



INFLUENCE OF STORE-BRAND EQUITY DIMENSIONS  
ON THE MALAYSIAN CUSTOMERS' INTENTION TO  
REPURCHASE STORE-BRAND PRODUCTS

BY

MARYAM LADI ISA

A dissertation submitted in fulfilment of the requirement for  
the degree of Master of Science (Marketing)

Kulliyyah of Economics and Management Sciences  
International Islamic University Malaysia

FEBRUARY 2017

## **ABSTRACT**

The aim of this study is to examine the influence of store-brand equity dimensions on the Malaysian customers' intention to repurchase store-brand products. This research propose a conceptual model based on Aaker's (1991) customer-based brand equity (CBBE) theory in examining relationships among store-brand perceived value, store-brand awareness, store-brand perceived quality, store-brand image and store-brand loyalty on the Malaysian customers' intention to repurchase store-brand products. Data were collected from two hundred retail customers using structured questionnaire with convenient sampling method at famous retail chain stores and/or shopping malls in the Klang Valley area. The empirical findings of this research supported four out of five hypotheses proposed. The four dimensions that show positive and significant influences on Malaysian customers' intention to repurchase store-brand products are store-brand perceived value, store-brand awareness, store-brand perceived quality and store-brand loyalty. Store-brand loyalty is the most influential dimension. Surprisingly, store-brand image does not influence customers' intention to repurchase store-brand products significantly. Theoretically, this study supports Aaker's (1991) customer-based brand equity theory that brand equity in store-brand context is also multi-dimensional with loyalty as its core dimension. As for managers, the findings provide insights on how the store-brands can be strengthened. Retailers may further develop their store-brands by launching marketing programs which will increase the store-brand awareness, improve the customers' perceptions on the store-brand quality and value, and foster customers' loyalty. These investments on marketing and promotional efforts can encourage customers to repurchase store-brand products in the future.

## مُلخّص البحث

يهدف هذا البحث إلى دراسة تأثير أبعاد قيمة العلامة التجارية للمتجر في نوايا العملاء المميزين لتكرار شراء سلع المتجر. اقترح هذا البحث نموذجًا مفاهيميًا على أساس نظرية قيمة العلامة التجارية القائمة على العميل لـ Aaker (1991م) لدراسة العلاقة بين القيمة المُدرّكة للعلامة التجارية، والوعي بالعلامة التجارية، والجودة المُدرّكة للعلامة التجارية، والصورة الذهنية للعلامة التجارية، وبين نوايا العملاء المميزين لتكرار شراء سلع متجر العلامة التجارية. تمّ جمع البيانات من مائتي تاجر بيع بالتجزئة من خلال توزيع استبيان منظم باستخدام طريقة أخذ العينات الملائمة من أشهر متاجر التجزئة ومراكز التسوق في كلٍّ من وادي كلانج، وكوالالمبور بماليزيا. النتائج التجريبية لهذا البحث دعمت أربعة من أصل خمسة أبعاد مقترحة، حيث أنّ القيمة المُدرّكة للعلامة التجارية، والوعي بالعلامة التجارية، والجودة المُدرّكة للعلامة التجارية، والولاء للعلامة التجارية للمتجر تؤثر تأثيرًا إيجابيًا وفعّالًا في نوايا العملاء المميزين لتكرار شراء سلع متجر العلامة التجارية. فضلًا عن أنّ الولاء للعلامة التجارية كان هو العامل الأكثر تأثيرًا. المثير للاهتمام أنّ الصورة الذهنية المُدرّكة للمتجر غير مؤثّرة في نوايا العملاء لتكرار شراء سلع متجر العلامة التجارية. ينبغي على تجّار التجزئة زيادة ولاء العملاء من خلال إطلاق برامج تسويق، وكذلك، زيادة الوعي بالعلامة التجارية من خلال تعزيز الاستثمارات في الدعاية والحملات الترويجية والإعلانات، وإيجاد قيمة للعملاء من خلال جودة العلامة التجارية. اقترحت هذه الدراسة نموذجًا يتضمّن قيمة مُدرّكة وصورة ذهنية في نظرية قيمة العلامة التجارية القائمة على العميل لـ Aaker (1991م). من خلال القيام بذلك، فقد فُتحت طرقٌ وسبلٌ جديدة تمامًا للباحثين لاستخدام هذا النموذج لمزيد من التحقيق في قوة التأثير في قيمة العلامة التجارية المُدرّكة، والصورة الذهنية للعلامة التجارية على نوايا العملاء لتكرار شراء سلع متجر العلامة التجارية.

## APPROVAL PAGE

I certify that I have supervised and read this study and that in my opinion it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a dissertation for the degree of Master of Science (Marketing).

.....  
Suharni Maulan  
Supervisor

.....  
A.K.M Ahasanul Haque  
Co-Supervisor

I certify that I have read this study and that in my opinion it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a dissertation for the degree of Master of Science (Marketing).

.....  
Wan Jamaliah Wan Jusoh  
Examiner

.....  
Mohammad Tahir Jan  
Examiner

This dissertation was submitted to the Department of Business Administration and is accepted as a fulfilment of the requirement for the degree of Master of Science (Marketing).

.....  
Noor Hazilah Abd Manaf  
Head, Department of Business  
Administration.

This dissertation was submitted to the Kulliyah of Economics and Management Sciences and is accepted as a fulfilment of the requirement for the degree of Master of Science (Marketing).

.....  
Maliah Sulaiman  
Dean, Kulliyah of Economics  
and Management Sciences.

## DECLARATION

I hereby declare that this dissertation is the result of my own investigation, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at IIUM or other institutions.

Maryam Ladi Isa

Signature.....

Date .....

INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

**DECLARATION OF COPYRIGHT AND AFFIRMATION OF  
FAIR USE OF UNPUBLISHED RESEARCH**

**INFLUENCE OF STORE-BRAND EQUITY DIMENSIONS ON  
THE MALAYSIAN CUSTOMERS' INTENTION TO  
REPURCHASE STORE-BRAND PRODUCTS**

I declare that the copyright holder of this dissertation is Maryam Ladi Isa.

Copyright ©2016 by Maryam Ladi Isa. All rights reserved.

No part of this unpublished research may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without prior written permission of the copyright holder except as provided below.

1. Any material contained in or derived from this unpublished research may be used by others in their writing with due acknowledgement.
2. IIUM or its library will have the right to make and transmit copies (print or electronic) for institutional and academic purposes.
3. The IIUM library will have the right to make, store in a retrieval system and supply copies of this unpublished research if requested by other universities and research libraries.

By signing this form, I acknowledged that I have read and understand the IIUM Intellectual Property Right and Commercialization policy.

Affirmed by Maryam Ladi Isa

.....  
Signature

.....  
Date

*This dissertation is dedicated to my late parents, Alhaji Isa Sambo and Hajiya Hajara,  
and the entire Muslim Ummah. May the Almighty Allah (SWT) reward them with  
Jannatul Firdaus*

## ACKNOWLEDGEMENTS

Assalamu alaikum warahmatullahi wabarakatuhu,

Alhamdulillah. All praises are due to Almighty Allah S.W.T, the most Gracious and the most Merciful, Lord of the universe. Peace and blessing be upon Prophet Muhammad (PBUH). Alhamdulillah,

First, I am 56 years old and am very grateful to Allah S.W.T. for giving me the opportunity, strength, patience, courage and determination at the age of 56 years in compiling this dissertation. I would like to express my sincere gratitude and appreciation to my supervisor, Assistant Professor Dr Surhani Maulan for her never-ending encouragement, support, guidance, patience, cooperation and prayers which have facilitated the successful completion of my dissertation. Her sisterly and professional guidance and supports contributed to the outcome of this dissertation. I am indebted to her for her patience, commitment and suggestions in correcting and improving my draft which helped me to come up with the final version of this dissertation. I am also grateful to my co-supervisor, Prof, A.K.M Ahasanul for his brotherly encouragement, supports and prayers and for that, I am forever grateful.

Secondly, my gratitude goes to my beloved husband and lovely children, for their prayers, understanding and endurance while away. I am equally grateful to my one and only sister Hajiya Rakiyya Ayashe whose encouragement, moral support and prayers contributed to the outcome of this dissertation.

Thirdly, I would also like to thank the government of Nigeria, specifically, Tertiary Education Trust Fund (TEDFUND) for the financial/scholarship award. My sincere gratitude goes to Mr Silas D. Gyar, the Rector, Nasarawa State Polytechnic, Lafia, for his support and encouragement. In addition, I would like to express my sincere regards to Mr Dalhatu Musa Yusha'a, Director Academic Planning & Manpower Development Nasarawa State Polytechnic, Lafia for his moral support and encouragement.

Above all, I am thankful to all my lecturers at the Department of Business Administration, Kulliyah of Economics and Management Sciences (KENMS), International Islamic University Malaysia (IIUM) for the support and encouragement, and to all the staff at the Post Graduate Unit for their assistance regarding dissertation procedure.

Finally, thanks to everyone who had directly or indirectly assisted me in the completion of this dissertation, may you and your family receive reward from the Almighty Allah. May Allah SWT bless the knowledge gained, and I hope it will be beneficial to me, my family and the entire Muslim Ummah.

# TABLE OF CONTENTS

Abstract .....	ii
Abstract in Arabic .....	iii
Approval page .....	iv
Declaration .....	v
Dedication .....	vii
Acknowledgements .....	viii
Table of Contents .....	ix
List of Tables .....	xii
List of Figures .....	xiii
List of Abbreviations .....	xiv
<b>CHAPTER 1: INTRODUCTION.....</b>	<b>1</b>
1.1 Introduction .....	1
1.2 Background of the Study.....	1
1.3 Problem Statement .....	5
1.4 Research Objectives .....	7
1.5 Research Questions .....	7
1.6 Significance of the Study .....	8
1.6.1 Theoretical contribution.....	8
1.6.2 Practical contribution .....	9
1.7 Scope of the Study .....	10
1.8 Definition of Key Terms .....	10
1.8.1 Store-brand.....	10
1.8.2 Intention to repurchase.....	10
1.8.3 Brand awareness.....	11
1.8.4 Perceived Quality .....	11
1.8.5 Perceived Value .....	11
1.8.6 Brand Image .....	11
1.8.7 Brand Loyalty.....	11
1.9 Organization of Chapters .....	11
1.10 Chapter Summary.....	12
<b>CHAPTER 2: LITERATURE REVIEW.....</b>	<b>13</b>
2.1 Introduction .....	13
2.2 Store-Brand .....	13
2.3 Intention to repurchase .....	15
2.4 Customer-Based Brand Equity (CBBE) Theory .....	17
2.5 Store-brand equity dimensions.....	20
2.5.1 Store-brand awareness .....	20
2.5.2 Store-brand perceived quality .....	21
2.5.3 Store-brand perceived value.....	22
2.5.4 Store-brand image .....	23
2.5.5 Store-brand loyalty.....	26
2.6 Hypotheses Development.....	28
2.6.1 Store-brand awareness and intention to repurchase.....	30

2.6.2 Store-brand perceived quality and intention to repurchase.....	31
2.6.3 Store-brand perceived value and intention to repurchase... ..	32
2.6.4 Store-brand image and intention to repurchase.....	33
2.6.5 Store-brand loyalty intention to repurchase store-brand products ...	35
2.7 Chapter Summary.....	36
<b>CHAPTER 3: RESEARCH METHODOLOGY .....</b>	<b>38</b>
3.1 Introduction .....	38
3.2 Research Methodology.....	38
3.3 Conceptual Framework .....	39
3.4 Summary of Hypotheses .....	40
3.5 Research Design.....	41
3.5.1 Study population and Sample .....	42
3.5.2 Sampling Method .....	44
3.5.3 Selection of Sampling Size.....	46
3.5.4 Sources of Data.....	46
3.5.5 Survey Method .....	47
3.6 Questionnaire Design .....	48
3.6.1 Face Validity .....	51
3.6.2 Pre-Testing .....	51
3.6.3 Questionnaire Language.....	52
3.6.4 Data Collection Method .....	52
3.7 Data Analysis .....	53
3.7.1 Data Screening.....	54
3.7.2 Missing Data.....	54
3.7.3 Treatment of Outliers .....	54
3.7.4 Test of Normality .....	55
3.7.5 Multicollinearity and Linearity.....	55
3.7.6 Descriptive Statistics Analysis .....	55
3.7.7 Reliability Analysis .....	56
3.7.8 Exploratory Factor Analysis (EFA).....	57
3.7.9 Correlation Analysis (Pearson).....	58
3.7.10 Multiple Regression Analysis.....	58
3.8 Chapter Summary.....	59
<b>CHAPTER 4: DATA ANALYSIS AND FINDINGS.....</b>	<b>61</b>
4.1 Introduction .....	61
4.2 Data Analysis .....	61
4.2.1. Missing Data .....	61
4.3 Data Screening .....	62
4.3.1. Treatment of Outliers .....	62
4.3.2 Test of Normality .....	62
4.3.3 Multicollinearity and Linearity .....	63
4.4 Descriptive Analysis .....	63
4.4.1 Respondents' Profiles.....	64
4.4.2 Descriptive Statistics of Measurement Items and Constructs .....	66
4.5 Exploratory Factor Analysis (EFA) .....	69
4.6 Reliability Statistics for Exploratory Factor Analysis .....	74
4.7 Correlation Analysis.....	74

4.8 Multiple Regression Analysis .....	76
4.9 Chapter Summary.....	82
<b>CHAPTER 5: DISCUSSION, IMPLICATIONS &amp; RECOMMENDATIONS....</b>	<b>84</b>
5.1 Introduction .....	84
5.2 Discussion of Research Questions .....	84
5.3 Implications.....	90
5.3.1 Theoretical Implication .....	90
5.3.2 Managerial Implications.....	91
5.4 Recommendations .....	93
5.5 Limitations and Suggestions for Future Research .....	96
5.6 Conclusion.....	98
<b>BIBLIOGRAPHY .....</b>	<b>100</b>
<b>APPENDICES .....</b>	<b>110</b>
Appendix I: Questionnaire .....	110
Section A: Buying experience/product experience .....	111
Section B: Instruction: Please read the statement and tick (√).....	112
Section C: To Analyze the demographic information... ..	116
Appendix II: Outliers Test .....	117
Appendix III: Normality Test.....	118
Appendix IV: (EFA) Results.....	120
Appendix V: Constructs' Reliability.....	121

## LIST OF TABLES

<u>Table No.</u>		<u>Page No.</u>
2.1	Common dimensions of Aaker's (1991) brand equity in previous studies	19
3.1a	Sources of Questionnaire Measurement Items	49
3.1b	Sources of Questionnaire Measurement Items	50
3.2	Result of Face Validity Comment	51
3.3	Person correlation strength	58
4.1	Multicollinearity Test	63
4.2	Demographic Profile of Respondents	65
4.3	Respondents' experiences with regards to the store name and type...	66
4.4a	Descriptive Statistics of Measurement items and constructs	67
4.4b	Descriptive Statistics of Measurement Items and Constructs	68
4.5	KMO and Barlett's Test	69
4.6	Anti-Image Matrices	70
4.7	Results of Exploratory Factor Analysis (EFA)	71
4.8a	Factor Loadings and Alpha of the Extracted Factors	72
4.8b	Factor Loadings and Alpha of the Extracted Factors	73
4.9	Constructs' Reliability	74
4.10	Correlations Analysis	75
4.11	Correlation Coefficient	75
4.12	Model Summary of Regression Analysis	77
4.13	ANOVA	78
4.14	Results of Hypotheses Testing	78

## LIST OF FIGURES

<u>Figure No.</u>		<u>Page No.</u>
2.1	Aaker's (1991) Customer-Based Brand Equity Model	17
3.1	Conceptual Framework –Research Model	40
3.2	Steps in Multiple Regression Analysis using SPSS	59

## LIST OF ABBREVIATIONS

BPQ	Brand-Perceived Quality
BPV	Brand-Perceived Value
CBBE	Customer- Based Brand Equity
DF	Degree of Freedom
e.g.	(exempligratia): for example
EFA	Exploratory Factor Analysis
et al.	(et alia): and others
FA	Factor Analysis
FMCG	Fast Moving Consumer Goods
i.e.	(id est): that is
KMO	Kaiser-Meyer-Olkin
M & S D	Mean and Standard Deviation
MAA	Multivariate Analysis Assumption
MRA	Multiple Regression Analysis
MSA	Measurement of Sampling Adequacy
PCA	Principal Component Analysis
RI	Repurchase Intention
SBA	Store-Brand Awareness
SBI	Store-Brand Image
SBL	Store-Brand Loyalty
SPSS	Statistical Package for Social Sciences
VIF	Variance Inflation Factor

# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 INTRODUCTION**

The chapter begins with an explanation of present study regarding the influential dimensions of store-brand equity on the Malaysian customers' intention to repurchase store-brand products. The chapter starts with the background of the study, explaining in details the general overview of store-brand development amongst retailers in the past and present years in Europe, North America, Asia Pacific and the Malaysia markets in particular. Next is the problem statement where the researcher explores the reasons and the motives behind for carrying out the current research, then details of the objectives and questions are explained, followed by explanation of the significance, scope of the study, constructs definitions and how the dissertation is organized. Finally, summary of chapter one is equally provided.

### **1.2 BACKGROUND OF STUDY**

Store-brands for many years have been given many different names like "Private-brand", "Retail-brand", "Distributor-brand", "Private-label", "Own-label" and "Own-brand". All these terms refer to a brand owned, controlled, and sold exclusively by particular retailers (Sethuraman, 2000; Dhar & Hoch, 1997).

According to Herstein and Gamliel (2004) store-brand activities started in the 1840s and its growth has expanded into many countries in recent years. Large-scale retailers developed their own store-brands in order to increase competitiveness. It is one of their marketing strategies. This strategy gives marketers and retail stores' owners to have power to sell products with their logo and names. Today, variety of store brands

can be found in food and beverages, personal care, products or services that catered for household needs. Retailers' brand goods are priced high or low depending on the strategy adopted by the retailers (Tifferet & Herstein, 2012; Kremer & Viot, 2012).

Traditionally, store-brand products come in white and black packages, and are usually displayed at the lower end of the shelves. Retailers are beginning to make packages, and quality of store-brands most suitable products, thus, making store-brands stand a perfect opportunity to offer the customers quality and less expensive products. By innovating on value, those retailers started by depending on efficient suppliers and offering customers good quality products that are less expensive. Through this innovation, marketers attract customers at the same time promote local brand products to customers and thus, reduce foreign exchange expenses (Kumar & Steenkamp, 2007a, b).

Significantly, store-brands offer customers an economical value, product that is not expensive, but comparatively quality products that can be equal or surpass the products offered by national brands. In addition, building store-brand, increases retailers control over store space and it strengthens their bargaining position with national products. This helps to reduce strong competition for prices and market shares by producers of national brands (Akbay & Jones, 2005). In fact, Grozink and Hesse (2010) elaborate that retailer used store-brand to segment the market, and to differentiate the supply and distribution channels from competitors to attract customers.

In addition, adopting these strategies, retailers use the opportunity to increase margin, have a stand in the markets, able to produce store-brands with less costs, less packaging, less advertising expenses, which lead to lower products' price, attracts customers, increases their desire to visit (Akbay & Jones, 2005).

According to Nielsen (2008), Phang (2009), building store-brand has various benefits to both retailers, customers and global economy. The downturn in the global economy and increases in commodity prices have significantly supported the growth of store-brands and its adoption. The rise in the cost of living is driven by the onset of inflation, and the rise of store- brands markets, offers an alternative choice for customers during repurchasing. For example, there has been about 5% to 10% yearly increase in commodity prices because of this retailers who want to have power over the market ought to build or develop store-brand products. Some of the products that address customers' needs and wants are cooking oil, tissue paper and shampoo. They are among the most popular retailer products.

Growth and expansion of store-brands are due to many important factors and reasons. The most important factors are: (1) customers' familiarity towards store-brands; (2) retailers' zeal for higher profit (3) retailers' ability to manage store-brands effectively (Grozink & Hesse, 2010). In fact, noted by Sprott and Shimp (2004); Dood and Lindly (2003), other reasons for the growth and expansion of retailer products may include differentiating products, boosting sales and profitability. This includes improving store image, creating awareness on quality, providing and increasing more choices.

In fact, markets of national products had been hit hard by the expansion of large retailers since 1970 (Tifferet & Herstein, 2012). According to Kremer and Viot (2012), the tendency towards building store-brands has increased tremendously in recent years, and it is not likely to decrease in the near future. In the US and the UK building store-brands is widely accepted, and are commonly available in retailer stores (Semeijin et al., 2007). Market share of store- brand in 2012, was estimated to have reached 250 billion USD worldwide (Arslan et al., 2013).

However, store-brands development in Asia Pacific is far behind that in Europe and America. Store-brands development in Malaysia is still at its infancy compared to its European and American counterparts (Abdullah, et al., 2012). But, in recent years, there has been about 40 percent yearly increase in growth rate of store-brands markets in Malaysia, and in September 2008 it was valued at RM240 million (Nielsen, 2008). In fact, in 2011, the figure had doubled to RM500 million (Abdullah, et al., 2012).

Indeed, the global financial crisis has increased the inflation pressure, cost of living and imbalances to the distribution of income level in Malaysia. Rise of living cost, due to the unfavourable economic conditions that became one of the problems in Malaysia. It has increased the demand of store-brands which create an opportunity for the retailers in the country (Chen, 2009). Furthermore, Malaysian customers are changing their buying habits due to the uncertainty in the global economy. Shoppers are rebuying only essential items, looking for promotional items, getting more sensitive to the price of products. This switching behaviour of Malaysian customers may offer ways for increase in availability of store-brands in the markets (Nielsen, 2009).

In addition, Abdullah, et al. (2012) maintain that today, there is a continuous growth in store brands popularity among various retailers in Malaysia and most of the retailers already have variety of developed products. There is an increase in the growth of international hypermarkets retailers in the country. In the hypermarkets industry all the retailers that own large market shares: Tesco (30%), Giant (24%), Jusco (22%), and Aeon Big (15%) have developed their own store brands. Those that offer their own store-brands include Parkson, Isetan, and Mydin (Abdullah, et al., 2012).

Recently, many studies were carried out on store brands and customers' perceptions towards store-brands in developed countries where the markets are mature and the use of store-brands are widely spread. Numerous studies were carried out in

Western markets to examine the customers' motivation, perception, preference and behaviour with regard to store brands (Pham et al., 2009; Beneke, 2008). In addition, other studies on store-brands examined customers' characteristics that influence repurchase intention (Batra, 2000). Thus, previous literature reveals that store image, and brand image are factors that may influence customers' intention to repurchase for store-brand products (Abdullah, et al., 2012).

Despite the rise in international hypermarkets and supermarkets that offer their store-brands, little is known about factors that may influence customers' intention to repurchase store-brand products especially in the developing countries like Malaysia. This may suggest a very important need for a research to understand the influential dimensions of store-brand equity and Malaysian customers' intention to repurchase store-brand products. This was one of the motives for carrying out this present research work.

### **1.3 PROBLEM STATEMENT**

Today, business environment has become totally competitive. Due to strong competition between several brands, and in the struggle to gain markets shares, marketers initiated to develop their own store-brands. Therefore, it is important for marketers to have good knowledge on the factors that influence customers' intention to repurchase store-brands products.

However, it is estimated that there was about 30 percent yearly growth rate of store-brand markets in Malaysia, with estimated valued of RM250 million in September 2008 (Nielsen, 2008) and RM500 million in November 2011 (Abdullah, et al., 2012), and it was growing at a significant rate through 2011, yet store-brands products are not well adopted in Malaysia (Abdullah, et al., 2012). In fact, store-brand repurchase among

Malaysian customers was at its infancy (Chaniotakis et al., 2010), yet there is continuous growth of store-brands popularity among customers. Major retailers such as Tesco, Giant, Parkson and Mydin have developed variety of products under their store-brands. This may be due to customers' lack of awareness and insufficient knowledge about store-brands products and their dependence on national brands repurchases (Chaniotakis et al., 2010).

In comparison with other well developed markets like the United States and Europe, there are few research findings on dimensions that influence customers' intention to repurchase store-brand products in Malaysia. Several studies were carried out in the Western World with regards to store-brand to determine the customers' perception on store-brand association, store-brand loyalty, store-brand perceived quality towards store-brands repurchase.

In fact, Aqueveque (2006); Jin and Suh (2005) elaborate that store-brand association, store-brand perceived value, store-brand perceived quality are key dimensions that influence customers' intention to repurchase store-brand products in the developed countries. Thus, their research findings is an important testimony of great impact of those dimensions that influence customers' intention to repurchase store-brand products which may be applied to developing countries and developing markets such as Malaysia.

However, there is a question of whether these key factors which have been identified in previous studies as key dimensions of brand equity (Aqueveque, 2006; Jin and Suh, 2005) have impacts on customers' intention to repurchase store-brand products in the developing countries. This research intends to close this gap. This has been the main reason behind the current research.

## **1.4 RESEARCH OBJECTIVES**

The research objectives are:

- 1) To investigate the influential dimensions of store-brand equity on customers' intention to repurchase store-brand products.
  - i. To determine the influence of store-brand awareness on customers' intention to repurchase store-brand products.
  - ii. To determine the influence of store-brand perceived quality on customers' intention to repurchase store-brand products.
  - iii. To identify the influence of store-brand perceived value on customers' intention to repurchase store-brand products.
  - iv. To determine the influence of store-brand image on customers' intention to repurchase store-brand products.
  - v. To investigate the influence of store-brand loyalty on customers' intention to repurchase store-brand products.
- 2) To identify which brand equity dimensions has the most influence on customers' intention to repurchase store-brand products.

## **1.5 THE RESEARCH QUESTIONS**

This study intends to provide responses to these questions:

- 1) What are the influences of store-brand equity dimensions and customers' intention to repurchase store-brand products?
  - i. What is the influence of store-brand awareness and customers' intention to repurchase store-brand products?
  - ii. What is the influence of store-brand perceived quality and customers' intention to repurchase store-brand products?

- iii. What is the influence of store-brand perceived value and customers' intention to repurchase store-brand products?
  - iv. What is the influence of store-brand image and customers' intention to repurchase store-brand products?
  - v. What is the influence of store-brand loyalty and customers' intention to repurchase store-brand products?
- 2) Which of the brand equity dimensions has the most influence on customers' intention to repurchase store-brand products?

## **1.6 SIGNIFICANCE OF THE STUDY:**

The significance of this research is divided into two: theoretical significance and practical significance.

### **1.6.1 Theoretical contribution**

The research is a significant addition to literature on branding and intention to repurchase particularly in the context of store-brand products. In addition, the study is beneficial for future researchers to use the findings in the study as supporting materials will help in conducting more research in the Malaysian perspective.

The research was able to incorporate brand image and brand perceived value into Aaker's (1991) Customer- based brand equity theory as additional dimensions of store-brand equity on customers' intention to repurchase store-brand products. By so doing, it has opened ways for further investigation into the influencing power of store-brand perceived value and store-brand image on intention to repurchase store-brand products.

Furthermore, the study has made important contributions to the marketing field and customer research, specifically proposing a model that incorporates perceived value and brand image into Aaker's (1991) customer-based brand equity theory (CBBE). By so doing, it has opened ways and whole new avenues for researchers to use this model as a bench mark for further investigation into the influencing power of store-brand perceived value and store-brand image on intention to repurchase store brand products.

Hopefully, in future, researchers can use this model to investigate customers' intention to repurchase store-brand products.

### **1.6.2 Practical contribution**

The study is very important for the findings can provide beneficial insight for marketers to help facilitate in brands development and to enable marketers know the influencing dimensions such as store-brand perceived value, store-brand awareness, store-brand loyalty, store-brand perceived quality and store-brand image. Identifying and understanding the factors that influence customers' intention to repurchase store-brands would allow retailers to manipulate particular variables within their formulating strategies to remain competitive in the Malaysian retail markets.

From the economic perspective, the research findings will be important with high demand for store-brand products in a developing countries like Malaysia, for local retail producers to understand how different factors influence local customers' intention to rebuy store-brands in order to be competitively effective.

By understanding these influencing factors, local retailers will become more effective in attracting more customers. Promoting local brands by creating a strong customers' brand loyalty, then work up to keep their awareness, their perceived value, maintain product quality and gain their repurchase business.

Retailers can use these valuable information in their short and long term marketing strategies by increasing customers' loyalty by launching marketing programs which foster customers' loyalty, increase store-brand awareness, and strengthening the advertising and promotional campaigns. These advertising investments are to create values for customers through the objective quality of the store brand. Thus, reduce foreign exchange expenses, improve revenue, create an increase in the economic activities of the country, and to compete more effectively with manufacturer (national) brands.

## **1.7 SCOPE OF THE STUDY**

This research only examined the influence of five dimensions of store-brand equity on the Malaysian retail customers' intention to repurchase store-brand products. The study is limited only to the Klang Valley and Kuala Lumpur metropolitan areas where most of the hypermarkets and supermarkets are located.

## **1.8 DEFINITIONS OF KEY TERMS**

### **1.8.1 Store-brand**

Store-brands are products of privately owned retail store either produced by the retailer or supplied by private-label suppliers (Semeijn et al., 2004).

### **1.8.2 Intention to repurchase**

The intention to repurchase is the willingness to buy the store-brands as well as customers' likelihood to make future purchases and repurchases of store-brand products (Rahman et al., 2012).