

FACTORS INFLUENCING PURCHASE INTENTION TOWARDS PRIVATE LABELS IN TIRUPATI

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Abstract: This article analyses consumers' attitudes toward purchasing private label products with respect to their needs and requirements, the type of product purchased, the reasons for weak pursuit, as well as the demographic characteristics of the respondents. The main objective of the research is to find out the factors and variables that significantly influence and shape the consumer's perception and attitude towards the purchase of private label products. The perception of private label products by Slovak consumers was empirically studied with a focus on three hypotheses: (1) whether the type of product purchased affects the consumer's attitude towards private label products; (2) if the consumer's attitude is influenced by the reasons for the purchase; and (3) if consumer attitudes toward private label products are determined by demographic determinants. The study of consumer preferences is of great importance in the context of branding competitiveness. The biggest contribution of the study is to find out what types of private label products consumers buy with regard to their marital status and that the consumer's perception of private label products is determined by the consumer's age, income and marital status. according to the reasons for their purchase. The research results can be used in retail when planning strategies for private label products with a focus on the specific requirements and needs of individual groups of consumers, accepting their demographic differences.

KEYWORDS: Purchase Intention, Private Label, Customer Attitude, Past Experience, Private Label.

1. INTRODUCTION

The most worrying problems for Malaysia were the unfavourable economic situation and the rising cost of living. This scenario occurs due to the slowdown of the global economy and the onset of inflation. As a result of the economic downturn, there is an imbalance in income levels with the rising cost of living. Therefore, most consumers have started to change their shopping habits and become more sensitive to the price of goods. A private label product is traditionally packaged in a white package with black font and is always placed at the bottom of the rack. Nowadays, retailers have started improving the quality and packaging of the private label product to make it an ideal product. Thus, it allows to fix the private label in the ideal marketing strategy and give customers the possibility to choose a product with a low price (generally economic value), standard (the price is not expensive, but a product of comparable quality) to a premium product (good quality, which can be the same or better offered by manufacturer brands). In addition, they began innovating on value by leveraging resource and supply chain efficiencies to offer a lower price without compromising quality. Thus, these retailers are able to attract more consumers and promote local brand goods to consumers to prevent foreign exchange leakage. Private label brand consumer behavior studies are very limited, especially in the Malaysian context. Therefore, this study aims to fill this gap in the literature, which aims to understand consumer purchase intention in general and

determine the factors influencing purchase intention of branded private label food products. In addition, this study is also aimed at comparing the differences in consumers' perceptions and attitudes towards private label food products when they have or do not have experience with these products

Purchase Intention

Consumer purchasing decisions are very complex. Purchase intention is usually related to consumer behavior, perception and attitude. Buying behavior is an important key point for consumers when considering and evaluating a certain product (Keller, 2001). Ghosh (1990) stated that purchase intention is an effective tool for predicting the purchase process. Once consumers decide to buy a product in a particular store, they will be driven by their intent. However, purchase intention can be changed by price, quality perception and value perception (Zeithaml, 1988) and Grewal et al (1998). In addition, consumers will be distracted by internal impulse and external environment during the purchasing process. Their behavior will be driven by physiological motivation that stimulates their response that will bring them to the retail store to fulfil their need (Kim and Jin, 2001).

Factors Influencing Purchase Intention towards Private Label Product

There are numbers of study on private label product in foreign study however there is no specific research on purchase intention towards private label product in Malaysia. With respect to private label food products, several studies have been carried out

in the past to determine the consumers' motivation, perception, preference and behavior on food products (Beneke, 2008; Munusamy and Wong 2008, Boutsouki et al., 2008; Thang et al., 2009). There is only one study on consumers' intention of buying own label premium food products (Chaniotakis et al., 2010), which guided the present study. Based on the study of Chaniotakis et al (2010), factors that influencing consumers' purchase intention are 'consumers' attitudes', 'extrinsic factors' and 'intrinsic factors' of the products.

Consumers' Attitude towards Private Label Products

Consumer attitude is an important factor in influencing consumers' intention to purchase a private label product (Chaniotakis et al. 2010). Consumer attitude includes "confidence in the private label product", "familiarity" and "perception of the economic situation". Chaniotakis et al. (2010) stated that "mindset" affects consumers' purchase intention as well as perception of the economic situation. The study found that consumers would try to save more money by purchasing private label products during an economic downturn and once the situation improves; they will move back to their familiar brands (Conroy, 2010). This is because when a product is familiar to a person; he or she will define the product in such a good way. Therefore, to build trust in private label products, retailers should enable consumers to feel confident with their product (Broadbridge and Morgan, 2001 as cited in Chaniotakis et al., 2010). Trust in a private label product is influenced by perceived benefit, which means that perceived price-quality influences consumer attitude. Once a purchase is made, internal memory is formed from the shopping experience along with external memory that is formed as the information received plays a role in the purchase process (Bettman, 1979). People with a negative experience with a product will have a negative impact on future purchases, while when the quality matches the price, there will be a positive impact. Moreover, it is easy to share such experience with others and thus influence their decision-making (Jarvala, 1998).

Past Experience with Private Label Brand Food Products

This study does not examine the influence of consumers' past experience with private label food products on purchase intention. Emphasis is placed on examining how consumers differ in their perceptions and attitudes toward private label food

products, whether experienced or not. Consumers' shopping experience includes internal and external memory, which would play an important role in the buying process (Bettman, 1979). Internal memory comes from consumers' actual experience with the good or service, while external memory comes from information related to the good or service. The shopping experience lasts longer and stays in the minds of consumers. Therefore, they immediately begin to evaluate the items they have purchased, and the result of the shopping experience with the items will be retained in their thinking for a very long time (Keller, 2001). People with a negative experience with a product will have a negative impact on future purchases, while when the quality matches the price, there will be a positive impact. Such experiences, especially negative ones, can be easily shared with others and thus influence their decision-making (Jarvala, 1998). Since, there are vast varieties of companies which provide private labels and customer or consumers have a dilemma to purchase the specific private labels provided by the big manufacturing companies. In this study, I am going to provide how retailers and customers utilize the private labels for their development. Private Label Brand (PLB), i.e. brands of a product which are produced by retailer and sold under the retailer's name in their outlets (Baltas, 1997; Porral and Mangin (2016) have expanded globally and its market share has increased and received encouraging response from the market (Lassoued and Hobbs, 2015). This study is need to identify the factors which are influencing purchase intention towards private labels in TIRUPATI.

Objectives of the Study

- ❖ To determine factors perceived to be important in the purchase of private labels.
- ❖ To determine factors that, predict purchase intention of private label.
- ❖ To compare the perception of extrinsic factors, intrinsic factors, and consumers' attitudes among consumers who have and do not have past purchasing experience with the private label.

2. REVIEW OF LITERATURE

Patel, V., & Barad, K. (2015) explained in their paper that Indian retail market is growing rapidly in the world. In terms of economic value, it ranks fifth

and provides strong growth potential. India's retail sector is estimated to be worth \$250 billion and is expected to reach \$950 billion by 2018. Selvaraj, U. (2015) in his work defined a private label brand as a brand owned, merchandised and sold by the sellers themselves, and which bears the retailer's name and is exclusive to the retailer but manufactured by another company. Private label brands are also known as in-house brands, store brands. Kumar, N., & Steenkamp, J. (2009) mentioned in their book that as retailers become larger and more global, they slowly start to promote their own private labels at the expense of national brands. Marketers have very effectively created private labels into brands. The authors report that private labels started their journey back in the 1970s in the US with a market share of around 12-34%. Asia alone has seen growth of 50% since the inception of private labels. Apparel has the largest share of the US private label market with 45% of total unit sales. Private labels have also grown in books and financial services. In his article, Nielson (2013) set out to explain the steady rise of private labels in India and what triggers their growth. Nielson says the grocery category dominates the private label market with about 76 percent of total sales. For example, packaged foods account for a whopping 53 percent of total sales. In the non-food category, household cleaning products are in first place, accounting for almost 48% of private label sales. Other significant contributors include personal care, fabric care and the general category. To understand the drivers of the private label market, it is necessary to understand the characteristics of the modern shopper. With increasing levels of disposable income and willingness to spend, the modern shopper is more open to experimentation. Rather than viewing shopping as a chore, consumers are increasingly viewing it as a pleasurable experience. Nielson also mentions that some categories, such as childcare and infant formula, have not yet made an impact in the private label segment. Retailers can overcome this by creating more in-store awareness, product visibility and good value options. Kaur, K. (2013) studied that many shoppers have migrated to private label brands at a very fast pace, but the reason for this migration cannot be related to the price game alone, but the migration can be related to various factors such as improvement in product quality, packaging, retail experience and presentations that private brands gradually offer. While many product categories such as mobile phones, kitchen

appliances, cosmetics, etc. have traditionally been dominated by big brands, extensive commoditization has significantly reduced the power of brands in recent years. Creating demand for a category can be done through strong advertising and promotion. And private labels also benefit from this process because it gives them the opportunity to be picked up by consumers. Arguably, to not only attract more customers to the store, but also to convert them into buyers, retailers and manufacturers would have to work together and go the extra mile, providing them with a wide range of options in terms of design, price and assortment. Innovation, promotion and competitive pricing are a few factors that national brands must keep in mind and adopt to compete with private label brands. Dunne, David and Narasimhan, Chakravarthi (1999) explained in their article that private labels are increasingly seen as "category killers" and are slowly gaining popularity and taking market share away from national brands. The big change with private labels is that they have become premium in nature and offer rich profit opportunities to retailers. Marketers are slowly getting used to this trend and coming up with special premium product lines that target niche markets. Shukla, P., Banerjee, M., & Adidam, P. T. (2011) in their research paper studied various psychographic and socio-demographic factors that influence private label consumer profiling. Marketing strategies are largely influenced by socio-demographic indicators, as they largely influence purchasing decisions based on the stage of the family life cycle the consumer is in. Price awareness, brand and store loyalty, quality perception, etc. are some other psychographic factors that influence consumer buying behavior towards private label brands. Abhishek (2014) in their paper focused on how a private label brand is chosen based on demographic variables. Here, data was collected from loyalty programs of clothing stores. Demographic data regarding age, education, income, and other background information were obtained through membership data.

6. RESEARCH METHODOLOGY

Data collection: There are many forms of data collection, which are—mail, internet, database, Questionnaires, interviews, etc., which are all related to research. However, there are conditions to which specific data collection methods should be approached. Dependent on the way the data will be used will affect how the data will be collected. In

do you agree that Private label retailing helps out	.772	-.079	.214	.186	-.238	.250
In your view private label satisfies customer need	-.076	.769	.045	.031	-.096	.178
Does private label has growth in India	.856	.072	-.081	.146	-.029	-.060
do the private label retailing helps other brands to develop	.194	.797	.188	-.202	.059	.194
do you think private label retailing recognize their home manufactures	.735	-.188	.030	-.002	-.114	-.122
Do you think Luxury brands available at low cost	-.253	.660	.230	.089	-.081	-.390
do you think that total control over the entire value chain	.743	.188	-.157	-.286	.171	-.233
do you think customer loyalty is available	-.108	.270	.744	-.350	.049	-.125
due to private label retailing Less Variety will be available	.471	-.574	.085	-.359	.191	.137
Due to private label retailing their will constantly developing new products	.007	.084	.859	.047	-.042	-.039
Due to private label retailing there will be high capital required	.664	-.274	.107	-.166	.403	-.182
Due to private label retailing their will need to spend extra on marketing	.097	.009	.851	-.022	-.025	-.012

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.a

a. Rotation converged in 8 iterations.

Component	1	2	3	4	5	6
1	.893	-.402	-.013	-.127	.099	-.120
2	.221	.550	.729	-.255	-.172	-.150
3	.374	.645	-.526	.241	-.241	.227
4	.115	.006	.388	.651	.440	.468
5	-.013	.333	-.201	-.365	.838	-.114
6	.000	.093	-.027	.551	.084	-.825

Regression

Variables Entered	Variables Removed	Method

1	visited_5, recongise_1, otherbrandsdevelop_3, visited_4, satisfition_2 ^b		Enter
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a. Dependent Variable: Does private label has growth in India
 b. All requested variables entered.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	.830 ^a	.689	.678	.622	.689	63.382

As the above table states that regarding the R square value and the R square changed value as the 0.838 & 0.689 respectively. If the R square value is value is above the 0.5 then its a good R square value.

Model	Change Statistics			
	df1	df2	Sig.F Change	
1	5	143	.000	1.951

a. Predictors: (Constant), visited_5, recongise_1, otherbrandsdevelop_3, visited_4, satisfition_2
 b. Dependent Variable: Does private label has growth in India

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122.765	5	24.553	63.382	.000 ^b
	Residual	55.396	143	.387		
	Total	178.161	148			

a. Dependent Variable: Does private label has growth in India
 b. Predictors: (Constant), visited_5, recongise_1, otherbrandsdevelop_3, visited_4, satisfition_2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	-.433	.366		-.1182	.239
	recongise_1	.271	.015	.832	17.544	.000

satisfition_2	-.051	.040	-.082	-.1283	.202
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otherbrands develop_3	.073	.038	.123	1.936	.055
visited_4	.109	.067	.080	1.619	.108
visited_5	-.077	.052	-.073	-1.487	.139

Dependent Variable: Does private label has growth in India

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.76	5.24	3.28	.911	149
Residual	-1.128	1.806	.000	.612	149
Std. Predicted Value	-1.673	2.153	.000	1.000	149
Std. Residual	-1.813	2.901	.000	.983	149

a. Dependent Variable: Does private label has growth in India

FINDINGS OF THE STUDY:

The results show that females are more value conscious compared to males, business students were less affected compared to non-business students. With respect to age, respondents who are less than 20 years old were found to be more price conscious presumably because this group have lower amount of money to spend. Also respondents with lower spending on food items were found to be more price conscious and value conscious than respondents who are high spenders. In addition, the frequency of private label brands was not found to be related to any of the demographic variables considered in the study.

- ❖ The most of the respondents are agreeing that the private label retailing helps the retailers to grow in their retail business and improve their customer retention.
- ❖ According to the analysis the most of the respondents agreeing that retail labelling helps the brands to develop the awareness towards the customers to identify the brands in retailing business.
- ❖ As per the analysis price labelling will help the customers to find the home manufacturers of the products in retail business.
- ❖ As per the analysis most of the respondents are agreeing that luxury brand’s products are available at low cost at retail business.

- ❖ As per the analysis most of the respondents are agreeing that the high capital required for the price labelling.
- ❖ The analysis states that the most of the respondents agrees that the private labelling need to spend extra on the marketing also.
- ❖ Most of the respondents are agreeing that the private labelling helps the brands to develop new products in the market.

SUGGESTIONS:

Private brands have undergone significant changes, especially in the area of quality, and have become a significant competitor in national products. A significant increase in the purchase of private label products was recorded in the Slovak market during the last economic recession, when consumers had to limit their spending, and the purchase of private label products was a suitable solution. However, this trend continued in the post-recession period and private label products became much more attractive to consumers and positively influenced consumer purchasing preferences. This article empirically analyzed the attitudes of Slovak consumers in relation to the purchase of private label products. The key factors involved in formulating consumer attitudes towards private label products can be summarized as follows. Regardless of respondent demographic determinants, consumers purchase all private label product categories included in the study, with dairy, consumer durables and paper hygiene being the most preferred. For each category of private label products, the consumer determines the key factors that lead them to purchase: price is most important when buying dairy products, quality for hygiene products, product composition for detergents, convenient packaging is important when buying animal feed, packaging and design for frozen goods and an assortment in the cosmetics category. Empirical research reveals which private label products consumers prefer based on their demographics. Furthermore, we found that the type of product purchased is influenced by the marital status of the respondent. The general consumer attitude towards private label products is determined by many factors. We looked for three categories of influence: (1) if the consumer's attitude is influenced by the type of product purchased, the results of the Pearson chi-square test refer to the independence of the two qualitative variables; (2) if the consumer's attitude is influenced by the reasons for the purchase; we found

that there is a weak dependence between the variables and the biggest effects on purchase are the price, quality and packaging (packaging and design) of the private label product; (3) if consumer attitudes towards private label products are determined by demographic determinants and a weak dependence of the observed variables - age, income and status of the respondent - was found.

The use of proposed product categories and impact factors in empirical research has led to remarkable results that can be useful not only for a better understanding of the private label phenomenon. Further research on private label products is essential, especially in a wider geographic area or a more detailed analysis of each product category. In addition, other tributes (i.e., store atmosphere, cultural differences, product knowledge) can be perceived when analyzing the factors that shape consumer attitudes toward private label products.

The issue of private label products significantly affects not only consumer behavior, but also competition within supply chains and the range of products available to consumers. Private labels expand the range of available products and thereby increase inter-brand and price competition. On the other hand, private labels change the relationship between retailers and their suppliers. Suppliers of branded products face not only vertical competition from retailers, but also horizontal competition as retailers begin to manufacture their own products. The results of the research should therefore be used in retail when designing strategies for private label products, focusing on the specific requirements and needs of individual groups of consumers, accepting their demographic differences.

CONCLUSION:

The results of this paper can be used to derive meaningful managerial implications for both private label and manufacturer branded products. As it has been proven, manufacturer branded products rank higher in consumer ratings in addition to the huge development of private label branded products. Manufacturers should capitalize on the fact that their products are perceived as superior in terms of quality, packaging, innovation and status, and emphasize these differences between their national brands and private labels. To do so, they should continue to invest in research and development of high quality innovative products with creative design. In addition, manufacturers should invest in communicating these attributes to their consumers. The means of communication can be television and radio advertising, print inserts, in-store events, and printed materials that emphasize the superior qualities of the product and create connotations of

high status. In addition, manufacturers should use their product packaging to communicate the quality characteristics of their products, as product packaging acts as a silent salesperson and represents an inexpensive means of communication with consumers. On the other hand, price seems to be a major drawback for manufacturer brands, especially when dealing with price-conscious consumers. Manufacturers can run regular promotions to attract price-conscious consumers and encourage product trial, although they should be very careful not to damage their brand image.

Retailers should also take advantage of the current economic recession, which is accelerating the trend toward private label products, to expand their consumer base and gain consumer confidence. On the other hand, manufacturers should create strategies to secure their market share. They should discourage private label testing by cultivating the undesired consequences of poor brand/product selection. In addition, manufacturers should avoid "milking" strategies because maintaining market share during an economic downturn is a more sustainable strategy than focusing on high profits. Finally, manufacturers should emphasize strategies that justify a premium price over private label products. Furthermore, private label products were found to have greater potential in the home care product category probably because this category carries lower functional, psychological and financial risk than the food and personal care product categories. This allows retailers to take the lead and develop more products in the Home Care category. Conversely, retailers should be more sceptical when developing private label Food products and especially when creating personal care products. As for manufacturers, it is again recommended that they emphasize strategies that communicate the quality of their products, justify their premium price, and discourage private label testing.

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