

Does Positive Word of Mouth Influence on Regular Customers when Buying Store Brand?

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Does positive word of mouth affect store brand purchase intention in regular customers of store brand? I studied some articles and found some factors which are important in store brand purchase intention such as perceived risk, positive word of mouth, and store image. There was a question for me if experienced and familiar customers of store brands can be influenced by the factors. When someone regularly buys a store brand, she/he is satisfied with that brand, hence perceived risk may not directly influence store brand purchase intention [1]. My mind also was preoccupied with the issue of whether positive word of mouth is the effective factor of explaining store brand purchase intention in experienced and familiar customers with regard to work by Wilson and Peterson, Sundaram and Webster [2], which showed that the impact of advice was greatly reduced when the object of the advice was familiar.

In previous studies, I could not find an article in which respondents were selected among regular customers (the ones experienced and familiar with store brand). Based on previous research, word-of-mouth is cheapest and strongest factor in influencing others (friends, family, and colleagues) but no research have worked on the effect of positive word of mouth on store brand purchase intention among regular customers. I did this study in ETKA chain stores that mostly serve the families of military forces. It means more word of mouth about the store brand (ETKA) is done among them because of daily deals in workplace.

When distribution of the questionnaires inside of ETKA stores, I discussed with some respondents about positive word of mouth, perceived risk and store brand purchase intention. What I've understood from their comments that is they were not concerned about quality and material used in the store brand products (ETKA), but they complained about the store brand price and expected as military forces receive the store brand products (ETKA) in lower than the price it was.

I think familiar with store brand can mediate relationship between positive word of mouth, store brand perceived risk and store image with store brand purchase intention that needs more research. The study done by Dursun et al. [3], the effect of store brand familiarity on store brand purchase intention was confirmed. Thus, I request anyone want to do this research use familiarity as a mediated factor.

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