

Effects of Intrinsic and Extrinsic Attributes on Purchase Intention: An Experiment on Manufacturer vs. Store Brand Coffee Products

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Abstract—Consumers are exposed to a variety of brands that influence their judgment during pre-purchase stage. Some seek branded items without caring about paying more rather than purchasing the unfamiliar products. Previous research has classified product attributes as intrinsic and extrinsic. By using an experimental design with pre-mix coffees as stimuli, this study explores Malaysian consumers' behaviour towards manufacturer brand and store brand products by investigating the relationship between intrinsic attribute (i.e. taste) and extrinsic attributes (i.e. brand name, packaging and pricing) on the dependent variable (purchase intention). This study further determines which of the intrinsic or extrinsic attributes imposes a greater impact on the purchase intention of both coffee brands. The difference of consumers' purchase intention between both coffee brands is also measured. Results showed that there were positive correlations between the intrinsic and extrinsic attributes on the purchase intentions of both the manufacturer (Nescafe) and the store brand (Jusco Selection) coffees. Interestingly, the extrinsic attributes imposed a greater impact on purchase intention rather than the intrinsic attribute for both coffee brands. Label (studied as brand name, packaging and pricing in the experiments) matters most to consumers in Malaysia than taste when purchasing coffee products. Overall, participants preferred to purchase the manufacturer brand rather than the store brand coffee. Findings from this study are significant to the food and beverage manufacturers and marketers, especially the local or store brand manufacturers, in assisting them to improve their products in order to compete in the global market strategically.

Keywords—*manufacturer brand; store brand; coffee; intrinsic; extrinsic; taste; pricing; packaging; purchase intention; experiment*