

Impact of Store Image on Purchase Intention with Mediating Role of Consumer Attitude towards Private Label Brands

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Abstract

The rapid expansion of Sri Lanka's supermarket industry has drastic competition between national brands and private label brands. Store image has emerged as a key factor driving consumer attitude towards PLBs and purchase intentions, particularly for private label brands, which are often perceived as lower in quality than national brands. This study examines how store image influences purchase intention towards PLBs, with consumer attitude towards PLBs tested as a mediating variable. A cross-sectional survey was conducted among 384 supermarket consumers in the Western Province of Sri Lanka. The sample size was guided by the Krejcie-Morgan table, while participants were selected using a convenience sampling approach due to feasibility constraints, resources, and time limitations. Merchandise was found to be the most influential dimension of store image, followed by store layout and service. Consumer attitudes towards PLBs partially mediated the relationship between store image and purchase intention, indicating that positive perceptions of store image encourage favourable consumer attitudes towards PLBs, which in turn enhance purchase intentions. Reliability and validity of the scales were used to measure consistency and accuracy. Cronbach's alpha values indicate (>0.9), and KMO values also exceed the 0.5 threshold level. Correlation and regression analyses demonstrated strong positive relationships among store image, its components, consumer attitude towards PLBs, and purchase intention. Mediation analysis shows a partial direct impact value (0.4886) and indirect impact value (0.4092). The findings show the practical importance of enhancing merchandise and service to strengthen store image. From a theoretical perspective, the study contributes to consumer behaviour literature by demonstrating the mediating role of consumer attitude towards PLBs within the store image and purchase intention relationship and contributes towards the cue utilization theory.

Keywords: consumer attitude, private label brands, purchase intention, store image, supermarket industry