

A Study of The Effect Among Store Image Perceptions, Perceived Quality of Private Brand Product and Private Brand ...

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ABSTRACT

There are more and more hypermarkets of multinational corporations develop private brands, and they hope to create the value from the private brands. This study is an examination of the effect among perceived store image, perceived quality of private brand product and private brand product purchase intention in hypermarkets of multinational corporations. Investigation result as follows: 1. The degree of perceived store image is higher, the perceived quality of private brand product is higher. 2. The degree of the perceived quality of private brand product is higher, the degree of private brand product purchase intention is higher. 3. The degree of perceived store image in hypermarkets of multinational corporations is higher, the degree of private brand product purchase intention of hypermarkets of multinational corporations is higher. 4. Perceived quality of private brand product mediates the relationship between perceived store image and private brand product purchase intention.

Keywords : private brand ; perceived store image ; perceived quality ; purchase intention

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