



**A STUDY ON CONSUMERS ATTITUDE TOWARDS
PURCHASE INTENTION OF PRIVATE LABEL APPAREL BRANDS
USING TRI-COMPONENT ATTITUDE MODEL**

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ABSTRACT

Private label apparel is becoming a significant component of the Indian fashion business, as retailers and companies see the benefit of providing customers with unique and exclusive items. The purpose of this article is to investigate customers' attitudes about purchasing apparel from private label firms. To carry out this work, we empirically evaluated a model that created attitude in terms of cognitive, conative, affective and purchase intention components. The data was gathered by distributing a questionnaire to the respondents. In this study, 210 people participated, and the assumptions were tested using structural equation modelling. The important findings are the cognitive, conative, affective components of attitude have a significant positive influence on the purchase intention towards the apparels from the private label brands. The findings of this study will help merchants, salespeople, and workers of private label brands realise that the cognitive, conative, and emotional components of customer attitudes have a positive and substantial effect on purchasing intention of their own apparels.

Keywords: private label apparel brands, attitude, cognitive, conative, affective, purchase intention. _____

1. INTRODUCTION

Consumer attitudes towards private label apparel brands have been a topic of interest for retailers and researchers alike. Private label apparel brands are becoming increasingly popular among consumers due to their unique product offerings, affordable pricing, and perceived value for money. However, there is still much to be understood about how consumers perceive and interact with private label apparel brands.

With a private brand, retailers may differentiate themselves from the competition. Private brand retailers have total control over product design, pricing, assortment, stocking, and distribution. The higher margins of private brands help retailers. (Governind Shirkhande, MD of Shoppers Stop Ltd., Bureau.I, The Business of Private Labels in Indian Retail, May 2016)

According to a report by Red Seer Consulting, the Indian private label market grew by 1.8 times from US \$ 17 billion in 2016 to US \$ 31 billion in 2021 and the reports from consulting firm EY estimated that private labels could account for 30-40 per cent of the overall retail industry in India by 2030. Therefore it's not wrong to say that private label brands are expected to grow and become more prevalent in the Indian market (S. Kapoor, Are private fashion labels turning the table in the Indian retail ecosystem? March 2023).

Private label sales in India have sharply increased as a result of both offline and online retailers investing in their expansion. Additionally, there has been cooperation in this area, with retailers stocking private label products from rival companies. (Bureau.I, The business of private labels in Indian retail. May 2016)

Private label sales have enormous growth potential since they are a direct outcome of the growth of modern shopping. Profit is generated by private label brands. India contributes about 10%, whereas European countries provide more than 40%. Private label is predicted to take 50% of retail space in India during the next 20 years. (Subrata Roy, Aditya Birla Group's Tea Trading Division business advisor, Bureau.I, The Business of Private Labels in Indian Retail, May 2016)

Private labels provide an opportunity to build branding in a sector with few well-known brands, such as ethnic fashion, which is mostly unbranded. Customers may purchase products from them for less money while obtaining goods that are equivalent to well-known brands in terms of both quality and design. (Manoj Gupta, the creator and CEO of Craftsvilla.com, Bureau.I, The Business of Private Labels in Indian Retail, May 2016)

Private brands provide customers with an alternative without needing them to sacrifice product quality or current fashion trends. "Our expansion in Tier-2 and Tier-3 cities, which usually see higher sales of private labels due to our strong value proposition," noted the optimistic MD and CEO Venu Nair, Shoppers Stop.(S. Kapoor, Are private fashion labels turning the table in the Indian retail ecosystem? March 2023).

Reliance Retail's own labels account for over half of the top brands now offered on Ajo, compared to national and international brands such as Levi's, Superdry, and the US Polo Association. During the festive season, Reliance Retail's top private brands, Teamspirit and Avaasa, are consistently among the top-selling brands. Furthermore, Netplay (formal officewear), Performax (specialised activewear), Fusion (fusionwear for women), and Rio & Fig (fashionwear for women) are some of the private labels that contribute approximately 60% of the revenue generated by the fashion chain. (Are private fashion labels turning the tables in the Indian retail ecosystem? March 2023).

2. REVIEW OF LITERATURE

2.1 Private label brands

Private brands, according to Doyle and Murgatroyd (2011), have an important role in influencing competitive market dynamics. Private labels are typically characterised as being

owned and operated by businesses whose main focus is on distribution rather than manufacturing (Zielke & Dobbelstein, 2007). Generic private labels, copycat private labels, and premium private labels are the three varieties of private labels that have emerged as a result of larger merchants putting more emphasis on private label development (Kumar, 2007). To target distinct customer niches and prevent brand cannibalization, these kinds of private labels are positioned along a range from low price and low quality to high price and high quality.

According to (Sheinin and Wagner ,2003) as store brand sales improve, retailers' store branding methods are evolving by boosting store brand pricing, expanding store brand assortments to high-risk categories, and promoting store brands in high retail image formats.

2.2 Consumer attitude

According to Binninger (2008), attitudes serve as the foundation for many models of consumer behaviour. They are also frequently utilised for market segmentation, predicting product adoption, and creating marketing campaigns (Vranevi, et al., 2004). Attitude is made up of cognitive, emotional, and behavioural components that impact the fulfilment of four main functions: utility function, ego-defensive function, value-expressing function, and expertise function (Kesic, 2006).

General private label attitude is an important factor in the evaluation of individual private label attitudes (Collins-Dodd & Lindley, 2003) as well as with regard to consumers intentions to purchase private label (Chaniotakis et al., 2010). Attitudes towards private labels are formed on the basis of certain perceived benefits that consumers expect, such as competitive pricing, efficiency, or a favourable price to quality ratio.

According to Sethuraman (2003), customers have a less favourable attitude towards private labels in non-food product categories because they believe the quality difference between private labels and manufacturer brands is greater than it is. When adopting private labels, merchants should select categories where product quality can be easily evaluated as well as categories with reduced purchase risk levels (Mandhachitara et al., 2007).

2.3. Tri-Component Model

Affect, behaviour, and cognition are all components of attitude. The associations between these three components were weak, showing the practical need for differentiating them. As a result, attitude researchers must either examine all three factors or determine which of the three is more important (Breackler, 1984).

Consumer attitudes are simply a collection of customers' feelings, opinions, and behavioural intentions towards certain brands, commodities, and services. As a result, based on prior good or negative experiences, customers may have favourable or negative impressions and attitudes about a product or service (Perner. L, 2010).

Given the provided three-component framework for attitude, it is possible to conclude that attitude is made up of three primary elements: thoughts, feelings, and intentions (Schiffman and Kanuk, 2004). The only observable component of the three-component framework is the

behavioural component, whereas the other two, the cognitive and emotional elements, are invisible(Schiffman and Kanuk, 2004).

2.4. Purchase intention

Morinez et al. (2007) describe purchase intention as a circumstance in which a buyer is inclined to acquire a specific product under particular conditions.

Price, as well as perceived quality and value, can impact buyer intent. Furthermore, during the purchasing process, consumers are influenced by internal or external motivations(Gogoi, 2013)

Customers always believe that purchasing low-cost, simple-packaging, and unknown goods is a huge risk since the quality of these products is questionable (Gogoi, 2013).

Customers' purchasing decisions are complicated. Purchase intent is often connected to customer behaviour, beliefs, and attitudes. Purchase behaviour is an important factor in a consumer's ability to access and assess a certain product (Mirabi et al., 2015).

Based on the above literature, the following research gap and hypotheses have been framed:

RESEARCH GAP

Many studies have recently been conducted to examine how customers' attitudes develop when they are exposed to privately branded products while attempting to make purchases. There is a study empty space on how attitudes about purchasing intentions are established, particularly for items from private label entities. The primary objective of this study is to examine the relationship between the each components of attitude tri component model in and their role in formation of consumer attitude towards the purchase intention of apparels from private label brands in the Indian market.

HYPOTHESIS

HYPOTHESIS 1 (H_0): There is no positive association between cognitive component of attitude and affective component of attitude that impact the purchase intention of the consumer towards private label apparel brands.

HYPOTHESIS 2 (H_0): There is no positive association between affective component of attitude and conative component of attitude that influence the purchase intention of the consumer towards private label apparel brands.

HYPOTHESIS 3 (H_0): There is no positive association between conative component of attitude and cognitive component of attitude in determining the purchase intention of the consumer towards private label apparel brands.

HYPOTHESIS 4 (H_0): There is no positive relationship between cognitive, conative, affective of attitude in determining purchase intension of the consumer towards private label brands.

3. RESEARCH METHODOLOGY

3.1 DATA COLLECTION

The study was conducted with a target group of individuals from Chennai, Tamil Nadu's largest metropolis. The population is sampled using a convenient sampling procedure. The first portion of the questionnaire has 5 questions designed to collect demographic information from participants. The second section of the questionnaire focuses on the participants' cognitive, conative, and emotional attitudes regarding private label clothing brands which is framed of 15 questions where cognitive=5 questions, conative=5 questions, affective=5 questions. Finally the third part of the questionnaire consists of 4 questions which is designed to understand the purchase intention of the respondents towards the private label apparel brands. Data for this research were acquired from 210 respondents who were given adequate instructions before beginning to fill out the survey questionnaire. The obtained data is evaluated using a five-point likert scale (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree). SPSS STATISTICSv23 served as the tool for the statistical analysis, while AMOSv23 was used to do the CFA and SEM for the framework.

Table 1. Demographic profile of the respondents

DEMOGRAPHIC VARIABLES	FREQUENCY	PERCENTAGE
Age		
18-20	42	20.0
21-30	168	80.0
Total	210	100.0
Gender		
Male	130	61.9
Female	80	38.1
Total	210	100.0
Education Qualification		
undergraduate	80	38.1
postgraduate	130	61.9
Total	210	100.0
Occupation		
student	162	77.1
private employee	48	22.9
Total	210	100.0
Family Monthly Income		
below 20000	24	11.4
20001-30000	48	22.9
30001-40000	66	31.4
Above 40000	72	34.3
Total	210	100.0

4. DATA ANALYSIS AND RESULTS

4.1 TEST FOR RELIABILITY

The Kaiser-Meyer-Olkin (KMO) test was used to assess the model's sampling adequacy. In this study, the KMO value for the model is determined as 0.838 and so a KMO value greater than 0.6 indicates that the sample is adequate and the data is adequately adapted to factor evaluation (Kaiser and Rice, 1974).

Table 2. Results showing the factor analysis

LATENT VARIABLES	ITEMS	ITEMS EXPLANATION	FACTOR LOADINGS
COGNITIVE	c1	Private label clothing manufacturers in my opinion provide distinctive styles and layouts.	0.800
	c2	Private label clothes in my opinion are an excellent alternative for cost-conscious customers.	0.665
	c3	I have faith in the production processes of private label clothing manufacturers.	0.781
	c4	Private label clothing brands in my opinion are of exceptional quality.	0.678
	c5	Private label clothing brands in my opinion provide good value for money	0.780
AFFECTIVE	a1	Putting on private label clothing brands makes me feel distinct.	0.502
	a2	Whenever I locate a high-quality private label clothing brand at a reasonable price, I am delighted.	0.782
	a3	When I test out a new private label clothing brand, I am filled with curiosity and enthusiasm.	0.854
	a4	When I dress in a private label clothing brand that I've	0.732

		been buying for many years, I get a sense of nostalgic.	
	a5	I possess a sense of being connected to a community of buyers that value private label clothing brands.	0.777
CONATIVE	co1	I have previously purchased private label clothes brands.	0.639
	co2	I have suggested private label clothing brands to others.	0.789
	co3	I bought private label clothing brands from a retailer's exclusive assortment.	0.701
	co4	For basic clothing pieces, I typically buy private label clothing tags.	0.792
	co5	I have bought private label clothing brands from web stores.	0.538
PURCHASE INTENTION	p1	Private label clothing manufacturers' aesthetic and design are essential elements in my decision to purchase items.	0.570
	p2	Suggestions from neighbours and loved ones would increase my likelihood of purchasing a private label clothing brand.	0.740
	p3	The accessibility of an extensive variety of sizes was a key aspect in my choice to acquire private label clothing.	0.727
	p4	My next clothing purchase will most likely be from a private label clothing brand.	0.760

Factor loadings should be more than 0.50 (Hair Jr et al., 1998). Five variables were used to assess cognitive constructs, with factor loadings ranging from 0.800 to 0.780. Five indicators with component loadings ranging from 0.520 to 0.777 were used to measure the affective concept. The conative construct was assessed by five indicators with factor loadings

ranging.0.639 to 0.538. The purchase intention construct has been assessed by five indicators, with factor loadings beginning at 0.570 to 0.760. As a result, all of the model's structures are exceedingly reliable.

4.2. CONSTRUCT VALIDITY TEST

Construct validity is an assessment of the degree to which the indicators used for the construct really measure the construct. The Convergent test of validity is used to analyse it.

CONVERGENT VALIDITY

Convergent validity is established when the value of AVE is more than 0.50 and less than Composite Reliability (CR). The internal consistency of the factors is measured by composite reliability (CR), and a CR greater than 0.70 indicates strong dependability. The Average Variance Extracted (AVE), which indicates how much variance in the indicators can be explained by the latent construct, must next be determined.

Table 3. Convergent validity test results displaying CR and AVE

LATENT VARIABLE	COMPOSITE RELIABILITY(CR)	AVERAGE VARIANCE EXTRACTED(AVE)
Cognitive	0.859	0.552
Affective	0.854	0.546
Conative	0.823	0.562
Purchase Intention	0.794	0.520

Table 4 indicates that $CR > 0.7$ and $AVE > 0.5$ for all latent variables. As a result, the convergent validity is gained since the value $CR > AVE$ applies for all of the model's structures.

4.3 STRUCTURAL EQUATION MODELLING (SEM)

SEM is a statistical approach for testing and confirming theoretical models of complicated interactions between variables. SEM enables researchers to investigate both direct and indirect correlations between variables while controlling for measurement error and other confounding factors. SEM is essentially a mix of factor analysis and regression analysis. SEM is a powerful method for investigating numerous variables in a single model, finding causal linkages and testing ideas regarding underlying processes. It entails the employment of a structural model, which describes the hypothesised connections between variables, and a measurement model, which explains how each variable is assessed or operationalized.

4.4 HYPOTHESIS TESTING

HYPOTHESIS 1(H₀): There is no positive association between cognitive component of attitude and affective component of attitude in determining the purchase intention of the consumer towards private label apparel brands.

Table 4. Cognitive and affective components of attitude to determine purchase intention (Model fit indices value)

MEASURES	MODEL FIT INDICES	ACCEPTED VALUE	VALUE OBTAINED
Absolute Fit Measures	Chi square (χ^2)		197.019
	Degrees of freedom(df)		74
	Chi square/ degrees of freedom (χ^2/df)	≤ 3.00 (acceptable fit) ≤ 5.00 (reasonable fit)	2.662
	RMSEA (Root Mean Square Error of Approximation)	<0.10	0.089
Incremental Fit Measures	(CFI) Comparative Fit Index	>0.80	0.877
	AGFI (Adjusted Goodness Fit Index)	>0.80	0.836
Parsimony Fit Measures	PCFI (Parsimony Comparative Fit Index)	>0.50	0.713
	PNFI (Parsimony Normed Fit Index)	>0.50	0.666

According to table 4, the acquired values of the model fit indices for the SEM model for the connection between cognitive and affective attitude components in determining the purchase intention are all suitable indicating the proposed model is accepted and an excellent fit.

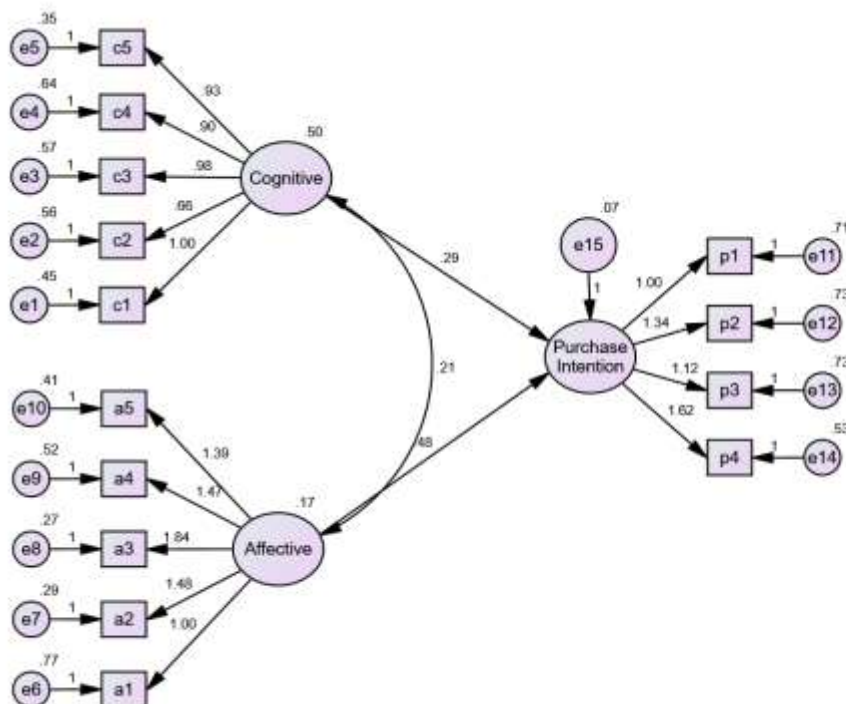


Figure 1. Structural Equation Modelling analysis indicating relationship between cognitive component and affective component of attitude towards the purchase intention.

The correlation between cognitive and affective component of attitude is $r=0.728$, $p=0.000<0.005$. It indicates that there is a positive significant relationship between cognitive and affective aspects of attitude. Since they are positively correlated increase in cognitive component causes increase in affective component and reverse.

As per the regression analysis results from the Table 5, cognitive has a significant direct influence on the purchase intention ($\beta=0.286$, $CR=3.316$, $p=0.002$) as p value is $0.002<0.05$. Affective component of attitude has a significant direct influence on the purchase intention ($\beta=0.481$, $CR=2.826$, $p=0.005$) having the p value $0.005<0.05$. This indicates that there is a significant positive relationship between cognitive and affective component in influencing the purchase intention.

Table 5. Regression weights (Direct effect)of cognitive and affective on purchase intention for SEM framework.

EXOGENOUS VARIABLE	ENDOGENOUS VARIABLE	ESTIMATE	SE	CR	P VALUE	RESULT
Cognitive	Purchase Intention	0.286	0.091	3.136	0.002	Positive Significance
Affective	Purchase Intention	0.481	0.170	2.826	0.005	Positive Significance

HYPOTHESIS 2 (H₀): There is no positive association between affective component of attitude and conative component of attitude in determining the purchase intention of the consumer towards private label apparel brands.

Table 6. Affective and conative components of attitude to determine purchase intention (Model fit indices value)

MEASURES	MODEL FIT INDICES	ACCEPTED VALUE	VALUE OBTAINED
Absolute Fit Measures	Chi square (χ^2)	185.400	
	Degrees of freedom(df)	74	
	Chi square/ degrees of freedom (χ^2/df)	≤ 3.00 (acceptable fit) ≤ 5.00 (reasonable fit)	2.505
	RMSEA (Root Mean Square Error of Approximation)	<0.10	0.085
	GFI (Goodness Fit Index)	>0.90	0.900
Incremental Fit Measures	CFI (Comparative Fit Index)	>0.80	0.872
	AGFI (Adjusted Goodness Fit Index)	>0.80	0.858
Parsimony Fit Measures	PCFI (Parsimony Comparative Fit Index)	>0.50	0.709
	PNFI (Parsimony Normed Fit Index)	>0.50	0.656

It is concluded that the measured values of the indices relating to model fit from Table 6 mentioned above regarding the SEM approach for association between affective and conative attitude components in determining the purchase intention are all acceptable, thereby the model has been approved and regarded as being an appropriate fit.

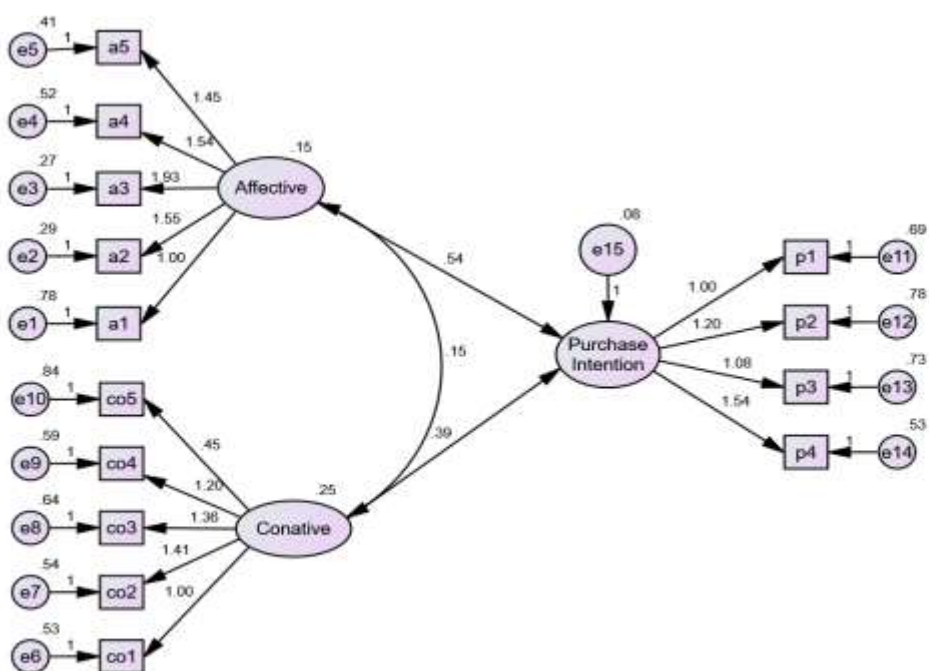


Figure 2. Structural Equation Modelling analysis indicating relationship between affective and conative component of attitude towards purchase intention.

The correlation between affective and conative component of attitude is $r=0.799$, $p=0.000<0.005$. It indicates that there is a positive significant relationship between affective and conative elements of attitude. Since they are positively correlated increase in affective component causes increase in conative component and viceversa.

As per the regression analysis results from the Table 7, affective has a significant direct influence on the purchase intention ($\beta=0.536$, $CR=2.432$, $p=0.015$) as p value is $0.015<0.05$. Conative component of attitude has a significant direct influence on the purchase intention ($\beta=0.385$, $CR=2.326$, $p=0.020$) having the p value $0.020<0.05$. This indicates that there is a significant positive relationship between affective and conative component in influencing the purchase intention.

Table 7. Regression weights (Direct effect) of affective and conative on purchase intention for SEM framework.

EXOGENOUS VARIABLE	ENDOGENOUS VARIABLE	ESTIMATE	SE	CR	P VALUE	RESULT
Affective	Purchase Intention	0.536	0.220	2.432	0.015	Positive Significance
Conative	Purchase Intention	0.385	0.166	2.326	0.020	Positive Significance

HYPOTHESIS 3 (H₀): There is no positive association between conative component of attitude and cognitive component of attitude in determining the purchase intention of the consumer towards private label apparel brands.

MODEL FIT TEST

Table 8. Conative and cognitive components of attitude to determine purchase intention (Model fit indices value)

MEASURES	MODEL FIT INDICES	ACCEPTED VALUE	VALUE OBTAINED
Absolute Fit Measures	Chi square (χ^2)	238.354	
	Degrees of freedom(df)	74	
	Chi square/ degrees of freedom (χ^2/df)	≤ 3.00 (acceptable fit) ≤ 5.00 (reasonable fit)	3.221
	RMSEA (Root Mean Square Error of Approximation)	<0.10	0.10
Incremental Fit Measures	CFI (Comparative Fit Index)	>0.80	0.818
	AGFI (Adjusted Goodness Fit Index)	>0.80	0.808
Parsimony Fit Measures	PCFI (Parsimony Comparative Fit Index)	>0.50	0.665
	PNFI (Parsimony Normed Fit Index)	>0.50	0.619

Based on Table 8, the acquired values of the indices relating to model fit for the SEM framework for the association between conative and cognitive attitude components in determining the purchase intention are all proper; hence, the approach is approved and judged to be a good fit.

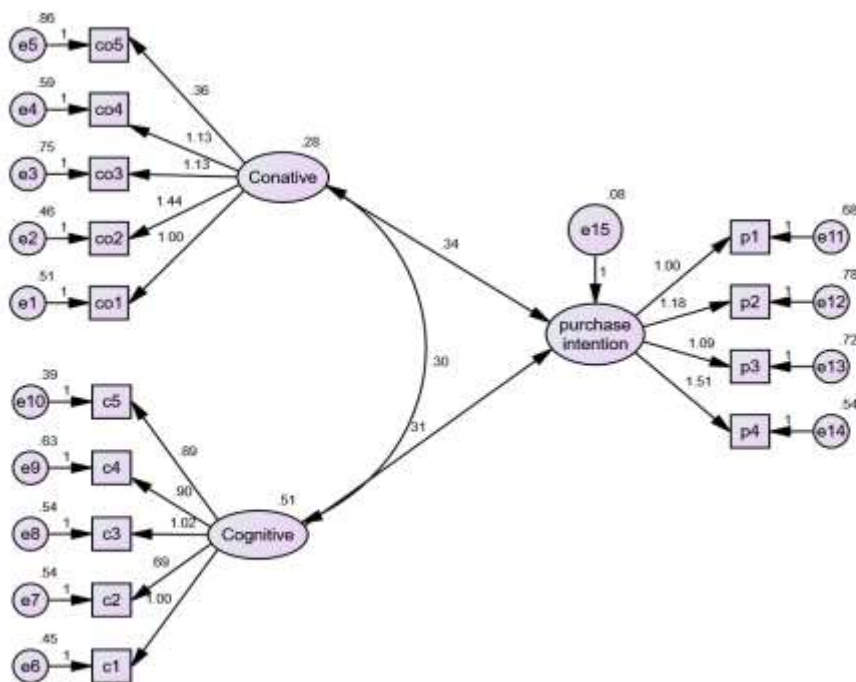


Figure 3. Structural Equation Modelling analysis indicating the relationship between conative and cognitive component of attitude towards the purchase intention.

The correlation between conative and cognitive component of attitude is $r=0.783$, $p=0.000$ ($p<0.005$). It indicates that there is a positive significant relationship between conative and cognitive aspects of attitude. Since they are positively correlated increase in conative component causes increase in cognitive component and reverse.

As per the regression analysis results from the Table 9, conative has a significant direct influence on the purchase intention ($\beta=0.344$, $CR=2.072$, $p=0.038$) as p value is $0.038<0.05$. Cognitive component of attitude has a significant direct influence on the purchase intention ($\beta=0.313$, $CR=2.548$, $p=0.011$) having the p value $0.011<0.05$. This indicates that there is a significant positive relationship between conative and cognitive component in influencing the purchase intention.

Table 9. Regression weights (Direct effect) of conative and cognitive on purchase intention for SEM framework.

EXOGENOUS VARIABLE	ENDOGENOUS VARIABLE	ESTIMATE	SE	CR	P VALUE	RESULT
Conative	Purchase Intention	0.344	0.166	2.072	0.038	Positive Significance
Cognitive	Purchase Intention	0.313	0.123	2.548	0.011	Positive Significance

HYPOTHESIS 4 (H₀): There is no positive and direct influence of cognitive, affective, conative, components of attitude on the purchase intension towards the private label apparel brands.

Table 10. Cognitive, Affective, Conative, component of attitudes to determine purchase intention (Model fit indices value)

MEASURES	MODEL FIT INDICES	ACCEPTED VALUE	VALUE OBTAINED
Absolute Fit Measures	Chi square (χ^2)	455.315	
	Degrees of freedom(df)	146	
	Chi square/ degrees of freedom (χ^2/df)	≤ 3.00 (acceptable fit) ≤ 5.00 (reasonable fit)	3.119
	RMSEA (Root Mean Square Error of Approximation)	<0.10	0.10
Incremental Fit Measures	CFI (Comparative Fit Index)	>0.80	0.792
	AGFI (Adjusted Goodness Fit Index)	>0.80	0.774
Parsimony Fit Measures	PCFI (Parsimony Comparative Fit Index)	>0.50	0.676
	PNFI (Parsimony Normed Fit Index)	>0.50	0.619

According to Table 10, the estimated values of the model fit indices for the SEM model for the effect of cognitive, affective, and conative factors on purchase intention are all suitable, so that model has been endorsed and regarded as well-fitting.

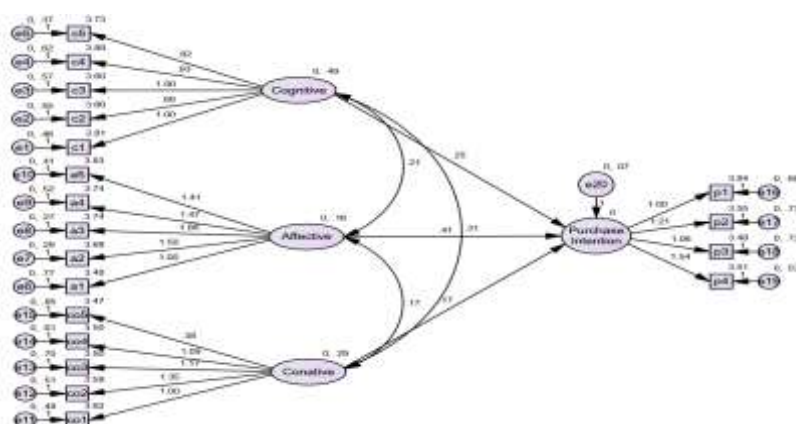


Figure 4. Structural Equation Modelling study reveals a direct and strong effect of cognitive, emotional, and conative components on purchase intention for private label clothes

The correlation between conative and cognitive component of attitude is $r=0.783$, $p=0.000(p<0.005)$. It indicates that there is a positive significant relationship between conative and cognitive aspects of attitude. Since they are positively correlated increase in conative component causes increase in cognitive component and reverse.

According to the regression analysis results from Table 11, cognitive has a substantial direct impact on purchase intention when combined with the tri component model of attitude on purchase intention ($\beta=0.246$, $CR=2.100$, $p=0.036<0.05$). Whereas the affective component of attitude has a significant direct influence on purchase intention, ($\beta=0.412$, $CR=2.139$, $p=0.032<0.05$). The conative component of attitude has a minimal direct impact on purchasing intention ($\beta=0.169$, $CR=0.954$, $p=0.340>0.05$). This suggests that the effect of the conative element on purchase intention doesn't seem particularly great. Given that the conative component has a strong positive correlation with the cognitive and affective components of attitude, it can be concluded that the cognitive, affective, and conative components have a major direct impact on the purchase intention regarding apparel from privately labelled brands.

Table 11. Regression weights (Direct effect) of cognitive, affective, conative on purchase intention for SEM framework.

EXOGENOUS VARIABLE	ENDOGENOUS VARIABLE	ESTIMATE	SE	CR	P VALUE	RESULT
Cognitive	Purchase Intention	0.246	0.117	2.100	0.036	Positive Significance
Affective	Purchase Intention	0.412	0.193	2.139	0.032	Positive Significance
Conative	Purchase Intention	0.169	0.177	0.954	0.340	Positive Insignificance

5. DISCUSSION

The Trio component framework for attitude (cognitive, conative, and emotional components) was used to investigate customer attitudes concerning purchasing intention of private label clothes. According to the preceding findings derived from the method of structural equation modelling (SEM), there is a significant positive relationship between every element of the attitude trio aspect model (cognitive, conative, affective) and the purchase intention for apparel coming from private label brands. This proves that every aspect of attitude has a considerable effect on the customer attitude towards the purchase intention of clothes from private label entities. The findings also show that cognitive and emotional facets of attitude impact intention to purchase, which is consistent with the findings of Kim and Lennon (2008) and Hwang, Yoon, and Park (2011). In a similar way affective and conative elements of attitude impact purchase intention, and conative and cognitive parts of attitude impact purchasing intention are discovered in this research investigation.

6. THEORETICAL AND MANAGERIAL IMPLICATIONS

The study's findings reveal the link between all three aspects of customer attitude and purchase intention. There is a positive relationship between the cognitive and emotional aspects of attitude, and the correlation of cognitive and affective components of attitude influences purchase intention for private label clothes. There is a positive link between the emotional and conative components of attitude, and a combination of affective and conative aspects of attitude influences purchase intention for private label clothes. The link between the conative and cognitive components of attitude influences the purchasing intentions for private label clothes. Ultimately, the association between the cognitive, conative, and affective elements of consumer attitude has a significant positive influence on purchase intention for private label brand clothes.

The positive relationship between cognitive, conative, affective, and purchase intention for apparel from private label brands allows private label brand marketers to understand the importance of all three elements of attitude and their influence on purchase intention for private label brands. The cognitive element informs marketers about what shoppers see in their private label brand's clothes as well as their purchase intentions. The affective element informs private brand marketers on how clients emotionally connect with their brand products. The conative component educates marketers about how customers interact with their brand items.

Marketing professionals and the employees of private label entities can learn from the findings of the implications of cognitive, conative, and affective components of attitude on the purchase intention for apparel from a private label brand that every aspect of attitude among consumers has an optimistic direct effect on the purchasing intentions for their own brand of outfits.

This might help marketers learn more about how consumers view the quality, design, and pricing of their brand's items, especially how they affect customer attitudes towards brand clothing purchases. Marketers may tailor their techniques to consumers' buying intentions for their private label clothes by utilising the findings of this study.

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