



Influence of Store-Brand Equity Dimensions on Customers Intention to Repurchase Store-Brand Products

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Abstract

This study investigates the factors influencing customers' intentions to repurchase store-brand products, focusing on five key dimensions: store-brand awareness, perceived quality, perceived value, brand image, and loyalty. The primary objective of this study was to assess the impact of these factors on repurchase intentions. A quantitative approach was adopted, utilizing a survey distributed to 350 store-brand customers. Data were analyzed using regression analysis to test five hypotheses. The findings reveal that store-brand awareness ($\beta = .233, p = .000$), perceived quality ($\beta = .144, p = .036$), perceived value ($\beta = .187, p = .002$), and store-brand loyalty ($\beta = .282, p = .000$) have significant positive effects on customers repurchase intentions, supporting the hypotheses. However, store-brand image ($\beta = .063, p = .372$) did not show a significant influence, suggesting it may play a moderating role rather than directly influencing repurchase behavior. This study recommends that retailers enhance store-brand awareness and perceived value through targeted marketing campaigns, while maintaining high product quality and promoting customer loyalty to boost repurchase rates. Further research is needed to explore the mediating role of store-brand image in customers repurchase decisions. These insights can help retailers develop more effective strategies to strengthen customer loyalty and increase sales of store-brand products.

Keywords:

Store-brand awareness
Perceived quality
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Brand image
Customer loyalty

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1. Introduction

Store-brands for many years have been given many different names like “Private-brand”, “Retail-brand”, “Distributor-brand”, “Private-label”, “Own- label” and “Own- brand”. All these terms refer to a brand owned, controlled, and sold exclusively by particular retailers (Herstein and Gamliel, 2004; Chen et al.,

2023). According to Herstein and Gamliel (2004) store-brand activities started in the 1840s and its growth has expanded into many countries in recent years. Large-scale retailers developed their own store-brands in order to increase competitiveness (McColl and Moore, 2011). It is one of their marketing strategies. This strategy gives marketers and retail stores’

owners to have power to sell products with their logo and names. Today, variety of store brands can be found in food and beverages, personal care, products or services that catered for household needs. Retailers' brand goods are priced high or low depending on the strategy adopted by the retailers (Tifferet and Herstein, 2012; Kremer and Viot, 2012).

Traditionally, store-brand products come in white and black packages, and are usually displayed at the lower end of the shelves (Cudmore, 2000). Retailers are beginning to make packages, and quality of store-brands most suitable products, thus, making store-brands stand a perfect opportunity to offer the customers quality and less expensive products (Corstjens and Lal, 2000). Today, business environment has become totally competitive. Due to strong competition between several brands, and in the struggle to gain markets shares, marketers initiated to develop their own store-brands (Deepa and Chitramani, 2013). Therefore, it is important for marketers to have good knowledge on the factors that influence customers' intention to repurchase store-brands products.

From 2022 to 2024, Malaysia's retail market has shown steady growth, reflecting the country's post-pandemic economic recovery and increased consumer spending. In 2022, retail sales, especially in food, beverages, and consumer goods, began rebounding significantly, with total retail sales estimated at approximately MYR 133 billion by 2023. This growth has been driven by improved consumer confidence, rising disposable income, and a robust e-commerce sector.

For 2024, projections indicate continued expansion in retail value due to a strong middle-class population and ongoing digital retail investments (Malaysia Retail Market, 2022a,b; Modor Intelligence, 2024). In fact, store-brand repurchase among Malaysian customers was at its infancy (Chaniotakis et al., 2010), yet there is continuous growth of store-brands popularity among customers. Major retailers such as Tesco, Giant, Parkson and Mydin have developed variety of products

under their store-brands. This may be due to customers' lack of awareness and insufficient knowledge about store-brands products and their dependence on national brands repurchases (Chaniotakis et al., 2010).

In comparison with other well-developed markets like the United States and Europe, there are few research findings on dimensions that influence customers' intention to repurchase store-brand products in Malaysia. Several studies were carried out in the Western World with regards to store-brand to determine the customers' perception on store-brand association, store-brand loyalty, store-brand perceived quality towards store-brands repurchase. In fact, Aqueveque (2006); Jin and Suh (2005) elaborate that store-brand association, store-brand perceived value, store-brand perceived quality are key dimensions that influence customers' intention to repurchase store-brand products in the developed countries. Thus, their research findings are important testimony of great impact of those dimensions that influence customers' intention to repurchase store-brand products which may be applied to developing countries and developing markets such as Malaysia.

Store-brand products have gained prominence in the retail market in recent years, providing customers with quality alternatives to national brands at competitive prices. However, the decision-making process that drives customers to repurchase store-brand products remains complex, influenced by multiple dimensions of store-brand equity. Recognizing this, the objective of this study was to assess how five key dimensions—store-brand awareness, perceived quality, perceived value, brand image, and loyalty—shape customers' intentions to repurchase store-brand products. However, a key question remains: do these factors, which have been identified in previous studies as critical dimensions of brand equity (Aqueveque, 2006; Jin and Suh, 2005), have the same impact on customers' intentions to repurchase store-brand products in developing countries?

While these dimensions have been extensively studied in developed markets, their relevance and influence in the context in Malaysia remain underexplored. This research aimed to address this gap by examining how store-brand awareness, perceived quality, perceived value, brand image, and loyalty affect repurchase intentions of store-brand products in Malaysia, providing valuable insights for retailers operating in this country.

The primary audience for this study includes retail marketers, brand managers, and business strategists, particularly those operating in developing countries. Additionally, researchers and academics in the fields of marketing, consumer behavior, and brand management will find this study useful for expanding the discourse on store-brand products in emerging markets. The study contributes to existing literature by addressing a significant gap in the understanding of how key dimensions of brand equity—store-brand awareness, perceived quality, perceived value, brand image, and loyalty—affect customers repurchase intentions in Malaysia. In addition, this study provides practical recommendations for retailers on how to enhance their brand strategies to improve repurchase rates, ultimately helping them tailor their marketing approaches to different market conditions.

2. Literature Review

2.1. Conceptual Literature

The role of brand equity in influencing consumer repurchase intentions has been extensively explored in marketing literature, with dimensions like brand awareness, perceived quality, brand image, perceived value, and loyalty identified as key factors. Brand awareness serves as a crucial starting point, as it creates familiarity and recall, which are essential in consumer decision-making processes. Aaker (1996) argues that high brand awareness builds a brand's "presence" in the customer's mind, strengthening repurchase intentions. Keller (2001) also emphasizes that awareness helps to shape consumer perceptions, ultimately influencing their choice to repurchase specific brands.

Razak et al. (2019) further affirm that brand awareness correlates positively with repurchase intentions, as it helps build trust and perceived reliability.

Perceived quality is another significant factor that impacts repurchase behavior. Tsotsou (2006) defines perceived quality as the consumer's judgment about a product's overall excellence, which influences their likelihood to purchase again. Calvo-Porrall and Lévy-Mangin (2017) find that consumers who perceive high quality in store brands are more inclined to repurchase, seeing these brands as reliable alternatives to national brands. Chen et al. (2019) similarly note that the perception of quality strengthens brand loyalty, which in turn enhances repurchase intentions.

Perceived value between price and quality, has been highlighted as particularly relevant in store-brand purchasing decisions. Dodds et al. (1991) emphasize that perceived value can drive repurchase intentions, especially among price-sensitive consumers looking for value for money. Sweeney and Soutar (2001) feel that perceived value plays a vital role in purchase decisions, suggesting that customers who view store-brand products as high-value alternatives are more likely to repurchase them. Brand loyalty emerges as a strong driver of repurchase intentions. Erciş et al. (2012) conceptualizes brand loyalty as a deeply held commitment to repurchase or consistently support a preferred brand, even when other options are available. Chaudhuri and Holbrook (2001) confirm that loyalty tends to have a strong emotional connection to the brand, which reduces their likelihood of switching to competitors and reinforces their repurchase intentions.

Although brand image plays a less direct role, it coos overall brand equity by shaping consumer perceptions and enhancing other dimensions like loyalty and quality. Keller (1993) suggests that brand image contributes to positive brand associations, which can enhance the likelihood of repurchase when paired with strong brand awareness and quality perceptions. Huseynli and

Mammadova (2022) argue that brand image may serve as a moderating directly supporting repurchase intentions by reinforcing customers' perceptions of value and quality.

2.2. Theoretical review

The theoretical foundation for understanding consumer behavior regarding store-brand products is rooted in several well-established theories in marketing and consumer research. These frameworks help to elucidate the relationships among brand equity dimensions, consumer perceptions, and repurchase intentions. One prominent theory is the Theory of Planned Behavior (TPB), which posits that an individual's intention to engage in a behavior (such as repurchasing a product) is influenced by their attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). In the context of store-brand products, positive attitudes towards brand awareness and perceived quality can enhance repurchase intentions. Research by Gomez and Rubio (2010) supports this, showing that consumers with favourable attitudes towards a store brand are more likely to repurchase it due to increased brand loyalty and awareness theory is Aaker's Brand Equity Model, which identifies brand awareness, perceived quality, brand loyalty, and brand associations as critical components of brand equity. According to Aaker (1996), high brand equity leads to greater customer loyalty and repurchase intentions, as customers are more likely to choose brands they recognize and trust. This model emphasizes dimensions of brand equity is interconnected, with brand awareness serving as a foundation for quality perceptions and loyalty.

Additionally, the CBBE Model, developed by Keller (1993), highlights the importance of brand image and awareness in building consumer loyalty. Keller argues that a strong brand image influences consumer perception of quality and value, ultimately affecting repurchase intentions. This model supports the notion that a positive brand image enhances customer loyalty, making customers more likely to repurchase products from that

brand. Furthermore, Expectancy Theory, which focvalue of outcomes, can also be applied. According to this theory, consumers evaluate the expected benefits of repurchasing a store-brand product against the perceived costs. If the perceived value is high—meaning consumers believe they receive good quality for a reasonable price—they are more likely to have the intention to repurchase (Sweeney and Soutar, 2001). This highlights the necessity for retailers to deliver compelling value propositions that resonate with customers' expectations.

2.3. Empirical literature

Research has consistently shown that store-brand awareness significantly affects repurchase intentions. For instance, Bernarto et al. (2020) found that higher levels of brand awareness lead to increased consumer confidence and loyalty towards store brands, enhancing their likelihood to repurchase. Similarly, Macdonald and Sharp (2000) highlighted that consumers who recognize and recall store brands are more inclined to buy those brands again, suggesting that awareness plays a crucial role in shaping purchase behavior. The perception of quality is another vital factor influencing repurchase intentions. A study by Gomez-Suarez et al. (2016) demonstrated that consumers' evaluations of store-brand quality directly correlate with their purchasing decisions. When customers perceive store-brand products as high-quality alternatives to national brands, they are more likely to repurchase them. This finding is echoed in research by Gürbüz et al. (2008), who identified perceived quality as a strong predictor of customer loyalty towards store brands.

The concept of perceived value combines both quality and price, affecting consumers' purchasing decisions. According to Olaru et al. (2008), customers who believe they receive good value for money from store brands exhibit higher repurchase intentions. Their study highlighted that perceived value mediates the relationship between store-brand quality and loyalty, reinforcing the importance

of offering competitive pricing alongside quality. While some studies have found that brand image does not have a direct impact on repurchase intentions, it may still influence consumer perceptions indirectly. For example, the work of Azizan and Yusr, (2019) suggests that a positive brand image can enhance consumer trust and attitudes, which in turn affect loyalty and repurchase behaviors. However, recent findings by Hsieh and Li (2008) indicate that brand image might act more as a moderator, suggesting that consumers prioritize other factors, such as quality and value, over brand image when making repurchase decisions. Loyalty is a significant determinant of repurchase intention. Research by Mostafa and Kasamani, (2021) emphasizes that emotional connections and positive experiences with store brands lead to increased loyalty and, consequently, higher repurchase rates. Additionally, a study by Meyer-Waarden and Benavent, (2006) reinforced this by illustrating that strong customer loyalty can result in repeat purchases, often regardless of changes in price or marketing efforts.

3. Methodology

This study was conducted in Klang Valley, a prominent urban region in Malaysia encompassing key areas such as Kuala Lumpur, Selangor, and Putrajaya. Known for its diverse retail landscape—including large shopping malls, supermarkets, and retail chains like Giant, Mydin, Tesco (Lotus), Aeon Big, and Sogo—Klang Valley was an ideal location for surveying shoppers who have purchased or used store-brand products. The region's high customer traffic, combined with a variety of available store-brand products, provided a rich environment for gathering data from consumers with direct store-brand purchasing experiences. The urban and cosmopolitan population of Klang Valley represents a range of demographic backgrounds, income levels, and shopping behaviors, making the findings generalizable to similar urban retail settings. This study area

was also selected for its accessibility, which facilitated efficient distribution of questionnaires and data collection by the researcher and assistants. This study employed a quantitative research design to examine the factors influencing the intention to repurchase store-brand products. A cross-sectional survey method was used to collect data at a single point in time, allowing for the efficient gathering of relevant information from respondents.

A non-probability convenience sampling technique was adopted, targeting participants who had purchased or used store-brand products within the past six months. This approach enabled the collection of data from a substantial sample in a practical and time-efficient manner. A total of 220 questionnaires were distributed, yielding 208 valid responses. The sample size aligns with Sekaran's (2003) recommendations, which suggest that a sample between 30 and 500 is appropriate for social science research. Data analysis involved several stages, starting with initial data screening to identify missing data and outliers. Descriptive statistics were then used to analyze respondents' profiles, followed by Pearson correlation analysis to examine the relationships between independent and dependent variables. Finally, multiple regression analysis was conducted to determine the contribution of each independent variable to the intention to repurchase store-brand products. All analyses were performed using SPSS version 21.0, a widely recognized statistical software in social and behavioral science research.

4. Estimation results

Table 1: shows the buying experiences of the respondents with regards to the store name and type of store-brand products that they purchased. The result shows that majority of the respondents shopped at Giant with the highest frequency 99 (49.5%), followed by Tesco with 50 (25%), Mydin with 27 (13.5%) and Aeon Big with the lowest (12%).

Table 1: Respondents' experiences with regards to the store name and type of store-brand products purchase

	Categories	Frequencies (200)	Percentages (%)
Retail Stores*	Giant	99	49.5
	Tesco	50	25.0
	Mydin	27	13.5
	Aeon Big	24	12.0
Store-Brands*	Cleaning Product	33	16.5
	Beverages	24	12.0
	Shampoo/conditioner	62	31.0
	bath soap, hand wash	60	30.0
	Toiletries	17	8.5
	Food	04	2.0
	Others		

*Note: Respondents can select more than one answer

For the type of store-brand products purchased, shampoo/conditioner, bath soap, hand wash is the highest with frequency 62 (31.0%) followed by toiletries 60 (30%), cleaning product 33 (16.5%), beverages had 33 (12.0%), food 17 (8.5%), and the lowest was others with four (2.0%). This shows that for store brand products, non-food items are purchased more than the food items.

Table 2 shows the descriptive statistics of measurement items and constructs used in this research. For store-brand awareness, item "I am aware of store-brand X products" shows the highest mean (4.25) and item "Store-brand X comes up first in my mind when I need to make a purchase decision on the product" is the lowest (3.59). For store-brand perceived quality, item "I think store-brand X products seem to be good quality" shows the highest mean (3.94) and item "The higher the price for store-brand X, the higher the quality" is the lowest (3.42).

For store-brand perceived value, item "The price of store-brand X is very acceptable" indicates the highest mean (4.40) item "When I buy store-brand X, I would

ensure that I am getting my money worth" is the lowest (4.33). For store-brand image, item "The image of store-brands X is good" shows the highest mean (3.67), item "The image of store-brands X is better than national brand" is the lowest (3.19). For store-brand loyalty, item "I will recommend store-brand X to others" indicates the highest mean (3.87), item "I will definitely buy store-brand X if the price is higher than other brands that offer similar benefits, it is the lowest (3.47).

For repurchase intention, two items "I would re-buy store-brand X in the future" and "In the next six months I expect that I will still consider store-brand X to be my most frequently purchased products" indicate the highest mean (4.34), item "My intention of repurchasing store -brand X is high" is the lowest with (4.19). As for the construct, store-brand perceived value has the highest mean (4.36), followed by repurchase intention (4.29), store-brand awareness (3.97), store-brand perceived quality (3.72), store-brand loyalty (3.62) and store-brand image shows the lowest mean score of (3.41)

Table 2: Descriptive Statistics of Measurement Items and Constructs

Measurement Items and Constructs	Mean	SD
Store-Brand Awareness, (SBA).	3.97	4.220
I am able to recognize store-brand X among other brands.	4.23	.605
I can quickly recall the symbol or logo of store-brand X.	3.99	.802
Some characteristics of store-brand X come to my mind quickly.	3.71	.896
Store-brand X is the only brand recalled when I need to make purchase decision on the products.	3.70	.968
Store-brand X comes up first in my mind when I need to make a purchase decision on the product.	3.59	1.009
I know what the store-brand X products look like.	4.12	.684
I am aware of store-brand X products.	4.25	.582
I am familiar with store-brand X products.	4.24	.665
Store-Brand Perceived Quality, (BPQ).	3.72	3.995
I think store-brand X products seem to be good quality	3.94	.748
The products of store-brand X are reliable/trustworthy	3.85	.702
The product of store-brand X gives me the result I am looking for	3.85	.788
The higher the price for store-brand X, the higher the quality	3.42	.979
There is not much difference in terms of quality between national/manufacturer brand (e g, nestle) and store-brand X	3.38	1.045
The likelihood of store-brand X will be functional is very high.	3.73	.814
I think the product of store-brand X have clear details about their ingredients/contents.	3.88	.780
Store-Brand Perceived Value (BPV).	4.36	3.094
When I buy store-brand X, I would ensure that I am getting my money worth.	4.33	.710
I would buy store-brand X in order to save money.	4.34	.726
Store-brand X is worth the money it costs.	4.36	.633
Store-brand X provides very good value for the money.	4.35	.640
The price of store-brand X is very economical	4.38	.623
The price of store-brand X is very acceptable.	4.40	.625
Store-Brand Image (SBI)	3.41	5.179
The image of store-brands X is good.	3.67	1.014
The image of store-brands X is exclusive.	3.45	1.041
The image of store-brands X is better than manufacturer/national brand.	3.19	1.014
The image of store-brand X is innovative.	3.40	.987
Store-brand X is unique, compare to manufacturer/national brand.	3.23	.964
Store-brand X offers a lot of attributes and benefits.	3.57	1.064
Store-Brand Loyalty (SBL)	3.62	4.652
I consider myself a loyal consumer to the store-brand X products.	3.50	1.051
When it comes to buying, my first purchase option is store-brand X	3.57	1.068
I will recommend store-brand X to others.	3.87	.994
I will not buy the other brand when store-brand X is available at the store.	3.69	1.053
I will definitely buy store-brand X if the price is higher than other brands that offer similar benefits	3.47	1.134
Repurchase Intention (RI).	4.29	2.389
I would re-buy store-brand X in the future.	4.34	.683
My intention of repurchasing store-brand X is high.	4.19	.766
I intend to repurchase more store-brand X as they are worth purchasing.	4.29	.631
In the next six months I expect that I will still consider store-brand X to be my most frequently purchased products.	4.34	.718

However, reliability analysis was conducted in order to determine and to ensure the internal consistency among the items. The most commonly used measure to determine reliability of data is Cronbach Alpha (Pallant, 2010). Cronbach alpha's values range between 0 to 1 of which 0 indicates no consistency between items while 1 show a

perfect consistency. For any scale to be reliable, Hair et al. (2006) maintain that the coefficient value of Cronbach's Alpha can vary from 0 to 1, where a value less than .60 normally indicates marginal to low or unsatisfactory internal consistency. Meanwhile, the normal situation is where the value is close to 1.

Table 3 Constructs' Reliability

Dimensions	No of Items	Cronbach's Alpha
Store-Brand Image (SBI)	6	0.924
Store-Brand Loyalty (SBL)	5	0.925
Store-Brand Perceived Value (BPV)	6	0.872
Store-Brand Awareness (SBA)	8	0.821
Store-Brand Perceived Quality (BPQ)	7	0.802
Repurchase Intention (RI)	4	0.874

Table 3 shows all the study's constructs; Cronbach's Alpha is above the cut off value .70 (Hair et al. 2010). For each variable- store-brand image (0.924), store- brand loyalty (0.925), store-brand perceived value (0.872),

store-brand awareness (0.821), store-brand perceived quality (0.802), repurchase intention (0.874). These values supported the adequacy of the internal consistency, thus, the reliability of the study.

Table 4: Correlations Analysis

		RI	SBA	BPQ	BPV	SBI	SBL
Pearson Correlation	RI	1.000					
	SBA	.462**	1.000				
	BPQ	.426**	.426	1.000			
	BPV	.422**	.238	.291	1.000		
	SBI	.066*	.356	.422	.066	1.000	
	SBL	.547**	.359	.370	.090	.547	1.000

* Correlation is significant at the 0.01 and 0.05 level

** Correlation is significant at the 0.01 and 0.05 level

The correlation coefficient is a measure of closeness of relationship or association between independent and dependent variables (Hair et al., 2010). Correlation is used to look at the 'net strength' relationship between two continuous variables (Sweet and Martin, 2008). Variables utilized in this research are interval scaled and therefore Pearson correlation is the most appropriate. The result (see Table 4) shows that store-brand

awareness (SBA, $r = .462$, $p = .000$), store-brand perceived quality (BPQ, $r = .426$, $p = .036$), store-brand perceived value (BPV, $r = .422$, $p = .002$), store-brand loyalty (SBL, $r = .547$, $p = .000$) have significantly correlations with consumers repurchase intention at significance level 1 percent and 5 percent. Only for store-brand image (SBI, $r = .066$, $p = .372$), the correlation with consumers repurchase intention (RI) is not significant.

Table 5: Correlation Coefficient

Model	Unstand. Coefficients		Stand. Coeffi.	T	Sig.	Correlations			Collinearity Statistics	
	B	Stander Error	Beta			Zero-Order	Partial	Part	Tolerance	VIF
(Constant)	.933	.354		2.637	.009					
SBA	.264	.074	.233	3.560	.000	.462	.248	.201	.743	1.345
BPQ	.151	.071	.144	2.112	.036	.428	.150	.119	.683	1.463
BPV	.216	.069	.187	3.128	.002	.314	.219	.176	.891	1.123
SBI	.044	.049	.063	.895	.372	.373	.064	.050	.632	1.583
SBL	.181	.045	.282	4.057	.000	.470	.280	.229	.660	1.515

a. Dependent Variable: RIs

The result of the correlation coefficient values (see Table 5), is between .314 and .470. It also indicates that no significant multicollinearity problems were confronted as none of the correlation coefficient in the data are more than .9 (Hair et al. 2010).

Multiple regression analysis in this research determines the contribution of each selected variables to explain the factors influencing intention to repurchase store-brand products as indicated by the beta (β) coefficients values of each variable. The coefficient level between store-brand awareness and repurchase intention reveals a positive and significant outcome. Results indicate that beta (β) was .233; (t value) was 3.560 and the significant (p-value) was .000. This means the regression weight for store-brand awareness towards repurchase intention of store-brand products is significantly different from zero at the 0.000 level (two-tailed).

The coefficient level between store-brands perceived quality and repurchase intention reveals a positive and significant influence. Results indicate that beta (β) was .144, (t value) was 2.112 and the significant (p-value) was .036. This means the regression weight for store-brand perceived quality toward repurchase intention of store-brand products is significantly different from zero at the 0.03 level (two-tailed). Hence, the proposed hypothesis is supported at 0.05 alpha

level. The coefficient level between store-brand perceived value and repurchase intention denotes significant results. Results indicate that beta (β) was .187, (t value) was 3.128 and the significant (p-value) was .002. This means the regression weight for store-brand perceived value towards repurchase intention of store-brand products is significantly different from zero at the 0.002 level (two-tailed). Hence, the proposed hypothesis is supported at 0.05 alpha level.

The coefficient level between store-brand image and repurchase intention reveals no significant influence. Results indicate that beta (β) was .063, (t value) was .895 and the significant (p-value) was .372. This means the regression weight for store-brand image towards repurchase intention of store-brand products is not significantly different from zero at the .372 level (two-tailed). Hence, the proposed hypothesis is not supported at 0.05 alpha level. The coefficient level between store-brand loyalty and repurchase intention denotes a significant result. Results indicate that beta (β) was .282, (t value) was 4.057 and the significant (p-value) was .000. This means the regression weight for store-brand loyalty toward repurchase intention of store-brand products is significantly different from zero at the 0.000 level (two-tailed). Hence, the proposed hypothesis is supported at 0.05 alpha level.

Table 5 Model Summary of Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.619 ^a	.384	.368	1.8998

a. Predictors: (Constant), SBL, PVM, SBA, BPQ, SBI

The beta (β) value indicates that store-brand loyalty (SBL) ($\beta = .282$) has the most influence on customers repurchase intention, followed by store-brand awareness (SBA) ($\beta = .233$), store-brand perceived value (BPV) ($\beta = .187$) and store-brand perceived quality (BPQ) ($\beta = .144$). The one that has

no significant influence is store-brand image (SBI) ($\beta = .063$). As for the model fit testing the results indicated that R squared = .384. The assessment of model summary (see Table 5), shows that the total variance explained by the model in totality was 38.4 percent in the repurchase intention.

Table 6: ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig
Regression	435.937	5	87.187	24.154	.000 ^b
Residual	700.258	194	3.610		
Total	1136.195				

Dependent Variable: RI

Predictors: (Constant) SBL, BPV, SBA, BPQ, SBI

In addition, ANOVA (see Table 6) was equally investigated. The F score and the p value indicated a significant fit model $F(5, 194) = 24.154$, $p = .000$. This result is an indication that, at least one out of the independent variables (store-brand image

(SBI), store-brand loyalty (SBL), store-brand perceived value (BPV), store-brand awareness (SBA), and store-brand perceived quality (BPQ) predict the dependent variable (repurchase intention).

Table 7 Result of the Hypothesis Testing

Hypothesis	Relationship	(β)	t value	Sig	Decision
H1	SBA \rightarrow RI	.233	3.560	.000	Supported
H2	BPQ \rightarrow RI	.144	2.112	.036	Supported
H3	BPV \rightarrow RI	.187	3.128	.002	Supported
H4	SBI \rightarrow RI	.063	.895	.372	Not Supported
H5	SBL \rightarrow RI	.282	4.057	.000	Supported

Next, Table 7 shows the beta coefficient values and the t-values for each of the study constructs. The results indicate that four out of the five hypotheses are supported. Therefore, the respective proposition for each predictor is discussed below:

4.1 Discussion

The findings of the hypothesized model align closely with existing literature on consumer behavior and repurchase intentions regarding store-brand products. The positive and significant relationship between store-brand

awareness and repurchase intention ($\beta = .233$, $t = 3.560$, $p = .000$) is well-supported by previous research. For example, Severi and Ling (2013) highlight that store-brand awareness significantly influences repurchase intentions for both new and existing customers. This suggests that awareness strengthens customer familiarity and comfort with a store brand, thus facilitating repeat purchases. Juntunen et al. (2011) similarly found that store-brand awareness is a key factor driving repurchase behavior, emphasizing the importance of consistent

brand exposure and recall. Furthermore, Alfian et al. (2024) affirms that brand awareness enhances customer loyalty and confidence, both of which contribute to repurchase decisions. These findings collectively support the conclusion that store-brand awareness plays a vital role in influencing customers' intention to repurchase.

Regarding store-brand perceived quality, the positive relationship ($\beta = .144$, $t = 2.112$, $p = .036$) is consistent with previous studies that emphasize the role of quality in repurchase decisions. Bao et al. (2011) found that product quality is a critical determinant in repurchase intention, as customers tend to prioritize quality in their rebuying decisions. Yee (2011) also echoes this sentiment, noting that customers express consistent concern over the quality of products they repurchase. Kim and Yoo (2018) further suggest that perceived quality enhances store-brand equity and repurchase intentions, reinforcing the notion that product quality is pivotal in maintaining customer loyalty.

In terms of store-brand perceived value, the significant relationship found in the hypothesized model ($\beta = .187$, $t = 3.128$, $p = .002$) aligns with Ananda et al. (2021), who argue that higher perceived value increases the likelihood of customers repurchasing store-brand products. Perceived value encompasses the balance between cost and benefits, and customers are more inclined to repurchase when they perceive they are receiving good value for their money. Thus, perceived value remains a critical factor in fostering customer loyalty and driving repurchase behavior.

However, this study's finding that store-brand image does not have a significant influence on repurchase intention ($\beta = .063$, $t = .895$, $p = .372$) contradicts previous literature, which generally supports a strong relationship between brand image and repurchase behavior. For instance, Shah et al. (2012) argue that brand image, which includes elements such as brand knowledge and preference, significantly impacts repurchase intentions. Similarly, Lucky et al. (2023)

emphasize the importance of brand image in shaping customer perceptions and repurchase behavior. Despite the discrepancy, there is evidence suggesting that brand image may serve as a mediating or moderating variable rather than a direct predictor. Wang and Yang (2010) found that brand image can moderate the relationship between brand credibility and repurchase intention, indicating that the influence of brand image may depend on other variables.

The findings on store-brand loyalty ($\beta = .282$, $t = 4.05$, $p = .000$) are supported by previous research, which emphasizes the centrality of loyalty in customer behavior. Rshidi and Rahmani (2013) argue that loyalty is a core component of brand equity theory, directly impacting customers repurchase intentions. Similarly, Atilgan et al. (2005) highlight the positive and significant role of brand loyalty in driving repurchase decisions. Thus, there is ample evidence to support the conclusion that store-brand loyalty is a key determinant of customers repurchase intentions, reinforcing the importance of fostering strong brand-customer relationships to maintain long-term customer loyalty.

5. Conclusion

This study sought to investigate the factors that influence customers' intentions to repurchase store-brand products by focusing on five key dimensions: store-brand awareness, perceived quality, perceived value, brand image, and loyalty. The findings of this study provide key insights into the dynamics of customer behavior in the context of store-brand products. The results of this study highlight the critical role that certain brand-related factors play in shaping repurchase intentions, while also indicating areas that require further exploration. The findings confirm that store-brand awareness is a strong predictor of repurchase intention, aligning with Razak et al. (2019), who reported a positive relationship between brand awareness, brand attitude, and repurchase intention. As supported by previous studies, customers with a higher level of awareness are

more likely to form positive perceptions of store brands, which, in turn, increases the likelihood of repurchase. This suggests that brand recognition is vital in a competitive retail environment, where customers often rely on familiarity and recall when making purchasing decisions. Retailers should focus on enhancing brand visibility and ensuring consistent messaging to maintain and expand their customer base. Perceived quality was found to significantly influence repurchase intention. The perception of quality is a crucial determinant of customer satisfaction and loyalty, and it reinforces the notion that customers prioritize product excellence when making repeated purchases. The result indicates that customers who perceive store-brand products to be of high quality are more inclined to continue buying them, underlining the importance of maintaining and improving product standards. Perceived value also emerged as a significant factor in determining repurchase intentions. This study's findings suggest that customers who feel they are getting good value for money are more likely to remain loyal to store brands. This emphasizes the need for retailers to balance price and quality, ensuring that their store-brand products deliver a compelling value proposition. Providing competitive pricing without compromising quality will help reinforce customer loyalty and encourage repeat purchases. While store-brand image did not significantly influence repurchase intentions directly, this result opens the door for further research into its potential as a moderating or mediating variable. The insignificance of store-brand image might suggest that customers prioritize other factors like quality and value over image when considering repurchasing store-brand products. In addition, store-brand loyalty was found to be the most influential factor in determining repurchase intentions. Customers who have established a strong emotional or behavioral connection to a store brand are more likely to remain consistent buyers. This emphasizes the importance of loyalty-building initiatives such as reward programs,

personalized promotions, and customer engagement strategies to promote long-term relationships with consumers.

This study recommends that retailers focus on enhancing customer repurchase intentions for store-brand products through several key strategies. Improving store-brand awareness via targeted marketing campaigns and consistent branding can significantly influence customers' buying behavior. Additionally, maintaining high product quality is essential, as it has a direct impact on customer satisfaction and loyalty. To further encourage repeat purchases, retailers should provide strong perceived value by striking a balance between price and quality, as well as providing rewards and discounts. Implementing robust customer loyalty programs and utilizing Customer Relationship Management (CRM) systems to personalize the shopping experience will strengthen long-term customer relationships. Retailers should invest in Corporate Social Responsibility (CSR) initiatives and adopt sustainable practices to enhance store-brand image, potentially influencing repurchase behavior indirectly by improving brand perception. The limitation of this study is that it relied solely on survey data from a sample of 220 store-brand customers, which may not fully capture the diversity of perspectives across different demographics, geographical regions, and retail environments. This limitation could affect the generalizability of the findings, as customer perceptions and repurchase intentions might vary in other contexts or among different age and income groups. For further research, a longitudinal study could be conducted to track changes in customer perceptions and repurchase intentions over time, providing deeper insights into the factors that sustain or alter brand loyalty. Additionally, future studies could explore the potential moderating role of store-brand image in relation to other dimensions, such as quality and value, to understand how brand perception indirectly affects repurchase behavior. Expanding research to include qualitative approaches, like focus groups or interviews,

could also offer richer insights into the motivations behind customer loyalty to store brands.

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