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## Role of store image and customer trust on purchase intention of private label brands

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### Abstract

The study employs a quantitative approach to explore the relationship between customer awareness, store image, customer trust, and purchase intention regarding private label brands. Data from 400 customers, gathered through convenience sampling, is analyzed using various statistical tools, including chi-square analysis, factor analysis, regression analysis, weighted average score calculation, and t-tests. Results reveal significant correlations between customer demographics and awareness of private label brands. Trust in brand reliability emerges as the most influential factor, followed by product standards and price comparison. Social influence, brand loyalty, and convenience also significantly impact purchase intentions. While brand integrity and ethical practices are less emphasized, they remain crucial for enhancing purchase intentions. The study emphasizes the extent of store image and customer trust actively forms purchase intention among customers.

**Keywords:** Store image, customer trust, purchase intention, private label brands, product, price

### Introduction

In today's competitive retail environment, the success of private label brands hinges not only on their inherent quality and value proposition but also on the intangible factors that influence consumer behavior. Among these, the store image and customer trust emerge as pivotal determinants shaping purchase intentions. The study investigates into the interplay between store image, customer trust, and the purchase intention of private label brands, illuminating the underlying mechanisms driving consumer choices in the retail sphere. The concept of store image encompasses the perceptions and impressions that consumers form about a retail environment. It encapsulates various elements such as ambiance, layout, service quality, and brand reputation, collectively shaping the overall shopping experience. A positive store image fosters a sense of credibility, reliability, and attractiveness, thereby influencing consumer perceptions of the products housed within. Within this framework, private label brands, which are often exclusive to particular retailers, rely heavily on the store's image to convey value and legitimacy to consumers.

Customer trust, on the other hand, embodies the faith and confidence that consumers place in a brand or retailer. It is cultivated through consistent delivery of promises, transparent communication, and ethical practices. Trust serves as a critical currency in consumer-brand relationships, facilitating loyalty and repeat purchases. For private label brands, which may lack the heritage and recognition of national brands, building and maintaining trust is imperative for long-term success. Consumers must perceive these brands as reliable alternatives that meet their needs and expectations. The nexus between store image, customer trust, and purchase intention of private label brands underscores the complexity of consumer decision-making processes. As consumers navigate an abundance of choices, they rely on heuristic cues such as store image and trust to streamline their decision-making and mitigate perceived risks. A favorable store image engenders trust, which in turn bolsters purchase intention by reducing uncertainty and enhancing perceived value.

**Private Label Brands:** There are various types of private label brands cater to diverse consumer preferences and needs. The product range includes apparels, groceries, snacks and personal care products. These private label brands span across different product categories, offering an extensive range of options to shoppers.

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Some supermarkets feature value private label brands, focusing on affordability and basic necessities, appealing to budget-conscious consumers. These brands typically offer competitive prices without compromising on quality. On the other hand, supermarkets also offer premium private label brands, targeting consumers seeking higher quality and unique promotion. These brands often emphasize superior ingredients, innovative packaging, and distinctive flavors, providing a premium alternative to national brands (Deepali and Ramchandra, 2013) <sup>[4]</sup>. These brands prioritize natural and organic ingredients, free from artificial additives, appealing to health-conscious shoppers seeking healthier alternatives.

**Store Image:** Store image is a critical component of consumer decision-making processes, exerting significant influence on purchase intentions, particularly in the context of private label brands. It encompasses the overall impression and perception consumers hold regarding a retail establishment, including factors such as ambiance, cleanliness, layout, and service quality. For private label brands, which are often exclusive to specific retailers, the store's image serves as a vital cue for consumers evaluating the credibility and value of the products offered. A positive store image not only enhances the perceived value of private label products but also fosters trust and confidence in the retailer's promotion. Consumers are more inclined to consider purchasing private label brands from stores with a favorable image, as it signals reliability, consistency, and a commitment to quality. Moreover, a well-crafted store image can evoke positive emotions and create a memorable shopping experience, further reinforcing consumer loyalty and purchase intentions. Promoting a strong store image, retailers can effectively differentiate themselves in the marketplace, attract discerning consumers, and drive purchase intentions for their private label promotion (Hemantha and Arun, 2017) <sup>[9]</sup>.

**Product Quality:** Product quality stands as a paramount factor influencing consumer perceptions and purchase intentions regarding private label brands. Traditionally, private label brands were associated with lower quality, serving as economical alternatives to national brands. However, contemporary private label promotion have evolved, with many retailers emphasizing comparable or even superior quality to national brands at more affordable prices. Consumers' perceptions of product quality are shaped by their experiences with private label brands. Positive encounters, such as finding private label products of satisfactory quality, can lead to increased trust and loyalty towards these brands. Conversely, negative experiences, such as encountering inconsistent quality or subpar performance, may deter consumers from future purchases (Kokilavizhi and Vanitha, 2018) <sup>[11]</sup>.

**Price Perception:** Price perception plays a pivotal role in consumers' evaluation of private label brands. Historically positioned as budget-friendly alternatives, private label brands are perceived to offer better value for money compared to national brands. The perception is reinforced by the typically lower prices of private label products relative to their national brand counterparts. Consumers' perceptions of price are influenced by various factors, including their budget constraints, perceived product value, and comparisons with competing promotion. Retailers can

leverage price perception to attract price-conscious consumers seeking affordable yet quality products (Abril and Sanchez, 2016) <sup>[1]</sup>. Strategic pricing strategies, such as offering competitive prices, promotions, and discounts, can further enhance the perceived value proposition of private label brands and stimulate purchase intentions.

**Store Environment:** The store environment plays a crucial role in shaping consumers' perceptions and purchase intentions regarding private label brands. A welcoming, well-designed store environment enhances the overall shopping experience, creating positive associations with the retailer and its private label promotion. A clean and organized store layout facilitates easy navigation and product discovery, while pleasant ambiance and attentive customer service contribute to a memorable shopping experience. Retailers can optimize the store environment to showcase private label brands effectively (Vinerean, 2016) <sup>[19]</sup>. This may involve strategic placement of private label products within prominent store locations, creative displays, and signage highlighting their unique value propositions. Additionally, retailers can train staff to provide knowledgeable assistance and personalized recommendations to customers interested in private label promotion.

**Brand Reputation:** Brand reputation is a critical determinant of consumer perceptions and purchase intentions regarding private label brands. While private label brands may lack the legacy and recognition of national brands, retailers' brand reputation serves as a proxy for trust and credibility in the eyes of consumers. A strong brand reputation reflects consistent delivery of quality products, excellent customer service, and ethical business practices. Retailers can enhance brand reputation by investing in brand-building initiatives, such as marketing campaigns, sponsorships, and community engagement. Effectively communicating their brand values and commitment to customer satisfaction, retailers can differentiate their private label brands in the marketplace and cultivate strong emotional connections with consumers (Syaidah *et al.*, 2019) <sup>[17]</sup>.

**Customer Trust:** Customer trust is the cornerstone of successful relationships between consumers and brands, especially in the context of private label products. Trust reflects the confidence and reliance consumers place in a brand's integrity, reliability, and commitment to fulfilling their promises. For private label brands, which may lack the widespread recognition and established reputation of national brands, building and maintaining trust is paramount. Consumers' trust in private label brands is cultivated through consistent delivery of quality products, transparent communication, and ethical business practices (Gangwani *et al.*, 2020) <sup>[6-7]</sup>. Optimistic experiences with private label products, coupled with reliable customer service, contribute to the establishment of trust over time. Additionally, retailers play a pivotal role in fostering trust by ensuring transparency in sourcing, manufacturing processes, and product information. Trust significantly influences purchase intentions, as consumers are more likely to choose private label brands from retailers they trust. Moreover, trust fosters loyalty and encourages repeat purchases, driving long-term success for private label promotion. Thus, retailers must prioritize building and

cultivating trust with consumers to capitalize on the growing appeal of private label brands in the competitive retail environment.

**Purchase Intention:** Purchase intention refers to the predisposition of consumers towards buying a particular product or brand, and it plays a crucial role in driving consumer behavior in the retail sector, especially concerning private label brands. The purchase intention of private label brands is influenced by a multitude of factors, including product quality, price perception, store environment, brand reputation, and customer trust. Retailers must recognize the pivotal role of store image in shaping consumer perceptions of private label brands and invest in strategies to enhance and maintain a positive image (Ahmad *et al.*, 2014) [2]. This may involve meticulous attention to detail in store design, layout optimization, staff training for excellent customer service, and regular maintenance to uphold cleanliness and ambiance. Consumers expect private label products to offer comparable quality to national brands at a lower price point.

### Need for the Study

The study on the need for understanding the role of store image and customer trust on the purchase intention of private label brands is imperative for several reasons. Firstly, private label brands are increasingly gaining prominence in the retail setting, challenging the dominance of national brands. Understanding the factors influencing consumers' purchase intentions towards private label brands is essential for retailers to strategically position their promotion and remain competitive. Secondly, as private label brands are often exclusive to specific retailers, the store's image plays a crucial role in shaping consumer perceptions and trust towards these brands. Investigating how store image influences purchase intention provides valuable insights for retailers to optimize their store environments and enhance the appeal of private label products. Moreover, in an era where consumer trust is paramount, particularly in the wake of increasing concerns about product quality and authenticity, understanding the interplay between store image, customer trust, and purchase intention is vital. This study can help retailers cultivate trust-based relationships with consumers, thereby fostering loyalty and driving sales of private label brands.

### Statement of the Problem

The growing popularity of private label brands and their significant presence in supermarkets and other retail establishments, there remains a gap in understanding how store image and customer trust impact consumers' willingness to purchase these brands. Specifically, the problem revolves around the lack of empirical research that delves into the intricate relationship between store image, customer trust, and purchase intention concerning private label brands. While previous studies have explored factors influencing purchase behavior, few have specifically examined the combined influence of store image and customer trust on the purchase intention of private label brands. Addressing this gap is crucial for retailers seeking to effectively position and promote private label brands in competitive retail environments. Without a clear understanding of how store image and customer trust interact to influence purchase intentions, retailers may struggle to optimize their strategies and capitalize on the growing demand for private label products.

### Literature Review

Positive experiences with product quality can enhance purchase intention by instilling confidence and satisfaction (Yusoff, 2023) [20]. Consumers often perceive these brands as offering better value for money compared to national brands, leading to a heightened willingness to purchase (Manikandan, 2020) [14]. A clean, organized, and welcoming store environment enhances trust and encourages consumers to consider private label sales. A positive reputation for quality and reliability can bolster trust in private label brands, leading to increased purchase likelihood (Valaskova *et al.*, 2018) [18]. Consumers are more likely to purchase from retailers they trust, especially when considering private label products that may lack widespread recognition (Maharani *et al.*, 2020) [13]. Retailers must understand and leverage these factors effectively to optimize their strategies and capitalize on the growing demand for private label promotion (Helmi *et al.*, 2022) [8]. Positive word-of-mouth, online reviews, and brand associations further bolster brand reputation, reinforcing consumer trust and loyalty towards private label promotion (Retno and Kusumawardhani, 2020) [16].

The store image dimensions, such as store atmosphere and service quality have impact on consumers' perceptions of private label brands (Mumin, 2021) [15]. The role of store image in enhancing consumer evaluations of private label brands, emphasizing the importance of a positive store image in fostering trust and confidence in these brands (Ling *et al.*, 2023) [12]. The importance of retailer trusts in driving consumer loyalty towards private label brands, suggesting that trust-building initiatives are essential for enhancing purchase intentions and repeat purchases (Hui and Salman, 2023) [10]. Positive store image enhances customer trust, which in turn positively influences purchase intentions towards private label brands (Dixit and Maurya, 2021) [5]. The interaction between store image and customer trust significantly impacts consumers' willingness to purchase private label brands, emphasizing the need for retailers to cultivate a favorable store image and foster trust to maximize purchase intentions (Alic *et al.*, 2020) [3]. Positive store image contributes to enhanced consumer perceptions, trust serves as a catalyst in driving purchase intentions towards these brands (Gangwani *et al.*, 2020) [6-7].

### Purpose and Methods

The research methodology adopted for this study involved a quantitative approach to investigate the relationship between customer awareness, store image, customer trust and purchase intention concerning private label brands. A sample size of 400 customers, selected through convenience sampling, is used for data collection. A structured questionnaire is designed and administered to collect data on various aspects related to private label brands, including demographics, store image, purchase intention components, and customer trust variables. Statistical analysis was conducted using several tools: chi-square analysis to explore the effect of customer demographics on awareness of private label brands, factor analysis and regression analysis to examine the role of store image on purchase intention, weighted average score calculation to measure the components of purchase intention, and t-tests to compare mean scores and evaluate the customer trust on purchase intention. The purposes of the study are as follows:

1. To investigate the influence of customer demographics on their awareness of private label brands.

2. To explore the relationship between store image and purchase intention of private label brands.
3. To identify and measure the various components contributing to purchase intention towards private label brands.
4. To evaluate the impact of customer trust on purchase intention towards private label brands.

Ethical considerations are carefully observed throughout the research process to ensure participant confidentiality, voluntary participation, and informed consent. The comprehensive approach aimed to provide valuable insights into consumer preferences regarding private label brands.

**Results and Discussions**

**Effect of Demographics on Customer Awareness on PLBs**

Table 1 presents a detailed analysis of customer demographics, including gender, age, education level, occupation, family size, and monthly earnings. Customer awareness of private label brands is assessed as high, medium, or low. Pearson chi-square analysis is employed to investigate the hypothesis. The null hypothesis (H<sub>0</sub>) asserts that there is no significant relationship between customer demographic characteristics and their awareness on private label brands.

**Table 1:** Demographic Characteristics

Demography	Frequency		Chi-Square	
	N	%		
Gender	Male	187	46.75	Value = 16.657; df = 2; Sig. = 0.000
	Female	213	53.25	
Age	Below 30 years	124	31.00	Value = 32.599; df = 4; Sig. = 0.000
	30 – 45 years	211	52.75	
	Above 45 years	65	16.25	
Education	School/Diploma	132	33.00	Value = 28.450; df = 4; Sig. = 0.000
	UG	182	45.50	
	PG	86	21.50	
Occupation	Business	159	39.75	Value = 27.575; df = 4; Sig. = 0.000
	Employed	176	44.00	
	Others	65	16.25	
Monthly Earnings	Below Rs.30,000	174	43.50	Value = 31.679; df = 4; Sig. = 0.000
	Rs.30,000 – 50,000	141	35.25	
	Above Rs.50,000	85	21.25	
Family Size	Below 3 members	89	22.25	Value = 37.900; df = 4; Sig. = 0.000
	3 – 5 members	234	58.50	
	Above 5 members	77	19.25	

Source: Primary Data

Table 1 illustrates a breakdown of various demographic characteristics among private label brand customers. It

shows that 46.75% of the customers are male, while 53.25% are female. Age-wise, 31.00% fall below 30 years, 52.75% are aged between 30 and 45 years, and 16.25% are over 45 years old. Regarding education, 33.00% have completed either school or obtained a diploma, 45.50% hold undergraduate degrees, and 56.00% possess postgraduate degrees. The private label customers in occupation-wise, 39.75% are businessmen, 44.00% are employed, and 16.25% fall under the retired, farmer, or housewife category. In relation to monthly earnings, 43.50% earn less than Rs. 30,000, 35.25% earn between Rs.30,000 and Rs.50,000, and 58.50% earn more than Rs.50,000. Family size distribution shows that 22.25% have fewer than 3 members, 32% have 3 to 5 members, and 19.25% have more than 5 members. The chi-square test indicates that the computed values for gender, age, education level, occupation, family size, and monthly earnings are statistically significant at the 1% level. Thus, rejection of the null hypothesis leads to the approval of the alternate hypothesis. The result confirms that there is a significant relationship between customer demographic characteristics (gender, age, education level, occupation, family size, and monthly earnings) and their awareness of private label brands.

**Role of Store Image on Purchase Intention of Private Label Brands**

The role of store image of private label products on purchase intention of customers is analyzed with the use of use factor analysis and multiple regression analysis. The independent factors are considered consists of aspects like product quality, price perception, store environment, and brand reputation. These factors are the major determinant affecting the purchase intention of customers. The study proposed the subsequent hypotheses for testing. These are:

**H<sub>0</sub>:** Product quality, price perception, store environment, and brand reputation are not significantly varied with purchase intention.

**H<sub>1</sub>:** Product quality, price perception, store environment, and brand reputation are significantly varied with purchase intention.

Therefore, KMO and Bartlett’s test is executed and results depicted in Table 2.

**Table 2:** KMO and Bartlett’s Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.929
Bartlett’s Test of Sphericity	Approx. Chi-Square	639.55
	df	91
	Sig.	.000

Source: Primary Data

Table 2 illustrates that the Kaiser-Meyer-Olkin measure evaluating the sample adequacy. The examination of result approves the relevance of the factor analysis data with a value of 0.929, it falls within the range considered as both suitable and large for executing factor analysis. Bartlett’s test is performed, the results confirms an extremely significant outcome with a p-value of 0.000 ( $p < 0.001$ ), it affirms the precision of outcomes of confirmatory factor analysis.

**Table 3:** Rotated Component Matrix

Variables	Component			
	1	2	3	4
Quality compared to national brands	0.926	0.233	0.158	0.214
Range and variety of product promotion	0.911	0.268	0.132	0.237
Consistency in quality across different categories	0.910	0.241	0.218	0.241
Perception of value-oriented product lines	0.906	0.235	0.226	0.195
Packaging attractiveness and durability	0.895	0.159	0.254	0.143
Freshness and shelf life of products	0.876	0.167	0.165	0.122
Product innovation and uniqueness	0.862	0.163	0.132	0.156
Price competitiveness with national brands	0.168	0.915	0.119	0.149
Affordability and value for money	0.249	0.906	0.185	0.138
Pricing strategy alignment with target market	0.233	0.901	0.164	0.125
Price discounts or promotions offered	0.169	0.891	0.173	0.245
Transparency in pricing policies and practices	0.157	0.854	0.159	0.231
Cleanliness, ambiance and aesthetics	0.216	0.212	0.909	0.162
Convenience and accessibility	0.267	0.244	0.878	0.113
Efficiency of checkout process	0.198	0.219	0.851	0.152
Availability of knowledgeable staff	0.183	0.236	0.843	0.164
Reputation for ethical business practices	0.176	0.195	0.167	0.902
Brand loyalty and repeat purchase behavior	0.155	0.126	0.182	0.888
Positive word-of-mouth recommendations	0.256	0.147	0.161	0.843
Brand credibility and transparency in communication	0.247	0.153	0.213	0.826

Source: Primary Data

Table 3 displays the results derived from a rotated matrix, indicating that all factors exhibit essential characteristics for restructuring and reduction. The initial component, labeled 'Product Quality,' encompasses seven factors: quality comparison with national brands, variety of product promotion, consistency in quality across different categories, perception of value-oriented product lines, attractiveness and durability of packaging, freshness and shelf life of products, and innovation and uniqueness of products. The second component, termed 'Price Perception,' comprises five factors related to competitiveness with national brands, affordability and value for money, alignment of pricing strategy with target markets, availability of price discounts or promotions, and transparency in pricing policies. The third component, denoted 'Store Environment,' is comprised of four factors: cleanliness, ambiance and aesthetics, convenience and accessibility, efficiency of checkout process, and availability of knowledgeable staff. The fourth component, titled 'Brand Reputation,' encompasses four factors, including reputation for ethical business practices, brand loyalty and repeat purchase behavior, positive word-of-mouth recommendations, and credibility and transparency in brand communication. The condensation of data is promising as the features are interrelated, implying that the score attributed to any single element is influenced by other attributes.

**Table 4:** R Square and Durbin-Watson Test

Model	R Square	Durbin-Watson
1	0.696	1.789

Source: Primary Data

Table 4 presents the outcomes of the R-Square and Durbin-Watson tests. The R-Square test, yielding a result of 0.696, suggests the feasibility of conducting regression analysis. Furthermore, the Durbin-Watson test result of 1.789 indicates a low level of autocorrelation or a notable difference between the two variables.

**Table 5:** ANOVA

Model	F	Sig.
1	75.453	0.000

Source: Primary Data

Table 5 shows the outcomes obtained from the ANOVA analysis. It is evident that the four predictor variables exhibit variations among them and can be effectively employed for forecasting the dependent variable, purchase intention. This claim is reinforced by the highly significant F value of 75.453 at the 1% level.

**Table 6:** Regression Coefficient

Variable	Standardized Coefficient	T	Sig.	Collinearity Statistics	
				Tolerance	VIF
Constant	.389	0.672	.622	.452	2.122
Product quality	.351	5.234	.000	.644	1.624
Price perception	.287	5.546	.000	.639	1.524
Store environment	.338	4.542	.000	.736	1.347
Brand reputation	.262	4.751	.000	.591	1.384

Source: Primary Data

Table 6 presents the results concerning all variables, and it is notable that these findings carry high significance ( $p < 0.001$ ). The variables exhibit the highest beta values (0.351, 0.287, 0.338, and 0.262), along with considerable t-values (5.234, 5.546, 4.542, and 4.751). Furthermore, all VIF values are below 10, indicating the absence of multicollinearity issues and confirming the uniqueness of the data points. The results underscore the substantial impact of store image factors specifically, product quality, price perception, store environment, and brand reputation on the purchase intention of private label customers. This assertion is further supported by the examination of the t-statistic for all independent variables, such as product quality, price perception, store environment, and brand reputation,

revealing a significant level of importance ( $p < 0.05$ ) concerning purchase intention. Consequently, these findings suggest the rejection of null hypotheses, indicating that product quality, price perception, store environment, and brand reputation significantly differ concerning purchase intention.

**Components of Purchase Intention:** Intention plays a

significant role in forming purchase decision of customers towards private label brands. Therefore, components of purchase intention are examined. The study used t-test to assess components of purchase intention based on the estimated value of mean. The estimated mean value is compared with hypothesized mean value 3 to find the important aspect affecting purchase intention. The results are furnished in table 7.

**Table 7:** Components of Purchase Intention

Variables	Mean	SD	SE Mean	t	Sig.
Brand reliability in market	4.12	0.236	0.233	22.123	.000
Consistency in product quality	4.33	0.464	0.261	16.423	.000
Transparency in brand communication	3.29	0.325	0.524	24.538	.000
Ethical business practices	2.84	0.845	0.496	19.574	.000
Reputation for dependability	3.41	0.541	0.365	18.578	.000
Positive word-of-mouth influence	3.84	0.623	0.429	26.524	.000
Customer recommendations	3.65	0.387	0.586	31.522	.000
Confidence in brand integrity	2.79	0.521	0.346	22.247	.000
Assurance in product safety	3.32	0.436	0.394	27.238	.000
Consistent brand performance	3.21	0.576	0.527	24.214	.000

Source: Primary Data

Table 7 reveals that the mean values for purchase intention towards private label brands ranges from 2.79 to 4.33. Especially, it is identified that the factors like brand reliability in market (4.12), consistency in product quality (4.33), transparency in brand communication (3.29), reputation for dependability (3.41), positive word-of-mouth influence (3.84), customer recommendations (3.65), assurance in product safety (3.32) and consistent brand performance (3.21) with mean values are higher than 3. It is documented that private label brand customers are strongly agreed these variables; the t-values are statistically significant at 1% level. Confidence in brand integrity and ethical business practices are not most welcomed by the customers of private label brands. Therefore, it could be inferred that the customers have higher level of intention to purchase private label brands.

**Customer Trust on Purchase Intention**

Customer trust significantly influences purchase intention, acting as a crucial factor in consumer decision-making processes. When customers trust a brand, they are more likely to choose its products over competitors', leading to increased purchase intention and loyalty. Trust is built through consistent quality, transparent communication, and ethical practices, fostering long-term relationships between customers and brands. The aspects related to customer trust are examined through Weighted Average Score (WAS) analysis. The customers are rated their agreement on each aspect on five point Likert scale. Score value 1 indicates strongly disagree, 2 indicates disagree, 3 for neutral, 4 for agree and 5 for strongly agree, weighted score is divided by the total customers to find weighted average score. The results are furnished in table 8.

**Table 8:** Weighted Average Score

Variables	Agreement Level					WAS
	5	4	3	2	1	
Product availability	39	12	17	18	13	22.87
Value for price paid	47	20	14	8	11	25.60
Brand faithfulness among customers	48	21	13	11	7	26.13
Consistency in brand reliability	66	15	11	6	2	29.13
Features innovation in product	41	16	22	7	14	24.47
Comparing price with competitor	61	12	9	15	3	27.53
Social influence on decisions	57	17	11	7	8	27.20
Examination of product standard	58	19	12	7	4	28.00
Previous experience and satisfaction	46	22	11	11	10	25.53
Convenience to purchase	53	17	12	10	8	25.93

Source: Primary Data

Table 8 discloses that consistency in brand reliability is the main purchase intention towards private label brands among customers, it is ranked first with mean score of 29.13. Examination of product standard is also forming purchase intention among the customers, it is ranked second with mean score of 28.00. Price comparison is also a crucial phenomenon in purchase intention, it is ranked third with mean score of 27.23. Similarly, social influence on decisions (27.20), brand faithfulness among customers (26.13), convenience to purchase (25.93), value for price paid (25.60), previous experience and satisfaction (25.53),

features innovation in product (24.47), and product availability (22.87) are ranked subsequently.

**Conclusion**

The result divulges that there is a significant relationship between customer demographic characteristics such as gender, age, education level, occupation, family size, and monthly earnings and their awareness of private label brands. The analysis of customer trust in relation to purchase intention of private label brands reveals several significant insights. Consistency in brand reliability emerges

as the most influential factor, with customers placing high importance on trusting the reliability of the brand they are purchasing. Following closely, the examination of product standards and price comparison are also key determinants shaping purchase intentions, highlighting the significance of product quality and competitive pricing strategies. Additionally, social influence on decisions, brand loyalty, and convenience in purchasing play pivotal roles, underscoring the importance of social networks, brand reputation, and ease of access in driving purchase decisions. Moreover, the value perceived for the price paid, previous satisfactory experiences, and features innovation further contribute to customer intentions to purchase private label brands. However, it's noteworthy that while brand integrity and ethical business practices are not as strongly emphasized by customers, they remain integral aspects that could potentially enhance purchase intentions if improved upon. Overall, these findings emphasize the multifaceted nature of customer trust and its relationship with purchase intentions, emphasizing the need for private label brands to prioritize factors such as reliability, quality, pricing, and convenience to effectively attract and retain customers in an increasingly competitive market environment.

### Managerial Implications

The findings carry significant managerial implications for retailers aiming to bolster the success of private label brands. Firstly, investing in enhancing the store's image by focusing on ambiance, cleanliness, and service quality can cultivate consumer trust and positively influence purchase intentions toward private label products. Secondly, retailers should prioritize strategies that build and maintain customer trust through consistent delivery of quality products, transparent communication, and ethical business practices. This can foster brand loyalty and drive repeat purchases. Additionally, retailers must carefully consider pricing strategies, ensuring competitive pricing while maintaining perceived value and quality. Furthermore, leveraging social influence and optimizing convenience in purchasing processes can further enhance purchase intentions toward private label brands. Overall, as a result of prioritizing factors such as store image and customer trust, retailers can effectively attract and retain customers in the competitive retail environment.

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