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Universiti Malaysia Terengganu



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Factors influencing consumers' purchase intention toward private label product in Johor Bahru, Malaysia / Pan Ein Lalp.

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Lihat Sebelah

**HAK MILIK**  
PUSAT PEMBELAJARAN DIGITAL SULTANAH NUR ZAHIRAH

**FACTORS INFLUENCING CONSUMERS' PURCHASE INTENTION  
TOWARD PRIVATE LABEL PRODUCT IN JOHOR BAHRU,  
MALAYSIA**

**By**

**Pan Ein Lalp**

**Research Report submitted in partial fulfillment of  
the requirements for the degree of  
Bachelor of Food Science (Food Service and Nutrition)**

**DEPARTMENT OF FOOD SCIENCE  
FACULTY OF AGROTECHNOLOGY AND FOOD SCIENCE  
UNIVERSITI MALAYSIA TERENGGANU  
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## ENDORSEMENT

The project report entitled **Factors Influencing Consumers' Purchase Intention toward Private Label Product in Johor Bahru, Malaysia** by **Pan Ein Lalp**, Matric No. **UK16525** has been reviewed and corrections have been made according to the recommendations by examiners. This report is submitted to the Department of Food Science in partial fulfillment of the requirement of the degree of Bachelor of Food Science (Food Service and Nutrition), Faculty of Agrotechnology and Food Science, University Malaysia Terengganu.



(Dr. Siti Nur' Afifah binti Jaafar)

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18/6/2012

## DECLARATION

I hereby declare that the work in this thesis is my own except for quotations and summaries which have been duly acknowledged.

Signature :   
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Date : 14. 2. 2012

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## ABSTRACT

Global finance crisis has dramatically affected global economy. The onset of inflation drives the rising of living cost. The rise of private label market provides an alternative selection for consumers during purchasing. Private label products provides low price products but meet consumers' basic need and drives more consumers toward purchase of the product. There are two-third of consumers around the world who believed that private label product is better than other brands. However, there is limited research regarding private label product in Malaysia. This research is a study focusing on the factors influencing consumers' purchase intention toward private label product in Johor Bahru, Malaysia. The study use questionnaires to obtain information regarding consumers' purchase intention towards private label product and used convenience sampling in selecting participants (n=100) and location. The descriptive data paired t-test, independent t-test, ANOVA, Pearson correlation and multiple linear regression were conducted in analyzing the data. Result shows that extrinsic factor is the most important factor in purchase intention and consumers' attitude is the most important factor in influencing purchase intention towards private label product. Moreover, result also indicated that perceived price, packaging, store image and trust on the product have significant difference with consumers' purchase experience toward private label food product. This study adds new knowledge regarding public purchasing behavior towards private label product. In addition, retailers are anticipated to become more understand of the influencing factors on private label product, identify consumers' demand, and improve the standard of private label food product, thus rise up private label food product in local market. Moreover, Malaysian Consumer Associations (MCA) can utilize the data and increase awareness by developing smart shopper behavior in Malaysia.



## ABSTRAK

Krisis kewangan global telah menjejaskan ekonomi global secara mendadak. Permulaan inflasi menaikkan kos hidup. Kemunculan barangan berjenama sendiri telah memberi pilihan alternatif kepada para pengguna semasa pembelian. Barangan berjenama sendiri menyediakan harga yang lebih rendah tetapi dapat memenuhi kehendak para pengguna. Terdapat dua pertiga pengguna di seluruh dunia percaya bahawa barangan berjenama sendiri adalah lebih baik berbanding dengan produk berjenama lain. Walaubagaimanapun, terdapat kekurangan kajian yang berkaitan dengan barangan berjenama sendiri di Malaysia. Kajian ini menfokuskan faktor-faktor yang akan mempengaruhi pembelian pelanggan terhadap barangan berjenama sendiri di pasaraya Johor Bahru, Malaysia. Kajian ini menggunakan borang soal selidik untuk memeriksa faktor yang mempengaruhi pembelian pelanggan terhadap produk barangan berjenama sendiri dan menggunakan kaedah persampelan mudah dalam memilih peserta ( $n=100$ ) dan lokasi. Data deskriptif, ujian t-berpasangan, ujian t-bebas, ANOVA, Pearson koorelasi dan *Multiple linear regression* telah digunakan dalam menganalisis data. Keputusan kajian menunjukkan bahawa faktor luaran adalah penting semasa mereka membuat pilihan dan perlakuan pelanggan adalah terpenting dalam mempengaruhi pembelian pelanggan terhadap barangan berjenama sendiri. Di samping itu, keputusan menunjukkan bahawa harga barangan, bungkusan barangan, imej syarikat dan kepercayaan terhadap barangan mempunyai perbezaan ketara dengan pengalaman para pelanggan terhadap barang berjenama sendiri. Kajian ini dapat menambahkan ilmu pengetahuan kepada pengguna terhadap barang berjenama sendiri. Tambahan pula, para peruncit adalah dijangka lebih memahami faktor mempengaruhi lalu menentukan kehendak pelanggan dan memperbaiki taraf barang berjenama sendiri serta meningkatkan pasaran barangan berjenama sendiri. Selain itu, Persatuan Pengguna Malaysia (MCA) juga boleh menggunakan data kajian ini untuk meningkatkan kesedaran pelanggan samping membentuk modul pembeli yang bijak di Malaysia.