

# A Study of the Effects of Private Brand's Promotion and Brand Equity on Consumers' Purchase Intention: The Case of 7-E

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## ABSTRACT

According to Taiwan chain store almanac 2009, the number of convenience stores in Taiwan reaches more than nine thousand and four hundred, whose density occupies the top position in the world. However, under the fierce competitive circumstances resulting from the worse economy, the trend can be observed that convenience store owners are required to develop private brands through their advantageous selling gateways to take greater advantages in the competitive market in addition to promoting activities which possibly obtain higher benefits. From this point of view, operating brand equity of the store may be the key factor of differentiation of competition advantages. Following this, this study intends to investigate the relations among private brand promotion, brand equity and purchase intention. In this study, four types of private promotion ways are classified into "immediacy/reducing prices, immediacy/increasing value, postponement/reducing prices and postponement/increasing value" due to the results conducted from the literature; furthermore, brand equity is regarded as the mediator variable and both factors which affect purchase intention of the consumers are explored. The survey for this research adopts the questionnaire to collect data from 7-ELEVEN consumers in Chunghua area in Taiwan and the findings are as follows. This research puts emphasis on the interactions among private brand promotion, brand equity and purchase intention. Following this, three individual scales related to these three predictors are verified with satisfied validity and reliability by applying structural equation modeling. Besides, it is notable that partial background variables remark dissimilar cognitive performances between brand equity and private brand promotion. In short, the whole module of private brand promotion involved in brand equity and purchase intention equips good suitability. To sum up, the path coefficient of the whole module indicates that private brand promotion influences both brand equity and purchase intention while the effect of brand equity is also made upon purchase intention.

Keywords : private brands ; purchase intention ; promotion ; brand equity

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