Motivating Purchase of Electronic Private Brands: 
Effects of Store Image and Product Signatureness in Indonesia

Ian Triawan Limiarto (1100025963)

Abstract

Objectives – There are 2 objectives of this research, which are to analyze the importance of two extrinsic cues that motivate the purchase of electronic private brands, namely store image and product signatureness. The researcher seeks to find out whether these two cues have significant effects towards quality perception and purchase intention.

Method – The questionnaires were distributed through personal approach in three hypermarkets. Statistical analysis includes validity and reliability check, and multiple regression analysis in SPSS 17.0

Results – There were 6 hypotheses, 4 were accepted and 2 were rejected. The result shows which extrinsic cues that decision makers can prioritize to motivate purchase intention

Conclusion – It is found that product signatureness positively influence quality perception and purchase intention of electronic private brands. On the other hand, store image is not significant in motivating purchase intention. Decision makers should prioritize to improve product signatureness of the electronic products towards the store.

Keyword – Store image, Product Signatureness, Private brands, Electronic, Retailing