

The Influence of Consumer ' s Characteristic and Store Image on Private Label Brand : An Empirical Study of Hypermarket

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ABSTRACT

As economy grows up fast, compatriots ' consuming patterns have changed to a large-scale hypermarket that emphasizes on " self-service, low price, once purchase " from a traditional retail business. In recent years, due to the global retail industry is becoming more competitive than ever, the major chain hypermarkets take private label brand into strategies to protect their profit and obtain competitive advantages. The research chooses Carrefour as the research object, for Carrefour is the top one hypermarket in Taiwan, and private label brand as the research issue. To probe the correlation between seven shopping orientations, store image, and the PLB attitude. The person who own previously purchasing experiences in Carrefour will be considered as our effective sample. The LISREL approach is used to investigate the causal relationships between above constructs. The study finding that: (1) In the direct effect part: the causality of six shopping orientations, the promotion, one-store personalizing, social imformation, opinion leader, self-confidence and apathetic shoppers to the store image has been supported but not the shopping comfort orientations;two shopping orientations, the promotion and one-store personalizing has been supported but not the other five orientations; the store image to the PLB attitude has also been supported. (2) In the indirect effects part: six shopping orientations, the promotion, one-store personalizing, social imformation, opinion leader, self-confidence and apathetic shoppers through store image significantly influence PLB attitude.

Keywords : brand attitude ; store image ; consumer ' s characteristic

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