

The Relationships between Consumer Factors, Service Quality, Perceived Quality of Private Labels, Purchasing Intention o

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ABSTRACT

In recent years, due to the impact of the global economic downturn, retailers in different channels make a lot of efforts on the development of private labels in order to protect profits and obtain competitive advantage in the market. The research focuses on Carrefour and 7 - 11, leading retailers in hypermarket and convenient store, as the research objects to find out the purchasing intention of private labels and to probe the correlation among consumer factors, service quality, perceived quality, and purchasing intention of PLB. People who own previously purchasing experiences in Carrefour and 7 - 11 will be considered as the effective sample. The AMOS approach is used to investigate the causal relationships between above constructs. The study found that: (1) In Carrefour, the price consciousness shows a positive impact on purchasing intention, but the degree of quality variation in category does not indicate a negative impact on purchase intention. Service quality has no direct impact on purchasing intention, but it could indirectly cause positive effects through intermediary of perceived quality on PLB. (2) In 7 - 11, the price consciousness has a positive impact on purchasing intention and the degree of quality variation in category has a negative impact on purchasing intention of PLB are not supported. However, service quality can directly or indirectly cause a positive impact on purchasing intention of PLB through intermediary of perceived quality on PLB. (3) Consumers' evaluation of purchasing intention on PLB in different channels is slightly different.

Keywords : price consciousness ; degree of quality variation in category ; service quality

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