

PURCHASE INTENTION ON PRIVATE LABEL BRAND (PLB): A SYSTEMATIC LITERATURE REVIEW AND FUTURE RESEARCH AGENDA

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Abstract: *In recent years, the term "Private label brand or store brand" has been a hot topic in several countries, including the United States and Europe; nevertheless, there has been little discussion in the Malaysian market, particularly with relation to consumers. As a result, several authors as well as the Nielson database have endorsed the topic of PLB, demonstrating the paucity of research in this field. It is feasible to justify the authors' claims of rigour in their work by a systematic analysis, allowing for the detection of contradictions and providing crucial recommendations for future research. A cross-disciplinary literature review was conducted using the Scopus database, and 65 articles were discovered between 1997 and 2021. Meanwhile, 46 publications were found when it was sorted into restricted years from 2011 to 2021. While 111 publications were discovered using comparable key terms in Web of Science, mainly in Private Label Brand areas, the researcher agreed to limit the article to the fields and the most cited by many authors. The goal of this study is to determine the characteristics of empirical studies in journals on the topics of private labels and retail. The current study is a qualitative descriptive study that uses bibliometric analysis to focus on works that contribute to the debate about private labels and retail in the context of marketing. According to the findings, papers published in national journals are the most common.*

Keywords: *Private label brand, purchase intention, systematic literature review*

Introduction

Retail industry has emerged extensively since 17th century and now the retail industry dramatically changes their store concept and application. It was continuously and tremendously expanding over a time. Retail business had provided goods and services towards community and constantly moving forward improvising its services. In develop country such as United States of America and European countries, the retail business has become one of the most successful businesses which transaction billions of dollars. In 2019, Fortune Global found that Walmart is one of the top companies with the sales transaction reach up to US\$514.405 billion and had 2.2 million workers. In Malaysia, entrepreneurial activities especially in retail industry is one of major sectors that need to be focused to improve the standard of living and creating more job creation. According to the National Entrepreneurship Policy (NEP2030), 57% of the sector contributed to Malaysian Gross Domestic Product (GDP) in 2019 was from services sector which include wholesale and retail industry. The sales value of Wholesale and Retail Trade was recorded up to RM112.8 billion in March 2021 and private label brand (PLB) is one of the areas that falls under this category (DosM, 2021). However, the contribution of PLB on Malaysia's GDP is still low which is only 2% compared to 8.1% in Singapore and 45% in Switzerland (Nielsen, 2014) Thus, this indicate that the acceptance of consumer pertaining to PLB product is still low.

PLB can be defined as disassociated from the brand of the manufacturer producing and it was sold by specific distributor that gives them their own or another different name, and this distributor that carries out the all the marketing activity (Serra and Puelles, 1993). Furthermore, PLB or store brand are whose legal title of brand which is held by the distributor and whose production is usually entrusted to an established manufacturer (Puelles and Puelles, (2003). According to Nielson (2005, 2008), findings shows that 35% of Malaysians agreed that private labels are good substitutes to national brand. It was reported that PLB provides in the range of 15% to 30% lower prices compared to other brands with the acceptable quality of their products or services (Dekimpe and Deleersnyder, 2018) and Malaysian consumers are quite price sensitive where they willing to pay when they perceive worth value from quality products (Jaafar and Lalp, 2012). For that reason, PLB serves as an option for people to switch from their loyal national brands to get the things from their outlets. However, the penetration of PLB in Asian region was a bit slow (Cuneo et al., 2019) including Malaysia where it remains underdeveloped (Market Review Report, 2020).

Numerous of studies on PLB has emphasized on medley areas including consumer study such as attracting health-minded consumer, environmentally sensitive consumers and build shop loyalty (Konuk, 2018). The study also examines how store image, perceived quality, confidence in organic private label, and perceived value impact customers' purchase intentions. However, taking about price in the eye of consumer, study by Ashley (1998), reveal that even the price of private label lower by 15% to 40%, the consumer tends to be more price sensitivity. Again a study by Dekimpe and Deleersnyder (2018) reveals that Private label brand or store brand provides in the range of 15% to 30% lower prices compared to other brands with the acceptable quality of their products or services. This PLBs serves as alternate for people to switch from their loyal national brands to get the things from their outlets. The gap between own labels and national brands in terms of price and quality, together with the increasing promotion of retailer names and their own brands, has changed consumer perceptions of own labels and reduced perceived risk associated with their purchase (McGoldrick, 1984). Myers 's (1967) study nearly one half of respondents considered private labels to have lower prices and lower quality than

national brands, but regular private label users considered private labels to be the same quality as national brands.

From prior findings it is important to come out with the Bibliometric analysis subjected to the area of this study in identifying what matters and element and trend should be explore in detailing out to overcome the problem. Through this study hopefully a Bibliometric analysis could identify the academic progress and direction of this research initially so that the researchers will anchoring the given direction heading towards the agenda for future work of this study.

Private Label Brand (PLB) and Customer Purchase Intention

PLB is a retailer or wholesaler controls and sells a private label exclusively (Raju, Sethuraman, & Dhar, 1995; Hyman, Kopf, & Lee, 2008). The items were developed and maintained by the same company that sells to a final consumer under its own brand or property mark are known as private label products (Dunne & Lusch, 1999). According to Hoch & Banerji, (1993; Kumar & Steenkamp, (2007), private label brand widespread began in the 1970s and 1980s, with the goal of making items available to customers at lower rates than those offered by regular manufacturers Kumar & Steenkamp, (2007). Braak, Deleersnyder, Geyskens, & Dekimpe, (2013); Braak, Geyskens, & Dekimpe, (2014); Miquel-Romero, Caplliure-Giner, & Adame-Sánchez, 2014; Miquel-Romero, Caplliure-Giner, & Adame-Sánchez, (2014). Private labels are expanding and gaining ground in all product categories, including consumer goods, textiles, home appliances, and electronic devices, and are even branching out into financial and insurance services (Miquel-Romero et al, 2014), designing and packaging value-added products (Batra & Sinha, 2000), and approaching leading market brands (Aaker, 1997; Steiner, 2004). However according to Beneke & Carter (2015) Private Label Brands are critical to merchants all around the world. The reason of this circumstances due to the such as scarcity of information, the economic factors, and how consumers evaluate private label brand cognitively. Intention is important construct which can cause a certain action. Intention is predictor of actual behavior (Ajzen, 1991). Whereas a purchase intention represents “the possibility that consumers will plan or be willing to purchase a certain product or service in the future” (Wu et al. 2011).

Fishbein and Ajzen, (1975,1991) define purchase intention as Person's subjective likelihood of performing certain behaviour and it is a predictor of an actual behaviour.

To some of the study shows a significant relationship between consumers' attitude and intention to buy as mentioned by Cuneo et al., (2021), Lee & Chen-Yu (2018), Norfarah, et al. (2018), Juan (2017), Abril, Rodriguez-Cánovas (2016), Hashim, & Hasim (2015), Garretson et al. (2002) and Burton et al. (1998), whereas, others study shows the opposite results Tajuddin, Zainol, & Syed Sahil (2014). Therefore, it is important to study in determine what reason what factors that might influence consumer purchase intention towards private label brand. Natalya, Cho, and Lee (2020), a study in Korea of private label brand discovered Purchase intention has been influences by Price and quality. The means-end model by Zeithaml (1988) reveal the positive relationship between perceived value and purchase intentions.

In the context of producer, the problem stems from a lack of understanding of how customers create a value proposition in their thoughts and brand loyalty. This has been supported by Ruiz-Real, et al (2018) reveal that not all brands have the same value for consumers, due to the existence of the concept of high and low value and suggested interesting to tackle this point in

future research to try to understand how brand value impacts upon consumer behaviour. Meanwhile Natalya, Cho, and Lee (2020), reveal that four reasons why private label brand has different intention by consumer such as a) consumer trust; b) brand awareness; c) and perceived quality influences PL purchase intention; and d) the price-quality connection influences PL purchase intention.

This study believes it is critical to understand how this trend and issue has evolved, and it is guided by the following research question: what are the features of empirical articles published in national and international journals on the topics of private label and retail? To address that issue, the following study goal was established: identify the features of empirical articles published in national and international journals on the topics of private label and retail.

Methodology

One of the goals of this research is to illustrate the pathways taken by past studies about purchase intention on private label brand (PLB). Convergent findings and recurrence of themes covered by prior publications can be found. As a result, the importance of examining the characteristics of these studies is emphasized to demonstrate the scenario, the method of data collection, the publications that have focused on the issue, the techniques of analysis, and the authors who address the issue, among other areas of scientific knowledge. In conjunction to that, this study will conduct a systematic literature review to identify the abovementioned elements, academic progress, features of this research, and researchers engaged, as well as to set an agenda for future work. This study believes it is critical to understand how this issue has evolved, and it is guided by the following research question: What are the features of empirical articles published in national and international journals on the topics of purchase intention on PLB?

The PRISMA Statement (Preferred Reporting Items for Systematic reviews and Meta-Analyses) served as a guide for the review. PRISMA is frequently used in the realm of environmental management. According to Sierra-Correa and Cantera Kintz (2015), it has three distinct advantages: 1) it establishes clear research questions that allow for systematic research, 2) it establishes inclusion and exclusion criteria, and 3) it attempts to examine a large database of scientific literature in a set amount of time. Based on this review protocol, the process started with the formulation of appropriate research questions for the review. Then, the process continued with a systematic searching strategy that considered the elements of identification, screening, and eligibility. Following next is quality assessment process that need to be conducted to ensure the quality and relevancy of the articles to be reviewed. Finally, the data were abstracted for the review and the final data were analyzed and validated.

Systematic search strategy

The review started by searching the journal articles using the main bibliographic databases which were Scopus and Web of Science (WoS). It was analyzed for a period of 20 years from 2001 to 2021. Scopus and WoS were selected as they are among the most extensive peer-reviewed abstract and citation databases in many related disciplines such as environmental studies, interdisciplinary social sciences, business, development and planning and other disciplines (Durach, Wieland & Machuca, 2014). Microsoft excel application was used to screen and filter the articles from the databases.

The search string was constructed based on the list of the identified keywords. The search was conducted using combinations of keywords on titles and abstracts as these were addressed by

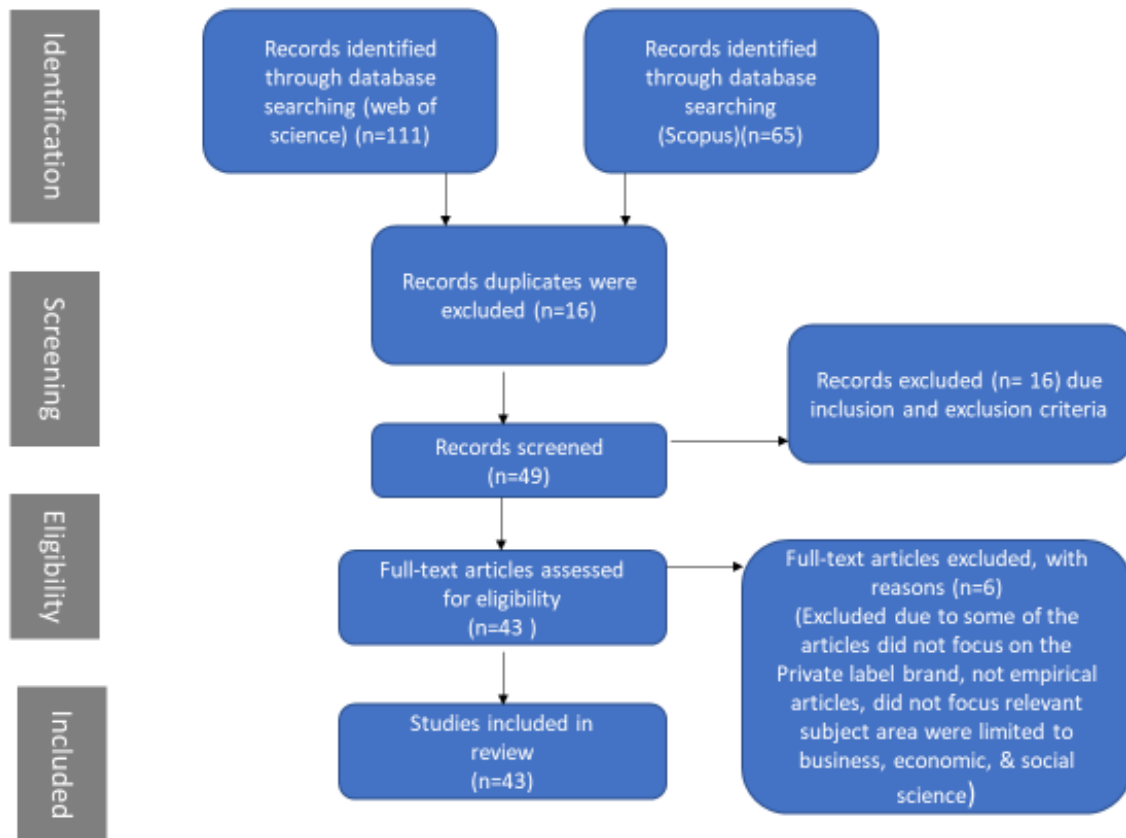
breaking down the review questions. The first hit of the search strategy resulted in a total of 65 articles where 111 articles came from WoS and 65 articles were from Scopus. However, 16 records were duplicated and needed to be removed from the dataset. Then, the data were exported to an Excel spreadsheet for data cleaning and sorting. After careful inspection, another 16 articles were excluded from the dataset due to eligibility issues. As a result, 43 articles were retained for further analysis. Phases of searching are described using the key Title -Abs-Key for Scopus and TS for WoS. Details are as below:

Scopus: TITLE-ABS-KEY (("private") AND ("label") AND ("brand" OR "store") AND ("brand" OR "retail") AND ("consumer" OR "customer") AND ("purchase") AND ("intention"))

Web of Science: TS= (("private") AND ("label") AND ("brand" OR "store") AND ("brand" OR "retail") AND ("consumer" OR "customer") AND ("purchase") AND ("intention"))

Inclusion and exclusion criteria

The initial scoping exercise for this study will be used to acquire a basic overview of the present state of research and may potentially prove useful in laying out a framework for a systematic review in the appropriate domain. This entails the use of appropriate databases, time periods, search keywords, and language constraints as well as a broad review of the body of literature (Briner & Denyer, 2012). The duration of review was from 2001 to 2021, a period of 20 years, in order to capture the most recent trends and avoid studying a section of the study that may no longer be relevant in light of current trends. The articles were limited to those that published in English language only, citations from the most prestigious authors, citations from well-known journals, and subject categories. The document type is focusing to journal articles and the relevant subject area were limited to business, economic, and social science. The details are illustrated in Table 1.



Title: Private label brand, consumer, customer, intention

Figure 1: The flow diagram of the study is adopted from PRISMA

Table 1: The inclusion and exclusion criteria of the study

Criterion	Inclusion	Exclusion
Literature types	Journal Articles	Newspapers, Book series, book, chapter in the book, conference proceeding, editorial, non-research papers, review papers, opinion pieces, non-publish paper.
Timeframe	Between 2001 to 2021	Before year 2001
Language	English only	Non-English
Index	Citescore by years and documents areas by subject area of article's – Scopus and WES - Social Sciences Citation Index (SSCI), Science Citation Index Expanded (SCI-EXPANDED), Conference Proceedings Citation Index – Social Science & Humanities (CPCI-SSH)	Science Citation, Indexed Expanded (Web of Science)

Quality assessment

The researcher will analyse the confidence of review findings for this study on systematic review quality. The breadth of standards to safeguard all phases of research design and implementation from systematic error, unsystematic error, and inferential error is the quality evaluation of SLR. Aside from that, it will take great effort to discover all relevant studies, critically evaluate each one, synthesis the data from individual studies in an unbiased manner and offer a balanced important summary of findings while considering any faults in the evidence.

The grade approach defines the quality of a body of evidence for systematic reviews as the degree to which one may be certain that an estimate of effect or association is near to the amount of particular interest (Shea et. al 2022). Some concerns about determining the document's quality:

- Did the review authors explain their selection of the study designs for inclusion in the review?
- Did the review authors use a comprehensive literature search strategy?
- Did the review authors perform data extraction induplicate?
- Did the review authors provide a list of excluded studies and justify the exclusions?
- Did the review authors describe the included studies in adequate detail?

And based on questions the document will be rating;

High - Zero or one non-critical weakness: The systematic review provides an accurate and comprehensive summary of the results of the available studies that address the question of interest

Moderate - More than one non-critical weakness*: The systematic review has more than one weakness, but no critical flaws. It may provide an accurate summary of the results of the available studies that were included in the review.

Low - One critical flaw with or without non-critical weaknesses: The review has a critical flaw and may not provide an accurate and comprehensive summary of the available studies that address the question of interest.

Critically low - More than one critical flaw with or without non-critical weaknesses: The review has more than one critical flaw and should not be relied on to provide an accurate and comprehensive summary of the available studies.

Those documents were rating as low will be rejected.

Data abstraction and analysis

The review of synthesis data, the extraction of important information, and the conclusion of the selected articles will all be part of the abstraction and analysis step. The formulated research questions would involve explanation and narration of the results, discussion, identifying the path forward for future research works, and inferring a conclusion throughout this phase. According to Shelby and Vaske (2008), however, analysis and result reporting are depending on the analyst's personal judgments, the researcher's understanding level of the research, and the study's aim.

Results

According to the results of a document search based on years 2001 to 2021, 49 papers were identified in Scopus. This revealed that throughout the early years of 2001 and 2011, just a

small number of published documents were recorded, but after 2012, there was some graph movement forward toward the end of the decade. It demonstrates that writers are aware of these concerns, and that the PLB contributes to the community's riches. This momentum will, hopefully, continue to grow in the following years. Whereas using the Web of science found that the Clarivate analytics report of Private Label brand Citation report has shown that the keyword has been used by researcher such as: private label brand or store brand or retail brand and customer or consumer and purchase intention, in the restricted only for open access documents, in a restricted year from 2011 to 2021, in articles publication of Elsevier and Emerald group publication, in research area of Social Sciences and other which is relevant to the study, and using the only English language document and showing that there are 111 articles were found in the database.

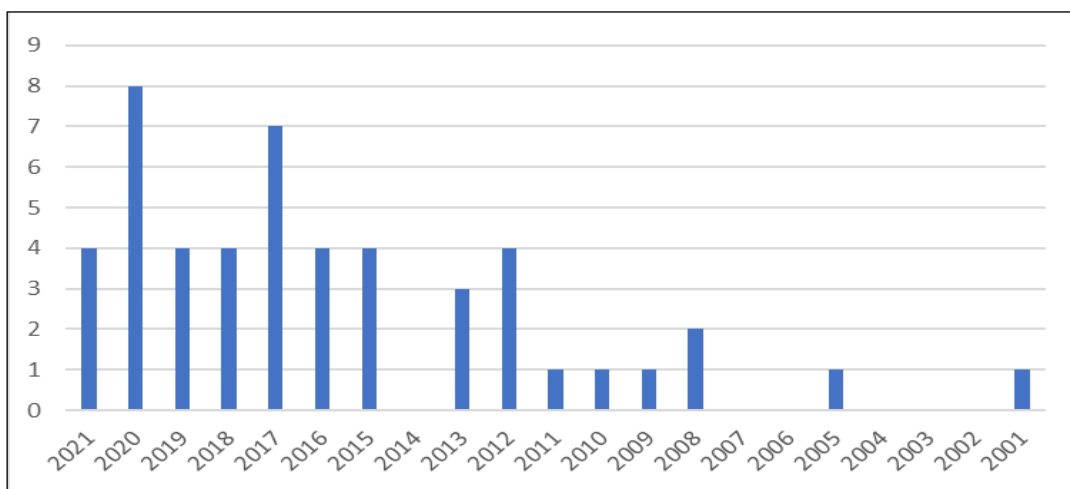


Figure 2: Articles 2001 to 2021

From the Figure 2 it shows that in only 1 article were found in 2001 and 2005, whereas none articles were found in 2006 and 2007. Meanwhile in 2008 there were 2 articles were found and decreasing to 1 article in 2009 to 2011. However, the trending keeps on consistently occurred in 2011 till 2021.

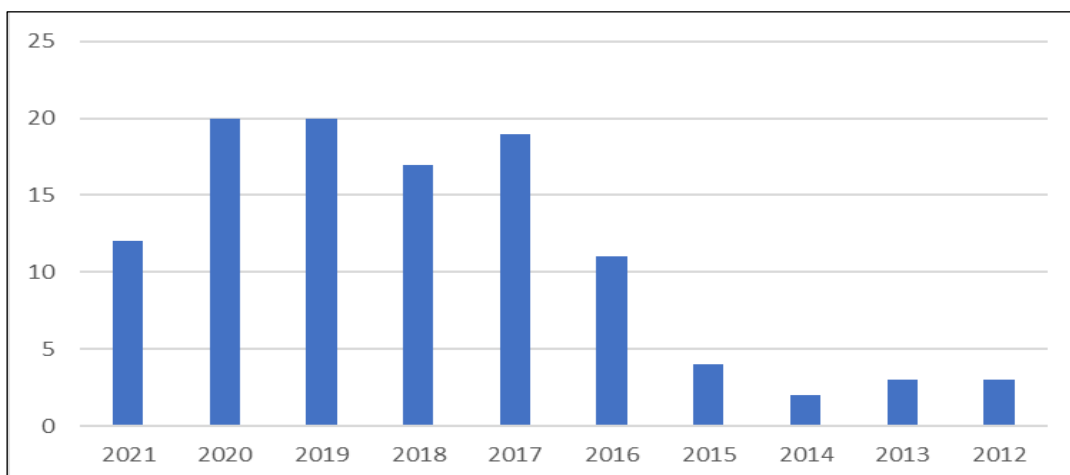


Figure 3: Timeframe restriction (2011 to 2021)

The WOS bar chart illustrates that the approaching and major trend, as well as a rising number of publications each year, started in 2014 with two documents, three documents in 2012 and 2013, four documents in 2014, and more than ten documents in the years 2017 to 2021. In the meantime, the largest number of documents was recorded in the years 2019 and 2020.

The graph depicts a graph of documents with an up and down fluctuation.

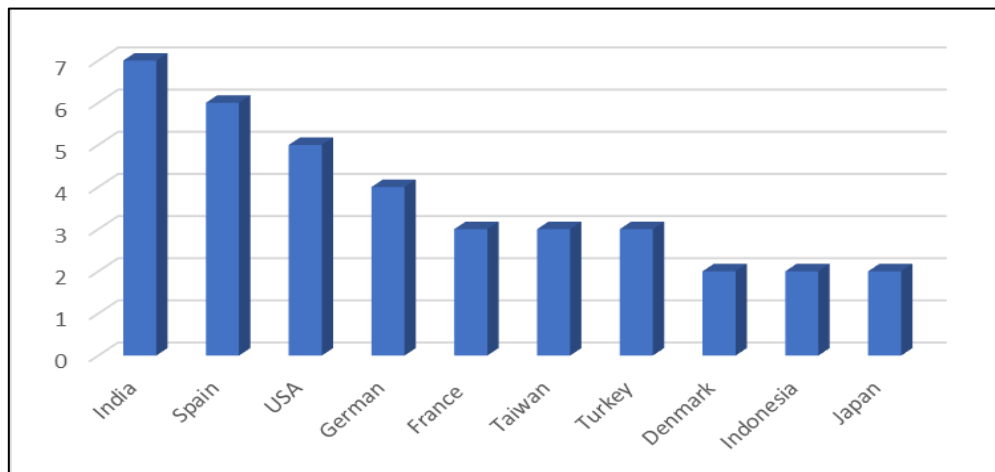


Figure 4: Private Label Brand (PLB) research by country

The result shown, India generated seven papers, Spain produced six, Germany produced four, and the United States produced five. France, Taiwan, and Turkey each contributed three documents, while Denmark, Indonesia, and Japan each produced two. This indicates that PLB research has been thoroughly developed in European countries as well as the United States of America, which is classified as a developing country, with a growing trend and awareness in the Asia region.

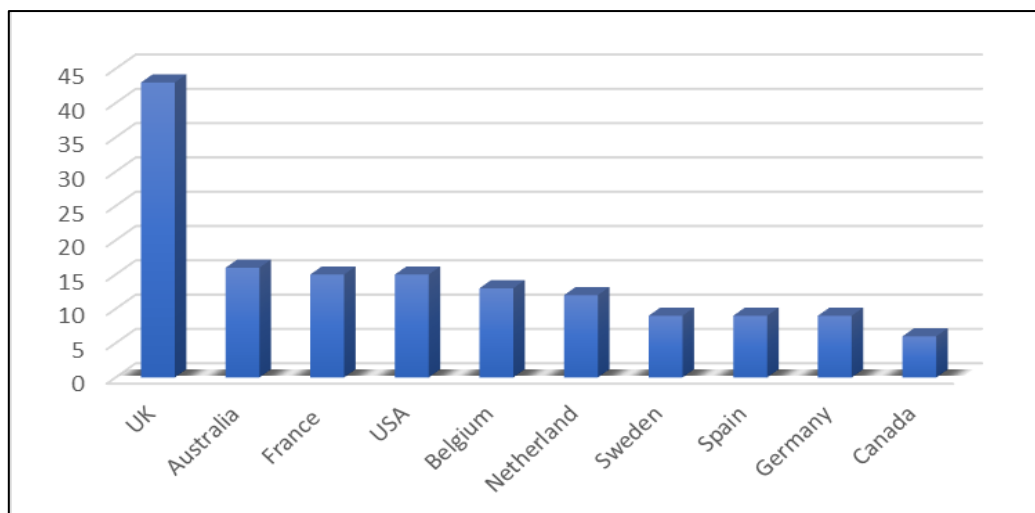


Figure 5: The world's top-ranking paper manufacturers in the field of private label brands.

The top ten nations linked to all authors in the sampled articles are displayed. In our database, these nations are responsible for 4754 articles. It's worth noting that this table is in line with other country-level rankings based on a huge volume of academic publishing data. With 43 papers, the United Kingdom is at the top of the list of countries contributing the most papers. Australia came in second with 16 papers, followed by France and the United States with 15 papers, Belgium with 13 papers, Netherlands with 12 papers, Spain, Sweden and, Germany with 9 papers, and Canada with 6 papers. These are the world's top-ranking paper manufacturers in the field of private label brands.

The Highest citation by authors

Table 2: Top 10 Authors (citation) Scopus

Authors	Top 10 Authors (citation) Scopus
Beneke J.	2
Cho J.W.	2
Esteban-Millat I.	2
Grunet K.G	2
Gazquez-Abad J.C	2
Leobnitz N.	2
Ruiz-Real J.L	2
Zielke S.	2
Aykac O.S.	1
Bakpayev M.	1

With 340 citations and 285 papers, Beneke (2016) has the most citations, followed by Natalya, Cho, and Lee (2019) with two documents and two citations. Gázquez-Abad & Juan Carlos (2020) with 63 papers and 786 citation reports, Esteban-Millat (2020) with 18 documents and 183 citation reports, Grunert (2020) with 278 documents and 12865 citation reports, and Leobnitz (2020) with 15 documents and 214 citation reports.

Table 3: Top citation WOS

Authors	Top citation WOS
Lamey	4
Alexander, Burt, Deleersnyder, Gupta, & Braak	3
Benoit, Bogomolova, Brengman, & Breugelmans	2

Writers such as Lamey (4 citations per document), Alexander, Burt, Deleersnyder, Gupta, and Braak (3 citations per document) have been cited by others in a well-known high-impact publication as a consequence of the bar chart showing renowned authors. Others with two citations per document in the journal include Benoit, Bogomolova, Brengman, and Breugelmans. Most of the publish their articles in famous journal such as International Journal of Research in Marketing, International Journal of Retail Distribution, Journal of Retailing and Consumer Services, International Journal of Research in Marketing, Journal of Business Research and European Journal of marketing, Journal of Retailing.

The result by famous journal citation and the subject areas

Table 4: The result by famous journal citation and the subject areas

Top Journal	Citations	Years
British Food journal	3.5	2011 to 2020
International Journal of Retail & Distribution management	5	2011 to 2020
Journal of retailing & Consumer Services	9	2011 to 2020
Indian Journal of Marketing	1.5	2013 to 2020
Journal of Distribution Science	1	2017 to 2020

From the result of Citescore by years and documents areas by subject area of article's shown that the most highest cited score comes from Journal of retailing and consumer services with marks as orange colour, followed by international Journal of retail and Distribution Management with the mark with ocean blue colour, third comes from British Food Journal with the mark of Red colour, Indian Journal of Marketing with the mark of green colour and lastly Journal of Distribution services with the mark as purple colour. For document based on subject area showing that 54.9 percent was recorded in the areas of Business management, 11.3 percent in area of Economic, 5.6 percent in Engineering, 4.2 percent in the areas of Agricultural and Social science, 2 percent in Arts and Humanities, computer science, Psychology and the rest in other areas. It shows that how PLB area has been cover in many areas of knowledge.

Conclusion and Future Research Agenda

Many entities in the publishing industry, including researchers, academic institutions, government agencies, journal publishers, and organisations, use Scopus as one of the most comprehensive abstracts, citation, and indexing databases. Scopus uses a variety of sources to guarantee that a wide range of publishing categories are covered globally. Scopus gets research and scientific information in print and electronic forms from over 5,000 publishers across the world, subject to content delivery agreements negotiated with each publisher. Clarivate Analytics' WoS, on the other hand, has grown into one of the leading scientific citation search, discovery, and analytical information platforms in the world. It is utilised as a research tool in academic libraries as well as a huge dataset for large-scale data-intensive investigations in a variety of academic areas. Despite its significant role in scientific research across several knowledge areas, the Web of Science database, as well as its accompanying products and services, has received only a cursory examination utilising the theories and techniques that it has supported. Both databases are quite useful in determining the direction and relevance of the private label studies to the academics and the community.

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