

Comparisons of private brands and national brands on consumers' purchase Intentions: Focused on Implications for private brands

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Recent studies demonstrated that many consumers are more likely to make a purchase decision by comparing PB and NBs due to the increases of PB's share in stores. However, most previous studies have been limited to understand consumers' purchase behaviors by accounting for competitive effects between PB and NBs. The purpose of the study is to examine not only the role of store image on attitude and purchase intentions of PB and NB products, but also the competitive effects between PB and NB in the consideration. First, the findings show that store image has positive effects on both attitude and purchase intentions of PB and NB. Second, there are competitive effects between PB and NB's attitudes and purchase intentions. Attitude toward PB increases PB's purchase intention, but decreases NB's purchase intention. However, attitudes toward NB do not affect PB's purchase intention.

Track: 14. Other SME Related Issues