



**A STUDY OF PURCHASE INTENTION OF PRIVATE LABEL BRANDS
(PLBs): THE HYPERMARKET PERSPECTIVE**

NUR HAZIRAH BINTI MOHAMMAD YATIM

2017267174

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

PERLIS

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DECLARATION OF ORIGINAL WORK

I, (NUR HAZIRAH BINTI MOHAMMAD YATIM), I/C NUMBER: (960420025190)

Hereby declared that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for these degrees or any other degrees.
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ABSTRACT

Nowadays, the income are effected toward the economy pressure, the consumer are starting to make changes in their buying behavior. Since Private Label Brands (PLBs) are offering lower price compare to national brands, consumer started to purchase PLBs to manage their expenses. The purpose of this research is to study Purchase Intention of Private Label Brands (PLBs) and identifies the predictors of Purchase Intentions for the store brands. The objective of this study is covering the shortcomings of previous studies that did not observe main factors that influence towards Purchase Intention of Private Label Brands (PLBs). This study aims to observe the relationship between Purchase Intention of Private Label Brands (PLBs) and Perceived Price, Perceived Quality, Perceived Value, and Perceived Risk. Primary data was collected through questionnaire by distributing to the respondents who are staying in Alor Setar. Data analysis was completed using statistical package for social science (SPSS). Multiple regressions are used to test the hypothesis. There are mixed result in relation to the tested relationship, Perceived Price, Perceived Quality, Perceived Value and Perceived Risk have a significant impact on consumer Purchase Intention toward Private Label Brands (PLBs). Based on this research, there are significant and influence between the Perceived Price, Perceived Quality, Perceived Value and Perceived Risk between Purchase Intention toward Private Label Brands (PLBs).

Keywords: Purchase Intention, Perceived Price, Perceived Quality, Perceived Value, Perceived Risk

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