

A Study on Consumers' Purchasing Behavior, Brand Loyalty and Brand Image for FamilyMart Collection

A Study on Consumers' Purchasing Behavior, Brand Loyalty and Brand Image
for FamilyMart Collection

Submitted by
Diane Hung

Submitted to
Dr. Aiden Yeh

Wenzao Ursuline University of Languages
May 15, 2014

Abstract

Convenience stores are everywhere around the cities and more CVS launched its private brand in order to compete in the market. This paper discussed the findings of a study that looks at the impression and perspectives of consumers of Family Mart convenient store (FM) towards their private brand product, FamilyMart collection (FMc). Factors involved were brand image, brand loyalty and brand extension. An online questionnaire which consisted of 46 questions (divided into 5 parts) was designed to gather the consumers' opinions. The data collected from it were analyzed by using Statistical Product and Service Solutions (SPSS). The results indicated that the consumers keep a fair attitude towards brand image, brand loyalty and brand extension of FM. This implies that the consumers did not have a strong feeling on all factors. However, the findings also showed that FMc does have some potential in the market because the result of brand extension analysis was slightly better than the former two. Since the perception of all factors were in average and slightly close to the degree of agree, the study suggested that the brand image and loyalty of FM should be strengthened and more promotion on FMc should be implemented.

Keywords: Family Mart, FamilyMart collection, brand image, brand loyalty, brand extension

TABLE OF CONTENTS

Abstract	1
Introduction	3
Literature Review.....	3
Methodology.....	6
Results.....	7
Discussion.....	15
Conclusion.....	16
References.....	17
Appendix	
Cover Letter.....	20
Questionnaire.....	21

Introduction

According to World Trademark Review (2012), convenient stores having their "own-brand" are enjoying a surge in popularity around the globe. In Australia, United States and in the UK, they all have dramatic increasing figures on the proliferation of private brand products. Taiwan is no exception. In Taiwan, Family Mart is the second largest convenience store (CVS) (Ministry of Economics, 2013). Different from the private brand of 7-ELEVEN, 7-SELECT, the first largest CVS in Taiwan, FamilyMart collection (FMc) does not have a wide range of products, fancy advertisement on television and continuously promotion. Without these marketing strategies, how can such brands survive?

In 2012, FMc is officially introduced to the market with a simple designed logo emphasizing the convenience and simpleness of their private brand products (Family Mart, Japan, 2012). Family Mart want to differentiate from other CVS by selling imported and limited products from Japan, where the headquarter is located (Brain.com, 2008).

This research aims to understand how private brand influences consumers. Every possible effect from the packaging, flavor and taste of food to pricing can be the factors of affecting the purchasing behavior. However, comparing to other brands, what are the reasons that encourage consumers to purchase FMc? A questionnaire will be made in order to discover what do FM's consumers think of FMc.

This research can give additional knowledge on how people compare private brands which can be useful when deciding on the worthiness of an investment on private brand(s) in an already crowded market.

Literature Review

1. Background

From the data of Ministry of Economics (2013), at the end of year 2012, the total number of the four main CVS in Taiwan is 9,868 stores. Uni CVS (7-ELEVEN) 4,830 (49.0%) stores is the majority and, secondly, Family Mart 2,844 stores (28.8%), thirdly is Hi Life 1,295 (13.1%) stores, and the last one is OK 899 (9.1%) stores. They all provide various products: in 2009, 7-ELEVEN started to launch their private brand, 7-SELECT, and there are 300 products from food to clothes were introduced to the market (Cardu.com, 2010). In 2012, Family Mart imported its private brand, FamilyMart collection (FMc), cookies from Japan and made about two millions packs just in a year (Cardu.com, 2013). Comparing with the annual revenue, 7-SELECT had

made nearly 8 billion a year. In addition, Family Mart expects to have 2.5 billion this year (Cardu.com, 2013).

Comparing 7-SELECT and FMc, 7-SELECT aims to provide 7 kinds of quality for their customers. The first one is qualified manufacturers, second is high quality process, third is fair price, fourth is worthy products, fifth is the standard of the brand, sixth is the assurance of the products and finally, the seventh is the easy to buy just around the corner (7-SELECT, 2013). On the other hand, FMc expected their customers can discover their own happiness and luckiness in lives. This includes the taste of relaxation, freshness, break, simplicity and life (FamilyMart collection video, 2013).

2. FamilyMart collection and its promotion

FMc was introduced to the market for nearly one year. Up to 2013, which is also its 25th anniversary, they made this special year as a milestone and put a lot of effort on promoting FMc. They have about 200 kinds of products, including juice, beverage, tea, quarel and soup, ice, snack, cookie, frozen food, instant noodle, flavoring, canned food, heat underwear and daily necessities, which are totally 12 categories. For next year in 2014, FM will increase up to 25% of all products (FamilyMart News Release, 2013). During the 14-day promotion from 27th November to 10th December in 2013, FM offer 20% to 10% off discount for customers to try out new flavor of FMc (FamilyMart News Release, 2013).

3. Theoretical framework

3.1. Brand image and brand loyalty

The possible intention for consumers to buy private brand is the loyalty to the brand has transferred into it. In Lin's (2012) study, she investigated the loyalty to the original brand and to private brand. The analysis showed that there were three variables that predicted the evaluation of brand extension on 7-ELEVEN's cases, which are brand image, brand loyalty and perceived fit. Lin suggested that 7-ELEVEN should strengthen consumers' attitude loyalty, the brand image symbols, and consumers' perceived fit for itself. She stated that, the consumers will purchase products based on its brand image. When it is known for its good quality, its brand image will rank higher. Therefore, the frequency of purchasing will increase and so does the loyalty to the brand. Private brand is good strategy for CVS to make a good use of the extension of their brand. It is a way to differentiate from other markets and also to enlarge the distance between the competitors. When consumers are purchasing, they will make a connection between the product's brand image and the product's

good or bad quality. Brand image can positively influence the purchasing behavior of a consumer. In order to determine whether it is an influential brand or not, it is decided on the received information and knowledge of the consumers. The more positive thoughts of the brand and the perceived combination can build a strong brand image.

3.2. Private brand's packaging and its influence

Other than perception for brand extension, consumers also care a lot on pricing and quality. In Tsai's (2012) research, he aimed to investigate how 7-ELEVEN dealt with the consumers' need on fair price, high quality and sense of design of the products. The private brand products were redesigned by Japanese specialists after they have been introduced to the market quite a while. After the redesign and adjustment, consumers did have different opinion on perceived quality, perceived value and purchase intention. Other than these three variables, others are packaging design and price-quality perception. The result showed that, the perceived quality has positive impacts on consumers' perceived value and perceived value has positive impacts on consumers' purchase intention. The author found out that the redesign of packaging did succeed, however limited, consumers still preferred lower price rather than charming package. This kind of product is called "-cheap fashion." Comparing to high class products, cheap fashion is more suitable and close to our daily life. Tsai quoted a survey done by Gallup organization (n.d.), 75% of consumers see private brand as a brand, and acknowledge that, on the aspects of satisfactory guarantee, value, taste, package and performance, it is as good as the national brand. Another quoted investigation (2005) done by Nielsen assumed that as long as the private brand products exist, keep introducing to consumers, and remain high sales, consumers will have better understanding and good image on it. Tsai (ibid) listed out three reasons why a retailer establishes its private brand, (1) it can produce long term profit, (2) it has higher profit on promoting its private brand than promoting other manufacturers', (3) it has bigger influence on manufacturers. Tsai indicated that, since Taiwanese consumers have less understanding on private brand, the retailers can easily promote the private brand products to them and encourage them to try buying them.

3.3. Brand image and purchasing behavior

The support from consumers can easily be seen as one CVS' strengths. In Lin, Chen, & Jeang's (2013) research, they analyzed the influence factors of consumers on their purchasing act, brand image and purchasing behavior. CVS should provide information on how good is their quality, and try to affect their purchasing behaviors through the good comments. Lin, et al. also studied the purchasing act on 7-SELECT

based on the features of individual and family background. From Lin, et al.'s survey on consumers' purchasing involvement, there were two factors that, (1) the research of related information on products, (2) the comparison and choice on purchasing products. Besides purchasing involvement, the factors for product image were (1) symbolic and (2) functional. Looking at the variables of individual and family background, Lin, et al.'s results showed that that family with less income had higher figure of purchasing involvement, family with fewer members had lower figure of purchasing involvement and people who are older had lower purchasing involvement. Moreover, when people frequently compared and chose products, the purchasing frequency decreases. Since the private brand product was more expensive and not unique enough, it could not be strongly differentiated among the others.

4. *Promotion and trading areas*

In order to be successful, CVS needs to consider every angle when operating. From Gao's (2004) study, he discussed the relationship between product promotion and its trading areas. The results varied with different trading areas. People living in business area were more acceptable on complementary product mixed bundling for sales promotions. It was because they have limited time to choose what they want. This way of promotion can increase CVS' sales and save customers' time, satisfy their need of food and provide convenience.

In the case of convenience store, 7-11, the first largest CVS in Taiwan launched its private brand in 2009 and since then, there are studies discussed about the extension of the original brand. Since FM officially introduced FMc in 2013, the researcher aims to discover the result of producing private brand.

This study will investigate the views of consumers. From their perceptions, the researcher aims to find out their purchasing behavior, brand loyalty, brand image and brand extension on FM. Beside these three main factors, the variables of consumers are their gender, age, education background, occupation, monthly income, marriage status, monthly expense and so on.

Methodology

Research Questions

The questionnaire aimed to investigate consumers' purchasing behavior on FMc of FM. Secondly, this research aimed to understand the brand loyalty and brand image of consumers on FMc of FM. Did they think the private brand products are competitive as to other products? Had the consumers got the idea of FMc through purchasing them?

Had the consumers found out the specialty of FMc and will they be loyal to this brand?

Participants

The participants were 84 consumers whose age range between 15 to 20 (2 people), 21 to 25 (76 people), 26 to 30 (1 person), 31 to 35 (2 people) and above 40 (3 people). These included 10 males and 74 females. Their occupations included 1 serving worker, 1 housewife, 2 workers, 4 businesspeople, 5 white-collar workers and 71 students. The education level included 1 master, 4 senior high school students and 79 university students. Finally, since this survey only needed the opinions of those who have bought FMc, therefore, after excluding invalid data, there were 42 of them left.

Procedure

A Google.doc online questionnaire was sent out in January and was collected in February. The questionnaire was adopted from Lin's (2012) paper: *A Study on the Influential Factors of Brand Extension Evaluation for Consumers in Kaohsiung Area: A Case Study of 7-ELEVEn's 7-SELECT*. Most of the contents were derived from Lin's questionnaire but the topic was changed from 7-ELEVEn to Family Mart. Some questions were changed, deleted and added in order to meet the requirement of this research. There were five parts in the questionnaire, which included section of demographic, section of general question on FM and section of perception on brand image, brand loyalty and brand extension. It included multiple choices and scaled questions. It was designed to understand what consumers think of FM and also its private brand, FMc. The data was analysed using SPSS 14.0 and the statistical tests such as descriptive, t-test, Cronbach and crosstabs were used for calculating the data.

Hypotheses

- H1: There is significant relation between brand image and brand loyalty.
- H2: There is significant relation between brand loyalty and brand extension.
- H3: There is significant relation between brand image and brand extension.
- H4: There are significant influences between education and knowing of FMc.
- H5: There are significant influences between occupation and money they spend on each visit.
- H6: There are significant influences between knowing of FMc and the willingness to buy FMc.

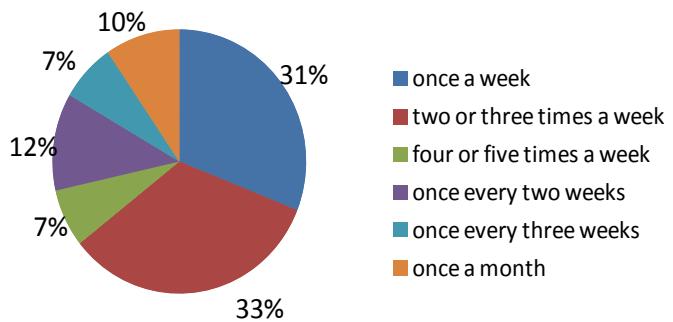
Results

Frequency test

After eliminating the invalid date, there were 42 (50%) of participants left. Female participants made up of 90.5% (38 people) while male occupied 9.5 % (4 people). For age rage, there were 1 person (2.4%) between 15 to 20, 38 (90.5%) between 21 to 25, 2 (4.8%) between 31 to 35 and 1 (2.4%) over 40. The education level were 2 senior high school students (4.8%), 39 universities students (92.9%) and 1 masters (2.4%). Their occupation included 35 students (83.3%), 2 businesspeople (4.8%), 3 white collar workers (7.1%), 1 house wife (2.4%) and 1 in the serving business (2.4%).

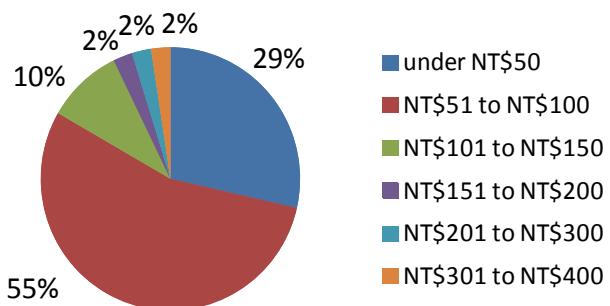
As seen in *Figure 1*, when asking about the frequency of people visiting Family Mart, there were 13 (31.0%) of them visit FM once a week, 14 (33.3%) visit two or three times a week, 3 (7.1%) visit four or five times a week, 5 (11.9%) visit once every two weeks, 3 (7.1%) visit once every three weeks and 4 (9.5%) only visit once a month.

Figure 1: How often do you visit Family Mart? (%)



As presented in *Figure 2*, there were 12 people spend under NT\$50 when each visit in FM, 23 spend between NT\$51 to NT\$100, 4 spend NT\$101 to NT\$150 and 1 spends NT\$151 to NT\$200, 1 spends NT\$201 to NT\$300 and 1 spends NT\$301 to NT\$400.

Figure 2: How much do you usually spend when visiting? (%)



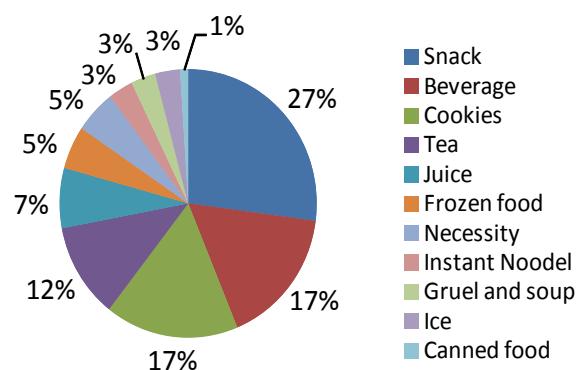
As mentioned before, the invalid data has been eliminated, therefore all of the

questionnaires left were both people who have been to FM (100% for yes) and who have bought the product of FMc (100% for yes), however the result below showed that not everyone bought this product actually know this brand. When asking do they know the brand FMc, there were 38 (90.5%) of them answered yes but still, 4 (9.5%) of them actually did not know this brand but still bought this kind of products.

When asked about the willingness of buying the products of FMc, there were 18 (42.9%) of them chose "Yes, because I want this product.", 10 (23.8%) of them chose "Yes, because it is the private brand from FM." and 8 (19.0%) of them chose "Yes, because I believe in the quality of its product.". For the negative answers, 3 (7.1%) of them chose "No, because this product is expensive." Three (7.1%) of them chose to write out other answers like "because some the products came from Japan" and "they are willing to try" and "No, because the packaging is not attacking".

For people who have bought FMc, they have different preferences on different items (see *Figure 3*). There were 26 (27.1%) of them bought snack, 16 (16.7%) of them bought beverage and it is as much as the people who bought cookies. Eleven (11.5%) of them bought tea, 7 (7.3%) people bought juice, 5 (5.2%) people bought frozen food and it is also as much as the people bought necessity. Three (3.1%) people for instant noodle, gruel and soup, and ice products and lastly 1 (1.0%) person have bought canned food.

Figure 3: Products people have bought (%)



Cronbach analysis

Table 1 showed the consistency of the question in part III and part IV; the perception on brand image ($\alpha=.877$) and brand loyalty ($\alpha=.855$). The total cronbach alpha was .923 which showed a strong internal consistency. This means that there is a high

level of relationship between these two sets of questions (H1).

Table 1: Cronbach analysis on Part III & Part IV

		Cronbach's Alpha
Part III (about brand image of FM)		.877
Part IV (about brand loyalty of FM)		.885
Total		.923

As *Table 2* presented, the cronbach alpha for part IV and part V were .855 and .940. The total was .944 which showed a strong internal consistency. This means that there is a high level of relationship between two sets of questions (H2).

Table 2: Cronbach analysis on Part IV & Part V

		Cronbach's Alpha
Part IV (about brand loyalty of FM)		.885
Part V (about brand extension of FM)		.940
Total		.944

As seen in *Table 3*, it showed the consistency of the question in part III ($\alpha=.877$) and part V ($\alpha=.940$) and for total cronbach was .951 which showed a strong internal consistency. This means that there is a high level of relationship between two sets of questions (H3).

Table 3: Cronbach analysis on Part III & Part V

		Cronbach's Alpha
Part III (about brand image of FM)		.877
Part V (about brand extension of FM)		.940
Total		.951

Descriptive analysis

The *Table 4* below showed the mean and standard deviation of each question in part III. The mean of this part was between 2.64 to 3.93, which means that most of the answers for this part was between disagree and neutral.

Table 4: T test for part III

Part III: About brand image	M	SD	Variance
1. In Family Mart, I can purchase products that can satisfy my need of entertainment.	3.76	.790	.625
2. In Family Mart, I can purchase products that can satisfy me need of my own life style.	3.90	.759	.576
3. In Family Mart, I can purchase products that can satisfy my various living styles.	3.83	.660	.435

4. This brand, Family Mart, make me feel relaxed.	3.64	.727	.528
5. The products of Family Mart are in trend.	3.67	.846	.715
6. In Family Mart, I can purchase products that can satisfy my personal image.	3.02	.924	.853
7. In Family Mart, I can purchase products that can satisfy my eagerness on excitement.	2.64	.932	.869
8. I think the products of Family Mart are all good bargains.	3.31	.811	.658
9. The products of Family Mart are very practical.	3.93	.677	.458
10. The products of Family Mart are of high quality.	3.38	.697	.485
11. The packaging of the products of Family Mart is good.	3.90	.790	.625

Note: M=Mean. SD=Standard deviation. The significant level is .05.

The *Table 5* below showed the mean and standard deviation of each question in part IV. The mean of this part was between 2.55 to 3.95, which means that mostly the answers for this part was between disagree and neutral, but to some degree that it was close to agree as well.

Table 5: T test for part IV

Part IV: About brand loyalty	M	SD	Variance
1. I often recommend the products of Family Mart to others.	3.07	.973	.946
2. Among most of the brands, I always choose to purchase the products of Family Mart.	2.55	.993	.985
3. I frequently purchase the products of Family Mart.	2.84	1.034	1.069
4. If I have a chance to consume, I will primarily think of Family Mart.	2.90	.983	.966
5. If I have a chance, I will recommend Family Mart to my relatives and friends.	3.14	.783	.613
6. I will consider buying the particular products of Family Mart for the second time.	3.45	.772	.595
7. I am willing to share my purchasing experience in Family Mart with others.	3.19	.862	.743
8. I will purchase other kinds of products of Family Mart.	3.95	.661	.437
9. In the future, I will continue to purchase the products of Family Mart.	3.95	.731	.534
10. I am willing to purchase any products or services provided by Family Mart.	3.93	.808	.653

Note: M=Mean. SD=Standard deviation. The significant level is .05.

The *Table 6* below showed the mean and standard deviation of each question in part V. The mean of this part was between 3.26 to 3.76, which means that mostly the answers for this part was around neutral but somehow a little bit close to disagree and agree

Table 6: T test for part V

Part V: About brand extension	M	SD	Variance
1. I think the products of FMc is appealing.	3.45	.803	.644
2. I am satisfied with the products of FMc.	3.67	.754	.569
3. I think the quality of FMc product is good.	3.57	.630	.397
4. I will purchase the products of FMc.	3.67	.721	.520
5. I like the products launched by FMc.	3.48	.740	.548
6. All in all, I like the products of FMc sold by Family Mart.	3.62	.661	.437
7. I think the FMc products are worth buying.	3.52	.634	.402
8. I am willing to purchase the products of FMc of Family Mart for the second time.	3.67	.721	.520
9. I have high willingness to purchase the products of FMc.	3.31	.897	.804
10. I think it is a good bargain after purchasing the products of FMc.	3.26	.912	.832
11. I think the price is reasonable after purchasing the products of FMc.	3.17	.762	.581
12. I think it is worthy after purchasing the products of FMc.	3.38	.825	.681
13. I am willing to recommend the products of FMc of Family Mart to my relatives and friends.	3.26	.798	.637
14. I think the slogan of FMc is making me more willing to purchase it	3.76	.878	.771

Note: M=Mean. SD=Standard deviation. The significant level is .05.

Crosstab

For *Table 7*, the data showed the correlation between Part I: Q3 (Education level) and Part II: Q4 (Do you know the brand, FamilyMart collection?). In this correlation, the study showed that education level does not have any relation to their awareness of FMc. The figure just showed below was based on the percentage of how many people filled in this questionnaire. Based on the result of Chi-square, there is no significant relationship in between because the result presented in *Table 7* shows that $r(2)=.340$, $p > .05$ (or $p=.844$).

Table 7: Relation between Part I:Q3 and Part II:Q4

		Education			
		Senior High	University	Master	Total
Do you know the brand FMc?	Yes	2	35	1	38
	No	0	4	0	4
Total		2	39	1	42
<i>Chi-square</i>					
χ^2		df		Sig.	
Pearson Chi-square		.340		2	
.844					

For *Table 8*, the data showed the correlation between Part I: Q4 (Occupation) and Part II: Q3 (How much do you usually spend when visiting FM?). Based on the result of Chi-square, this study concluded that there is a significant relationship between occupation and how much money they spend in each visit. The result presented in *Table 8* shows that $r(2)=49.625$, $p<.05$ (or $p=.000$). It is obvious that, the people who usually spend around NT\$0 to NT\$100 are the student group.

Table 8: Relation between Part I:Q4 and Part II:Q3

		Occupation				
		student	Business people	White collar worker	House wife /husband	Other: serving business
How much do you usually spend when visiting FM?	under NT\$50	11	0	1	0	0
	NT\$51 to 100	19	1	2	0	1
	NT\$101 to 150	3	1	0	0	0
	NT\$151 to 200	1	0	0	0	1
	NT\$201 to 300	0	0	0	1	0
	NT\$301 to 400	1	0	0	0	1
Total		35	2	3	1	1
<i>Chi-square</i>						
χ^2		df		Sig.		
Pearson Chi-square		49.625***		.000		

For *Table 9*, the data showed the correlation between Part II: Q4 (Do you know the brand FMc?) and Part II: Q5 (Will you buy the products of FMc?). Based on the result of Chi-square, this correlation concluded that there is no significant relationship in between. The result presented in *Table 9* shows that $r(2)=.769$, $p>.05$ (or $p=.943$). This study showed that no matter a person knows FMc or not does not have any relation between the willingness on buying the product.

Table 9: Relation between Part II:Q4 and Part II:Q5

		Will you buy the products of FMc?					Total
		Yes, because it is the private brand from FM.	Yes, because I believe in the quality of its product.	Yes, because I want this product.	No, because this product is expensive.	Other	
Do you know the brand FMc?	Yes	9	7	16	3	3	38
	No	1	1	2	0	0	4
	Total	10	8	18	3	3	42
<i>Chi-square</i>							
		χ^2	df	Sig.			
Pearson Chi-square		.769	4	.943			

The result of the Hypotheses

H	Hypothesis	Yes/No
H1	There is significant relation between brand image and brand loyalty. The result showed the cronbach $\alpha=.923$ (see <i>Table 1</i>).	Yes
H2	There is significant relation between brand loyalty and brand extension. The result showed the cronbach $\alpha=.944$ (see <i>Table 2</i>).	Yes
H3	There is significant relation between brand image and brand extension. The result showed the cronbach $\alpha=.951$ (see <i>Table 3</i>).	Yes
H4	There are significant influences between education and knowing of FMc. The result showed that $r(2)=.340$, $p>.05$ (or $p=.844$) (see <i>Table 7</i>).	No
H5	There are significant influences between occupation and money they spend on each visit. The result showed that $r(2)=49.625$, $p<.05$ (or $p=.000$) (see <i>Table 8</i>).	Yes

H6	There are significant influences between knowing of FMc and the willingness to buy FMc. The result showed that $r(2)=.769$, $p>.05$ (or $p=.943$) (see <i>Table 9</i>).	No
----	--	----

Discussion

The results of the present study indicate the different perspectives on FM and its private brand, FMc. This study discussed that there are three factors, which are brand image, brand loyalty and brand extension, will affect one's opinion on a brand. These factors have also been reported in prior literature (Lin, 2012). Different from the studies before, the researcher used Family Mart convenience store as the study object but found out that the result is different from the prior study.

Since FMc is still a young private brand product, which was imported in 2012; therefore, this is worth to investigate the outcomes after its releasing (Cardu.com, 2013). Although FM is not the biggest store, people still visit it at least once a month (4 people, 9.5%). Even though FMc is quite a new brand, there were only 4 people (9.5%) did not know this brand but still had the experience of buying their products. This might be the reason that people only focus on what they want to buy and some of them will recognize the brand after buying for several times, or some of them just forget what was the brand they bought but only remember it was bought in the FM. The results showed that overall consumers had a fair brand image and loyalty on FM. The average score for Part III: brand image question is 2.64 to 3.98. For Part IV: brand loyalty question the average score is between 2.55 to 3.95. Surprisingly, for the Part V: brand extension question the average score is 3.17 to 3.76. Although the participants mostly preserve a neutral opinion towards these three parts, compare to Part III and Part IV, the results indicated that they somehow had a better impression on the brand extension. Moreover, as presented in Table 9, the mean from the last question from Part V was 3.76, which represented neutral but very close to agree. In other words, the result showed that the slogan of promoting taste of relaxation, freshness, break, simplicity and life that FM did have some degree of influence on their customers (FamilyMart collection video, 2013).

When correlating Part I: Q3 (Education level) and Part II: Q4 (Do you know the brand, FamilyMart collection?), it can be seen that there were more people of universities students know this private brand. This could be the reason that students are most likely to visit CVS more often than other group of people; therefore they are more aware of what new brand is being placed on the shelf.

For the second correlation test between Part I: Q4 (Occupation) and Part II: Q3 (How much do you usually spend when visiting FM?), the result presented that more people spend about NT\$0 to NT\$150 in each visit. Although the significant was below .01, the participants in this study are too limited; therefore, the researcher found this result can hardly tell whether occupation is the variable when spending in FM.

The last correlation is between Part II: Q4 (Do you know the brand FMc?) and Part II: Q5 (Will you buy the products of FMc?). There were 16 people know FM and also were willing to buy the products of FMc for the reason that they just simply want that product. This indicated that although the consumers already recognize FMc, they will not focus on the brand name, but only want to get that product on the shelf.

In conclusion, all of the results showed that, the consumers mostly preserve a fair attitude toward FM and of its private brand.

Limitation and suggestion

There are some limitations regarding this paper. First, due to the limited time, the quantities of the participants are not enough. Moreover, the percentage of males and females should be more balance. Second, the researcher should have designed the questionnaire by herself. Since the questions were mainly adopted from Lin's paper (2012), it is not easy for the researcher to completely understand the meaning behind the questions.

For further study in the future, it is suggested to design a suitable questionnaire for individual study object. Furthermore, it will be worth doing to analyze a bigger range of people. Lastly, there are still other factors that influence the perception of consumers on buying FMc. The researcher suggests that this study can have a further analysis on different kinds of factors.

Conclusion

This research used a questionnaire-based approach to examine the consumers' perspectives on brand image, brand loyalty and brand extension of Family Mart. Previous studies mostly took 7-ELEVEN's private brand; 7-SELECT as the target on this issue but none has taken FM into analysis. Therefore, this study focused on the perceptions that FMc brought to the consumers.

Although only 42 valid questionnaires were used, the information retrieved from the data provided important results. For instance, the results showed that the consumers

reserve neutral perspectives on the three variables mentioned previously (see *Table 4, 5 and 6*). This indicated that the private brand business does have some effects on the consumers but the effects may not be as influential as some would have expected. This suggests that FM should put more effort on the marketing strategy in order to increase their brand image and loyalty. They could strengthen them by making use of advertisement to emphasize their slogan and let it keep broadcasting in the store. This can help remind the consumers about what FM is pursuing for them and build a stronger identification and connection in between.

It is a competitive environment in the convenient store industry. CVS are everywhere in our lives and we can see one just in every corner of the street. However, most of them provide similar products. In order to survive in this red ocean market, FM should make their private brand products be as part of lives of their consumers and to bring affection and benefits for their business. Although the results showed that the average scored of Part V: brand extension of FM was slightly higher than Part III: brand image and Part IV: brand loyalty, the score was not high enough to be taken as agree (see *Table 6*). This pointed out the fact that the private brand of FM has not yet created a strong image and need so that the result presented in a fair trend. In this way, the FM should make their private brand as blue ocean products. By doing this, FMC can create their own market and attract more long-lasting customers.

Finally, the researcher hopes that this study will be of value to future authors in evaluating the products from any private brands. More variables can be put into study in order to have a complete analysis of FM's private brand development. Variables like perceived fit, product packaging, purchasing involvement, promotion and commercial trading areas can be taken into consideration. Further studies will be needed to follow up on the growing potential of this private brand. This paper can be used as a reference for future research endeavors on possible research avenues on private brand strategy.

References

- 7-SELECT (2013). *About our brand*. 關於品牌. Retrieved December 2, 2013, from
http://www.7-11.com.tw/7design/7select_brand.html
- Brain.com News (2008). Online shopping becomes a heat: 7-11 tries to stand out by investing on their private brand. 通路戰爭白熱化 7-11 設計自有品牌建立區隔. *Brain.com News*. Retrieved November 11, 2013, from
<http://www.brain.com.tw>
- Cardu.com News (2010). More cheap and chic products in CVS and a jumping

- growth in private brand products. 超商吹平價時尚風 自有品牌跳躍成長.
Cardu.com News. Retrieved December 1, 2013, from
<http://www.cardu.com.tw/news/>
- Cardu.com News (2013). Competition between the private brand of CVS: new released product on the shelf in Family Mart. 超商自有品牌大戰 全家高 CP 值新品上市. *Cardu.com News.* Retrieved on December 1, 2013, from
<http://www.cardu.com.tw/news/>
- Family Mart News Releases (2012). Introducing the “FamilyMart collection” private brand. *Family Mart News Releases.* Retrieved October 15, 2013, from
http://www.family.co.jp/english/news_releases
- Family Mart News Releases (2013). 25th anniversary of Family Mart: welcoming its private brand, FamilyMart collection, which is famous for its high quality. 全家 25 週年 自有品牌登場 FamilyMart collection 主打高 CP 值主張. *Family Mart News Releases.* Retrieved December 2, 2013, from
http://www.family.com.tw/enterprise/news_in.aspx?ID=331
- FamilyMart collection video (2013). 2013::Family Mart:: FamilyMart collection_The chapter of Discovery. 2013::全家:: FamilyMart collection_發現篇. *FamilyMart collection video.* Retrieved December 2, 2013, from
<http://www.youtube.com/watch?v=YwjeGpZ3TiM>
- Gao, M. X. (2004). *A Study of the Influence of Promotion Variation and Commercial Trading Areas on the Effects of Promotion--A Case of FamilyMart Convenience Store in Taiwan.* Retrieved October 8, 2013, from National Kaohsiung First University of Science and Technology for Department of Marketing of Distribution Management Web site:
<http://repository.nkfust.edu.tw/handle/987654321/7509>
- Lin, F. C. (2012). A Study on the Influential Factors of Brand Extension Evaluation for Consumers in Kaohsiung Area: A Case Study of 7-ELEVEn's 7-SELECT. Business Management Department. Shu Te Technology University. Kaohsiung. Taiwan. Retrieved October 10, 2013, from
<http://www.airitilibrary.com/Publication/alDetailedMesh1?DocID=U0084-0208201222401300>
- Lin, Y. W., Chen, T. L., & Jeang, S. G. (2013). A Study of Consumer's Purchasing Involvement, Brand Image and Purchasing Behavior for 7-SELECT Merchandises. *Taiwan Agriculture Association Journal.* 14(3), 291-313. Taiwan. Retrieved October 14, 2013, from
<http://www.airitilibrary.com/Publication/alDetailedMesh?DocID=05781434-201306-201307090032-201307090032-291-313>
- Ministry of Economics. (2013). *Industrial Economic Statistic Information (129).*

- Taipei: Taiwan. Retrieved November 11, from
<http://www.moea.gov.tw/Mns/dos/bulletin>
- Tsai, C. C. (2012). The Effect of Product Packaging Design on Enhancing Consumer's Value Perception for Private Brand -Take 7-SELECT As An Example. Master of Business Management. National Chung Kong University. Tainan. Taiwan. Retrieved October 15, 2013, from
<http://www.airitilibrary.com/Publication/alDetailedMesh1?DocID=U0026-2006201204433000>
- World Trademark Review, (2012). The private label predicament. *World Trademark Review. October/November 2012.* 83-87. Retrieved December 2, 2013, from
<http://www.worldtrademarkreview.com/issues/article.ashx?g=ffcbaa12-8275-48c2-afdc-12afa38b0c3d>

Appendix:

January 8,2014



Dear Participant:

My name is Hung, I Ting (Diane Hung) and I am a college student at Wenzao Ursuline University of Languages. For my research paper in Research Writing course, I am examining consumers' perception on the private brand of Family Mart convenience store. I am inviting you to participate in this research study by completing the attached survey.

The following questionnaire will require approximately 5 minutes to complete. There is no compensation for responding nor is there any known risk. In order to ensure that all information will remain confidential, please do not include your name. Copies of the project will be provided to my Research Writing instructor. If you choose to participate in this study, please answer all questions as honestly as possible and return the completed questionnaires promptly by sending it back to my e-mail. Participation is strictly voluntary and you may refuse to participate at any time.

Thank you for taking the time to assist me in my educational endeavors. The data collected will provide useful information regarding to consumers' purchasing behavior, brand loyalty and brand image for Family Mart's private brand, FamilyMart collection. If you would like a summary copy of this study please do not hesitate to contact me. Completion and return of the questionnaire will indicate your willingness to participate in this study. If you require additional information or have questions, please contact me at the number listed below.

If you are not satisfied with the manner in which this study is being conducted, you may report (anonymously if you so choose) any complaints to The English Department, Wenzao Ursuline University of Languages, 900 Mitsu 1st Road Kaohsiung 807, Taiwan R.O.C., TEL : +886-7-342-6031; FAX : +886-7-342-7942.

Sincerely,

Hung, I Ting (Diane Hung)
E-mail: plus.13@hotmail.com

Aiden Yeh, Ph.D.
Asst Professor
93086@mail.wzu.edu.tw

Questionnaire

https://docs.google.com/forms/d/1Z3_OnTSVdJvZbNfIVf-iY2RqYJ8pdgdg1ploTtkXlq0/viewform

Part 1: Demographic

1. Gender 性別 (1) male 男性 (2) female 女性

2. Age 年齡

- (1) under 15 小於 15 (2) 15-20 (3) 21-25 (4) 26-30
(5) 31-35 (6) 36-40 (7) above 40 超過 40

3. Education level 教育程度

- (1) Junior high school 國中 (2) Senior high school 高中
(3) College/University 大學 (4) post graduate 研究所

4. Occupation 工作類別

- (1) student 學生 (2) Official 公務員 (3) farmer 農
(4) worker 工 (5) business people 商 (6) white collar 白領階級
(7) housewife/husband 家庭主婦/夫 (8) Other 其他,(please, specify) _____

Part 2: About Family Mart

1. Have you ever visited Family Mart convenience store?

請問您曾經光臨全家便利商店嗎？

- (1) Yes 是 (2) No 否

2. How often do you visit Family Mart convenience store?

請問您多久一次光臨全家便利商店？

- (1) 1 time a week 一個禮拜一次 (2) 2-3 times a week 一個禮拜 2~3 次
(3) 4-5 times a week 一個禮拜 4~5 次 (4) every day 每天
(5) once every two weeks 兩個禮拜一次 (6) once every three weeks 三個禮拜一次
(7) once a month 一個月一次

3. How much do you usually spend when visiting Family Mart? (NT\$)

您通常在光臨全家時會消費多少金額？

- (1) under NT\$50 50 元新台幣以下 (2) NT\$51- NT\$100 51 至 100 元新台幣
(3) NT\$101- NT\$150 101 至 150 元新台幣 (4) NT\$151- NT\$200 151 至 200 元新台幣
(5) NT\$201- NT\$300 201 至 300 元新台幣 (6) NT\$301- NT\$400 301 至 400 元新台幣
(7) NT\$401- NT\$500 401 至 500 元新台幣 (8) over 500 500 元新台幣以上

4. Do you know that the private brand of Family Mart convenience store is called FamilyMart collection? 請問您知道全家便利商店的自有品牌名稱叫做 FamilyMart collection 嗎？

- (1) Yes 是 (2) No 否

5. Are you willing to buy FamilyMart collection?

您願意購買全家的自有品牌 FamilyMart collection 嗎？

- (1) Yes, because it is the private brand of Family Mart convenience store.

是，因為他是全家的自有品牌。

- (2) Yes, because I trust the quality of this product.

是，因為我相信他商品的品質。

- (3) Yes, because I want to have this product.

是，因為我想要這個商品。

- (4) No, because I have never seen this brand before.

不，因為我曾未看過這個產品。

- (5) No, because the product is expensive.

不，因為這個產品很貴。

- (6) Other 其他(please specify 請說明)_____

6. Have you bought any of the FamilyMart collection products?

請問您有曾經購買過全家的自有品牌 FamilyMart collection 嗎？

- (1) Yes 是 (2) No 否

7. If yes, what kind of products did you buy? (multiple choices)

如果有，請問您購買以下哪項商品？(可複選)

(1) Juice 果汁 (2) Instant Noodles 速食麵

(3) Tea 茶

(4) Flavoring 調味料 (5) Gruel and soup 粥和湯品

(6) Canned Food 罐頭食物

(7) Ice 冰品 (8) Heat Underwear 發熱衣

(9) Snack 零食點心

(10) beverage 飲料 (11) Cookies 餅乾

(12) Necessity 日常用品

(13) Frozen Food 冷凍食品

Part 3: About brand image 品牌形象之相關問題

In this part, this scale chart is for evaluating the brand image towards Family Mart. Please choose the best answer and tick in the box, thank you.

此部分是為了瞭解您對全家便利商店的品牌形象，請依自身情況與實際經驗在最佳答案格內打勾。

SDA=Strongly Disagree, DA=Disagree, N=Neutral, A=Agree, SA=Strongly Agree

非常不同意 不同意 無意見 同意 非常同意

	Questions	SDA (1)	DA (2)	N (3)	A (4)	SA (5)
1	In Family Mart, I can purchase products that can satisfy my need of entertainment. 在全家便利商店，我可以買到滿足我生活樂趣的消費需求。	<input type="checkbox"/>				
2	In Family Mart, I can purchase products that can satisfy my need of my own life style. 在全家便利商店，我可以買到滿足我生活型態的消費需求。	<input type="checkbox"/>				
3	In Family Mart, I can purchase products that can satisfy my various living styles.	<input type="checkbox"/>				

	在全家便利商店，我可以買到滿足我多樣化生活的消費需求。	<input type="checkbox"/>				
4	This brand, Family Mart, make me feel relaxed. 全家便利商店這品牌讓我覺得輕鬆愉悅。	<input type="checkbox"/>				
5	The products of Family Mart are in trend. 全家便利商店這品牌的產品符合流行趨勢。	<input type="checkbox"/>				
6	In Family Mart, I can purchase products that can satisfy my personal image. 在全家便利商店，我可以買到滿足我個人形象的消費需求。	<input type="checkbox"/>				
7	In Family Mart, I can purchase products that can satisfy my eagerness on excitement. 在全家便利商店，我可以買到滿足追求刺激的消費需求。	<input type="checkbox"/>				
8	I think the products of Family Mart are all good bargains when using them. 使用全家便利商店這品牌的產品讓我覺得物超所值。	<input type="checkbox"/>				
9	The products of Family Mart are very practical. 全家便利商店這品牌的商品是實用的。	<input type="checkbox"/>				
10	The products of Family Mart are of high quality. 全家便利商店這品牌的商品是高品質的。	<input type="checkbox"/>				
11	The packaging of the products of Family Mart is good. 全家便利商店這品牌的商品的包裝是好的。	<input type="checkbox"/>				

Part 4: About brand loyalty 品牌忠誠度之相關問題

In this part, this scale chart is for evaluating the brand loyalty towards Family Mart. Please choose the best answer and tick in the box, thank you.

此部分是為了瞭解您對全家便利商店的品牌忠誠度，請在最佳答案格內打勾。

SDA=Strongly Disagree, DA=Disagree, N=Neutral, A=Agree, SA=Strongly Agree

非常不同意 不同意 無意見 同意 非常同意

	Questions	SDA (1)	DA (2)	N (3)	A (4)	SA (5)
1	I often recommend the products of Family Mart to others. 我經常將全家這品牌的產品推薦給其他人。	<input type="checkbox"/>				
2	Among most of the brands, I always choose to purchase the products of Family Mart. 在眾多品牌中，我總是選擇購買全家這品牌的產品。	<input type="checkbox"/>				
3	I frequently purchase the products of Family Mart. 我經常購買全家這品牌的產品。	<input type="checkbox"/>				
4	If I have a chance to consume, I will primarily think of Family Mart.	<input type="checkbox"/>				

	若未來有機會再次消費，我會優先考慮全家。				
5	If I have a chance, I will recommend Family Mart to my relatives and friends. 若有機會我會向親朋好友推薦全家。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	I will consider buying the particular products of Family Mart for the second time. 我會考慮再次購買全家的特定產品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	I am willing to share my purchasing experience in Family Mart with others. 我樂於與他人分享在全家的消費經驗。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	I will purchase other kinds of products of Family Mart. 我會購買非全家自有品牌(FamilyMart collection)的其他種類產品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	In the future, I will continue to purchase the products of Family Mart. 未來，我會繼續購買全家的產品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	I am willing to purchase any products or services provided by Family Mart. 我願意購買全家品牌所提供的各種產品或服務。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part 5: About perception on brand extension 品牌延伸之相關問題

In this part, this scale chart is for evaluating the brand extension perception towards the products of FamilyMart collection (FMc). Please choose the best answer and tick in the box, thank you.

此部分是為了瞭解您對全家便利商店的自有品牌 FamilyMart collection 的想法,請在您的最佳答案格內打勾。

SDA=Strongly Disagree, DA=Disagree, N=Neutral, A=Agree, SA=Strongly Agree

非常不同意 不同意 無意見 同意 非常同意

	Questions	SDA (1)	DA (2)	N (3)	A (4)	SA (5)
1	I think the products of FMc is appealing. 我認為全家自有品牌 FMc 產品是有吸引力的。	<input type="checkbox"/>				
2	I am satisfied with the products of FMc. 我對 FMc 產品是滿意的。	<input type="checkbox"/>				
3	I think the quality of FMc product is good. 我認為 FMc 產品品質是好的。	<input type="checkbox"/>				
4	I will purchase the products of FMc. 我會購買 FMc 的產品。	<input type="checkbox"/>				
5	I like the products launched by FMc.	<input type="checkbox"/>				

	我喜歡 FMc 推出的產品				
6	All in all, I like the products of FMc sold by Family Mart. 整體而言，我喜歡全家販售的 FMc 產品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	I think the FMc products are worth buying. 我認為 FMc 產品值得購買。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	I am willing to purchase the products of FMc of Family Mart for the second time. 我願意在全家再次購買 FMc 產品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	I have high willingness to purchase the products of FMc. 我購買 FMc 產品的意願相當高。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	I think it is a good bargain after purchasing the products of FMc. 我對購買 FMc 產品後感覺是划算的。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	I think the price is reasonable after purchasing the products of FMc. 我對購買 FMc 產品後覺得價格合理。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	I think it is worthy after purchasing the products of FMc. 我對購買 FMc 產品後感覺是值得的。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	I am willing to recommend the products of FMc of Family Mart to my relatives and friends. 我願意推薦親朋好友在全家購買 FMc 產品。	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	I think the slogan of FMc is making me more willing to purchase it. 我覺得 FMc 產品的訴求會讓我更想購買它。 本題可參考全家官方影片 (http://www.youtube.com/watch?feature=player_embedded&v=YwjeGpZ3TiM)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part 6: Open Question 問答題

Please let me know if you have any comments.

若您有任何問題與指教，歡迎在下方留言。

This is the end of the questionnaire, thank you very much!

問卷到此結束，非常感謝您的作答。