Determinants of Purchase Intention of Private Brands in India: A Study Conducted on Hypermarkets of Delhi

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Abstract

The present study proposes to study the impact of factors that affects the purchase intention of customers toward private brands with the broad objective to assist managers and marketers to gain good insight about the behavior of Indian buyers so that they can formulate effective strategies to improve the overall performance of private brands in terms of customer acceptability in hypermarkets. Based on extensive review of literature seven independent variables namely perceived price, perceived quality, perceived risk, perceived value ,store image, store brand familiarity, shelf space allocation are identified to analyze the purchase intention towards private brands as dependent variable. The study was conducted Sep to Dec, 2017. For this research Delhi city is the main focus of this study as there are many hyper markets operate in this city. As well Delhi is full of multi-social class of people. Therefore, this research is to study Indian consumer attitude towards private brands. The research design used is causal research design. Data was collected from the customers through primary sources using questionnaire as instrument. A survey questionnaire was prepared using five point Likert scale to measure the response on continuous scale. Sample frame constitutes the customers of two hyper retail stores (Big Bazaar and Easy Day) who purchased the private brand in their purchase. Sampling techniques was judgemental and the effective sample size was 369. Descriptive and inferential statistics was used as data analysis tool. The taken model explains 76.2% variably of purchase intention of private brands by identified seven variables. Six independent variables viz., Perceived price, Perceived quality, Perceived risk, Perceived value, Store image and Store brand familiarity have significant impact on purchase intention towards private brands while one independent variables viz., Shelf space allocation have no significant impact on purchase intention towards private brands. Perceived risk & Perceived price is negatively related with purchase intention towards private brands. Store image has highest impact followed by Store brand familiarity and Perceived value. On the basis of the results of this research, it can be recommended the hypermarket retailers should try to enhance the image of their store and their private brands. They should also create the brand value which means that the benefits sought must overweigh its cost. As price and perceived risk are negatively related so the retailers should be vigilant about the price and perceived risks by the customers of private brand customers.

Keywords: *Private brand, Purchase intention, Price, Perceived quality, Perceived risk, Perceived value, Store image, Store brand familiarity and Shelf space allocation.*

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Background of the Study

The cut throat competition in retailing market forces companies to have competitive strategies in order to differentiate their products from others rivals, achieve customers' loyalty and gain long-term profit. Today the middle class group customer has become more sensitive to prices as they try to spend less money purchasing, they still tend to seek higher quality from the products.

To deal with these difficulties, the hyper market retailers start to produce products their own brand and only sell them intheir own stores (specific chain of stores). These products are called as private brands or store brands, classified as consumer products and are manufactured on behalf of retailers, branded with retailer's brand or trademark and sold through their own retail outlets (Jaafar and Lalp, 2012). The retailer design types of goods, packaging and marketing of the products in order to create the relationship between the products and the store's customer base. Private brands provide the more alternatives to the customers to evaluate and purchase products with the same quality but at lower prices.

Private brands are generally cheaper than national-brand products, because the retailers can maximize the production to suit consumer demand in their stores and also cut down promotion costs and transfer the benefit to customers. Most stores sell some combination of national brands as well as private brands. Private brands are of particular interest to these retailers, because these help the stores in differentiating their merchandize, increase the potential sales by attracting more customers and they may help control costs and build up store loyalty (Vahie, 2006). Increased shopping frequency has been associated with greater brand familiarity, and thus a greater incidence of private brand purchasing (Shannon, 2005).

Private brands become popular because the price is cheaper than national brands. Due to the price of the private label products, the popularity of this kind of products has increased in many countries since nineteenth century (Chakraborty, 2011).In the past two decades private label brands have shown a big increase which has influenced consumers' shopping and purchase behaviors all over the world and also enabled private brands to become strongly competitive against manufacturers' brands. Today retailers with their private brands have penetrated into almost every single product category striving to attract and capture increasing number of consumers and have their market share increased as well. The growing importance of private label brands also impacted manufacturer-retailer relationships by increasing and strengthening bargaining power of retailers. Binninger (2008) noted that consumers today are more willing to purchase private label brands and are delighted to have them available in stores in which they usually shop.

The expansion of private brands is driven by two factors viz., consumers' familiarity towards private brands and retailers' motivation for higher profit along with retailers' capability to manage private brands effectively. The market share of private label brands is still on increase in Indian market. Sales of private brands in Indian market have not peaked yet, and are still growing making Indian market a compelling space to study, analyze, and predict the future success and growth of private brands.

Statement of the Problem

The Indian retail industry is estimated at USD 520 Billion in 2013 and projected to grow at a rate of 13 % and will have a market size of USD 950 billion by 2018 (E&Y, 2014). Retail sector has become competitive with the emergence of organized retail players. Currently retailers are focusing on developing their own brands or private brands to enhance customer loyalty, to add diversity and for better margins. Categories like packaged foods, refined edible oils, breakfast cereals, ketchups and sauces account for 75% of total sales of private brands (Hindustan Times, 2013). So this makes these categories attractive to organized retailers to develop their own private brands or store brands. Future group has private brands in apparels, electronics, food and personal care segment. Tata group has own brands in apparels and electronics segment. We have players like ITC, Koutons, Shoppers stop and other foreign players like Lifestyle, Zara in apparel segment who have their own store brands. Reliance group, Aditya Birla, has private brands limited to food, grocery and personal care products. RPG group have private brands in food, personal care and apparels. Even though private label preference is increasing it requires an in depth study to understand the major factors that influence the consumer purchase as there are very limited research on the topic. Hence this study tries to fulfill this literature gap with the purpose. The research proposes to study the impact of factors that affects the purchase intention of customers toward private brands in two hyper markets of Delhi namely Big Bazaar and Easy Day as they have private brands in

multiple product lines.From research findings, managers and marketers would gain good insight about the behavior of Indian buyers so that they can formulate effective strategies to improve the overall performance of private brands in terms of customer acceptability.

Research Objectives

1. To identify the various factors that affects the purchase intention of customers toward private brands in Delhi

2. To analyze the significance of these factors on the purchase intention of customers towards private brands.

Literature Review

Purchase intention

Consumers' buying decision is very complex. Usually purchasing intention is related with consumers' behavior, perception and their attitude. Purchase behavior is an important key point for consumers during considering and evaluating of certain product (Keller, 2001). Intentions represent motivational components of a behavior, that is, the degree of conscious effort that a person will exert in order to perform a behavior (Ajzen1991). Purchase intention is used widely as an indicator of consumer purchase behavior after considering and evaluating the product (Grewal et al, 1998). Ghosh (1990) stated that purchase intention is an effective tool use in predicting purchasing process. Once the consumers decide to purchase the product in certain store, they will be driven by their intention. However, purchase intention might be altered by the influence of price, quality perception and value perception (Zeithaml, 1988) and Grewal et al (1998). In other words, purchase intention reflects the likelihood in which theconsumers will buy certain products or services in the short-term buying decision (Wu, Yeh, & Hsiao, 2011).

Factors Influencing Purchase Intention Towards Private Label Product

In modern hypermarkets consumer purchasing behaviour is changing over time (Besharat, 2010). Consumers have wider options in terms of products selection in terms of manufacturers' brand and private brands. In developed countries, some consumers chose to purchase private brand due to price (Oh, 2003). In US, private brands hold nearly every four items sold in the supermarket and promotion of these items remains active

(Liljander et al., 2009). In Malaysia, the consumptions of own brand have also shown significantly increasing since 2009 (Ganesah, 2010). Several studies point out that perceived risk, perceived value for money, perceived quality, price-consciousness, trust, familiarity are prime determinants of customer attitude and purchase intention towards private brands (Zeithaml, 1988; Dick et al, 1996; Baltas, 1997; Diallo et al ,2013). some researches highlights on price factor (Burton et al, 1998) while other argue that non-price factors may explain the private label proneness of consumers better than price indicator and are proven predictors for purchase intention (Hoch &Banerji, 1993; Sheau- Fen et al., 2012).

Perceived Price: Private brands' lower prices are most frequently anticipated as major selling point than manufacturer's brands. Baltas et al., (2007) concluded that price sensitivity has a positive and significant relationship with the intention to purchase brands. Hoch and Banerji (1993) inferred that decrease in aggregate disposable income leads to increase in share of private brands with no change in overall level of perceived quality of a product. Consumers who have better attitudes towards private label brands are extremely price conscious essentially minimizing other factors in brand evaluations (Burton et al. 1998). The study of Ailawadi et al. (2001) proposes that consumer's decision whether to buy private label brand is driven by economic (savings) and hedonic (product quality) benefits which are reflected by psychographic traits, such as price consciousness and quality consciousness and used to identify private label brand prone consumers.

Berges. et.al (2014) study among French retail consumers confirmed that consumers are sensitive to price when they purchase high quality Private brands compared with National brands in categories like Pasta, biscuits and jam. The study looked into few categories only. The study by Singh and Agarwal (2013) among consumers of Noida region concluded that price consciousness and impulse buying determine private label purchase in food and grocery items. The other factors like store loyalty and value consciousness also determine private label purchase. Machavolu and Raju (2013) studied private label purchase among consumers of Andhra Pradesh concluded that Price is one major factor followed by quality that determine private label purchase in food and apparel segment. Sathya (2013) studied store brand preference among consumers of Chennai and found

that price, quality, store name, promotions, extrinsic and intrinsic cue determine purchase in food and grocery segment.

Perceived Quality: Perceived quality is the consumer's judgment about the superiority or excellence of a product(Zeithaml, 1988). Perceived quality refers to customer's evaluation of a product or a brand that meet an individual's expectation (May, Yoon and Kim 2011). Perceived quality is an important element of brand equity and determines it as overall and intangible feelings about a brand that is usually based on underlying dimension including characteristic of products such as performance and reliability (Aaker, 1996). Chen (2008) argues that consumers hope to spend less money on products, but they can acquire at least the same quality as other high-priced products. Perceived quality is very significant determinant of private label products success (Sprott and Shimp, 2004) and was found that have a substantial impact on purchase intention(Bao et al., 2011). Sethuraman and Cole (1997) stated that a perceived quality difference is an important reason for consumers to pay more for the national label products. Richardsonet al. (1996) found that a perceived quality difference between private label products andnational label products influenced consumers' propensity to purchase private labelproducts. Perceived quality differential is one of the major factors that determine the private label purchase in products like cheese, cookies, flour, frozen pizza, jams, jellies and ketchup, among US consumers (Sethuraman and Cole (1999).

The study by Machavolu (2014) among retail consumers of Reliance retail outlet in Andhra Pradesh concluded that quality is an important factor that determines private label purchase in food, grocery and apparel segment. Singh (2014) study among retail consumers of NCR region found that quality and brand image determines consumer preference of private brands in apparel segment. Permarupan.et.al (2014) studied Private label purchase among consumers of Malaysia and concluded that familiarity and perceived quality as major factors that determine store brand purchase in general. This study didn't look at any category. Gala and Patil (2013) concluded that low quality is one factor that reduces private brands' purchase in general. The study by Nandi (2013) among consumers of Kolkata confirmed that quality and reliability are the major factors that determine private label purchase in categories like durables, personal care, apparels and consumable products. However, consumers tend to make trade-off

decisions between quality and price when choosing different products in similar category. If consumers see little quality difference between private label products with other products or if they think the price difference is larger than the quality difference, they may prefer to purchase the private label products.

Perceived Risk: Consumer behavior is associated with a risk in the sense that any action of aconsumer will have consequences which he cannot predict with certainty, and some ofwhich at least are likely to be unpleasant (Bauer, 1960). Perceived risk is the uncertainty of a desired performance that all customers experience when making purchasing decisions (Dowling, 1986). Risk may manifest itself in a variety of ways such as fear that product may not posses' deliverable attitudes, a sense that the purchase of particular brand may invite social disapproval or uncertainty regarding brand performance (Dick et al., 1995).

Mitchell (1999) contends that perceived risk is actually a multidimensional phenomenon which can be segmented into various different risk components. *Financial risk* describes the probability when the buyer is anxious about losing money after purchasing aparticular product According to the Schiffman and Kanuk (2010) financial risk is the risk that the product will have on it is price that is not in accordance with the consumers' costs to get it.*Performance risk* appears when consumers are afraid that the product does not perform satisfactorily or notprovide benefits as promised. Bettman (1973) believes that consumers tend to use their own knowledge andexperience to judge the performance of a specific product. Especially, if the consumers purchase a product at thefirst time, there is a significant increase in their risk perception due to lack of information or expertrecommendation (Arslan, Gecti, &Zengin, 2013).*Physical risk* reflects the concern of negative consequences that can damage the heath or injure physically theusers after using a typical product (Mitchell, 1998).

Veronika (2013) concluded that the financial risk perception has a positive andsignificant effect on purchase intention. Richardson et al. (1996) advocated that the level of perceived risk in a specificproduct segment is a vital factor in private label product purchases. Thus, certaincategories of merchandise are more suitable for private brands than others. Pastresearchers indicated that consumers' perceived risk negatively influence the intention topurchase private label products (Dursun et al., 2011; Bao et al., 2011; Jaafar et al.,

2012;Rizkalla and Suzanawaty, 2012; Tih and Lee, 2013,Mierer et. al2006; Wu et al., 2011; Sheau-Fen et al., 2012; Arslan et al., 2013).

Perceived Value: According to perceived value means consumer assessment on the utility of product what is received and what is given (Cronin et al., 2000). Burton et al. (1998) contend that consumers also may consider the ratio of quality received to price paid for an item, and they are thus value conscious. According to Garretson et al. (2002), consumers who balance price and quality in their purchase decisions, have a more favorable attitude toward private brands. Therefore, for private label brands, all other things being equal, greater consumer value consciousness lead to higher levels of intention to purchase and choice of private label brands. Kittilertpaisan and Chanchitpreecha (2013) indicated thatperceived value is very important in the processof purchasing. Therefore, consumers are willing to purchase if they perceived worthvalue in high quality level and low in price (Chen, 2008).Veronika (2013) reported that the value of consciousness has apositive and significant effect on purchase intention consumers pay attention to a private label attached in their minds. Murali and Gugloth (2013) studied private label purchase among consumers of Bangalore and concluded that consumer prefers private brands due to cost effectiveness and belief that they provide value. Factors like offers, packaging and unavailability of national brands also influence private brand purchase. Past researchers indicatedthat consumers' perceived value positively influence the intention to purchase privatelabel products (Diallo et al., 2013, Chang and Wang, 2011, Beneke et al., 2013, Jaafar etal., 2012, Veronika et al., 2013, Chandon et al., 2011).

Store Image: Store image is defined in the shopper's mind, partly by the functional qualities and partly by an aura of psychological attributes. Store image develops from consumers' objective and subjective perceptions learned over time (Martineau, 1958). Lindquist (1974) conceptualized store image structure across nine dimensions which are service, merchandise, clientele, promotion, convenience, store ambience, institutional factors, physical facilities and post transaction satisfaction. Consumers use a store's image to evaluate that store and it will also affect their purchase intention. Store image has a positive relationship with patronage intentions and consumers' purchase intentions (Grewal et al., 1998). Whereas, Chien et al. (2014) indicates that the higher store image, the higher the consumers' perception of the quality of the private label products and hence the higher their intention to purchase it.

According to Richardson et al. (1994) product provides a bundle of cues which indicate its quality to consumers. Those cues are classified as being two types – extrinsic (store image or product's price) and intrinsic (aroma or ingredients) of a product. Store image, as an extrinsic cue, can then be as a determinant quality of private label brand which further shapes purchasing behavior towards it. A study of Delgado-Ballester et al. (2014) agreed with a research done by Richardson et al. (1994) that in case of private brands, consumers put more emphasis on such extrinsic cues as name, price, package, design or store's identity than then harder to process intrinsic cues, because they are more easily recognized, integrated and interpreted.

Chandon.et.al (2011) study in France concluded that store image perceptions and private label price image perceptions along with factors like value consciousness and perceived quality determine the private label purchase in food and groceries. Factors like store image and product signature positively impact consumer's quality perception which determines the private label purchase (Bao.et.al, 2011) in drugs and electronics among US consumers. Krishna (2011) study in Indian context with respect to apparels concluded that private label purchase is determined by image of the store, brand awareness, cheaper prices, discounts, comfort, durability, ambience and store atmospherics. Gupta. et.al (2014) study among retail consumers of Madhya Pradesh found that brand image of retailer can influence the perceived quality and risk associated with private label purchase which can determine the purchase. It didn't look into the category factors. Fischer et.al (2014) studied private label purchase among German consumers concluded that   private label share is more related to store loyalty in relatively higher involvement categories. The study was limited to food and general merchandise. Rathod and Bhatt (2013) in their study of retail consumers of Ahmadabad concluded that store image and private label brand image can influence loyalty which determines the purchase of store brands. The study was limited to apparel category. Kumar and Jawahar (2013) studied retail consumers of Coimbatore and concluded that store brand preference depends on retail patronage. The study was limited to food, grocery and general merchandise.

Store Brand Familiarity: Familiarity is one among the major factors that influence store brand purchase. This is determined by product knowledge and brand comprehension. Familiarity is conceptualized that "the number of product related experiences that have been accumulated by the consumer (Alba & Hutchinson, 1987). Store brandfamiliarity increase with the information available about it which can increase store brand proneness due to reduction in perceived risk and perceived quality variation associated with these brands in products like margarine among US consumers (Bettman, 1974). Raju's (1977) study in US context concluded that when consumers are familiar with the products it can enhance the consumer confidence which can be detrimental for purchase. Product familiarity was related positively to the degree of confidence in brand selection in a purchase situation for categories like stereo receivers. This can be applied to private label also. The study has limitations in terms of looking into the extent to which information are available with the consumers and its influence on purchase decision.

With respect to private brands, familiarity is empirically proved as an important factor that motivates private labelproneness by declining uncertainty. When private brands are more familiar to the buyers, the difference of riskperception between national brands and private brands becomes smaller (Mieres et al., 2006).Mieres et al. (2006) believe that familiarity factor motivates the buyers tojudge private brands as high quality alternatives when they lack experience about these products. This is to say,when consumers get more knowledge or information about private brands, they perceive their quality to be lessdifferent in comparison with national brands (Richardson et al., 1996). Sheau- Fen et al. (2012) concluded that familiarity is the most significant determinant that has effect onconsumer purchase intention toward private label directly and indirectly through perceived quality as well.

Shelf Space Allocation: Shelf space allocation is a factor that indirectly affects the purchase of private label purchase. Shelf space allocation can enhance the visibility of private brands or store brands. Retailers always place their store brands in shelvesadjacent to National brands. Dursun.et.al (2011) found that shelf space allocation contributes significantly in enhancing product familiarity and perceived quality. Zameer.et.al (2012) stated that Private brands are placed near to national brands to make consumer.

Conceptual Framework

Based on extensive review of literature seven independent variables namely Perceived price, Perceived quality, Perceived risk, Perceived value ,Store image, Store brand familiarity, Shelf space allocation were identified to analyze purchase intention towards private brands as dependent variable. The objective is to analyze the impact of impact of Perceived price, Perceived quality, Perceived risk, Perceived value, Store image, Store brand familiarity and Shelf space allocation on purchase intention towards private brands. The conceptual model is shown in fig 1

From the conceptual framework following mathematical model can be developed:

$PITPB = \beta_0 + \beta_1 PP + \beta_2 PQ + \beta PR + \beta_4 PV + \beta_5 SI + \beta_6 SBF + \beta_7 SSA + U$

Where,

VETI = Voluntary employee turnover intention in Private Banks

β = is intercept & constant

$\beta_1 - \beta_6$ =Coefficients

PP = Perceived price

PQ = Perceived quality

PR = Perceived risk

PV = Perceived value

SI = Store image

SBF = Store brand familiarity

SSA = Shelf space allocation

U = Random error

Research Hypothesis

H_1:Perceived price has a significant impact on purchase intention towards private brands.

H_2:Perceived quality has a significant impact on purchase intention towards private brands.

H_3:Perceived risk has a significant impact on purchase intention towards private brands.

H_4:Perceived value has a significant impact on purchase intention towards private brands.

H_5:Storeimage has a significant impact on purchase intention towards private brands.

H_6: Store brand familiarity has a significant impact on purchase intention towards private brands.

H_7: Shelf space allocation has a significant impact on purchase intention towards private brands.
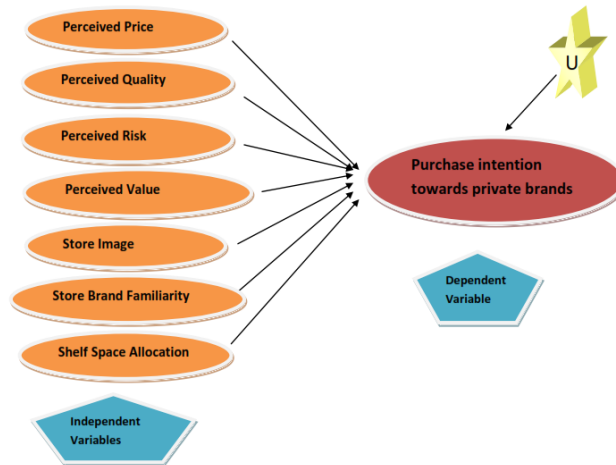
Fig. 1: Conceptual Model of the Study

Research Methodology

In India, Delhi city is the main focus of this study as there are many hyper markets operate in this city. As well Delhi is full ofmulti-social class of people. Therefore, this research is to study Indian consumer attitude towards private brands. The research design used is causal research design with the objective of identifying the impact of seven independent variables (perceived price , perceived quality, perceived risk, perceived value, store image, store brand familiarity and self space allocation)on dependent variable (Purchase intention towards private brands). Data was collected from the customers through primary sources using questionnaire as instrument. A survey questionnaire was prepared using five point Likert scale (1= strongly disagree; 5= strongly agree) to measure the response on continuous scale. Sample frame constitutes the customers of two hyper retail stores (Big Bazaar and Easy Day) who purchased the private brand in their purchase. Sampling techniques was judgemental and the total sample size was 385. Descriptive and inferential statistics was used as data analysis tool. Pilot study was conducted on 25 customers to check the reliability and validity of the questionnaire. Reliability was used using Cronbach alpha to understand how closely the set of items are related as a group or factor. The Cronbach alpha of various factors ranges from .79 to .91 which shows that the questionnaire is highly reliable.

Table 1: Descriptive Statistics of Customer Responses on Independent Variables & Dependent Variable

Variables	Nature of variable	N	Mean	Std Deviation
Purchase intention towards private brands	Dependent variable	369	3.97	1.12
Price consciousness	Independent variable	369	4.13	0.95
Perceived quality	Independent variable	369	4.38	0.91
Perceived risk	Independent variable	369	4.39	0.94
Perceived value	Independent variable	369	4.83	0.81
Store image	Independent variable	369	4.85	0.65
Store brand familiarity	Independent variable	369	4.68	0.76
Shelf space allocation	Independent variable	369	3.98	0.78

Analysis & Discussion

Out of 385 questionnaires distributed to the respondents 369 were found to be complete and were successful after data cleaning.

Table 1 shows the summary of descriptive statistics is provided in which identifies the summary of measurements. The table shows that Perceived value of brand, store image and store brand

familiarity are the most important perceived factors of purchase intention towards private brands while self space allocation was perceived as least important factor.

Table 2: Model Summary of Regression

Variables	R	R²	Adjusted R²	Std. Error of the Estimate	Durbin-Watson
IV −Perceived price consciousness, Perceived quality, Perceived risk, Perceived value, Store image, Store brand familiarity, Shelf space allocation **DV**-Purchase intention towards private brands	0.873	.762	.756	.1475	1.480

Table 2 depicts the model summary. It shows that the all independent variables explain 76.2% variability on customer satisfaction. The difference between R² And adjusted R² is .006 which is very less; it means that the model can be generalized for total population i.e. customers of private brands.

Table 3: Analysis of Variance of Customer Satisfaction on Service Quality Variables

Variables		Sum of squares	df	Mean squares	F	Sig.
IV −Price consciousness, Perceived quality,	Regression	25.003	7	3.571	11.229	.000
Perceived risk, Perceived value, Store image,	Residual	114.817	361	.318		
Store brand familiarity, Shelf space allocation **DV**-Purchase intention towards private brands	Total	139.819	368			

Table 3 states that F value is on the higher side and p value is .000 which shows that model explains significant variability on Purchase intention towards private brands

Table 4: Coefficients of Independent Variables

	Unstandardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error			Tolerance	VIF
(Constant)	0.159	0.110	1.44	.131		
Perceived price	-0.351	0.061	-5.75	.001	.613	1.631
Perceived quality	0.352	0.052	6.76	.001	.456	2.193
Perceived risk	-0.465	0.065	-7.15	.000	.539	1.855
Perceived value	0.504	0.069	7.30	.000	.678	1.474
Store image	0.615	0.066	9.31	.000	.621	1.611
Store brand familiarity	0.535	0.069	7.75	.000	.631	1.585
Shelf space allocation	0.096	0.071	1.35	.103	.543	1.842

Table 4 shows the regression coefficients taking seven independent variables into account namely perceivedprice,Perceived quality, Perceived risk, Perceived value, Store image, Store brand familiarity and Shelf space allocation. The Purchase intention towards private brandsincreases by .159 when keeping other seven independent factors influence at zero and this increase is insignificant. It means that if the stated factors are not present then there is insignificant purchase intention.

The effect of each independent variable can be discussed simultaneously by taking each result by keeping others not changing (constant).

Table also infers that Perceived risk& Perceived price is negatively related with Purchase intention towards private brands. It means that as Perceived risk & Perceived price increases, purchase intention towards private brandsreduces.

Looking at t value indicates that Store image has highest impact (t = 9.31) followed by Store brand familiarity (t = 7.75) and Perceived value (t = 7.30)

Six independent variables (Price consciousness, Perceived quality, Perceived risk, Perceived value, Store image and Store brand familiarity) have significant impact on purchase intention towards private brands as p < .05. One independent variables (Shelf space allocation) have no significant impact on purchase intention towards private brandsas p > .05

The colinearity statics shows that the independent variables are not highly correlated and it verifies the divergent validity of constructs.

Regression model can be summarized as:

PITPB = β_0 + β_1 PP + β_2 PQ + β_3 PR + β_4 PV + β_5 SI + β_6 SBF + β_7 SSA + U

PITPB = .159 - 0.351 PP + .352 PQ + -0.465PR + 0.504PV + 0.615SI + 0.535SBF

Hypothesis Testing

From table 4 hypotheses can be tested, as:

H$_1$: Perceived price has a significant impact on purchase intention towards private brands as .001 = P < .05. Hypothesis is accepted.

H$_2$: Perceived quality has a significant impact on purchase intention towards private brands as .001 = P < .05. Hypothesis is accepted.

H$_3$: Perceived risk has a significant impact on purchase intention towards private brands as .000 = P < .05. Hypothesis is accepted.

H$_4$: Perceived value has a significant impact on purchase intention towards private brands .000 = P < .05. Hypothesis is accepted.

H$_5$: Store image has a significant impact on purchase intention towards private brands .000 = P < .05. Hypothesis is accepted.

H$_6$: Store brand familiarity has a significant impact on purchase intention towards private brands .000 = P < .05. Hypothesis is accepted.

H$_7$: Shelf space allocation has a significant impact on purchase intention towards private brands .103 = P > .05. Hypothesis is rejected.

Discussion, Conclusion and Recommendations

The research highlights on the factors which affects the purchase of private levels in Indian hypermarkets.The taken model explains 76.2% variably of purchase intention of private brands

by identified seven variables.Six independent variables viz., Perceived price , Perceived quality, Perceived risk, Perceived value, Store image and Store brand familiarity have significant impact on purchase intention towards private brands while one independent variables viz., Shelf space allocation have no significant impact on purchase intention towards private brands. Perceived risk & Perceived price is negatively related with purchase intention towards private brands. Store image has highest impact followed by Store brand familiarity and Perceived value. The research tests seven hypothesis out of which six are accepted and one is rejected.

On the basis of the results of this research, it can be recommended the hypermarket retailers should try to enhance the image of their store and their private brands. They should also create the brand value which means that the benefits sought must overweigh its cost.Price,Perceived quality and Perceived risk are other factors that are also to be looked into. As price and perceived risk are negatively related so the retailers should be vigilant about the price and perceived risks by the customers of private brand customers.

Results of this research contribute for both retailers and manufacturers, since the private label products are increasing in Indian market at high pace so the hyper market retailers should know influencing factors on which they have to look into to compete to the manufacturers' brand, while manufacturer brand,whose market position is experiencing more seriously threatened by private label products also need to develop strategies to maintain their products on the researched factors.

This research however has more rooms for improvement. Further research could be conducted to a different segment of consumers or expanded to other hyper markets or geographical area so that the result of our research may be verified whether they are reflective of the actual buying pattern of consumers in India.

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