

EXPLORING THE RISK PERCEPTION DIMENSIONS THAT INFLUENCE CONSUMER'S ATTITUDE ON PURCHASE INTENTION OF PRIVATE LABEL BRANDS - A CONCEPTUAL FRAMEWORK

K. Sasirekha

Research Associate, VIT Business School, VIT University, Vellore, India

Dr. Sathish A.S

Associate Professor, V IT Business School, V IT University, Vellore, India

ABSTRACT

In the present retail sector, the store brands are gaining more attraction now a day. Store brands are brands created by retailer and carried all the merchandise by our own products in their own shops. The store brands also called as private label brands. The private label brands just a brand on behalf of which the seller have to acquire entire task commencing growth, supplying as well as warehousing toward retailing with promotion. Risk perception is able to clarify like consumers' uncertainty happening in the consequences of their purchasing choices. Main intention behind this study is to present the conceptual framework leading to the proportions of risk perception that characterizes consumer attitude leading to buying intention of store brands Perceived risk can explained as consumers' uncertainty towards consequences of consumers purchasing choices. Perceived risk thought that the consumer about the purchase of a particular product from a retailer while it may or may not be correct. In this conceptual framework, the perceived risk model deals with fewer than six proportions. The proportions are functional risk, social risk, physical risk, financial risk, psychological risk as well as time risk. By the way, another intention of this study is to examine the consequences of risk perception dimensions during understanding the attitude of buyers and their purchase intentions of private label brands.

Key words: Consumer attitude, Perceived risk, Private label brands, purchase intention, Retailing

Cite this Article: K. Sasirekha and Dr. Sathish A.S, Exploring the Risk Perception Dimensions that Influence Consumer's Attitude on Purchase Intention of Private Label Brands - A Conceptual Framework. *Journal of Management*, 5(4), 2018, pp. 27–39.

<http://www.iaeme.com/JOM/issues.asp?JType=JOM&VType=5&IType=4>

1. INTRODUCTION

The store brands explained like ‘retailers sell the goods under their own names’. Private Label Manufacturers’ Association (2010), states, “Private Label products have all products sold under a retailer’s brand. That brand can be the retailer’s own name or a name created exclusively by that retailer” (J.Joshua Selvakumar, P. Varadharajan 2013). Sharma et al. (2010) explained that in India private brands report for only 5% of the total organized retail market but globally it is 17%, and so private labels have an enormous potential here. These brands are frequently consider as being of lower quality than specific brands, but investigate through Verhoef, Nijssen and Sloot (2002) proposes so as to attitudes are varying and that store brands be attractive satisfactory towards several consumers. (Roa, 2010) states attitude in further study can explain like “the consumer total evaluation of the product”. Attitude has a power on buying intention as well as purchaser actions for the motive that it has fundamental psychological function (Chandon Jean-Louis, 2011). Hariprakash (2011) has spoken out that, the success of private labels it cannot stay alive if it draws the attention of the customers just based on price of the product. Different customers exit during dissimilar emotional measures while buying goods. The aspects here generally referred are the risk perception related by means of buying Private label brands (Glynn & Chen, 2009; Laforet, 2007; Batra & Sinha, 2000). The risks here referred are essential because it include the skill considerably influence buyer behavior in conditions of buying quality Private label brands.

Consumers' buying behaviors much controlled by the risks perceived by the consumer in the direction of procured products. The risks at this point stand for the panic of disappointment via goods now subject toward gather predictable important effects otherwise prevention receiving public response subsequent to purchasing goods in substance (Dick et al., 1995). Unlike value, stages of store brands enhance the threat invented to the goods chain now an issue. This can confirm so as to consumers are not ready to receive a risk wish purchasing further costly goods towards decrease buying cheap goods (Burton et al., 1998). The consumers are likely toward identifying store brands like alternative otherwise preferences towards the specific brands (Lupton et al., 2010). (Conroy, 2010) points that the Consumers plan to gain huge cash through buying store brands for the period of financial depression and once the situation changed the consumers shift reverse towards their well-known products. Risks that consumers meet at the time of purchase can increase negative attitudes towards private label brands. Such as, product performance may consider inadequate. Product may criticize through the consumer among public otherwise insecurity taking place at the time of purchasing process. (Dick et al., 1995) points that a number of consumers think store brands are cheap in value as well as by purchasing the store brands can waste their money.

1.1. Significance of this Study

Perceived risk can explained as consumers’ uncertainty towards consequences of consumers purchasing choices. Perceived risk thought that the consumer about the purchase of a particular product from a retailer while it may or may not be correct (Zhang, Tan, Xu & Tan, 2011). This perceived risk has various dimensions. The dimensions of perceived risk that leads to functional risk, social risk, time risk, financial risk, psychological risk as well as physical risk. (Laforet, 2007; Schiffman & Kanuk, 2004, Shimp & Bearden, 1982, Jacoby & Kaplan, 1972) points that these risks have revealed in the direction of control the buyer’s choice towards purchase a exact product. An earlier research by Beneke et al (2012) examined this exact problem connecting different types of risk pointed to the purchase behavior towards the quality Private label brands.

The present paper can examine the risk perception along with get in touch with on customers' opinion to store brands. For that purpose, the researcher has cleared up risk perception and its dimensions. The researcher presented a short review of literature towards dimensions of risk perception along with its contact on consumer opinion to store brands. Main intention behind this study is to present the conceptual framework between risk perception as well as consumers' opinion towards store brands through investigating the risk professed regarding store brands. Incidentally, another purpose of this study to determine these dimensions of private labels as well as to make known to what level these dimensions describes the risk perception model towards purchase intention of private label brands.

2. REVIEW OF LITERATURE

2.1. Risk Perception

Risk perception defined as consumers' uncertainty towards consequences of consumer buying choices. Level of buyer risk awareness is the most essential aspects that influence buying decision (Schiffman & Kanuk, 2010). Batra and Sinha, (2000), Bettman, (1973), Dunn et al., (1986) points that the perceived risk appears as an important aspect so as to controls buyer goal to purchase store brands as well as take on a trade point of view. According to (Richardson et al., 1996) analyze complete structure of value; threat, outside signs along with demographic aspects are background in buying Private label brands. Earlier studies explain that better the risk perception related with private label brands, the worse the buyer private label brand proneness (Erdem et al., 2004).

2.2. Dimensions of Perceived Risk

Risk perception has various dimensions: functional risk, social risk, physical risk, financial risk, psychological risk as well as time risk. (Dunn et al., 1986) states many studies looked like "perceived risk" as solo construct toward forecast buyer first choice for private label brands somewhat as multidimensional trend. In addition, the author Mieres et al. (2006) explains social risk does not have an important pressure in buying of store brands and recommended economic risk have an important force on consumers' purchasing choices of store brands. Moreover, store brands declared to further unsafe product groups than specific brands in case of performance risk. Customers are positively aware of the loss occur payable to malfunction of manufactured goods (Sweeney et al., 1999). Livesey and Lennon, (1993), Narasimhan and Wilcox, (1998), Tam, (2012) states a manufactured goods by means of reasonably have a high perception of chance in responsibility contain a lesser perceived quality. Baltas (1997) stated store brands are further unsafe than specific brands by the way of unconstructively disturbing public status of consumers. Kwon et al. (2008) established that the fear in purchasing latest manufactured goods might cause shopper experience as emotional as well as mental stress for the reason that store brands are comparatively novel substitutes than specific brands. Durson et al (2011) confirmed perceived risk has great impact on purchase intention towards private label brand products.

2.3. Attitude towards Private Label Brands

Attitude defined as multifaceted intellectual condition connecting our awareness, skill, feelings, ethics, as well as tendencies to exacting environment. More in particular, according to (Evans et al., 2010) attitude can explained as to develop a new tendency to respond every time and unavoidably, to a stimulant. Steenkamp and Dekimpe, (1997), Ailawadi and Harlam, (2004), Ailawadi et al., (2008) states in modern day's consumer thought towards store brands have altered enormously. (Chaniotakis et al. 2010) explained buyer attitude is an essential aspect in controlling consumers' buying intention towards store brands. There are a few

researches like (Walsh and Mitchell, 2010), (Goldsmith et al., 2010) being carried out to discover the issues influence the consumers' purpose to purchase store brands ,quality has an greater influence in consumers' purpose of buying food products in stores and consumer attitudes as well as loyalty towards store brands. Dick et al. (1995) revealed that there is a great variation among customers having negative attitude and positive attitude towards store brands. (Anas Hidayat, Ayu Hema Ajeng Diwasasri, 2013) states that the consumers having positive attitude towards store brands show the way to buying choice, which further encouraging the consumers that leading to increasing the force on purchasing power .

2.4. Purchase Intention of Private Label Brands

Consumers' purchasing choice is extremely difficult. Wu et al (2011) termed purchase intention as the chance of consumers' willingness to purchase a product in near future. Generally, purchase intention connected with consumers' behavior, perception and their attitude. Buying behavior is an essential key point for consumers for the period of bearing in mind and assessing of certain product (Keller, 2001). Ghosh (1990) declared that purchase intention is a valuable instrument utilize in forecasting buying process. Formerly the consumers choose to buy the product in certain store; they will motivated by their intention. On the other hand, purchase intention might change by means of the power of price, quality perception and value perception (Zeithaml, 1988 and Grewal et al 1998). Besides, consumers will break up by internal desire through the physiological inspiration to motivate their respond that carry them to the retail store to accomplish their requirements (Kim and Jin, 2001). Fishbein and Ajzen cited by (Chandon Jean Louis, 2011) represented that attitude has an influence on purchase intention and consumer behavior since it has essential emotional utility.

3. OBJECTIVES OF STUDY

1. To determine the dimensions of perceived risk that characterizes the attitude of buyers leading to purchase intention of private label brands.
2. To examine the importance of perceived risk dimensions in understanding the attitude of buyers and their purchase intentions of private label brands.

4. RESEARCH METHODOLOGY

In this research, the researcher carried out exploratory research through extensive literature review. The researcher reviewed more than 100 articles regarding private label brands. This study focused on the importance and dimensions of perceived risk that characterizes the attitude of buyers leading to purchase intention of private label brands. Based on the above literature review, the following conceptual model proposed (fig III) .Based on the review of literature the researcher used R software package to construct the text analysis as word cloud and word frequency table.

4.1. Text Analysis

From the support of review of literature, the researcher used R software to construct a text analysis by using a word cloud in the direction of draw attention to the essential terms in this study. Recent days in statistics, R software has urbanized into one of the trendiest language for analytics as well as an illustration.

Figure II show that the word frequency plot explains that the dimensions of perceived risk ,attitude, purchase intention towards private label brands from high to low level tracked by dimensions of risk perception, private label brands, purchase intention ,consumer perception, attitude and quality of private label brands. This expresses that these are the most important and frequently occurring words in this study.

5. OVERALL VIEW OF CONCEPTUAL FRAMEWORK

The current study model explains the risk perception along with its contact on consumer attitude to store brands. This study conceptualized the dimensions of perceived risk as well as to make known to what level these dimensions describes the risk perception model towards purchase intention of private label brands. The brief explanation of the model is as follows.,

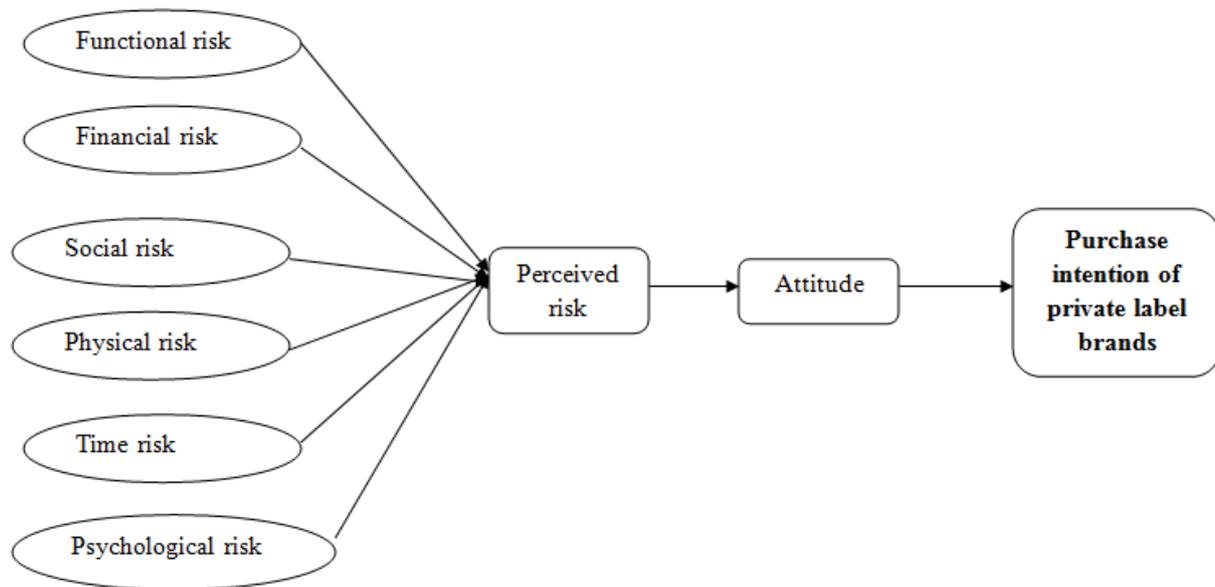


Figure 3 Conceptual framework

5.1. Functional Risk

Functional risk explained as one of the dimensions of Risk perception. According to (Miereset *al.*, 2005; Mitchell, 1998), Functional risk defined as the risk, product that will not achieve with its assured abilities. Functional risk referred as the insecurity to facilitate the result of purchasing a product does not reach the expectation of the consumer. Functional risk also called as performance risk that it shows the panic of consumer’s buying a manufactured goods does not achieve its certain capability. Functional risks likely enhanced when the product procured at first time without product information otherwise utilize the products needs knowledge about the product. The study by Beneke (2012) revealed functional risk inadequately forecasts consumers’ preferences to purchase store brands.

Once consumer buys the store brand, but the brand will not perform to its promised ability, it creates a fear and it will not meet the consumer expectation level, then it leads to functional risk. Therefore, to reduce this risk, the retailers should concentrate on the brand quality and it will be meeting the consumer expectations that the consumer has constructive thoughts towards the brand and it enhances the buying purpose of private label brand.

5.2. Financial Risk

Financial risk is also one of the dimensions of risk perception. (Zielke and Dobbelstein, 2007), stated that financial risk refers to the risk that associated with financial loss gained by the poor buying preference otherwise loss of money through buying a poor or untried product. Financial risk comprises that the manufactured goods value will not equal to cost otherwise; it may be costly as well as offered at cheaper cost in another place. Every buying is an agreement bearing monetary consequences. According to Schiffman and Kanuk, (2010) financial risk is the risk that the product will have on its price specifically not in keeping with the consumers' expenses to acquire it. In addition, it is likely to more costly a manufactured goods, financial risk is more. The study by Beneke (2012) explained that, generally, consumers do not consider quality private label brands to yield financial risk.

Once the consumer buys the private label brands, they suffer from financial loss gained by the poor buying preference otherwise loss of money through buying a poor or untried product. Then it leads to financial risk, the more costly a product, the financial risk will be more. Therefore, to reduce this risk, the retailers should concentrate on price of the products; by keeping low price with high quality will meeting the consumer, expectations that lead to constructive thoughts towards the brand and enhances the buying intention of private label brand.

5.3. Social Risk

Social risk is also one of the dimensions of risk perception. (Zielke and Dobbelstein, 2007) stated that the social risk referred to a likely professed loss of image otherwise position during buying an exact product or goods. As social risk receives a report, how the public controls a buyer's choice, and develops into essential factor of risk perception. The study by Beneke (2012) revealed that, generally, consumers do not consider quality private label brands to yield social risk.

Once the consumer buys the private label brands, the consumers professed loss of image otherwise position during buying an exact product or goods will cause the public risk. Therefore, to avoid this kind of risk, retailer should concentrate on quality and make awareness of the public that private label brands always with good taste, price, quality, clean and fresh. Retailers should create brand knowledge in public, and then it will be meeting the consumer need that lead to constructive thoughts towards the brand and enhances the purchase intention of store brands.

5.4. Physical Risk

Physical risk is also one of the dimensions of risk perception. The physical risk referred as chance that manufactured goods can damage the product user as well as others bodily sense-in; otherwise, it can be termed as panic of consumers that definite goods be able to spoil their physical condition or else physically damage their person (Chen and He, 2003). The entire health-related as well as bodily distresses with observe to utilize the product are incorporated in this risk category. The study by Beneke (2012) revealed that, generally, consumers do not consider quality private label brands to yield physical risk.

Once the consumer buys the private label brands, the consumer might feel that the product can damage the consumer or spoil their health and physical condition will cause the physical risk about the product. Therefore, to avoid this kind of risk, retailer should concentrate more on grocery food products. Food safety and health issues are important factors in physical risk, so quality and healthy products should avoid the physical risk, and then it will be meeting the

consumer needs that lead to constructive thoughts towards the brand and enhances the purchase intention of store brands.

5.5. Time Risk

Time risk is one of the dimensions of risk perception. (Mitchell, 1998) stated that the time risk defined as the likely slaughter of time as of buying poor products, returning of damaged products otherwise changing another product. Beneke (2012) revealed that, generally, consumers found responsive to time risk in their concern regarding quality store brands.

Once consumer buys the store brands, the consumer perceived slaughter of time as of buying poor products, returning of damaged products otherwise changing another product would cause time risk. Therefore, to avoid this kind of risk, retailer should concentrate on quality, frequent monitoring the defective products, timely delivery of the products, make the product available at all time and the location of the store in the residence area is the added advantage to reduce the time risk. Then it will be meeting the consumer need that lead to constructive thoughts towards the brand and enhances the purchase intention of store brands.

5.6. Psychological Risk

Psychological risk is one of the dimensions of risk perception. (Ueltschy et al, 2004) stated that the psychological risk defined as the risk that consumers would make a poor product purchase, otherwise poor service choice, they dissatisfied by themselves. Beneke (2012) revealed that, generally, consumers do not get a numerical association among this kind of threat and preference to buy quality store brands.

Once the consumers buy store brands, if they would make a poor product purchase, otherwise poor service choice, they disappointed by themselves will cause psychological risk. (Kwon et al., 2008) explains that the consumers sometimes struggle between private label brands and national brands; it originates some kinds of disturbing along with psychological stress payable to the doubts nearby the novel goods. Therefore, to avoid this kind of risk, retailer should concentrate on to differentiate their products with national brands via price, quality, availability, hygienic, fresh etc., and create brand loyalty with their excellent service. Then it will be meeting the consumer need that lead to constructive thoughts towards the brand and enhances the purchase intention of store brands.

5.7. Perceived Risk

The Perceived risk can make clear as product users distrust on their consequences of buying choice. (Schiffman & Kanuk, 2010) stated that the level of consumers' perceived risk is one of the most essential issues that controlling purchasing intention. Perceived risk is projected harmful value related with buying an exact brand. Risk can classified into two forms that lead to 'inherent' risk that functions at the primary demand level, and 'handled' risk, which is an issue in consumer behavior at the brand level. (Jacoby and Kaplan, 1972, Beneke et al, 2012, Demir, 2011) revealed that the risk has studied in the following dimensions that lead to functional risk, social risk, physical risk, financial risk, psychological risk as well as time risk. Each dimensions of perceived has the control on attitude of store brands that have the control towards purchase intention of private label brands.

5.8. Consumer Attitude towards Private Label Brands

Attitude is the next step that the dimensions of perceived risk can follow it. (Collins-Dodd & Lindley, 2003) stated that the attitude is an essential feature in assessment of buying decisions of individual towards store brands. Consumer attitude in store brands created because of

definite perceived profit that consumers wait for, such as aggressive pricing, competence otherwise encouraging price and quality measure. Very essential to keep in mind that store brand attitude too varies between products groups. According to Sethuraman (2003) that ,the product users encompass not as much of positive thoughts towards store brands in non-food product groups, for the reason that they identify the value dissimilarity among store brands and specific brands are actually superior than one another.

This makes clear via that the reality that in food categories consumers are able to experience the product and as a result improved evaluate the value of store brands compared to the value of specific brands. Greek market has revealed that product users are further liable in purchase store brands in groups such as paper crops, tin foods, detergents as well as soft drinks, even as share of consumers liable to buy store brands in the makeup group was drastically poorer in level. Steenkamp et al., (2010) states that the lower level of consumer awareness towards private label brands and consequently it increases the buying risk. According to (Mandhachitara et al., 2007) ,dealers launching store brands must select groups which is simple by assess product value and groups with lesser buying risk levels .The lower level of purchase risk, it will consequently increase the purchase intention.

5.9. Purchase Intention of Private Label Brands

Purchase intention characterizes chance that product users determine to plan otherwise eager to buy a definite goods otherwise service in the forth coming periods. According to (Dodds et al., 1991; Schiffman and Kanuk, 2007), a raise in buying intention leads to enlarge the chance of buying. Researchers also utilize of purchase intention as an essential sign in favor of evaluating buyer actions. Once product users have a constructive buying intention, this creates an optimistic brand loyalty that pushes customers to get a genuine purchase deed (Fishbein and Ajzen, 1975; Schiffman and Kanuk, 2007). Purchase intention dimensions really reveal future buying behavior (Grewal et al., 1998), they are cheap, simply implicit and understand and as a result, used in sales forecasting. To study what makes intentions to purchase private label brands, one wants to recognize first, so as to buying choices can be inclined by different desires together with dimensions of perceived risk to facilitate followed by, focus on issues possibly to shape customer attitudes towards private label branded products .

6. CONCLUSION AND FUTURE DIRECTIONS

This study presents risk perception towards store brands observed from dimensional phase and explains the importance and dimensions of risk perception that characterizes attitude of buyers leading to purchase intention of store brands explored. The dimensions of risk perception deals in this study such as functional risk, social risk, Physical risk, financial risk, psychological risk as well as time risk. This study conceptualized the dimensions of perceived risk as well as to make known to what level these dimensions describes the risk perception model towards purchase intention of private label brands can be well explained. Dunn et al., (1986); Erdem et al., (2004) and Richardson et al. (1996) explain that bigger the perceived risk correlated with Private Label Brands, the lower the consumer Private Label Brand proneness. Once consumers believe, buying a wrong brand might encompass several harmful consequences, further expected to purchase specific brands. (Baltas, 1997) stated that the reason behind this action is that specific brands offer a confined preference in numerous expenditure circumstances. The various dimensions of perceived risk plays a major role in selecting the brand that it may be private label among national label. The attitude of the consumer differs from one dimension to another dimension of perceived risk, the attitude have much influence with price, quality, availability of products, food safety, health and

hygienic of products, frequent monitoring, timely delivery and brand loyalty plays major role and it will enhance the purchase intention of private label brands.

In this research, abundant opportunities might explore for future studies. The present research generally meant for all store brands and here absence of group wise separation between them. On the other hand, consumers' perceived risks could differ consequently with product categories. By the way, in future research, risk perception may observe in different product groups. In addition, in value to different store brand categories, product users' thoughts towards these groups might examine. As store brands have a broad, variety of future directions with consumers' opinion towards these brands could differ consequently by manufactured goods categories. Moreover, this research is purely conceptual in nature, further the researcher should conduct the empirical test gives clear picture and the valuable insight of the purchase intention of stores brands with specific product category that includes both food and non-food category.

7. IMPLICATIONS OF THE STUDY

This study offer strategies for increasing the purchase intentions of store brands among the consumers. This study explains the importance and dimensions of risk perception that characterizes attitude of buyers leading to purchase intention of store brands. Consequently, to decrease the dimensions of perceived risk (Beneke et al, 2012, Demir, 2011) such as functional risk, social risk, physical risk, financial risk, psychological risk as well as time risk, the retailer should concentrate on the following features. The features that leads to increase the purchase intention are quality, price of the products; by keeping low price with high quality, food safety, good taste, clean and fresh, frequent monitoring the defective products, timely delivery, make the product available at all time and the location of the store in the residence area and create brand loyalty with excellent service. Then it will be meeting the consumer needs and expectations that directs to help to reduce the risk that lead to positive attitude towards the brand and it will enhance the purchase intention of private label brands.

REFERENCES

- [1] Ailawadi KL, Pauwels, K., & Steenkamp, J.-B. E. M. (2008). Private label use and store loyalty. *Journal of Marketing*, 72, No.6, pp. 19-30.
- [2] Ailawadi KL, Harlam B. (2004). An empirical analysis of the determinants of retail margins: the role of store-brand share. *Journal of Marketing* .Vol.68, No.1, pp. 147–165.
- [3] Anas, H., Ayu, H., & Ajeng, D. (2013). Factors Influencing Attitudes and Intention to Purchase Counterfeit Luxury Brands among Indonesia n Consumers. *Journal of Marketing strategy*, Vol. 5, No. 4.
- [4] Baltas, G. (1997). Determinants of store brand choice: A behavioral analysis. *Journal of Product & Brand Management*, Vol. 6, No.5, pp. 315-324.
- [5] Batra, R. and Sinha, I. (2000).Consumer-level factors moderating the success of private label brands. *Journal of Retailing*, Vol.76, No.2, pp. 175-191.
- [6] Beneke, J, Greene, A, Lok, I & Mallett, K (2012). The influence of perceived risk on purchase intent: the case of premium grocery private label brands in South Africa. *Journal of Product & Brand Management*, Vol. 21, No. 1, pp 4-14.
- [7] Bettman, J. (1973). Perceived risk and its components: a model and empirical test. *Journal of Marketing Research*, Vol. 10, No.1, pp. 184-90.
- [8] Burton, S, Lichtenstein. R, Netenmeyer, R. G, & Garretson, J. A. (1998). A scale for measuring attitude toward private label products and an examination of its psychological

Exploring the Risk Perception Dimensions that Influence Consumer's Attitude on Purchase
Intention of Private Label Brands - A Conceptual Framework

- and behavioral correlates. *Journal of Academy of Marketing Science*, Vol.26, No.4, pp 293-306.
- [9] Chandon Jean-Louis. (2011). Consumer choice of Private Label Brands in the French market: Proposition and test of a partial mediation model. University Paul Cezanne.
- [10] Chen, R. and He, F. (2003). Examination of brand knowledge, perceived risk and consumers' intention to adopt an online retailer. *TQM & Business Excellence*, Vol. 14, No.6, pp. 677-693.
- [11] Chen, M.F. (2009). The rise of store brands among hypermarkets in Malaysia. A variable from: http://amrjournal.blogspot.com/2009/03/rise_of_store_brands_among_hypermarkets.html [Accessed 30 April 2015].
- [12] Chaniotakis, I.E., Lymperopoulos, C., and Soureli, M., (2010). Consumers' intentions of buying own label premium food products. *Journal of product and Brand Management*. Vol .19, No.5, pp .327- 334.
- [13] Conroy. P. (2010). Brand loyalty and the impact of private label products. *Deloitte Debates*, Available from: <http://www.deloitte.com/us/brandloyalty>. [Accessed 30 April 2015].
- [14] Collins-Dodd, C, and T. Lindly .2003. Store brands and retail differentiation: the influence of store image and store brand attitude on store own brand perception. *Journal of Retailing and Consumer Services*. Vol.10, No.1, pp. 345-352.
- [15] Demir, M. Ö. (2011). Risk algısının marka sadakatine etkisi: Cep telefonları kategorisinde bir uygulama. *Ege Akademik Bakış- Ege Academic Review*, Vol.11, No.2, pp. 267-276.
- [16] Dick, A., Jain, A., & Richardson, P. (1995). Correlates of store brand proneness: some empirical observations. *Journal of Product & Brand Management*, Vol. 4, No.4, pp. 15-22.
- [17] Dodds, W.B., Monroe, K.B. & Grewal, D. (1991). "Effects of price, brand, and store information on buyers' product evaluations", *Journal of Marketing Research*, Vol. 28, No. 3, pp. 307-319.
- [18] Dursun, I., Tumer, E., Kocak, A. & Bulent, S. (2011). Store Brand Purchase Intention: Effects of Risk, Quality, Familiarity and Store Brand Shelf Space. *Journal of Global Strategic Management*.
- [19] Erdem, T., Zhao, Y., & Valenzuela, A. (2004). Performance of store brands: A cross-country analysis of consumer store-brand preferences, perceptions, and risk. *Journal of Marketing Research*, Vol. 41, No.1, pp. 86-100.
- [20] Evans, M., Jamal, A., & Foxall, G. (2010). *Consumer behavior* (2nd ed.). John Wiley & Sons Ltd., England.
- [21] Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behavior: An introduction to theory and research*. Reading, MA: Addison-Wesley.
- [22] Ghosh, A. (1990). *Retail management*. Chicago: Drydden press.
- [23] Goldsmith, R.E, Flynn, L.R, Goldsmith, E, and Stacey, E.C. (2010). Consumer attitudes and loyalty towards private brands. *International Journal of Consumer Studies*, Vol.34, No.3, pp. 339-348.
- [24] Grewal, D., Krishnan, R., Baker, J. & Borin, N. (1998). "The effect of store name, brand name and price discounts on consumers' evaluations and purchase intentions", *Journal of Retailing*, Vol. 74, No. 3, pp. 331-352.
- [25] Hariprakash (2011), "Private labels in Indian retail industry", *International journal of multidisciplinary research*, Vol.1, No.8, pp.335-340.

- [26] Jacoby, J., and Kaplan, L.B. (1972). "The Components of Perceived Risk", in proceedings of the Third Annual Conference of the Association for Consumer Research. Association for Consumer Research, Vol.1, No.1, pp.382-393.
- [27] Joshua Selvakumar .J & Varadharajan .P (2013). Study On the Growth Prospects of Private Labels to That of National Brands in the Fmcg Retail Sector in Coimbatore. International Journal of Economics, Business and Finance, Vol. 1, No. 2, PP: 26 – 34.
- [28] Kim J. O. and Jin B.H. (2001). Korean consumers' patronage of discount stores: Domestic vs. multinational discount stored shoppers' profile. Journal of Consumer Marketing, Vol. 18, No.3, pp. 236-255.
- [29] Keller K.L. (2001). Building customer-based brand equity. Marketing management. Vol. 10, No.2, pp.14-19.
- [30] Kwon, K. N., Lee, M. H., & Kwon, Y. J. (2008). Effect of perceived product characteristics on private brand purchase. Journal of Consumer Marketing, Vol.25, No. 2, pp. 105-114.
- [31] Laforet, S. (2007). British grocers brand extension in financial services, Journal of Product and Brand Management, Vol.16, No.2, pp. 82-97
- [32] Livesey, F. and Lennon, P. (1993), Factors affecting consumers' choice between manufacturer brands and retailer own labels, European Journal of Marketing, Vol. 12 No. 2, pp. 158-170
- [33] Lupton, et. al., (2010). Private label branding in China: what do US and Chinese students think? Journal of Consumer Marketing Vol.27, No.2, pp. 104-113.
- [34] Mandhachitara, R., Shannon, R. M. & Hadjicharalambous, C. (2007). Why private label grocery brands have not succeeded in Asia. Journal of Global Marketing, Vol.20, No.2-3, pp. 71-87.
- [35] Mieres, C. G., Martin, A. M. D., & Gutie´rrez, J. A. T. (2006). Influence of store brand perceived risk on store brand proneness. International Journal of Retail & Distribution Management, Vol.34, No.10, pp. 761-772.
- [36] Narasimhan, C. and Wilcox, R.T. (1998), Private labels and the channel relationship: a cross-category analysis, The Journal of Business, Vol. 71 No. 4, pp. 573-600.
- [37] Private Label Manufacturers Association. (2010). National brands vs. private label brands. Retrieved March 12, 2011, from <http://www.aaramshoppro.com/2011/01/national-brands-vs-private-labelbrands>.
- [38] Richardson P S, Jain A K and Alan D (1996). Household Store Brand Proneness: A Framework, Journal of Retailing, Vol. 72, No. 2, pp. 159-185.
- [39] Rao (2010).Private label vender selection in a supply chain: Quality and clientele effects. Journal of retailing, Vol.86, No.2, pp.148-158.
- [40] Schiffman, G. L., & Kanuk, L. L. (2010). Consumer behavior (10th Ed.). Prentice Hall, New Jersey, USA.
- [41] Sharma, K. M., Dubey, D. K., & Pandey, B. D. (2011). Customer perception of store brands vs. National brand in select area of Maharashtra. Journal of Engineering, Science and Management Education, NITTTTR, Bhopal, Vol. 4, No.1, pp. 59-65.
- [42] Shimp, T.A. and Bearden, W.O. (1982). Warranty and Other Extrinsic Cue Effects on Consumers Risk Perceptions, Journal of Consumer Research, Vol. 9, No.1, pp. 38 - 46.
- [43] Sethuraman, R. (2003). Measuring national brands' equity over store brands. Review of Marketing Science, 1.

Exploring the Risk Perception Dimensions that Influence Consumer's Attitude on Purchase
Intention of Private Label Brands - A Conceptual Framework

- [44] Steenkamp, J.-B. E. M., van Heerde, H. J., & Geyskens, I. (2010). What Makes Consumers Willing to Pay a Price Premium for National Brands over Private Labels. *Journal of Marketing Research*, Vol.1, No.1, pp. 1011-1024.
- [45] Steenkamp J-BEM, Dekimpe MG. (1997). The increasing power of store brands: building loyalty and market share. *Long Range Planning* .Vol.30, No.6, pp. 917-930.
- [46] Sweeney, J.C.et. al., (1999), The role of perceived risk in the quality-value relationship: a study in a retail environment, *Journal of Retailing*, Vol. 75 No. 1, pp. 77-105.
- [47] Tam, J.L. (2012), The moderating role of perceived risk in loyalty intentions: an investigation in a service context, *Marketing Intelligence & Planning*, Vol. 30 No. 1, pp. 33-52.
- [48] Ueltschy, L.C., Krampf, R.F., and Yannopoulos, P. (2004). A Cross National Study of Perceived
- [49] Consumer Risk Towards online (Internet) Purchasing. *The Multinational Business Review*, Vol.23, No.2, pp. 59-82.
- [50] Verhoef, P., Nijssen, E. & Sloot, L. (2002). Strategic Reactions of National Brand Manufacturers towards Private Labels, *Eur. J. Mark.* Vol. 36, No.11, pp. 1309-1326.
- [51] Walsh, G and Mitchell, V.W (2010). Consumers' intention to buy private label brands revisited. *Journal of General Management*, Vol. 35, No.3, pp. 3-24.
- [52] Wu.et.al (2011). The effect of store image and service quality on brand image and purchase intention. *Australian marketing journal*, Vol.19, No.1, pp.30-39.
- [53] Zeithaml, V.A. (1988). "Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence", *The Journal of Marketing*, Vol.1, No.1, pp. 2-22.
- [54] Zielke, S. and Dobbstein, T. (2007). Customers' willingness to purchase new store brands. *Journal of Product & Brand Management*, Vol.16, No.2, pp. 112-121.
- [55] Zhang, L., Tan, W., Xu, Y. and Tan, G. (2011). Dimensions of Perceived Risk and Their Influence on Consumers' Purchasing Behavior in the Overall Process of B2C, *Engineering Education and Management*, Vol.1, No. 111, pp 1-10.