

Abstract

The purpose of this study is to investigate the relationship between product attributes and consumer attitude toward private label products. Product attribute compose of product familiarity, perceived quality, perceived quality variation, cue utilization, and perceived risk. All of these factors will measure the relationship with consumer attitude toward private label products. The study also highlights factors which have positive relationship and factors which have negative relationship with consumer attitude toward private label products.

The most important part of this study is to examine the relationship between independent and dependent variables as the hypothesis. Correlation coefficient is a tool to measure relationship between product familiarity, perceived quality, perceived variation, cue utilization, perceived risk and private label product attitude.

The result of the study of relationship between product attributes and consumer attitude toward private label products indicates that 3 out of 6 correlations were statistically significant with the value of less than 0.01. The other 3 correlations were not statistically significant with the value greater than 0.01. Three product attributes that are statistically significant consist of product familiarity, perceived quality, and perceived quality variation.

Whereas, the product attributes that are not statistically significant compose of extrinsic cue reliance, intrinsic cue reliance and perceived risk.