6 Problem Statement

Emerging store brands has given consumers abundant of choices and selections. It is an opportunity given to store brands marketers in marketing their products. By providing comparative low prices of products compared to national brands, store brands have good advantages on today's society where the cost of living keep on rising. Furthermore, these items can be easily found on the shopping racks. However, store brands share in Malaysia is still experiencing a low market share. According to Nielsen (2014), Malaysia store brands share is only 2 percent. The result recorded in Nielsen's study showed that Malaysia store brands share do not even reach the global average share of 16.5 percent. Despite of store brands has cheaper prices and proper advertising, consumers still tends to choose national brands rather than store brands. This reveal that by comparing store brands to national brands, store brands experience the low quality image. This is one of the obstacles faced by marketers of store brands (Richardson, Dick & Jain, 1994). According to PLMA (Private Label Manufacturing Association), they claimed that private labels products are as good as but not better than the national brands (Richardson, Dick & Jain, 1994). Therefore, improper perception towards store brands existed, it might due to the unattractive packaging, low product image or improper product positioning strategies. According to Engel et al., consumers will not prefer to shop in a store if their perception of attributes towards that particular shop is negative (Engel et al., 1995). Previously, private label products' packaging used only white plastics and black font and it can be found at the lower compartment of the rack (Kumar, 2007). Anyhow, marketers nowadays has improves the outer looks and packaging of the store brands in order to make it more attractive to consumers. Moreover, many consumers in Malaysia are still having brand loyalty towards national brands. They tends to choose national brands which are more popular and quality assurance.

In this study, the focuses are on the factor that influence consumers' purchase intention of store brands. For example, customers purchase intention might be affected by the low price, equality in quality of store brands as compared to national brand, demographic pattern and also perceived value on store brands. Also, this research will identify the type of store brands products that consumers usually buy since store brands cover huge varieties and range of products from food to non-food. Moreover, in developing country such as Malaysia, there isn't much studies conducted on customer purchase intention of store brands. The research related to relevant topic also lesser than expected, therefore this will be an interesting study in order to understand more about perception of store brand in developing country.

1.7 Objectives of Study

General Objective

The general objective of this study is identify consumers' purchase intention towards store brands in Penang.

Specific Objectives

The specific objectives of this study are:

(i) To understand consumers' demographic profile and their familiarity towards store brands.

(ii) To understand the pattern of consumers' response towards the variables.

(iii) To determine the relationship between factors influence consumers purchase intention towards store brands.

(iv) To determine which of the factor has greatest impact on consumer purchase intention towards store brands.

1.8 Significance of Study

This study will be a significant endeavour for the understanding of consumers' purchase intention towards store brands. With hope, positively this paper is able to benefit future researchers since research paper about store brands are limited in Malaysia. Also, helping store brands retail industry to produce better quality of store brands by understanding consumers' needs and developing suitable marketing strategies. Lastly, may the improper perception of certain consumers towards store brands are able to mitigate after carrying out project paper and help consumers to save more by buying store brands.

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