



**PURCHASE INTENTIONS FOR PRIVATE LABEL BRANDS OF  
TESCO STORES MALAYSIA**

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**JULY 2019**

## ACKNOWLEDGEMENT

First and foremost, Alhamdulillah. Alhamdulillah that this research study is finally complete. The guidance provided by my advisor, Sir Farhi Razali is greatly appreciated. Lean a direct, easy to understand and even easier to do. Also, thanks for giving the group and I 'extra' leniency on the attendance. You are, literally, the coolest and we are lucky to have you.

Second of all, I would like to thank everyone at Tesco Stores Malaysia for their guidance during my internship. Valuable experience and insights were share that ultimately made its way into this research study. So, to Jida Mohamed, my supervisor, and Derek Khoo, her second in command, I cherish the time I had under you. Truly an honor.

Lastly, thank you to my family for supporting me with this final stretch over my tenure at UiTM (Cawangan Melaka) Kampus Bandaraya Melaka. It has been a long, winding road. But with the company of my dear friends, it's not so bad, and I wouldn't have had it any other way. Amin.

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## **ABSTRACT**

Development of Private Label Brands or PLBs has been tremendously slow in Asia, even though they have been readily available in Asia for the past few decades. Although there are many factors that can influence consumer's purchase intention of PLBs. This research study investigates Tesco Stores Malaysia consumers and the reasons some of them are have the intention to purchase PLBs, while others do not. The purpose of this research study is to identify the factors that influence a consumer's purchase intention of in Tesco Stores Malaysia. There are four variables that will be examined in this study, price consciousness, perceived quality, value consciousness, and store image. A quantitative survey has been carried out for the purpose of supporting this research study. Questionnaires were distributed to consumers at through social media and it targeted regular visitors to Tesco stores. It can be concluded that three factors which are, the price consciousness, the perceived quality, and store image, to have had the more significant correlation to a consumer's purchase intention of PLBs.