**STORE BRANDS’ PURCHASE INTENTION: EXAMINING THE ROLE OF PERCEIVED QUALITY**

**SUPLEMENTARY MATERIALS**

**Table 1.** *Measurement scale and indicators*

|  |  |
| --- | --- |
| **LATENT VARIABLES** | **INDICATORS** |
|
| **Price**  Yoo et al. (2000) | Pre1: The price of products of store brand X is affordable for most consumers  Pre2: The price of products of store brand X is appropriate |
| **Store Image**  Beristain and Zorrilla (2011) | Stoim1: Store X offers a wide range of products and brands  Stoim2: The store X offers the services I’m looking for (i.e.,  card payment, home purchase delivery…) |
| **Confidence**  Beristain and Zorrilla (2011) | Conf1: products of store brand X are trustworthy  Conf2: It gives me confidence to purchase store brand products belonging to the company X |
| **Perceived Value**  Sweeney and Soutar (2001) | Pv1: products of private label brand X give me the result I’m looking for  Pv2: The products of private label brand X are a good purchase |
| **Purchase intention**  Diallo (2012) | Int1: I would purchase private store brand X products next time  Int2: Although there are similar brands available, I would prefer to purchase private store brand X products |
| **Loyalty**  Oliver (1980) | Loy1: I consider myself a loyal consumer of products of private label brand X  Loy2: When making shopping, products of private label brand X are my first option |

**Table 2.** *The moderating role of perceived quality on store brand purchase intention*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Moderating effect** | ***Chi-square*** | **df** | **CFI** | | |
| **Unconstrained baseline model** | 268.316 | 122 | 0.959 | | |
| **Constrained paths** | ***Chi-square*** | ***∆X2*** | **df** | **p** | **Hypotheses** |
| Price 🡪 Purchase intention | 274.303 | 5.987 | 123 | 0.001 | H81:Supported |
| Store Image 🡪 Purchase intention | 276.044 | 7.728 | 123 | 0.001 | H82: Supported |
| Confidence 🡪 Purchase intention | 271.573 | 3.257 | 123 | 0.001 | H83: No Supported |
| **All path constraint**  *\*\* significant(p<0.05)* | 283.488 | 15.172 | 126 | 0.001 |  |

**Figure 2.** *Final causal relationships for HPQ customers*

**PRICE**

**STORE IMAGE**

**PERCEIVED VALUE**

**PURCHASE INTENTION**

Β=0.420

**LOYALTY**

**CONFIDENCE**

Β=0.303

Β=0.467

Β=0.622

**Figure 3.** *Final causal relationships for LPQ customers*

**PRICE**

**STORE IMAGE**

**PERCEIVED VALUE**

**PURCHASE INTENTION**

**LOYALTY**

**CONFIDENCE**

Β=0.421

Β=0.642

Β=0.305

Β=0.526

Β=0.165

Β=0.548