STORE BRAND PURCHASE INTENTION: EFFECTS OF RISK, QUALITY, FAMILIARITY, AND STORE BRAND SHELF SPACE OF GIANT FACIAL TISSUE IN SURABAYA

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Abstract *– This research is conducted to examine store brand purchase intention: effects of risk, quality, familiarity, and store brand shelf space of Giant facial tissue in Surabaya. A quantitative and causal type of research is adopted for this study. Questionnaire used was adopted from Dursun, Kabadayi, Alan, and Sezen (2011) for offline survey. Purposive sampling method was used in study. Sample consisted of 200 respondents, whose age is 18 years old or above and have bought and experience Giant facial tissue at least twice within six months in Surabaya. Further data analysis was analyzed by SPSS 23.0 and LISREL 8.0. Result shows that store brand shelf space and store brand familiarity has influence on consumer perceived risk and perceived quality of store brand in Surabaya. Moreover, store brand shelf space, store brand familiarity, perceived risk, and store brand perceived quality has influence on consumer purchase intention of Giant facial tissue in Surabaya.*

Keywords: *Shelf Space, Familiarity, Perceived Risk, Perceived Quality, Purchase Intention.*

INTRODUCTION

Store brand's presence was due to the increasingly fierce competition and every retailers wants to be supreme especially in terms of offering cheaper price to the consumers. This happened because consumers are exposed to different information everyday and varieties of products offered, which affecting consumer's purchasing decision. Not to forget that the growth of retail industry in Indonesia has becoming unremarkable within the past six years.

The high development of modern retails happened because it able to meet consumers' lifestyle and given more value compared to the traditional market. Moreover in 2014, Ministry of Trade of Indonesia mentioned that the existed modern retails throughout Indonesia have reached 23,000 units.

Therefore, the presence of store brand should be able to give consumers benefits.

Dursun et al., (2011) study aimed to investigate the effects of risk, quality, familiarity, and store brand shelf space variables towards consumer's purchase intention. Realizing its importance, this study is a replication of Dursun et al., (2011) study, that previously conducted by Dursun et al., (2011) located in Turkey which then to have different results with Surabaya. This study aimed to fill the gaps that have to be found within the preliminary research in observing the influence of risk, quality, familiarity, and store brand shelf space towards its purchasing decision.

The main objective of this study is to analyze the influence of consumers' purchasing decision regarding to store brand's familiarity, perceived risk, perceived quality, as well as its shelf space within a modern retail market (supermarket).

From the theoretical side, this study contributes to other researchers regarding the influences of consumers' perception of store brand's familiarity, perceived risk, perceived quality and shelf space, and finally its influences on consumers' purchasing decision.

Moreover, for the company point of view, this study provides better insight regarding the influences of familiarity, perceived risk, perceived quality, and shelf space towards consumers' purchasing decision. Thus, this study could be used by modern retail markets as a base to achieve competitive advantage, considering the increasing level of competition between supermarkets.

LITERATURE REVIEW

Store brand

Store brand is a brand name that was created exclusively by specific retailer or wholesaler (Harcar, Kara, O Kucukemiroglu, 2006). By carrying store brand, retailer is able to continue to grow as a retailer with new markets to

expand. Store brand has been a growing trend and expected to reaches sales potential because it attracts people's attention (Retail Forward, 2010).

Understanding consumer's store brand proneness and purchase intention is one success essentials for store brand strategies, which play a crucial role in competition environment (Hoch and Banerji, 1993). Thus based on the purpose of corporate strategy there are three types of store brands: classical store brands, generic store brands, and premium store brands (Zielke and Dobbelstein, 2007).

Perceived Risk

Perceived risk is consequences that are not expected of a product that would likely to be avoided by consumers when it comes to purchasing and using products (Sweeney, Soutar, and Johnson, 1999). This commonly happens before the consumers purchase the product. It is very subjective expectation of loss by consumers' which associated with purchase intention (Dursun et al., 2011). There are six types of perceived risks mentioned by Schiffman and Kanuk (2010): functional risk, physical risk, financial risk, social risk, psychological risk, and the risk of time.

The product's characteristics also happen to affect consumer's perception of risk (Mowen and Minor, 2002). Thus, consumer will search for information through friends, family, social media, or sales people, before they buy a product to reduce the risk possibility (risk-reducing strategies; Mitchell, 1992). However, retailers can also provide information and guarantee that the product will be risk-minimum and affect consumer's purchasing decision.

Perceived Quality

Perceived quality is describe as "customer's perception to the overall excellencies of a product or service that is related to what is expected" (Aaker, 1997). Perceived quality of store brand is a substantial dimension and as a very significant determinant of store brand's success (Dursun et al., 2011; Sprott and Shimp, 2004). If the perception of quality perceived by customer is high,

consumers willingness of buying a product will be affected and increased, which later increases profit earned (Chapman and Whalers, 1999).

Familiarity

Brand familiarity means how well consumers recognize and accept the brand of a company (Cannon, Perreault, and McCarthy, 2008) based on the number of product experienced, direct and indirect experiences accumulated by consumers through advertising, exposures, and interactions with salespersons, word of mouth communication, trial and consumption (Dursun et al., 2011).

Store brand familiarity may results in more sales and profits for retailers as long as consumer knows the knowledge and information of the product. Because of this, higher the consumers are familiar with the store brand, it increases the experience gained based on understanding that store brand are of good in quality (Dick, Jain, and Richardson, 1995). Therefore, it lowers the chances of consumers to search and/or considering other alternatives with no difficulties in making choices (Loginova, 2009).

Shelf Space

One limited source that must be divided optimally among various range of brands or categories of product (Gomez and Okasaki, 2009). It is considered as retailer's valuable assets and one of advertising form which will suggest consumer's mind about the product's popularity level. Moreover, there are five aspects of shelf space allocation which helps to increase incremental sales and profit for the retailer, that includes fixture location, product category location, item location with categories, off-shelf display, and point-of-sale promotional support.

On some points, retailer needs to consider the amount of shelf space allocated for store brands like the opportunity costs and per unit profit, demand levels, and rivalry (Brown and Lee, 1996). Thus, by knowing the amount of shelf space allocated for store brand products, it help retailer to compete,

substitute and/or be complementary product, and increases the probability of its being purchased.

Purchase Intention

The willingness to purchase a certain product or service in the near future is the meaning of purchase intention explained by Wu, Yeh, and Hsiao (2011). To influence consumer's purchasing intention, there are some key drivers like various kinds of needs that refer to prestige, recognition, and comfort. However, some have other drivers like personal preferences and impulsive situation that can also affect consumer's purchase intention.

Having advanced information search, the willingness to understand the product or service, the desire to try out the products or services, and visiting the outlet are several compliances that will affect consumers to even higher purchase intention (Yoestini and Eva, 2007).

Therefore, in accordance with the stated literature review, this study proposes hypotheses as follows:

H1 : Perceived risk of Giant's facial tissue usage negatively affects Giant's facial tissue purchase intention.
H2 : Perceived quality of Giant's facial tissue positively affects Giant's facial tissue purchase intention.
H3 : Perceived quality of Giant's facial tissue negatively effects perceived risk of Giant's facial tissue usage.
H4 : Giant's facial tissue familiarity positively affects Giant's facial tissue purchase intention.
H5 : Giant's facial tissue familiarity negatively effects perceived risk of Giant's facial tissue usage.
H6 : Giant's facial tissue familiarity positively effects perceived quality of Giant's facial tissue.
H7 : Perceived amount of shelf space allocated to Giant's facial tissue positively affect Giant's facial tissue purchase intention.
H8 : Perceived amount of shelf space allocated to Giant's facial tissue positively affect Giant's facial tissue familiarity.
H9 : Perceived amount of shelf space allocated to Giant's facial tissue negatively effects perceived risk of Giant's facial tissue usage.
H10 : Perceived amount of shelf space allocated to Giant's facial tissue positively effects perceived quality of Giant's facial tissue.

RESEARCH METHODOLOGY

This study examines the influence between independent variable, as well as its influence towards dependent variables. Specifically, this study uses quantitative approach to observe the causal relationship between exogenous variable (shelf space) and endogenous variables (familiarity, perceived risk, perceived quality, and purchase intention) within Giant in Surabaya.

This study uses primary and secondary data as data sources, which primary data directly obtained from structural questionnaires spread to people whose aged 18 years old and above, who have visited and bought Giant's facial tissue in Surabaya at least twice within the last six months. The secondary data is obtained from Giant's store manager as direct source of information about Giant's facial tissue shelf space allocation in every Giant's store in Surabaya.

The population of this study would be all consumers who have bought Giant's facial tissue in Giant Surabaya. This study is adopting non-probability sampling technique, specifically using purposive sampling method.

According to Hair, Anderson, Tatham, and Black (1998), the appropriate number of sample size is 10 respondents represented for each parameter. Therefore, as this study uses 13 parameters, the number of sample size recommended is 13 x 10 = 130 respondents. However, this study chooses to use 200 respondents in order to obtain better result.

This study uses interval scale method, specifically, using Likert-type scale. Thus, for all variables, familiarity, perceived risk, perceived quality, shelf space, and purchase intention, is measured on a five-point Likert-type scale.

This study uses multivariate analysis as a technique for data analysis, specifically uses Structural Equation Model (SEM) as multivariate technique. SEM is used due to its allowance to separate relationships for each set of dependent variables, as well as its ability to provide appropriate and efficient estimation (Hair et al., 1998). SPSS statistic is used to perform validity and reliability test.

For SEM analysis, this study conducted Confirmatory Factor Analysis (CFA), in order to see whether the model is suitable for further study, followed by the testing of goodness fit indexes that includes the Root Mean Square of Approximation (RMSEA), Goodness of Fit Index (GFI), (AGFI), the Minimum Sample Discrepancy Function which split Degree of Freedom (CMIN/DF), Tucker Lewis Index (TLI), and Comparative Fit Index (CFI). Furthermore, the value obtained from CFA is use to estimate construct reliability and variance extract in order to measure of the internal consistency of a construct indicator. Finally, structural model test was performed in order to be analyzed further for hypothesis testing.

In LISREL, to check the hypotheses of each parameter, researcher must first check the Critical Ratio (C.R.) and T-value. C.R. represents the parameter estimate divided by its standard error (Byrne, 2010). The C.R. value would be significant or hypothesis will be supported if the test statistic is more than 1.96. Besides C.R., T-value also used to check the hypothesis. The T-value of the data must be more than 0.05, thus categorized as significant or hypothesis categorized as supported.

RESULT AND DISCUSSION

The descriptive statistics of respondents represented in Table 1 below. From this study, the respondents are comprise of 127 females (63.5%) and 73 males (36.5%). Number of respondents whose age within the range of 21-30 years old are 38 respondents (19%), 31-40 years old are 64 respondents (32%), range 41-50 years old are 53 respondents (26.5%), range 51-60 years old are 26 respondents (13%), and range more than 61 are 19 respondents (9.5%).

Based on the latest respondent's educational background: high school degree are 61 respondents (30.5%), diploma degree 43 respondents (21.5%), bachelor degree are 84 respondents (42%), and master degree are 12 respondents (6%).

The incomes of respondents are based on these categories: Rp 2,500,000 – Rp 5,000,000 are 76 respondents (38%), Rp 5,000,001 – Rp 7,500,000 are 59 respondents (29.5%), Rp 7,500,001 – Rp 10,000,000 are 34 respondents (17%), and more than Rp 10,000,001 are 31 respondents (15.5%).

Moreover, respondents of Giant in Surabaya chose these three branches: Diponegoro are 39 respondents (19.5%), Arief Rachman Hakim are 31 respondents (15.5%), and Klampis are 22 respondents (11%), as the frequently visited branches.

Table 1. Sample Description

Gender	Male	73	36.5%
	Female	127	63.5%
Age	21 - 30	38	19.0%
	31 - 40	64	32.0%
	41 - 50	53	26.5%
	51 - 60	26	13.0%
	> 61	19	9.5%
Education	High School	61	30.5%
	Diploma	43	21.5%
	Undergraduate School	84	42.0%
	Graduate School	12	6.0%
Income	Rp 2,500,000 - Rp 5,000,000	76	38.0%
	Rp 5,000,001 - Rp 7,500,000	59	29.5%
	Rp 7,500,001 - Rp 10,000,000	34	17.0%
	> Rp 10,000,001	31	15.5%
Giant's Branch	Arief Rachman Hakim	31	15.5%
	HR Muhammad	15	7.5%
	Kapas Krampung	12	6.0%
	Kedungsari	9	4.5%
	Klampis	22	11.0%
	Manukan Lontar	3	1.5%
	Mulyosari	21	10.5%
	Rungkut	12	6.0%
	Wiyung	5	2.5%
	Kebraon	3	1.5%
	Maspion	18	9.0%
	Diponegoro	39	19.5%
	Rajawali	10	5.0%

Source: processed data

Table 2 as stated below shows the mean and standard deviations scores for each construct and its indicator. Furthermore, after mean and standard

deviations value of each variable obtained, the standardized confirmatory factor analysis was perform. The data analysis was processed with LISREL 8.0 software. The figure of standardized confirmatory analysis will be depicted as follows:

Table 2. Constructs and the Items

	Mean	Std. Dev
Familiarity		
F1	3.400	1.051
F2	3.390	1.124
F3	3.410	1.028
Perceived Quality		
PQ1	3.365	1.062
PQ2	3.365	1.144
PQ3	3.605	1.143
Perceived Risk		
PR1	2.785	0.992
PR2	2.760	1.174
PR3	2.900	1.173
Shelf Space		
SS1	3.475	0.997
SS2	3.390	1.055
Purchase Intention		
PI1	3.140	1.191
PI2	3.280	1.108

Source: processed data

The figure below shown that five variables measured are inter-correlated to each other. CFA structure as presented below comprises five variables measured in this study, which are familiarity (F), perceived risk (PR), perceived quality (PQ), shelf space (SS), and purchase intention (PI). For F, PR, and PQ are measured with three indicators each, while SS and PI are measured with two indicators each. The recommended value of factor loading is above

0.5. Based on figure presented, it shows that all the indicators have the factor loading value above 0.5.

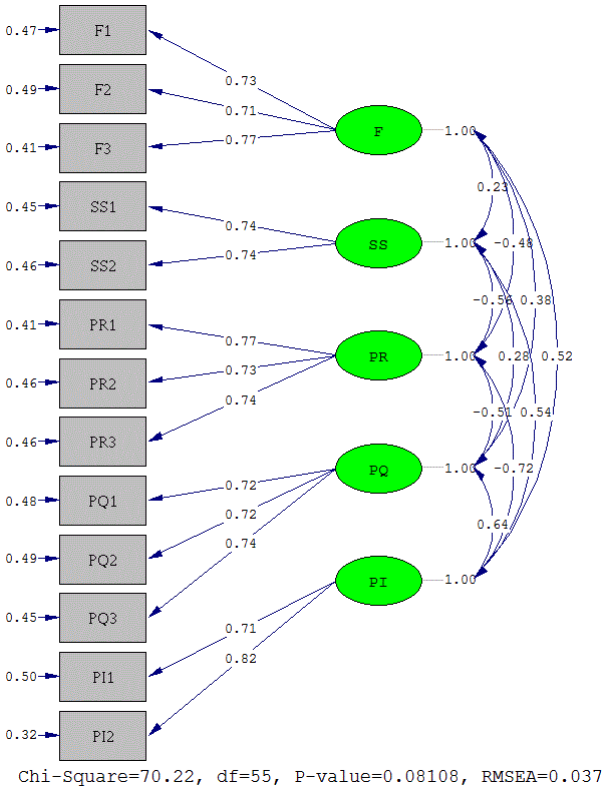

Figure 1. Standardize Solution CFA

Hence, based on the data, all of the indicators' factor loading are above 0.5. After factor loading was checked, a measurement fit was performed to check whether the model is fit or not. The result of measurement fit presented by the table 3, as follows:

Table 3. Goodness of Fit

Goodness of Fit	Term of Use	Result	Remarks
RMSEA	RMSEA ≤ 0.08	RMSEA = 0.037	Good Fit
GFI	GFI ≥ 0.90	GFI = 0.95	Good Fit
AGFI	AGFI ≥ 0.90	AGFI = 0.91	Good Fit
CMIN/DF	< 2 or < 3	1.535	Good Fit
TLI	TLI ≥ 0.90	TLI = 0.98	Good Fit
CFI	CFI ≥ 0.90	CFI = 0.99	Good Fit

Source: processed data

The limit of the value used as the base of acceptable reliability level is 0.7, thus indicators which construct reliability value is 0.7 or more, could be processed further. However, the number should not be the absolute measure. Therefore, the recommended value of variance extracted is above 0.5, in which the higher the value indicated that indicators have been we'll-represented its latent constructs. The standardized loading and error used could be directly obtained from the result of LISREL program calculation. The construct reliability value will be depicted by the table 4 as follows:

Table 4. Variance Extracted and Construct Reliability Result

Indicator	λ	λ^2	e_i	Σλ	$(\Sigma\lambda)^2$	$\Sigma(\lambda^2)$	Σe_i	CR	VE
Giant's facial tissue Shelf Space				1.480	2.190	1.095	0.905	0.708	0.548
SS1	0.740	0.548	0.452						
SS2	0.740	0.548	0.452						
Giant's facial tissue Familiarity				2.210	4.884	1.630	1.370	0.781	0.543
F1	0.730	0.533	0.467						
F2	0.710	0.504	0.496						
F3	0.770	0.593	0.407						
Giant's facial tissue Perceived Quality				2.240	5.018	1.673	1.327	0.791	0.558
PQ1	0.770	0.593	0.407						
PQ2	0.730	0.533	0.467						
PQ3	0.740	0.548	0.452						
Giant's facial tissue Perceived Risk				2.180	4.752	1.584	1.416	0.770	0.528
PR1	0.720	0.518	0.482						
PR2	0.720	0.518	0.482						
PR3	0.740	0.548	0.452						
Giant's facial tissue Purchase Intention				1.530	2.341	1.177	0.824	0.740	0.588
PI1	0.710	0.504	0.496						
PI2	0.820	0.672	0.328						

Source: processed data

The minimum value needed for reliability testing is 0.7 and the recommend value for variance extracted is above 0.5. Thus, as depicted from table 4 above, the construct reliability and variance extracted of five variables used in this study are all above 0.7 and above 0.5. Therefore, concluded that five variables used in this study considered reliable and valid.

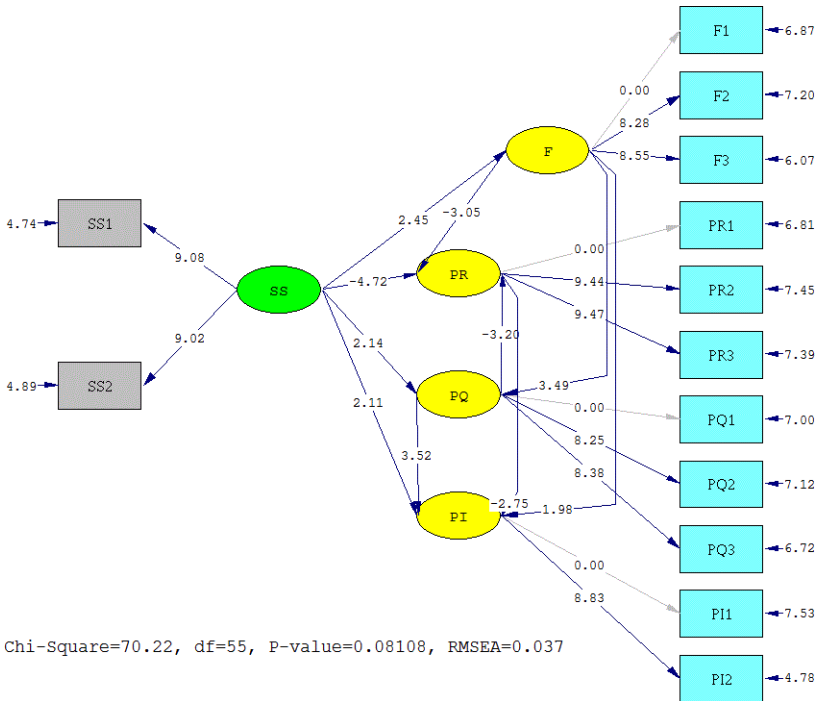

Figure 2. T-value Structural Model

Figure 2 depicted the T-value structural model of this study. As mentioned in the early explanation, a series of fitness test was also conducted to check the fitness of structural model. The fitness tests being used in order to measure the model fit comprises of RMSEA, GFI, AGFI, CMIN/DF, TLI, and CFI. According to the results above, all the measurements meet the required criteria, showing RMSEA, GFI, AGFI, CMIN/DF, TLI, and CFI are in good fit. Further, the estimate value obtained from structural model will be used to determine hypotheses testing.

The hypotheses testing process for this study will be done through LISREL 8.0 software. Thus, in LISREL, if critical ratio tested is more than 1.96, hypotheses are considered as significant or are supported. The hypotheses testing result for exogenous variable towards endogenous variables will be further explained by the table 5 below:

Table 5. Hypothesis Testing

Hypothesis	Variables Connection	Loading	t-value	Cut off	Remarks
1	PR → PI	– 0.34	– 2.75	> 1.96	Supported
2	PQ → PI	0.34	3.52	> 1.96	Supported
3	PQ → PR	– 0.29	– 3.20	> 1.96	Supported
4	F → PI	0.17	1.98	> 1.96	Supported
5	F → PR	– 0.27	– 3.05	> 1.96	Supported
6	F → PQ	0.34	3.49	> 1.96	Supported
7	SS → PI	0.21	2.11	> 1.96	Supported
8	SS → F	0.23	2.45	> 1.96	Supported
9	SS → PR	– 0.41	– 4.72	> 1.96	Supported
10	SS → PQ	0.20	2.14	> 1.96	Supported

Description: **PR** = Perceived Risk; **PQ** = Perceived Quality; **F** = Familiarity; **SS** = Shelf Space; **PI** = Purchase Intention.

Source: processed data

CONCLUSION AND RECOMMENDATION

Based on the research result as stated, the conclusion is that all 10 (ten) hypothesis developed are proven. The following explanations summarized hypotheses as presented in research results are: 1. Perceived risk of Giant's facial tissue usage negatively affects Giant's facial tissue purchase intention, 2. Perceived quality of Giant's facial tissue positively affects Giant's facial tissue purchase intention, 3. Perceived quality of Giant's facial tissue negatively effects perceived risk of Giant's facial tissue usage, 4. Giant's facial tissue familiarity positively affects Giant's facial tissue purchase intention, 5. Giant's facial tissue familiarity negatively effects perceived risk of Giant's facial tissue usage, 6. Giant's facial tissue familiarity positively effects perceived quality of Giant's facial tissue, 7. Perceived amount of shelf space allocated to Giant's facial tissue positively affects Giant's facial tissue purchase intention, 8. Perceived amount of shelf space allocated to Giant's facial tissue positively affects Giant's facial tissue familiarity, 9. Perceived amount of shelf space allocated to Giant's facial tissue negatively effects perceived risk of Giant's facial tissue usage, and 10. Perceived amount of shelf space allocated to Giant's facial tissue positively effects perceived quality of Giant's facial tissue.

Based on this study, there are some recommendations that can be given for Giants in Surabaya, as well as for future research. **First**, suggested for Giants in Surabaya to make consumers familiar with store brand product, Giant should make an interesting design to display its product, make an interesting the store brand product's brand image or headline. Thus, consumers will easily notice and aware. **Second**, Giant should implement more quality assurance to its consumers by giving consumers a chance to experience a field test which shows that the products are always on continuously developed by the R&D team. Therefore, consumers know that store brand product also can exceed the expectation expected that is not much difference with national brand product.

Third, employees of Giant should be educated well by the company, thus help the consumers gain knowledge that the store brand product is risk minimum and leads consumers to purchase intention. **Forth**, Giant's shelf space for store brand product should be given an attractive pop-up sign in front of the product itself and put it on the top shelf space. It can be about the product's knowledge, price, or even about a secret deal once in every week which may leads to higher familiarity level and purchase intention

During the research completion process, this study has several limitations, in which can be further improved for the future research. Several of the limitations includes: 1) This research conducted on a brand and type of product, which is Giant's facial tissue. Future research can be conducted using another brand and/or type of product, 2) Future research can be conducted using other categories of product (food and household goods). This aims to know the difference between store brand shelf space and store brand familiarity between different product which might influence store brand perceived risk, perceived quality, and purchase intention of consumers, 3) This research conducted and focused on Surabaya. Future research can cover other cities to observe and see the varieties of customers buying behavior in other city, and 4) This research can be focused on other format of modern retail. Future research can observe mini markets as the subject, since the growth grows rapidly each year.

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