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National brand Vs. store brand: Mediating impact of price consciousness between purchase intention and brand usage

Mehwish Ghulam Nazik
Research scholar
Comsats University Islamabad (Vehari Campus)

Anam Riaz
Research scholar
Comsats University Islamabad (Vehari Campus)

Azeem Yousaf
Research scholar
National Textile University, Faisalabad

Rida Fatima
Research scholar
National Textile University, Faisalabad

ABSTRACT
In recent years, the issue of how brands can be described and measured has become more and more important in both academic and practical debates. Previous researches separately examined the effect of store brand and National brand, but less attention paid on the differential impact of brand usage on purchase intention. This study aims to examine the distinct effects of store brand and national brand on price consciousness, and how these brand evaluation beliefs subsequently affect consumers' purchase intentions. Results of survey with 272 shoppers show that users of national brand express significantly higher whereas users of store brand express higher price consciousness than the users of national brand resulting in different effect mechanism towards consumers' purchase intention. The study provides significant implications to literature and practice.
Keywords: store brand, national brand, price consciousness, brand usage, and purchase intention.

1.0 INTRODUCTION
This study investigates the effect of brand usage (National Brand vs. Store Brand) on consumer purchase intention with the mediating effect of price consciousness. Previous literature reveals that many factors effect consumer purchase intention. Store brand (hereafter will be reviewed as SB) and National brand (hereafter will be discussed as NB) are investigated separately but somehow literature is silent on the differential impact of brand usage (NB vs. SB) on purchase intention. That is the theoretical gap for this study. This research will be a new contribution to the theory. Although the relationship between price consciousness and consumer purchase

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intention has been widely investigated in the past studies. Most of the former studies have been led on NB and SB in developed countries, the results of that study are less likely to generalizable in the context of emerging country like Pakistan as the concept of retailer or store brand is an emerging concept in these countries. So, this will be the contextual gap for this study.

In this chapter basically, the study will be introduced, what we are going to investigate, background of the study, justification and specification of the study, research problem, research questions, the objectives of the research will be discussed, and the end of the chapter will brief the organization of the overall thesis.

1.2 Problem Statement

This study emphasizes the importance and necessity of evaluating brands and to point out the salient brand evaluation measures in a particular context.

Although several past studies (Dall'Olmo Riley, Pina, & Bravo, 2015; Doss & Robinson, 2013; Gentry, Putrevu, II, &Commuri, 2001; Hyun & Kim, 2015; Kang & Kim, 2016; Keller & Lehmann, 2006; Nia& Lynne Zaichkowsky, 2000) has separately investigated national and store brands usage but less attention has been paid to examine the differential impact of brand usage in the context of consumer purchase intentions. This will be a new contribution to the existing theory.

Results from Early research and market observation mostly comprise a stronger brand positioning for national brand as compared to private labeled, but many recent researches showed a growing perspective and greater brand equity for private labels among the consumers on the base of their positive experiences of private brand's products usage (e.g., Kaswengi and Diallo, 2015; Lamey et al., 2007).

Since the previous studies has shown contradicting findings regarding the effectiveness of the brands, there is a need to reconcile these findings by investigating the differential impact of NB and SB on purchase intention and to fill the theoretical gap.

Another gap of this study is there is less research work has been done on super stores in Southern Punjab Pakistan, national and store brands had not compared particularly in the super store's context of Pakistan. This study would work first time on this contextual gap.

The problem to be investigate by this study will be: To what extent brand usage (NB vs SB) influence price consciousness that subsequently influence their purchase intention in Pakistani super stores context.

1.3 Research Questions and Research Objectives/Purpose

The main purpose of this study is to investigate the differential impact of brand usage onpurchase intention.

Table 1.3 Research Objectives and Research Questions

Research questions	Research Objectives
• What is the mediating impact of brand price consciousness on the relationship between brand usage and consumer purchase intention?	• To investigate the mediating impact of brand price consciousness on the relationship between brand usage and consumer purchase intention.

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1.4 Significance and Scope of the Study

Significance of store brand and national brand could not be denied, as it's included daily household needs. National and store brand consist of basic food necessities of life. People like to purchase store brands and national brands on daily basis.

This study would help people to choose best option in Southern Punjab region Pakistan upon selection of store brands and national brands.

This study would describe the purchase intention of consumer in Southern Punjab region of Pakistan. Further this study would be beneficial for national brand and store brand lovers in the area, this would add literature to the current studies of the same topic. Researchers, purchasers, consumers and seller could get benefit from this study by focusing on their own area in study.

2. Literature

At first, this section explains the brand concept, its purpose, functions, the types of brand specially NB and SB and their characteristics based on which these two brands are differentiated. After that the methods and techniques used by different researchers while studying the same topic or topic likewise. This section gives the accurate idea about different types of methodologies and results.

This chapter consist on past studied related to variables of the study, here one think is important national brands and store brands with same variable have been not studied too much, so there is gap that need to fill. This chapter has firmly focused on variable of study. This section will also provide the theoretical basis for this study.

2.1 Brand Usage

Romaniuk, Bogomolova, and Riley (2012) given the proof of the expansiveness and life span of Andrew Ehrenberg's work a declaration to the quality of his study approach. To show image reaction designs from customer usage gatherings (Bird, Channon, and Ehrenberg, 1970). The research data covers diverse classifications (among them, services, durables, and retailers), nations (counting developing markets), and more current research data gathering techniques. The creators found the speculation that brand association reactions are unequivocally and methodically connected to past brand usage still holds both subjectively and, to a vast degree, quantitatively. This has suggestions for specialists and professionals.

Winchester, Romaniuk, and Bogomolova (2008) demonstrates that customers who say they would think about the brand yet vary in their brand usage levels likewise contrast in their general brand assessment and affinity to give positive and negative organizations. The individuals who had earlier brand involvement (present and slipped by customers) contrast essentially in each of the three measurements that relate with their brand thought. Even, who had no earlier brand involvement (have never attempted the brand) vary just somewhat in their general brand assessment, contingent upon whether they would think about the brand or not, but rather have measure up to penchant to give positive and negative organizations. The paper recommends that controlling for usage in brand thought measures is basic for evaluating likely future reaction to the brand.

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2.2 Price Consciousness

Hansen (2013) looks at how much customers' price consciousness influences their purchase intentions for a recently presented product when the price of the product is obscure. Considering research data from 186 shoppers presented to another product offering, the outcomes demonstrate that price consciousness in fact negatively affects purchase intentions, however just for customers with an abnormal state of product classification learning. Albeit perceived hazard and perceived esteem are altogether identified with purchase intentions when all is said in done, price consciousness appears to influence just those shoppers who make surmising's about price in light of their insight into the product classification. Both hypothetical and administrative ramifications of the discoveries are advertised.

2.3 Brand Usage (NB vs. SB)

A national brand's greatest strength is its broader recognition relative to store brands. A national brand is distributed through various retail outlets nationwide. It is also commonly promoted on national television and through other media (Jary & Wileman, 2016).. Carrying a national brand that is highly recognized and sought-after may attract customers that otherwise wouldn't visit your store. Not all store brands are made by the company that brands and sells them (Jary & Wileman, 2016). Some "private label" products are made by a single manufacturer, but sold by various retailers, each putting its own store brand on the products. Store brands are often placed at lower prices than national brands but yield higher profit. During tough economic periods, customers typically put greater emphasis on low-cost products (Jary & Wileman, 2016). Word-of-mouth discussions are more common with national brands since more customers are typically familiar with them (Deleersnyder & Koll, 2012). Some customers operate with the assumption that what you pay is what you get, which contributes to sales of established national brands(González Mieres, María Díaz Martín, & Trespalacios Gutiérrez, 2006).A core benefit of store brand a is that you own it. It is a brand unique to your store that you can market as your own. Store brands also usually allow for higher profit margins.

2.4Research Gap

Researchers discussed various combinations of the study. The above discussion of variable shows that the relationship between brand usage, price consciousness and consumer purchase intention has not been clarified. Various Researchers(Farjam & Hongyi, 2015; Huang & Sarigöllü, 2014; Husnain & Toor, 2017; Mirzaei, Siuki, Gray, & Johnson, 2016; Pegoraro, Scott, & Burch, 2017; Permatasari & Kuswadi, 2017; Rohit & Panda, 2018; Santini, Sampaio, Perin, & Vieira, 2015; Tran, Moritaka, & Fukuda, 2017)studied various combinations of these variables, brand usage, brand awareness, brand association, price consciousness and so on but this selected combination need more clarification on selected region of Pakistan.

Therefore, the purpose of this study is to determine the National brand vs store brand: A differential impact on consumer's brand evaluation beliefs and purchase intentions in super stores context of Southern Punjab Pakistan.

The theoretical framework is the structure that can hold or support a theory of a research study. The theoretical framework introduces and describes the theory that explains why the research

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problem under study exists.The projectedtheoreticalframework not only supports the developed hypothesis but also supports the relationships among variables in the study.
Robson (2011) studies conceptual framework as a vital indicator of the study. He supposedaccordinglyas it is a structure of construct, implication, estimates, judgement and hypothesizes that assist the study.

3.0 Methodology

For the execution of analysis of data, the basic step is to build up a reasonable and suitable research methodology. Al-Hawary, Al-Qudah, Abutayeh, Abutayeh, and Al-Zyadat (2013) told that research methodology is an efficient method for solving a specific issue. It is an investigation of concentrate how an explicit research will be led. Generally, research methodology is known as strategies by which researches depict, clarify, and anticipate their work (Rajasekar, 2013). Further, they told that research methodology is the reason for increasing exceptional knowledge.
This section is comprising elaboration of the data concerning current study.It discusses the variables of the study, the target population for the study, the research design proposed for this research, appropriate sample size. This section is conveying comprehensive information's regarding collection of the data and guiding about the instrument used for data gathering process. This chapter also will guide about the type of questionnaire for sake of data gathering process.

3.1 Measurement constructs

Dependent variables

Purchase Intention

Mediating variables

Price consciousness

Independent variables

Brand Usage

3.2 Population and Sampling

In research population consists of a group of people through which a researcher collects data to sort out any research problem. Each item of the population is named as element. All shoppers of the superstores located in Southern Punjab Pakistan is the target population for this study. The investigator chooses this population as it is suitable for the researcher to collect data from the shoppers of Southern Punjab and the other motive is that there have been less researches directed on this matter in this area. This is the distinctiveness of this study.
Target population for this study is all the shoppers of superstores located in Southern Punjab region of Pakistan. In the study the investigator cannot gather a data from entire targeted population and only select a portion of total population as a sample. "select a portion of targeted population that is called sample through this we can draw a result of this population. *"Moore (2009, p. 202)."*
From Sekaran and Bougie (2010) 30 to 500 researchers consider that it is a reasonable sample size to conduct a research. If a population is known then used probability sampling technique which define that equal chance of selecting a sample *(Sekaran, 2002)*. To avoid the biasness of this study a simple random sampling will be used.

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3.3 Sample size

A sample size of 272 shoppers will be well-thought-out for this study.

3.4 Data Collection

3.4.1 Survey Method

In the study the survey method for data gathering is frequently used in social sciences researches (Babbie (1993:256-257). The core method of survey research grounded on questionnaire in which we can ask any enquiry regarding study matter. Issues that are associated with the social science and human, survey method will be used as we can easily handle the large amount of population and we can easily clarify each variable of the study (Sekaran, 2010).

3.4.2 Instrument

A self-directed survey was utilized to gather information. Information about national brands and store brands was estimated by five option scale from Likert (1981). These alternatives incorporate 1 for strongly disagree, 2 for disagree, 3 for neutral or, 4 for agree and 5 for strongly agree. To quantify attitude towards National brand and store brand. Responses on all things were recorded on a five point Likert scale (1 being 'Strongly Agree' to 5 being 'Strongly Disagree') (Likert, 1932).

The questionnaires were personally distributed, an online survey was generated and were asked to be filled by customers of national brand, store brand and different other stores, which contained national brand and store brand items.

Reliability and validity is dictated by Cronbach's coefficient alpha, the informational index should be solid if the estimation of Cronbach's coefficient alpha is at least 0.7 or more than 0.7 (Cronbach, 1951). (Charlson, Szatrowski, Peterson, & Gold, 1994), Cronbach Alpha's estimation of 0.6 is worthy. Qualities under 0.7 demonstrates that the informational index gathered is faulty and couldn't be deserving of creating the exact or wanted outcomes (C. Peterson, 1994). Qualities around equivalent to 0.7 are likewise worthy.

3.5 Sample Selection

Directed respondents of the examination were national brand and store brand mark outlet's clients who acquired national brand and store brand from the outlet or not. Likewise, respondents are taken from the stores other than National brand and store mark who purchase National brand and store mark things. Sample of study comprises of 272 clients from chose stores by following the standard created by Chou and Bentler (1986), 10*27=270. For the accuracy of sample, test estimate was increased to 272. Convenience sampling techniques has been utilized for information gathering (Kothari, 2004), convenience sampling is most suitable inspecting method when population is archived and it is hard to gather information. Ten additional cases are added to expand the unwavering quality of the examination.

3.6 Sampling Bias

It is imperative to remember that sampling bias refers to the technique for sampling, not simple as itself (Perry, 1998). There is no certification that random examining will result in a sample representative of all population of study (Marczyk, DeMatteo, & Festinger, 2005).

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3.7 Data Collection Procedure

The population for the study was composed of customers visiting the branded stores Southern Punjab Pakistan. During survey, a total of 400 customers were contacted and requested to fill the questionnaire from all selected stores. 300 customers agreed to provide responses of which 272 were used for analysis. Remaining were discarded because of incomplete answers and reckless response.

3.7.1 Primary data

This study has employed the questionnaire as an instrument for collecting primary data (Marczyk et al., 2005). The questionnaire has been used to recognize knowledge about National brand and store brand.

It was not an easy task to collect data directly from the customers while they were shopping. However, customers were requested repeatedly sometimes waited for them for a long time so they may get free. Some customers refused to fill in the questionnaire while many of them accepted author's request and filled the questionnaire (Koul, 2009). Time was the main hindrance in data collection, as customers did not have enough time to buy their products and find some extra time to fill the questionnaire. However, after many visits to the number of stores containing national brand and store brand sample size was completed (Peffers, Tuunanen, Rothenberger, & Chatterjee, 2007). Some of the respondents asked for some type of reward in return of filling the questionnaire but they were refused to have reward as there were chances of biased answers in this way. Storekeepers played a very important and supportive role in collecting data as they personally requested some of the customers to fill the questionnaire and received few filled questionnaires the next day from some customers who were in a hurry and could not fill it on the very moment (Peffers et al., 2007).

3.8 Data Analysis

3.8.1 Statistical tools

3.8.1.1 Smart PLS 2

Smart PLS 2 (partial least square) is used for SEM analysis. An essential element of PLS is its ability to create certainty interims for parameter evaluates and bootstrapped standard error (Byrne, 2016).

3.8.12 Cronbach's alpha

Cronbach's alpha is a measure used to evaluate the unwavering quality, or inner consistency, of an arrangement of scale or test things. The unwavering quality of some random estimation refers to the degree to which it is a reliable proportion of an idea, and Cronbach's alpha is one method for estimating the quality of that consistency (R. A. Peterson & Kim, 2013). The output value of Cronbach alpha remains between 0 to 1 as the value of resulting αα coefficient of reliability ranges from 0 to 1 in providing this overall assessment of a measure's reliability. the higher the αα coefficient, the more the items have shared covariance and probably measure the same underlying concept (Drost, 2011).

3.8.1.3 Regression

Regression is a factual measure used to decide the quality of the relationship between one dependent variable (denoted by Y) and a progression of other independent variable (known as

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changing variable) (Kumar & Phrommathed, 2005). Regression helps to determine the relation between variables.

Linear Regression: $Y = a + bX + u$

Multiple Regression: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + ... + b_tX_t + u$

Where:

Y = the variable that you are trying to predict (dependent variable)

X = the variable that you are using to predict Y (independent variable)

a = the intercept

b = the slope

u = the regression residual

Regression takes a group of arbitrary factors (random variables), thought to anticipate Y, and attempts to locate a numerical relation between them (Kothari, 2004). This relationship is normally as a straight line (direct regression) that best approximates all the individual information focuses. In multiple regression, the different factors are separated by utilizing numbers with subscript.

3.8.1.4 Correlation

Correlation is a statistical technique that can indicate whether and how emphatically matches of variables are related to each other. Despite the fact that this relation is genuinely evident your information may contain unsuspected relationships (Wong et al., 2004).

The primary effect of a relationship is known as the correlation coefficient (or "r"). It ranges from - 1.0 to +1.0. The closer r is to +1 or - 1, the more nearly the two variables are highly related. In case that r is near 0, it implies there is no relation between the factors (Kothari, 2004).

4.0. Data analysis

This segment designates the methods that are used by the met statistics, to analyze the research model. The chapter of data analysis is further divided into five heads; the data preparation process, multivariate assumption's analysis, valuation of measurement model, proposed research model's examination, and structural equation model's analysis.

The entire image of the research conducted is shown by this chapter of the study. The core objective of this study is to find out the relationship among the projected variables of the study e.g. brand usage, price consciousnessand consumers purchase intentions. Although, many studies have been conducted in the past and can be found in literature review chapter that are investigating consumers purchase intentions predictors. The investigated predictors either having positive or negative effect on purchase intentions about NB and SB but still there is need to fill an obvious gap that exists that very less studies have been conducted on the differential impact of NB and SB specially with the combinations of proposed variables of the current study. Additionally, the projected phenomenon is less emphasized in developing countries like Pakistan and particularly in Southern Punjab area of Pakistan.

4.1 Assessment of Measurement Model

Reliability and validity for the final construct is assessed in measurement model.How the measures are logically reflecting the constructs in the model is explained by confirmatory factor analysis in the measurement model (Joseph F Hair et al., 2006). Measurement model is assessed

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in two ways either reflective model measurement or formative model measurement, under PLS-SEM analysis. The reflective model for measurement is assessed through the evaluation of internal consistency, and by convergent and discriminant validity. Collinearity testing is used for analyzing the formative model of measurement (Hair Jr et al., 2013). Measurement model id represented by the following sub-sections.

4.1.1 Reflective Measures Reliability

Outer loading should be significant and greater than 0.708, in order to hold and item in the measurement model (Hair Jr et al., 2013). If the item having loaded less than 0.7, it should be removed and as a result of this deletion of the item, AVE and composite reliability increases (Hair Jr et al., 2013). Figure 5.3.1shows the measurement model of the study and the factor loadings of the study constructs. As shown in Figure, all indicators' outer loadings are overhead the edge value of 0.708. So, all items were reserved in the measurement model for more investigation.

Table 4.1 Factor Loading

	ITEMS	BU	BA	PC	P1
Brand Usage	BU	1			
Price Consciousness	PC1			0.7752	
	PC2			0.9306	
	PC3			0.7967	
	PC4			0.9453	
Purchase Intention	PI1				0.9288
	PI2				0.9289
	PI3				0.9256

Resulting, valuation of reflective measure of reliability was studied. The extent to which a variable or a set of variables is consistent to what it is for measured, refers to the reliability (J. Hair et al., 2010). Cronbach's alpha and composite reliability were taken out by using PLS-SEM. The value of Cronbach alpha and the composite reliability should be greater than 0.70, for construct reliability (F. Hair Jr et al., 2014; J. Hair et al., 2010; Nunnally, 1978). The composite reliability is more demanding valuation of reliability as compared to Cronbach's alpha (Chin, 2010). Cronbach Alpha's estimation of 0.6 is worthy. Qualities under 0.7 demonstrates that the informational index gathered is faulty and couldn't be deserving of creating the exact or wanted outcomes (C. Peterson, 1994). Qualities around equivalent to 0.7 are likewise worthy. all develops in the present examination has a Cronbach alpha and composite reliability greater than 0.70. Therefore, all insightful items are inside the satisfactory level of reliability.

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Table 4.2 Reflective Construct Reliability

	CRONBACH'S ALPHA	COMPOSITE RELIABILITY
Brand Usage	1.0000	1.0000
Price Consciousness	0.8854	0.9221
Purchase Intention	0.9191	0.9488

4.2 Assessment of Structural Model

The foremost objective of the structural model valuation is to response the study inquiries through proposed research hypotheses testing.

Once the empirical evidences were found regarding the reliability and validity of the measurement model, the next step involves the assessment of the results from the structural model. The assessment of the structural model shows how empirical data prove and support the underlying theories used in this study (F. Hair Jr, Sarstedt, Hopkins, & G. Kuppelwieser, 2014). Moreover, it allows to examine the model's predictive capabilities and the relationships between the hypothesized constructs. This study uses following four criteria for evaluating the structural model using PLS-SEM: (1) Significance of path coefficients, (2) level of coefficients of determination R^2, the following sections evaluate the structural model based on these criteria.

4.3 Hypothesis Testing

The hypothesis related to mediating and differential impact are tested throughPLS bootstrapping resampling technique.

4.3.1 Bootstrapping Statistics

If the resampling of the original sample is drawn over and over repeatedly, this statistic refers to the bootstrapping. It is used for constructing hypothesis tests. A technique for resampling in which numerous sub samples are drawn same as the size of the original sample through simple random sampling that provide information for empirical study of the change in estimated parameter, called bootstrapping. Approximate standard error is found by bootstrapping.

4.3.1.1 Significance and Relevance of the Path Coefficients (Direct and Indirect Effect)

Later in succession to the bootstrapping process, the results of the structural model are shown in the table 5.4, additionally, the outcomes of path coefficient, t-statistics, and significance level are obtainable in Table 5.4. Meanwhile, based on the magnitude, sign, and the level of significance, the path coefficients are assessed. The standard values for the path coefficients lie in between -1 to +1. The value closer to +1 shows the strong relationship and if the path value is closer to -1 it shows the strong negative relationship among the constructs. The value of path coefficients closer to 0 reflects the weak relationships. Moreover, the level of significance isscrutinized founded on t-statistics. When the value of the t statistics is upstairs, formerly it can be presumed that path coefficient is implicitly changed from 0 at a significance level of 5 percent (α=0.05; two tailed test). Likewise, for 5 percent possibility of error is 1.96. As given away in the Table 5.4, the outcomes disclose that wholly path coefficients are testified a significant level at 0.05.

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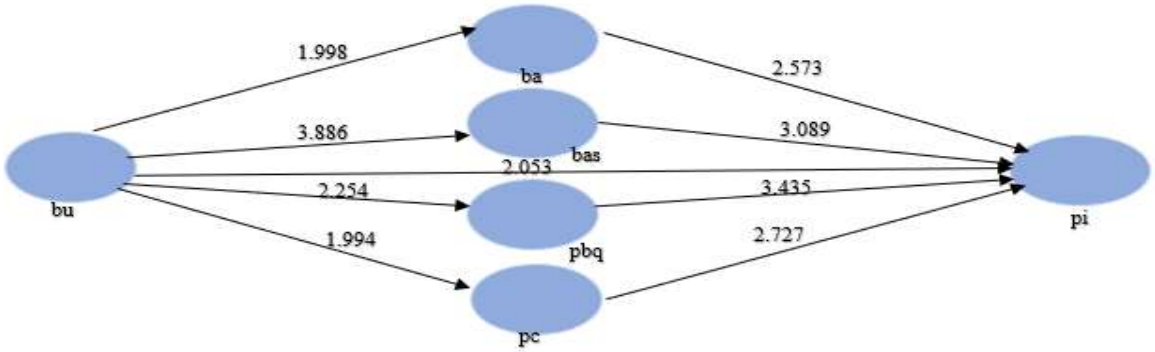
Figure 4.1 t-statistics



4.3.1.2 Differential Effect

Differential effects of brand usage on price consciousness and subsequently on consumer purchase intentions is tested and clarified in three steps. Conversely, consumers are more price conscious about SB than NB as its beta value is negative and significant (b=-0.107, t=1.994, p < 0.05) therefore, H4 is accepted.

4.3.1.3 Mediating Effect

Results in below tables are showing that the predictor brand usage having significant impact on all the mediators as p values for all are less than 0.05 and beta values are also significant. Dependent variable consumer purchase intentions also having significant impact on all the mediators price consciousness as p-value for then is smaller than 0.05 and beta values are also showing significant relationship among all. Results are shown in the tables below.

There is another method to check the magnitude and extent of mediation i.e. by calculating "Variance Accounted For" (VAF). If the mediation is lying in between 20-80 percent, it would be partial mediation. VAF is calculated as follows:

VAF= indirect effect / (total effect =indirect effect + direct effect)

Whereas,

Total effect=indirect effect + direct effect and Indirect effect= (Coefficient of the independent variable on the mediating variable * coefficient of mediating variable on the dependent variable).

Here,

Indirect effect = (0.103*0.145) +(0.106*0.106)+(0.125*0.377)+(-0.107*0.268)

Indirect effect = 0.044

Direct effect = 0.033

Total effect = direct effect + indirect effect

Total effect = 0.033 + 0.044

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Total effect = 0.077
VAF= indirect effect/total effect
VAF = 0.044/0.077
VAF = 0.57 => 57%

Table 4.3 Significance Testing Results of Path Coefficients

Hypotheses	Path Coefficient	t-Statistics	Significance Level	Results
H1: BRAND USAGE ------>PRICE CONSCIOUSNESS	-0.107	1.994	***	Supported
H2: BRAND USAGE-----> PRICE CONSCIOUSNESS ------>PURCHASE INTENTION	0.268	2.727	***	Supported

4.4 Coefficient of Determination (R^2)

Predictive accurateness of a model is measured by the coefficient of determination R^2(Hair Jr, Hult, Ringle, & Sarstedt, 2013). The collective and combined impact of independent variables on dependent variables is represented by the coefficient of determination(Hair Jr et al., 2013). It explains the quantity of variance in dependent variable due to all independent variables (Hair Jr et al., 2013). The value of R^2 0.67, 0.33 or 0.19 for dependent constructs are well-thought-out as significant, modest, or feeble, correspondingly. While, Hair, Ringle, and Sarstedt (2011)quantified that the value of R^2 0.75, 0.50, or 0.25 for dependent variables are considered solid, reasonable, or weak, correspondingly.

Figure below presents the structural model of this study and displays the coefficient of determination (R^2). However, the R^2 value for the purchase intention is 0.72, which is substantial. It indicates that 72% of the variance in purchase intention is explained by brand usage, and price consciousness.

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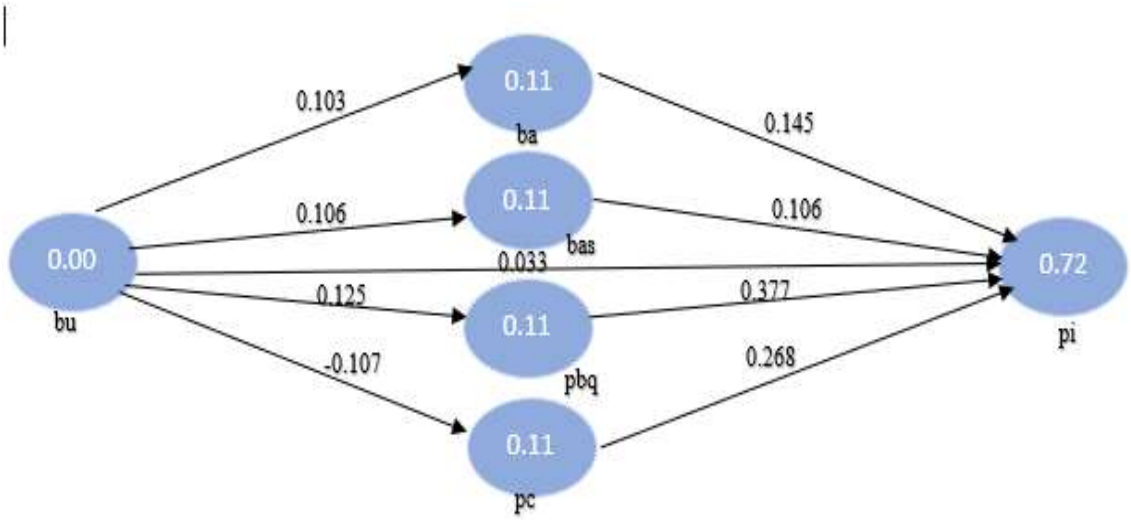
Figure 4.2 Coefficient of determination



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5. Conclusion and future research implications

5.0 Introduction

In the final section of this study, the overall image of the research conducted is shown. The foremost purpose of this research is to investigate the relationship between the proposed constructs, brand usage (NB vs SB) and mediating impact of price consciousness between Purchase intention and brand usage. Although many studies can be found in the literature that have investigated the relationships of these variables with consumers purchase intentions. These constructs may have either positive or negative impact on consumers intentions.

5.1 discussion

Now the research question can be narrowed down that how the brand usage (NB vs SB) influences differently the consumers purchase intension about NB and SB with the mediating impact of price consciousness. The impact of brand usage (NB vs SB) also been studied in the absence of the mediators. The theoretical association between the proposed variables of the study has been discussed in Chapter 2 literature review and the relations among these constructs have been explained. The foremost contribution of this research study is the contribution towards investigating the differential impact of independent variable brand usage (NB vs SB) on purchase intentions to purchase NB or SB. The purpose behind this study was to find the differential impact of brand usage on consumers purchase intentions with mediating role of price consciousness through the integration of all these considered variables which was previously less investigated. Provoking conceptual framework was not only developed but tested to answer the

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most important enquiries. Results of survey with 272 shoppers show that users of national brand express significantly higher whereas users of store brand express higher price consciousness than the users of national brand resulting in different effect mechanism towards consumers' purchase intention. The study provides significant implications to literature and practice.

6.References

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