

CONSUMER BEHAVIOR AND FACTORS THAT AFFECT SATISFACTION AND RISK PERCEPTION OF PURCHASES OF OWN BRAND FOOD PRODUCTS

Rafael Castilho

Graduado em Administração pela Faculdade de Economia, Administração e Contabilidade de Ribeirão Preto FEARP – USP

rafael.pcastilho@gmail.com (Brasil)

Helenita Rodrigues da Silva Tamashiro

Doutora em Administração pela Faculdade de Economia, Administração e Contabilidade – FEA/USP

Professora do Centro Universitário das Faculdades Metropolitanas Unidas – PPGA/FMU

hrstamashiro@ibest.com.br (Brasil)

Edgard Monforte Merlo

Doutor em Administração pela Universidade de São Paulo – USP

Professor da Universidade de São Paulo – USP

edgardmm@usp.br (Brasil)

Claudia Rosa Acevedo

Doutora em Administração de Empresas pela Fundação Getulio Vargas – FGV

Professora do Centro Universitário das Faculdades Metropolitanas Unidas – PPGA/FMU

claudiaaraac@uol.com.br (Brasil)

ABSTRACT

In view of increased competition, combined with political, economic, social and technological uncertainties, the Brazilian retail sector has been going through a transformation process led, on the one hand, by market pressure itself, and on the other hand, by the permanent struggle for survival. From this point of view, foreign and Brazilian retailers saw the own brand segment as a viable marketing alternative for maximizing their turnover and meeting consumer needs and wishes. In that sense, this research aimed to identify factors that affect risk perception of purchases of own brand food products. Using an exploratory and quantitative approach, structured electronic questionnaires were applied using Google Docs. SPSS software was used for data analysis with a convenience sample of 250 individuals. This allowed the application of multivariate analysis techniques. Factors that were generated from applied analyses allowed us to conclude that risk elements are perceived differently, according to each analyzed category.

Keywords: Retail; Own brands; Perceived purchase risk; Satisfaction.

1. INTRODUÇÃO

Increased competition, combined with political, economic, social and technological uncertainties, has not only put companies in an environment of intense pressure, but has also interfered directly in their performance, independent of their size or segment. In this context, the Brazilian retail sector experienced a strong, growing influx of foreign investments, which increased in the 1990s after the opening process of the world economy. Motta and Silva (2006) report that the activity of large industries in non-durable goods began and developed throughout the 20th century. They state that it was during this period that companies such as Procter & Gamble, Unilever, Colgate, Johnson & Johnson, Kraft Foods and Coca-Cola took firm hold in several countries, making their presence felt in the homes and minds of consumers.

Mulhern (1997) states that retail, considered one of the biggest and most diverse sectors, was going through a revolution that had been changing simple negotiation into a sophisticated and automatized way of managing that involves different areas, from logistics and stock control to operational procedures and marketing. Verbeke and Viaene (1999) highlight that the main changes that occurred were of a technological, demographic, sociocultural and competitive nature.

Other factors have a direct effect on the environment of product distribution from industry to end consumer, such as: concentration of power in the hands of industry and trade; the appearance of the Internet as a consumer ally; and the Brazilian Consumer Protection Code, which has allowed for a qualitative change in consumers, making them more demanding regarding their choices.

According to Coughlan, Anderson, Stern, and El-Ansary (2002), the current retail sector is extremely competitive and oriented toward innovation, besides being shaped by an increasing variety of institutions and being constantly affected by a strongly dynamic environment. In the specific case of retail supermarkets, competition has become increasingly fierce and the struggle for survival more aggressive. The emphasis is on better provision of services with price reduction, which is lowering profitability rates in the sector.

Own brand products are seen in the context of this competition, as they are less and less considered to be cheap, low-quality products, thus becoming quality products with competitive prices. These findings motivated the formulation of the following research question: What are the factors that most affect satisfaction and purchase risk perceived by university consumers of own brand products? Based on this question, the objective of the present research was to identify factors that affect

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