

The Effect of Consumer-Based Brand Equity (CBBE) on Purchase Intention of Private Label Brands and National Label Brands

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Abstract: Brand equity appears as one of the key concepts in marketing and brand equity produces value for the business and consumers. Due to the excessive competition in market place, customers today exposed to several brands from across the world. Building the brand equity turns into an essential source of segregation. Powerful brand equity must construct, not just for being distinctive about themselves from challenger, rather stay as a motivating factor towards consumer's purchase intention. Brand equity is a mainly important consideration in the perspective of national label brand versus private label brand rivalry from methodological point of view. As a result, this study plans to evaluate the effect of consumer based brand equity on purchase intention towards private label brands and national label brands. The development of private label brands is remarkable in food and grocery segment, despite occurrence of foremost national label brand producers in the majority of the categories. This study adopts Aaker's brand equity theory, focusing brand awareness, brand association, perceived quality and brand loyalty. In this study, the researcher used convenience-sampling method and collected data from Reliance fresh stores consumers living in and around Annanagar, Chennai. The researcher approached 100 consumers and the data evaluated to obtain a significant conclusion.

Key words: Consumer based brand equity, purchase intention, private label brand, national label brand, Vellore, India

INTRODUCTION

Brands defined as a "name, symbols, signs, promotional activities to characterize their individuality as well as influenced the customers to buy their goods as well as services" (Saeed and Aslam, 2015). Brand equity can defined as "a set of brand assets as well as liabilities associated to a brand, its name and symbol which add to or subtract from the value offered by means of a product or service to a firm or to that firm's customers" (Aaker, 1991). According to Keller (1993) defined brand equity as "the differential consequence of brand awareness on buyer reaction to the promotion of the brand". According to Vahid brand equity are extremely essential theory in business practice and in academic research for the reason that marketers be able to increase competitive rewards through well-built brands.

Now a days constructing well-built brands has turn into a marketing priority on behalf of organizations for the reason that it gives way a huge amount of benefits (Santoso and Chyadi, 2014). According to Aaker (1996) states that the well-built brands facilitate the firm by the way of launch uniqueness in the market place. According to Gunawardane (2015) stated that the brand equity is essential by the side of purchasing time as it manipulates

customers as well as inclusive among the competitor's attraction. Brand equity can classified in to two categories, the first one financial perspective and another one is consumer perspective. According to Simon and Sullivan (1993) defined the financial perspective as "stress the value of a brand to the firm" and Aaker (1991) defined the consumer perspective as "value of brand to the customer". In this study, the researcher used Aaker model of consumer perspective of brand equity.

Dimensions of consumer based brand equity: According to Lee *et al.* (2011) stated that in the present competitive business environment the theory of brand equity is an essential foundation of planned cleverness for marketers. In brand equity study, there are several classifications as well as dimensions proposed by many researchers. According to Aaker (1991) defined consumer based brand equity as a set of assets or liabilities and proposed the conceptualized model of five categories of brand equity such as perceived quality, brand loyalty, brand awareness, brand association, as well as other proprietary brand assets. The proprietary brand assets generally ignored in marketing research for the reason that it is not linked to the customer. According to Keller (2003) divided brand equity as in to two components such as awareness

and association. According to Schocker and Weitz set up brand equity in purpose of loyalty as well as image. According to Agarwal and Rao (1996) believed that the overall quality with preference intention as the most important dimensions of brand equity. According to Muhammad *et al.* (2014) stated that the brand equity alienated into four parts such as brand perception, brand preference, brand loyalty and brand image.

According to Vazquez *et al.* (2002) states that the brand equity specifies the significance of stored associations stating equally functional as well as symbolic utilities. According to Yoo and Donthu (2001) stated that the consumer-based brand equity as “cognitive and behavioral brand equity at the individual buyer level” that can explain as well as calculated by four dimensions of brand equity such as perceived quality, brand loyalty, brand awareness and brand association. According to Srivastava and Shocker (1991) pointed that the one significant agreement among the meanings is that brand equity is “the incremental worth of a product due to the brand name”. In this study the researcher, conceptualize brand equity in keeping with Aaker (1991) and Keller (1993) by means of a consumer point of view. Brand equity is thus referred to as consumer-based brand equity as well as clear as the worth consumers correlate through a brand as imitated in the dimensions of brand awareness, brand association, perceived quality and brand loyalty (Mackay, 2001).

Significance of the study: Private label brands are the brands that can be owned, controlled and sold under retailers name or name exclusively created by retailers. National label brands are the brands that can be created by manufacturers and sell under retail stores. According to Prasanth and Balan (2013) stated that the private label brands well liked in the midst of buyers of present business channels. The private label brands have tough competition among national label brands. In the earlier stages, the national brands were better than the private label brands. However, the condition has altered more than a period and the private label brands uniformly experienced to fight with national label brands. The retail chains worked in the direction of encourage the private label brands since it gives way them further category effectiveness as well as additional profits.

Now a days consumer move towards private label brands than national brands because of quality, price, awareness, association and loyalty. This study mainly focuses on Aaker brand equity model to find out the effect of brand awareness, brand association, perceived quality and brand loyalty on purchase intention of both private label brands and national label brands. According to

Walgren *et al.* (1995) states that the high brand equity point recognized toward influence consumer preference as well as purchase intention. According to Mohammad *et al.* (2014) pointed that the earlier researches paying attention on testing Aaker’s (1991) model in the diverse perspectives such as airlines, hostelling and beverage, however nobody can explore the effect of brand equity on consumer’s purchase intention. This study will examine which dimension of brand equity influence the consumer purchase intention most for both private label brands and national label brands in fruit juice category by using smart PLS2 statistical software.

Customer based brand equity: According to Bhardwaj *et al.* (2010), Lee *et al.* (2011) pointed that a number of researchers used the theory of brand equity in their studies. According to Yoo and Donthu (2001) stated that there are various studies in brand equity through the years are that there is substantial argument concerning the meaning of brand equity and its dimensions. On the other hand, brand equity established as in general value that consumers place in a brand (Chernatony and McDonald, 2003; Vazquez *et al.*, 2002). The definition of brand equity classified into two points of view. According to Farquhar *et al.* (1991), Farquhar (1989), Simon and Sullivan (1993) pointed that the primary point of view is brand equity is commencing a financial market’s perspective where the benefit worth of a brand has evaluated. According to Aaker (1991), Keller (1993), Walgren *et al.* (1995), Osselaer and Alba (2000) states that another point of view is customer-based context defines as the worth of a brand to the customer. The current study utilizes brand equity based on Aaker (1991)’s model. Aaker construct his replica on four dimensions. Each dimension has briefly reviewed below (Lee and Lah, 2011).

Brand awareness: Brand awareness is one of the important dimensions of consumer based brand equity. According to Hsu and Hsu (2015) pointed that for many consumers brand awareness is frequently, the chief factors that move towards to participate while they want to prefer among dissimilar products. According to Aaker (1996), Keller (2003), Mackay (2001), Yoo and Donthu (2001), Washburn and Plank (2002), Pappu *et al.* (2005) brand awareness is the power of a brand being there in consumer’s mind as well as it is one of the essential element of brand equity. According to Aaker (1996) and Keller (2003) defined brand awareness as a person’s ability in the direction of recall and recognize a brand. Top-of-mind as well as brand dominance is further stages

of awareness incorporated by Aaker (1996) in assessing awareness. According to Aaker (1996) pointed that the awareness can influence customer's opinion which guides to diverse brand alternative as well as loyalty. According to Aaker (1996) Kimpakorn and Tocquer (2010) states that the brand through well-built brand recalls without awareness and top of mind can influence customer's sensitivity which guides to diverse customer preference within a product group.

Brand association: Brand association is another dimension of consumer based brand equity. According to Harishchandra states that the brand association is whatever thing deeply placed in the mind of customer mind in relation to the brand. The conceptualization of brand equity Aaker (1996) conceptualizes brand awareness that have to lead brand associations. According to Washburn and Plank (2002) specifically where a buyer have to first be aware of the brand to develop a set of associations. According to Keller (1993) pointed that the brand association includes the importance of the brand for consumers. It is no matter which is associated in recall to a brand (Aaker, 1991). According to Chen (2001), Keller (2003), Netemeyer *et al.* (2004) and Pappu *et al.* (2005) states that the brand associations are generally cluster into a product-related quality as if brand performance and non-product related attribute similar to brand personality as well as organizational associations. According to Lassar *et al.* (1995) pointed that the consumers assess manufactured goods not simply through whether the product is able to execute the roles for which it planned for other than the motives to purchase this brand over the competitors such as brand's fault-free as well as enduring substantial procedure with excellence in the product's substantial structure (Jalilvand *et al.*, 2011).

Perceived quality: According to Severi and Ling (2013) pointed that the variable of perceived quality can be studied by a number of researchers in their studies. Perceived quality is one of the important dimensions of consumer based brand equity. According to Zeithaml (1988) and Aaker (1996) defined perceived quality as "the customer's judgment regarding a product's overall excellence or superiority in evaluation to substitute's brand "as well as the overall advantage so as to finally stimulate the purchaser to buy the product. It is difficult for customers to make a rational judgment of the quality. Consumers are probably using quality characteristics such as colour, taste, variety, exterior of the product as well as the ease of use of manufacture information to "infer" quality.

Brand loyalty: Brand loyalty is one of the important components in the dimensions of consumer based brand equity. According to Mishra and Datta (2011) pointed that the brand loyalty must improved for growing brand equity. According to Aaker (1991) named brand loyalty as 'the attachment that a customer has to a brand'. According to Keller (1993) divided brand loyalty in to two stages first one is behavioral loyalty and the second one is cognitive loyalty. According to Oliver (1997) pointed that an amount of frequent purchases be able to point out behavioral loyalty or promise to rebuy the brand like a most important alternative. According to Rathod (2014), Yoo and Donthu (2001) defines the cognitive loyalty as the consumer's intention to buy the brand as the primary alternative". According to Aaker (1996) one more pointer of loyalty is the "customer's motivation to give superior price for a brand in assessment with a further brand contributing same profit.

Brand equity and purchase intention: According to Porter (1974) states that the purchase intention is a kind of judgment to purchase a particular product similar to bearing in mind to buy a brand helps to reaches the purpose of buying. According to Chang and Liu (2009) pointed that the consumers encompass stronger purchase intention while they look upon a brand positively; on the other hand, if they encompass negative attitudes, they be likely to construct negative assessments as well as would not suggest the brand. According to Ashill and Sinha (2004), Chang and Liu (2009) states that the empirical data pointed out that brand equity be able to influence purchase intention in various contexts but there is very limited study regarding the effect of Aaker's brand equity model dimensions on purchase intention. There is no study on the effect of dimensions of brand equity on purchase intention of private label brands and national label brands.

According to Keller (2003) states that the brand awareness acting as an essential part in consumer decision making. Brand associations characterize basis for purchase decisions as well as too produce worth to the firm as well as for customers. Like brand awareness and brand association, perceived quality too gives worth to consumers through as long as they do by a motive to purchase and via separating the brand from competing brands. For brand loyalty, if based on the attitudinal point of view highlighted consumer intentions elect loyal to the brand, if based on a behavioral point of view highlighted consumer's real loyalty to the brand as replicated in purchase intention. Therefore, the researcher conceptualizes brand loyalty based on a behavioral point of view. Overall, this study examines whether consumer's

purchase intention connected with brand awareness, brand associations, perception of quality and brand loyalty.

Objectives:

- To determine the influence of brand awareness on purchase intention of private label brands and national label brands
- To understand the impact of brand loyalty on purchase intention of private label brands and national label brands
- To elucidate the influence of perceived quality on purchase intention of private label brands and national label brands
- To find out the effect of brand association on purchase intention of private label brands and national label brands

MATERIALS AND METHODS

Type of research: Descriptive as well as cause and effect research method adopted in this study.

Sample: The sample size is determined as:

$$n = \left(z \sigma / d \right)^2$$

Where:

z = Value at a specified level of confidence

σ = Standard deviation of the population

d = Difference between population mean and sample mean

It is difficult to find the standard deviation and mean of the population, so the researchers used convenience-sampling method and the survey conducted in a public and in retailer stores of consumers in Vellore District at Tamil Nadu, India. Hence, the researchers have approached 100 consumers of Vellore District, whomever willing to respond for the questionnaire would consider as sample size for this study. This is the main limitation of the study.

Research instrument: This study is purely empirical in nature; hence, questionnaire used as an instrument for data collection. The researcher has developed a well-structured questionnaire which consists of two parts. The first part deals with the demographic profile that includes respondent's gender, age, occupation and monthly income of the consumers. The second part consists of questions related to the effect of dimensions of brand equity on purchase intention of private label brands and national label brands in fruit juice category.

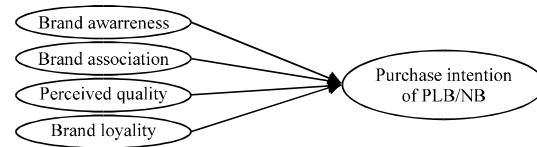


Fig. 1: Proposed model

The researchers have done validity test for the variables in the questionnaire to measure the purchase intention (questions with likert scale in the questionnaire). The researchers got the alpha value $\alpha = 0.8$.

Sources of data: Primary source of data collected based on the distribution of questionnaires and the secondary source of information collected through the journals, magazines related to private label brands (Karavan *et al.*, 2015).

Research design: The proposed conceptual model guiding this research depicted in Fig. 1. The researcher hypothesizes brand equity consisting of four dimensions such as brand awareness, brand association, perceived quality, brand loyalty and impact have significant positive effect on purchase intention of private label brands and national label brands. To test the above hypotheses, multi-item scales adopted from prior studies for the measurement of constructs were used.

Data analysis procedure: According to Ringle *et al.* (2010) the researcher used Structural Equation Modeling (SEM) approach using SmartPLS statistical software to test the research model. Partial least square method is a component-based approach in the direction of structural equation modeling, not like the covariance-based approach in the direction of structural equation modeling by means of AMOS or LISREL statistical software. According to the benefit of Smart PLS is to facilitate moderately complex, exploratory models can be developed wherever the most important intention is predictive more willingly than confirmatory analysis.

Additionally, SmartPLS is healthy even among a small sample size as well as does not need normal distribution of the marked variables. As the present study sample size is fairly small (100) SmartPLS was established further suitable as well as be applicable as compared to AMOS and LISREL statistical software which necessitate huge statistics sample size. SEM is the most appropriate examination to calculate the influence of fundamental connection among the dimensions of brand equity and purchase intention towards private label brands and national label brands. In this study according to Anderson and Gerbing (1988), Hair *et al.* (1998), it recommended carrying out the two-stage procedure to

hypothesis testing using SEM. Primarily, this study examines the measurement model through evaluating the convergent as well as discriminant validity of items along with constructs. At last, an assessment of the structural model by evaluating the path coefficients among constructs executed.

Measurement model for private label brands:

According to Chin to make sure convergent validity, items be supposed to load on their relevant constructs with loadings above 0.6 as well as to make sure discriminant validity there must be no major cross-loadings. Since can be seen in Table 1, composite reliability shows that all items have loadings greater than 0.6 with no cross-loadings greater than 0.6 while t-statistics derived from bootstrapping (200 resample's) suggest all loadings are significant at pb 0.001. As such, this confirms that all the measurement items converged well on their respective constructs.

According to Chin states that the constructs be supposed to include an Average Variance Extracted (AVE) of above 0.5 along with a composite reliability of above 0.7 (convergent validity). In Table 1 shows that the all constructs meet these conditions with AVE and CR normally to some extent identical otherwise above 0.5 and 0.9, respectively.

The research model tested with R^2 value, the model is having R^2 value for private label brand is 0.554; it seems to be moderate to adequate explanatory power in explaining the variance in outcome variable purchase intention of private label brands.

Inter-construct correlations are supposed to be below the square root of the AVE (discriminant validity). In Table 2 shows that the inter construct correlations are less than square root of the AVE. Overall; these results validate the survival of discriminant validity of the measurement worned in this study (Wynne, 1998).

Structural model for private label brands:

- H_1 : there is a significant relationship between brand awareness and purchase intention of private label brands
- H_2 : there is a significant relationship between brand association and purchase intention of private label brands
- H_3 : there is a significant relationship between perceived quality and purchase intention of private label brands
- H_4 : there is a significant relationship between brand loyalty and purchase intention of private label brands

Figure 2 shows that the path coefficients connected to each hypothesized relationship in the model. Path

Table 1: Accuracy analysis statistics for private label brands

Variables	AVE	Composite reliability	R^2	Cranach's alpha
BAS	0.56905	0.957045	-	0.952062
BAW	0.63355	0.873252	-	0.808113
BRL	0.72477	0.912914	-	0.873987
PRQ	0.58676	0.918524	-	0.898482
PUI	0.50961	0.878578	0.55486	0.839648

Table 2: Correlation between constructs for private label brands

Variables	BAS	BAW	BRL	PRQ	PUI
BAS	0.7543547	-	-	-	-
BAW	0.6929560	0.7959579	-	-	-
BRL	0.5007010	0.4947100	0.8513331	-	-
PRQ	0.5872760	0.7437800	0.4630930	0.7659993	-
PUI	0.6114490	0.6909750	0.5075610	0.6409530	0.7138676

Table 3: Results of structural equation model analysis for private label brands

Proposed hypothesis	Path relationship	Hypothesis	Path coefficient	t-statistics	p-values	Accepted/not accepted
BAS->PUI	H_1		0.17749	2.324771	0.022	Accepted
BAW->PUI	H_2		0.32589	3.260368	0.001	Accepted
BRL->PUI	H_3		0.15825	2.290013	0.024	Accepted
PRQ->PUI	H_4		0.22290	2.270178	0.025	Accepted

BAS: Brand Association; BAW: Brand Awareness; BRL: Brand Loyalty; PRQ: Perceived Quality; PUI: Purchase Intention

coefficients find out the strength as well as directional nature of the relationships in the model. Table 3 shows the results of the PLS analysis. According to Chin Standardized path coefficients are estimated to be at least 0.2 and if possible above 0.3. The reliability of each coefficient evaluated as of bootstrapping (200 resample).

Table 3 shows that the all other path coefficients are greater than 0.2 as well as significant (pb0.001). The path coefficient for H_1 - H_4 are 0.177, 0.325, 0.158 and 0.222, respectively. In addition, it shows that the t-statistics for the hypothesized associations. The p-value shows the hypothesized relationships are statistically significant or not. If the $p < 0.05$, it is statistically significant hence, the p-value of this hypothesis of dimensions of brand equity on purchase intention of private labels are 0.022, 0.001, 0.024 and 0.025, respectively. Hence, all the values are below 0.05, so brand awareness; brand association, perceived quality and brand loyalty have significant relationship with purchase intention of private label brands, thus the entire hypothesis accepted in the case of effect of dimensions of brand equity on purchase intention of private label brands.

Measurement model for national label brands:

According to Chin pointed that to make sure convergent validity, items be supposed to load on their relevant constructs with loadings above 0.6 as well as to make sure discriminant validity there must be no major cross-loadings. Since can be seen in Table 4, composite

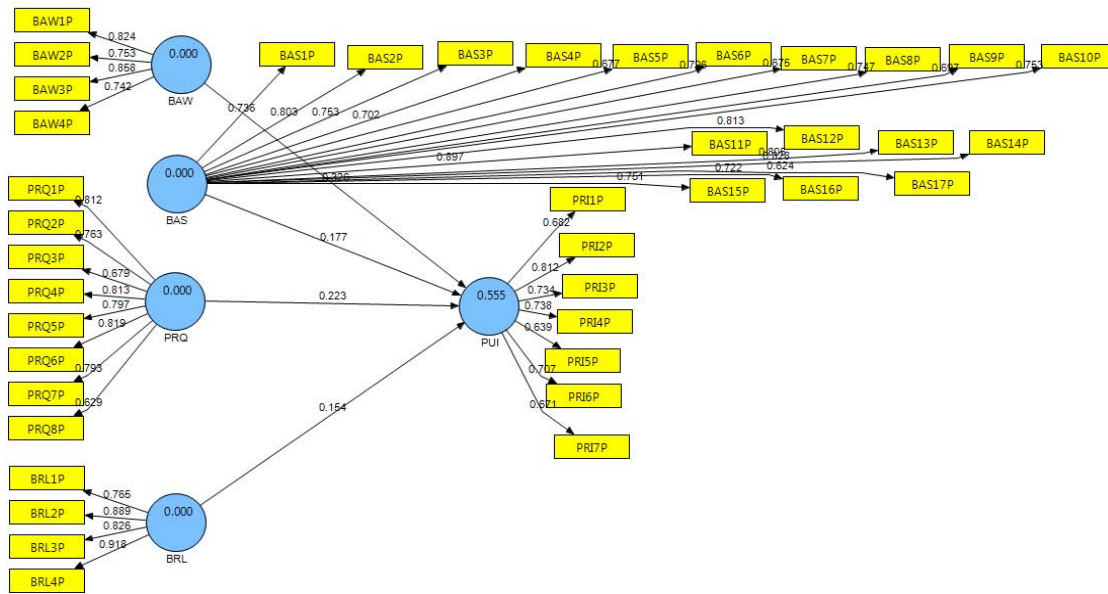


Fig. 2: PLS model (path coefficients) for private label brands

reliability shows that all items have loadings >0.6 with no cross-loadings >0.6 while t-statistics derived from bootstrapping (200 resample's) suggest all loadings are significant at pb 0.001. As such, this confirms that all the measurement items converged well on their respective constructs.

The research model tested with R^2 value, the model is having R^2 value for national label brand is 0.851; it seems to be moderate to adequate explanatory power in explaining the variance in outcome variable purchase intention of national label brands.

Inter-construct correlations are supposed to be below the square root of the AVE (discriminant validity). In Table 5 shows that the inter construct correlations are less than square root of the AVE. Overall, these results validate the survival of discriminant validity of the measurement worned in this study.

Structural model for national label brands:

- H_5 : there is a significant relationship between brand awareness and purchase intention of national label brands
- H_6 : there is a significant relationship between brand association and purchase intention of national label brands
- H_7 : there is a significant relationship between perceived quality and purchase intention of national label brands
- H_8 : there is a significant relationship between brand loyalty and purchase intention of national label brands

Table 4: Accuracy analysis statistics for national label brand

Variables	AVE	Composite reliability	R^2	Cranach's alpha
BAS	0.59785	0.961486		0.957283
BAW	0.58419	0.844744		0.748181
BRL	0.59464	0.843473		0.747939
PRQ	0.62745	0.915070		0.881374
PUI	0.65903	0.926885	0.85186	0.899746

Table 5: Correlation between constructs for national label brand

Variables	BAS	BAW	BRL	PRQ	PUI
BAS	0.773205	-	-	-	-
BAW	0.192539	0.764320	-	-	-
BRL	0.253026	0.724722	0.7711297	-	-
PRQ	0.155097	0.577689	0.7552690	0.7921155	-
PUI	0.284518	0.784313	0.7257410	0.7199660	0.8118091

Table 6: Results of structural equation model analysis for national label brand

Proposed hypothesis		Path			Accepted/not
relationship	Hypothesis	coefficient	t-statistics	p-values	accepted
BAS->PUI	H5	0.82820	1.65106	0.101894564	Not accepted
BAW->PUI	H6	0.54611	5.05686	0.000001960	Accepted
BRL->PUI	H7	0.26355	2.49251	0.014344448	Accepted
PRQ->PUI	H8	0.19259	3.71132	0.000340751	Accepted

BAS: Brand Association; BAW: Brand Awareness; BRL: Brand Loyalty; PRQ: Perceived Quality; PUI: Purchase Intention

Figure 3 shows that the path coefficients connected to each hypothesized relationship in the model. Path coefficients find out the strength as well as directional nature of the relationships in the model. Table 6 shows the results of the PLS analysis. According to Chin standardized path coefficients are estimated to be at least 0.2 and if possible above 0.3. The reliability of each coefficient evaluated as of bootstrapping (200 resample) and it shows that the all other path coefficients are <0.2 as

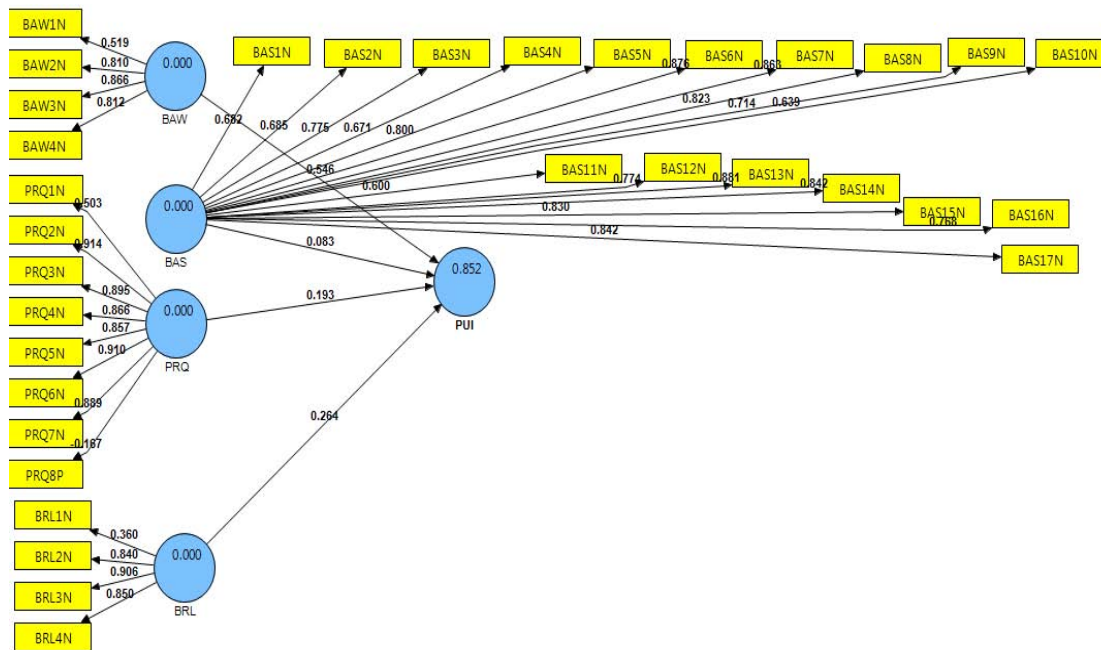


Fig. 3: PLS model (path coefficients) for national label brands

well as significant (pb 0.001). The path coefficient for H_5 - H_8 are 0.828, 0.546, 0.263 and 0.192, respectively.

In addition, it shows that the t-statistics for the hypothesized associations. The p-value shows the hypothesized relationships are statistically significant or not. If the p-value is <0.05 , it is statistically significant, hence the p-value of this hypothesis of dimensions of brand equity on purchase intention of national labels are 0.101, 0.000, 0.014 and 0.0003, respectively. Hence, all the values are below 0.05, except brand association, so there is significant relationship between brand awareness, brand loyalty and perceived quality and there is a no significant relationship between brand association and purchase intention of national label brands. So, the entire hypothesis accepted, except brand association in the case of effect of dimensions of brand equity on purchase intention of national label brands.

RESULTS AND DISCUSSION

The researcher hypothesize consumer based brand equity consisting of four dimensions such as brand awareness, brand association, perceived quality, brand loyalty and impact have significant positive effect on purchase intention of private label brands and national label brands. To test the hypotheses, multi-item scales adopted from prior studies for the measurement of constructs are used. According to Ringle *et al.* (2010) stated that the researcher used Structural Equation

Modeling (SEM) approach using Smart PLS statistical software to test the research model. SEM is the most appropriate examination to calculate the influence of fundamental connection among the dimensions of brand equity and purchase intention towards private label brands and national label brands. In this study, according to Andreassen and Lindestad (1998), Hair *et al.* (1998), it recommended carrying out the two-stage procedure to hypothesis testing using SEM. Primarily; this study examines the measurement model through evaluating the convergent as well as discriminant validity of items along with constructs.

For the assessment of the structural model by evaluating the path coefficients among constructs executed for both private label brands and national label brands. According to Chin to make sure convergent validity, items be supposed to load on their relevant constructs with loadings above 0.6 as well as to make sure discriminant validity there must be no major cross-loadings. Composite reliability shows that all items have loadings >0.6 while t-statistics derived from bootstrapping (200 resample's) suggest all loadings are significant at pb 0.001. As such, this confirms that all the measurement items converged well on their respective constructs. According to Chin states that the constructs be supposed to include an Average Variance Extracted (AVE) of above 0.5 along with a composite reliability of above 0.7 (convergent validity) moreover inter-construct

correlations be supposed to be below the square root of the AVE (discriminant validity). Thus, all constructs in private label brand and national label brands meet these conditions with AVE and CR normally to some extent identical otherwise above 0.5 and 0.9, respectively and also the square root of the AVE being no <0.77 above the inter construct correlations. Overall, these results validate the survival of discriminant validity of the measurement of private label brand and national label brands worn in this study.

The results of the PLS analysis for private label brand items shows that it meet the rule of standardized path coefficients are estimated to be at least 0.2 and if possible above 0.3. The reliability of each coefficient evaluated as of bootstrapping (200 resample). It shows that the all other path coefficients are below 0.2 as well as significant (pb 0.001). The path coefficient for H_1 - H_4 are 0.177, 0.325, 0.158 and 0.222, respectively. In addition, it shows that the t-statistics for the hypothesized associations. The p-value shows the hypothesized relationships are statistically significant or not. If the p-value is below the 0.05 it is statistically significant, hence, the p-value of this hypothesis of dimensions of brand equity on purchase intention of private labels are 0.022, 0.001, 0.024 and 0.025, respectively. Hence, all the values are below 0.05, so brand awareness; brand association, perceived quality and brand loyalty have significant relationship with purchase intention of private label brands, thus the entire hypothesis accepted in the case of effect of dimensions of brand equity on purchase intention of private label brands. The research model tested with R^2 value, the model is having R^2 value for private label brand is 0.554; it seems to be moderate to adequate explanatory power in explaining the variance in outcome variable purchase intention of private label brands.

The results of the PLS analysis for national label brands shows that the Standardized path coefficients are estimated to be at least 0.2 and if possible >0.3 . The reliability of each coefficient evaluated as of bootstrapping (200 resample) and it shows that the all other path coefficients are >0.2 as well as significant (pb 0.001). The path coefficient for H_5 - H_8 are 0.828, 0.546, 0.263 and 0.192, respectively. In addition it shows that the t-statistics for the hypothesized associations. The p-value shows the hypothesized relationships are statistically significant or not. If the p-value is below the 0.05, it is statistically significant hence, the p-value of this hypothesis of dimensions of brand equity on purchase intention of national labels are 0.101, 0.000, 0.014 and 0.0003, respectively. Hence, all the values are below the 0.05, except brand association, so there is significant relationship between brand awareness, brand loyalty and

perceived quality and there is a no significant relationship between brand association and purchase intention of national label brands. So, the entire hypothesis accepted, except brand association in the case of effect of dimensions of brand equity on purchase intention of national label brands. The research model tested with R^2 value, the model is having R^2 value for national label brand is 0.851; it seems to be moderate to adequate explanatory power in explaining the variance in outcome variable purchase intention of national label brands.

In case of private label brands, the entire hypothesis accepted that there is a significant relationship with brand awareness, brand association, perceived quality and brand loyalty. It shows that this might bring to a close that brands having superior levels of brand equity (Aaker, 1996; Bendixen *et al.*, 2004) would produce superior levels of customer purchase intention (Gunawardane, 2015). Sequentially, superior customer purchase intention connected with more eagerness to maintain buying private label brands. This leads to prove the recognized function of the cost of brand equity. This study shows the private label brand retailers have an advantage to promote their brands and sales because consumers have positive brand equity on purchase intention of private label brands in fruit juices. This study explores that there is a no significant relationship between brand association and purchase intention of national label brands in case of fruit juices. Retailers should concentrate on promotion policies to create more well-built image towards their brands as well as to attract consumers who think more regarding brand names and compete with the national label brands.

CONCLUSION

According to Faquahar (1989) he pointed that the brand equity conceptualized as the worth increased to a firm with the intention of attributable to the brand name. According to Simon and Sullivan (1993), Kerin and Sethuraman (1998) stated that research >20 years have revealed that brand equity is an extremely essential part of the worth of a firm. This study taken in public and retail stores customers and model tested for fruit juice category, in future research this study extends to cover both the food and non-food category to examine the brand equity on purchase intention of private label brands and national label brands. Future studies can also expand the present study conceptual framework through studying the effects of a superior set of variables such as the influence of brand image as well as brand preference (Chinomona *et al.*, 2013) connected with the known variables as constructs explaining purchase intention might explored.

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