Factors Influencing Purchase Intention of PLB's in Food Products from Azerbaijan Retailing Industry

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Abstract
This study focuses on a particular retail segment-the private label products in retails and the factors influencing consumers' purchase intention of private label brands. The purpose of the study is to conduct a research on how the personal characteristics of consumers (price consciousness, value consciousness, frugality, quality consciousness, risk aversion, social risk perception) and store image influence private label attitude and purchase intention of Azerbaijan major retailing industries.Based on a sample of 219 customers, the results show that price is not the main factor affecting the purchase of private brands, and risk aversion and quality awareness are the strongest predictors. However, the quality -related consumers are not optimistic about the food industries. The literature review on private label products proved to be scarce, which raised a challenge in exploring the main differences among factors influencing purchase intention for this specific product category. The results of this study are useful for manufacturers and retailers.
Keywords: retailing, brand management, private label, Azerbaijan

1. Introduction

In the past twenty years, the private brand has increased significantly, which has affected the buying and buying behaviour of the global consumers. It also makes the competition between the brand and the famous brand developed by the brand itself fiercer. Today, retailers with their own brands have infiltrated almost every product category to attract more and more consumers, and their market share is also increasing. The importance of private brands is increasing, and relation between manufacturers and retailers are affect by increasing and strengthening the bargaining power of retailers. The brand of the fast consumer goods industry has been active in 2007-2012 years, with sales growth of about 24% (Euro monitor International, 2013). The survey shows that the growth of private brand is mainly due to the need for consumers to cut down and save costs in the economic downturn, also due to the expansion of large retailers and the more mature and mature private price tag line.

Private brands play an important role in improving the profitability of the retailers, the attractiveness of the shoppers, the strategy of differentiation and the building of loyalty. These brands are generally created and positioned to meet the consumer's price expectations. However, these brands have developed significantly throughout the process. Many private brands now offer more innovative, high quality and subdivided products, which are often similar to famous brands. Private label brand is no longer regarded as a simple killer or cheap substitute for brand names, but more often a consumer's consistent choice in retail and store environment. As Binninger (2008) has pointed out, consumers today are more willing to buy their own brands, and are happy to buy them in stores where they usually shop. Previous studies have recognized some factors that urge consumers to purchase private label products, including social demographic factors (Baltas and Argouslidis,2007; Martinez and Montaner, 2008), and psychological factors (Burton, 1998; Jin and Suh, 2005). The study of Burton et al. (1998) also believed that the purchase of private brands is mainly influenced by consumers' attitudes towards their own brand products and their psychological and behavioral relevance. In addition, it has been determined that the tendency of consumers to purchase their own brand brands depends on some consumer differential variables, the perception of some consumers and the degree of consumers' understanding of the product category (Richardson et al. 1996). Consumers' experience in retailer factors also plays an important role in buying private brand products, including store environment, layout, perceived image and perceived quality of private brand (Paswan, 2006). The purchase of private brand brands in the Azerbaijan market lacks sufficient investigation to determine how different factors affect the purchase of these brands. The market in Lithuania is rising and is highly affected by the economic downturn, so it has a high consumer price sensitivity. Most Azerbaijani shoppers are health enthusiasts (25%, 720), they are not understanding of the quality, are willing to pay the price, and the purchase decision of the austerity budget personnel (20%, 720) is mainly composed of a strict budget drive. This means that consumers in Azerbaijan may be not very interested in buying private label brands. Therefore, analyzing the factors that influence these brands' purchase decisions in Azerbaijan market may show some interesting results. The main findings will surely benefit retailers and brand owners, providing retailers with knowledge of how to expand their private brand sales and giving manufacturers a better understanding of how to deal with different kinds of growing private brands. A private label is a product that the company sells or produces in the name of other companies. The company that sells and controls these products is the retailer. Private labels are also known as label brand, residential brand, store brand or retailer brand.

The reason why private labels are popular is that the prices of private labels are lower than the prices of the national (manufacturer) brands. Owing to the price of own-brand, the popularity of private label has increased since many countries in 19th century (Chakraborty, 2011). In addition, in the mid-nineteenth century, many countries experienced a recession. As a result, consumers are increasingly paying attention to prices (charkraborty, 2011) focusing on own-brand products.

Nowadays, private labels are more popular, especially in the United States and European countries. For example, there are many retailers selling their own brands such as Tesco and Sainsbury in the UK. AC Nielson's research (2003) reports that private brands comprise 15% of the global market share (manufacturer) brand across 36 countries, including both developed and developing countries. Despite their rapid global growth and steady increases in their market share, private-label brands have not succeeded in Asian countries, especially in Azerbaijan.

My research aim of this paper is to investigate how consumers' personal characteristics (price, quality, value, frugality, risk aversion, social risk) and store image affect the attitude towards private labels and then purchase intention of private label brands of major Azerbaijan retailers.

2. Theoretical Frameworks

2.1 The Concept of Private Label Brand and Private Label Brands in Azerbaijan Market

Conceptually, private label is characterized by the brand is developed and sold by the store rather than the manufacturer. Balta's (1997) private label describes consumer's own production of the product or sells its own name or trademark on behalf of the retailer through its own channels. Most private labels are not made by retailers. In many cases, the manufacturer admits that the retailer produces its own brand.

In order to realize the economies of scale in production and sales, it is necessary to make full use of overcapacity and increase sales regardless of marketing costs, implement image between brand-name products and self-branded products, and implement price strategies. Different sources of literature use different names as private brands, such as store brands, retailer brands or private labels. These are the same types of brands that retailers develop. This study uses a private label or private brand.

Private brands are more diverse and often rely on a rich consumer experience to influence their brand equity. Guerrero's research (2000) and Ural (2008) point out that consumers recognize private labels as decent and different brands is mostly money value. However, if prices are the same, brand choices are more frequent because of their higher quality perception.

In the past, the quality gap between private and branded products was significant. As the quality of our own branded products is much higher than before, the gap today is greatly reduced. Private labels are now more consistent, especially in terms of product innovation, with fewer product categories. This change has also been the result of private label manufacturers focusing more on control and inspection quality and on the impact of the procurement process. Own brand has been expanded through the category, leading to more consumers to accept. The more private-label products on the market, the more consumers are willing to choose high-priced brands. However, the brand still exists in the market because consumers still need the assurance of product quality. They especially need people who have no time, no opportunity, no ability to think about other options in the store.

There are three literary distinctions in the types of private labels depending on the strategic positioning. First, by Balta (1997), there is a classic brand of its own, which is usually positioned similar to, or slightly below, the smaller brands and the leading brands whose prices average less than 10-30 percent. Second, retailers develop generic private labels that emphasize the basic use of the product, usually plain packaging, with very limited or no advertising activity, and poor quality, usually at the lowest price (yelkur, 2000). Hawke and Barnage (1996) identified the third type, high-end private label, which is the same brand positioning like. More importantly, the private label category can distinguish between the other two groups. First is the name of the private label retailer is directly related to the retailer, the second is the sale, the private label sells certain brands and passes certain retail chains not directly related to the retailer's name or brand. The study of how to buy a private label by the consumer personal factors and store image perception is the impact of the purchase of private labels, consumers can be directly associated with a particular retailer.

In order to have a better understanding of private labels of these major retailing players in Azerbaijan market, the following section shortly describes their private label brands portfolio and their development of each of investigated retailer.

Private label brands in Baku. Baku retail chain has a wide selection of private label products covering both grocery and non-grocery product categories. Retailer has recently expanded the range of its private labels since consumers' spending power reduced due to economic downturn. The main private label products offered by "Baku" include "Bravo", "Neptun", "SPAR" and "Bazar Store" brands. Retailer positions its "Bravo" private label in the economy segment and others are focused more on mid-priced products' segment. The share of "Baku" private label sales have been increasing slowly at the expense of name brand products positioned on its store shelves. As noted by the study of Asia monitor International (2014), company continues investing in new product development by offering a wider range of private label products, which despite a current increase in Azerbaijani purchasing power showed an increase in demand in past year.

Private label brands in “Neptun”.“Neptun” retail chain has quite aggressively expanded its private label products portfolio to all major product categories and continues to widen its product assortment. To sustain the popularity of its private label brands, retailer dedicates its primary shelf-space to such products. “Neptun” private label portfolio is represented by major brands including “Neptun 1”, “Neptun Inglab”, “Neptun Nizami” and “Neptun Tort”. The best performer is “Neptun” brand, which covers many different product areas and which is positioned in the mid-price segment. Most of “Neptun” brand products offer relatively good quality at a competitive price. Due to the recent expansion of the company’s private label assortment and its active promotions in stores, the share of overall “Neptun” private label brand sales has significantly increased.

Private label brands in “Sumgait”. “Sumgait” retail chain specializes in all price segments with its private label products. The very first one to launch was premium private label “Corat”. In 2010 ‘”Sumgait” has introduced its economy private label “Sumgait Cento” which received a massive advertising in 2011 resulting in increasing sales. The mid-priced private label brand “Sumgait” was introduced in 2013 and, finally, due to successful performance of all its earlier launched private labels, retailer has released other major private labels – “Sumgait Shokolad” and “Sumgait Sabza”. The share of retailer’s private label brands is increasing gradually, since due to the warming economy and recently increasing purchasing power, consumers started to spend more on higher quality products. This increased sales of premium private label brand “Corat” and mid-priced “Sumgait Shokolad” and “Sumgait Sabza” brands. Meanwhile, economy price brands “Sumgait Cento” continued recording healthy gains despite a recovery of economy with low and middle-income consumers appreciating the brand for its high price-quality ratio (Asia monitor International, 2014).

2.2 Consumer Factors Influencing Private Label’s Purchase

Found in the Literature, a considerable number of consumer personal factors and own brand brand preferences. Belizzi et al. (1981) conducted an early academic study to prove that the quality, credibility, and reliability of private brands were lower than those of famous brands by investigating consumer attitudes and responses to private labels. In addition, they found that most were purchased by low-income families. However, today's private labels are considered by more consumers, suggesting that consumers are more aware of other values than the price of the good. Past research has discussed several factors that motivate consumers to buy their own branded products. Burton and others. (1998) and later by Jin He (2005), recognizing the psychological importance (perceptual) of the factors involved in variables such as value consciousness, risk awareness, price quality disruption, self-intelligent shopper's opinion, Diallo et al . (2013) emphasize the growing importance of store image perception to a particular retailer's own brand. They emphasize that due to the improvement of the quality of their own-brand products, image-related factors must be considered in their own brand purchase activities.

2.2.1 Price

Relative to brand name, the lower price of own brand is the most frequently looked forward to the main selling point, therefore, as the consumer price awareness of the first factors in the purchase of own-brand affected. Lichtenstein's research(1993) define price awareness, that is, when consumers are paying attention to low prices. In the same year, Hoch and Banerji (1993) argued that the total disposable income dropped and the share of private-label brands that did not change in the overall perceived quality of their products increased. Taking into account the loss of income will affect consumers to buy more private label behavior, their price awareness will increase. In addition, Burton et al. (1998) also acknowledged that price is the most important reason for purchasing a private label.

In other words, those who have a better attitude toward their own brands are very price-conscious and basically reduce other factors in brand evaluation. Sinha and the study (1999) argue that consumers in the product category, they will be buying higher prices for brands that are unfairly risked more awareness. A year later, the same author studied the behavior of private-label purchases in twelve different product categories, indicating that price-conscious direct purchase of own-brand brands is the strongest predictor (Batra and Sinha, 2000).

Ailawadi et al.'s research (2001) presents the study of consumers buying private brands, suggesting that consumers decide whether or not to buy private labels is driven by the structural features of the economic characteristics (savings) and hedonic (product quality) benefits are reflected by psychological characteristics such as price awareness , Quality awareness and consumer preference for identifying private label brands. Their research shows that the use of private labels is especially price-conscious, low-quality awareness and store loyalty (Ailawadi et al., 2001). Another study noted that price sensitivity was significantly and positively correlated with private label tendencies (Balta et al., 2007). This further suggests that private label sales growth may have been due to increased price awareness, in addition to quality improvements, and private labeling recently (Sinha and Butler, 1999).Private label is a good example, where there can be huge price differences.

Categories between different brands. Although the price may no longer be a primary consideration when purchasing private labels, most private labels have no premium. Therefore, it is expected that low prices will continue to be an important clue to decision-making and a factor to improve the expected price utility of own-brand. As a result, consumers seeking higher levels of price-related utility tend to be more likely to buy their own brands (Veloutsou et al., 2004; Walsh & Mitchell, 2010). Recently Martinez and As (2008), as expected, found that propensity to private labels is positively correlated with price awareness and private labels at a lower price than the brand, and the most price-sensitive customers could buy more private labels.

2.2.2 Value

The first section examines the importance of buying private label prices. However, the price can also be more widely expected. As Burton et al.'s institute admits. (1998) Consumers also consider the ratio of product quality to price, so they are valuable. In recent years, the quality of its own brand of products has been greatly improved, more and more consumers accept the good quality but lower prices of the product. Therefore, they provide a good value for money when compared to the name brand. According to Garretson et al. (2002), cited Diallo et al. (2013) Consumers take into account price and quality in their buying decisions and have a more favorable attitude toward their own brands. Thus, for private brands, greater consumer value awareness leads to a higher level of buying intentions and choice of private label under all other circumstances. Research on Veloutsou et al. (2004) pointed out that purchasing decisions are not always based on product prices but rather on product characteristics, quality and perceived value. It is expected that when deciding what kind of product to buy, the price is not the only one, but one of the factors to be considered. Earlier literature pointed out that the value of some very low prices is defined in different ways - the perceived value of the consumer, the benefits that others get for the quality they pay for the products they buy from them or the money they receive, and the benefits they get from them Give (zeithalm, 1988). Other definitions indicate that consumers gain value by comparing the expected benefits of the product with the sacrifices made to ensure those benefits. Recent research by Jin (2005) briefly illustrates that values are only paid as a quality for a price. The author (Jin Su, 2005) also argues that the perceived currency of intentional sacrifice strongly influences the combination of purchased brand perceptions in product quality. Therefore, value awareness is an important driving force for private brand purchase. As long as it represents the concern that the low price is subject to certain quality constraints, it may decide that consumers tend to rely on cues as a basis for judgment. In addition, the current competition between value-conscious manufacturers and retailers places particular emphasis on the special significance of value-consciousness in analyzing the impact of leads on the inherent risk of choosing a private label. Others expect that valued-conscious consumers are likely to become savvy shoppers who maximize the value of their purchases.

Burton and others empirical research. (1998) obtained the positive influence of value consciousness on the purchasing behavior of private label and the attitude toward brand purchase behavior. Pointed out by Diallo et al. (2013) and Garretson et al. (2002), the value consciousness is positively related to the attitude of private label and brand name. Researcher Jin (2005) also found that value awareness is positively correlated with the purchase of own-brand brands in the Korean market both for food and non-food products. The results show that the value awareness of both products have a positive impact on the attitude of private brands, and have a greater impact on price awareness. However, these findings, which differ from the study of Butler and Platemaking (2000), found the major role of food-based private-label buying in the most price-conscious projections. But in support of the earlier study of Hawke and Banjar (1993), the quality of private labels is far more important than the low price in determining the market share of private labels. In fact, the actual quality of private labels is often higher than perceived quality. This means that consumers who associate high-quality products with their own brands are more likely to buy these products (Walsh and Mitchell, 2010).

2.2.3 Frugality

Another factor of consumer choice in this paper is frugality, which has little literature on the impact of buying behavior. Rastomiga and others research. (1999) The characteristics of thrifty one-dimensional consumer lifestyles reflect the acquisition of restraint and discipline and the use of wit in products and services. This characteristic of consumption is also seen as a sacrifice in denying a series of short-term purchases of whimsicalities and judiciously using what is already owned or used industriously, which in turn serves to achieve long-term goals. Research shows that thrifty people use products and services resources to eat working lunches from timed showers (Rastomiga et al., 1999). They are less susceptible to interpersonal relationships, less materialized, less able to buy, and more aware of price and value. Thrifty consistently explain consumer behavior. Thrifty experience affects buying. Because frugality is closely linked to price awareness and value awareness, it is most likely to lead to a more positive attitude toward private labels as well as thrift as consumer factors are positively impacting consumers' attitudes toward private brands.

2.2.4 Quality

As mentioned earlier, quality is another important factor in the decision to buy a private label. Despite the changes that have taken place in the minds of consumers, the quality of private labels is still below the brand name. Awareness of quality prevents consumers from buying their own brands, as pointed out by Richardson et al. (1994) Such brands are less likely to be inferior in quality. As a result, quality-conscious consumers are less inclined to buy their own brands and, although their own brands have an improved image in the market, conscious consumers are still negative about these brands.

In their research, Ghose and Rowenait (2001) show that despite the growth of private label sales, these brands have not been able to get a strong image quality over the past few decades. In contrast, the study by Verhoef et al. (2002) argue that consumers have less interest in purchasing private-owned brands, are more active in private-owned brands, and are affected by the recent improvement in quality.

2.2.5 Risk Aversion

Sinha and Butra (1999) argue in their study that procurement involves risks and that consumers tend to base their purchasing decisions on perceived risk. With this in mind, this article uses risk aversion as a consumer factor in influencing consumers' attitudes toward private labels and their purchases. Package and other papers. (2011) defines risk aversion as "the degree to which a guaranteed result exceeds probability" (p. 451). This means that if consumers have a higher preference for certainty, his tolerance for risk or greater risk aversion will be lower. Burton and others. (1998) recognize some of the consumer benefits to the brand by reducing the risk to consumers because well-known brands have less variability in product quality. This is not the case with private labels. Differing product quality within a private label range leads to increased risk, and these brands or products do not provide the desired satisfaction to consumers. So, as the Institute of Burton et al. Point out. (1998) More Less risk-averse consumers are less likely to buy own-brand names and more willing to accept expensive brands, which reduces the risk of buying lower quality products.

2.2.6 Social Risk

In an earlier study by Solomon (1983), it was argued that the choice to buy depends on a brand's ability to meet the symbolic status of consumption, prestige, the ability to earn the approval of others, or to communicate personal identities. Later in the study of Cohort Sethuraman (1999) pointed out that the perceived risk from consumer perceived size of adverse consequences, these consequences may occur if private purchases occur. In this sense, Mitchell and Harris (2005) point out that the perceived social risk is related to the buyer's expectations of adverse consequences, such as unfavorable third party opinions on the acquisition and use of a brand. Research by Dobbelstein and Zielke suggest (2007) The potential loss of prestige can occur when a consumer buys a product and he is unsure. Williams (2002) recognized in his research that social risk is associated with friends or family who consider it a poor or poor option. Therefore, it is of interest that how consumers' peers and the environment affect their purchasing decisions. This may be a product is a perfect purchase, but others' judgments are somewhat inferior. Another author, Aqueveque (2006), also believes that the choice of product that has emerged as a social risk has become. In this case, consumers think that if they choose the wrong product, the choice may be negatively evaluated.

More importantly, it has been recognized that the greatest social risk is when a product is made available to guests or consumed openly, although private consumption of purchased products is considered to carry a lower social risk (Zielke and Dobbelstein, 2007). To illustrate the above argument, we conducted a survey of both studies. First, wells and others research. (2007) concludes that consumers often face social stress when buying products at home lunch or banquet, so they look for products that do not embarrass their guests. When it comes to private labels, consumers claim that when buying products for special occasions, they only choose to buy upscale private labels because it ensures that they deliver quality products. Even more interesting is the same study by Wells et al. (2007) found that consumers are also seeking to buy products in order to pretend that they are their own creation or what they created. Two studies correctly describing social risks were purchased from Zielke and Dobbelstein (2007). The products investigated included butter, sparkling wine, potato chips, laundry detergent and shampoo. As expected, empirical studies have concluded that sparkling wine and potato chips have the highest social and butter risks, assuming that private consumption is considered to have the least social risk. As a result, the possibility of buying private label butter is the highest, while sparkling wine and chips are often consumed by peers and considered to be the highest social risk. All this provides a conclusion that, in most cases, private label brands will be chosen in the category of low social risk.

McNeil and Wyeth (2011) claim that if one can establish the first form of attitudinal behavior and then one that is under control (e.g. belief in the expectations of others), one can conclude that the private label of attitude is first formed by one person The beliefs presided over the social acceptability of purchases. In addition, consumers who are eager to gain social acceptance may be more likely to choose higher-profile, more well-known brands that make them "cheaper" than others (Walsh and Mitchell, 2010) feel more confident.

2.3 Store Image

Studies by Ailawadi and Keller (2004), cited by Diallo et al. (2013) pointed out that the relationship between store image and consumers to a certain extent is closely related to retailer's activities and brand equity, which is an important factor. The same author combines different attributes of the retailer, including the shopping environment, the services provided, the product range and categories, and the merchandise, in combination with the store's image. As pointed out by Purohit and Tawa (2001), the store image can not change the moment it once existed. In other words, consumers have a solid understanding of the store environment, the services provided, and the quality of the products provided by a particular store or chain.

The concept of store image has been proposed in previous research literature. These concepts have changed, stating the difficulties encountered in determining the build. Chowdhury et al. (1998), cited Paswan (2006), conducted an in-depth analysis of the existing literature and identified six dimensions of store image, covering and emphasizing common elements in these different conceptual store figures. The six dimensions are employee service, product quality, product selection, ambience, convenience and price / value. In addition, one at Collins Dodd and Lindley (2003) at the grocery store has realized that consumers hold more positive attitudes toward private labels for grocery if they consider the store image high.

Research by Grewal et al. (1998) establish a positive correlation between store image perception and purchase intent, claiming that the consumer's intention to purchase the product may be affected by the store whose product sales are higher than the value of their product itself. As Richardson et al.'s Institute points out. (1994) products provide a series of clues that suggest consumer quality. These cues fall into two categories: extrinsic (store image or product price) and product intrinsic (fragrance or ingredient). As a kind of external clues, store image can serve as the deciding quality of own-brand brand to further shape consumer purchasing behavior. Delgado Ballester et al. (2014) agree with Richardson et al's research. (1994) In the case of private labels, consumers pay more attention to external clues such as name, price, packaging, design or store identification, and harder to deal with the underlying cues as they are easier to identify, integrate and interpret. This paper examines private labels that consumers can associate directly with a particular retailer. Thus, the research by Dodd and Lindley Collins (2003) suggests that the following brands extend the research idea that a Lenovo store and appraisal can promote its own brand. As the perceived quality of private label is related to the purchase intention of purchasing their private label (Jinsu, 2005), it is foreseeable that the perception of the store image will affect purchase intention and private label and choice. According to Paswan (2006), the store image, considering different dimensions, is related to the private label brand image in terms of emotion and quality. Therefore, the store's image and private label will be closely linked, because this particular private label is specialized in selling a particular retail chain. For the study of Clemmcom (1997), recognized by Paswan (2006), the view that store image is sold through a brand-specific store further influences the image of purchasing decisions and consumer behavior. Passwan's research (2006) also found that the store climate affects the perceived quality of private label. If the store's environment and look are favorable by consumers, the store's employees are well-dressed and service-minded, and the store's own-brand quality is more likely to be of high quality. In addition, the evidence provided in this study shows that consumer attitudes toward own brands and perceived quality of own brands are influenced by store image dimensions such as store atmosphere and quality.

2.4 Attitude towards Private Labels

Attitude itself is often understood as a set of beliefs, experiences and feelings that form a person's behavioural tendencies in a particular direction and manner. Based on this understanding, Burton et al. (1998) described a tendency for private-label brands to be perceived as reacting favorably or unfavorably as the product, purchase or self-evaluation is associated with a private label product or has a positive effect on the purchase of a private label. Also by Collins Dodd and Lindley (2003), those who think attitude consumers have an influence on their own brands tend to buy. At a general level, a positive attitude toward an item is the main prerequisite for one's intention to somehow act in a certain way. Measuring the attitude of these brands is beneficial because it allows retailers and product managers to recognize how attitudes change over time, rather than relying solely on sales information (Burton et al., 1998). The Attitudes, Private Labeling, and Consumer Psychological Factors, Burton et al.'s Research. (1998) put forward that this attitude is related to consumers' perception of price, value and quality. More specifically, consumers may have a positive attitude toward private labels because of the lowest price they are willing to pay (ie, price awareness), or because they want to receive the highest quality (ie price awareness), or receive Negative attitude, because they think low prices are poor or poor product quality indicators (eg, quality awareness).

As discussed earlier in this study, private labels face negative attitudes toward attitudes, such as low-quality products built for low-income consumers, and are considered as cheap alternatives to branded products. Huang and his paper (2009) identify this negative attitude because retailers expand their private label categories to introduce high quality products and changes in value, which in turn leads consumers to have stronger preferences and more favorable attitudes In most product categories. In addition, a study of Dobbelstein Zielke and (2007) argues that one of the major motivations for buying intentions for private labels that do not have social risks in these categories is attitude.

2.5 Intention to Purchases Private Label Brands

Market managers often use data about the intentions of buying a product when making strategic decisions about buying new products and existing own-brand products. Wu et al. (2009), pointed out by Mr. Jin He (2005), has determined that the intention to buy a product is usually with the consumer's purchase propensity to this product or in the future a brand that does not switch to any other brand. Consumers may buy a particular own-brand because they believe the brand offers the right price-quality relationship or other benefits such as a good price profile. In this regard, the intention to buy a private label will directly result in the purchase of these brands. However, sometimes this structure has been used as a private-label sourcing agent to get some confusion between the two variables (Jin Su, 2005). However, the intention to buy a private label is a prediction of the future, and the purchase of these brands is an action. Simply put, everything else is equal, and the willingness of consumers to buy private labels can affect the purchase of them. Mr. Jin's research (2005) provides evidence of positive relationships and attitudes toward private labels on the willingness of private-label brands to purchase.

3. Hypotheses

Based on the previous literatures, this study aims to test the following models and hypotheses:

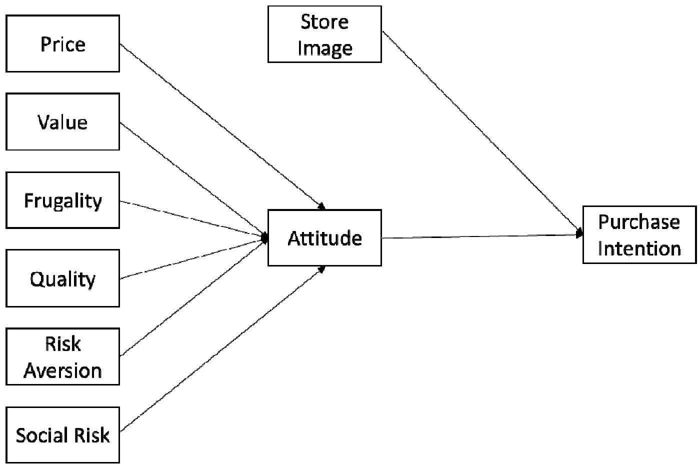

Figure 1. Model

The first assumption is to consider the relationship between price consciousness as a consumer factor and attitude with private label. Price-conscious consumers are focused on paying for products at low prices, and price-sensitive consumers have a positive attitude towards them because they are less expensive than the brand, and they will be more PLB-friendly. Studies have also suggested that price awareness is the strongest predictor of a better attitude toward PLBs. Therefore, it is suggested:

H1. Price will have a positive impact on the attitude of PLB.

The literature review states that PLBs have achieved tremendous quality improvements in recent years, and that more consumers accept that they carry good quality but at much lower prices, therefore, good value with the brand. Previous studies have shown that the intentional purchase of a brand is strongly influenced by the sacrifice of money, perceived consumer perceived quality of products (Jinsu, 2005) and awareness of value is an important driver of procurement of PLBs. Therefore, it is suggested:

H2. Value consciousness has a positive impact on the PLB.

Past research has demonstrated that frugality and price-conscious, value-conscious, and more proactive attitudes toward PLBs are most likely to result, so the same can be applied to frugality that positively affects consumer attitudes toward PLBs. Therefore, it is suggested:

H3. Frugality attitude positively affects the PLB.

Quality-related consumers are less likely to choose PLBs because brands of this type are still perceived as carrying poor quality. Although consumers in the PLBist market who are raising awareness about image quality will still have a negative attitude toward them. Therefore, it is suggested:

H4. Quality will negatively affect the PLB's attitude.

The research by Mirez et al. (2006) showed PLBs continue to be viewed as more risky to purchase than brands, so consumers who with risk averse choose this type of brand assessment more cautiously. Consumers are worried about the extent to which the quality of PLBs is under consideration when considering switches from branding to retailing goods. Therefore, it is suggested:

H5. The risk-averse attitude negatively affects the PLB.

The literature reviews state that social risks are usually the product of the consumer's choice between the couple and the hypothetical family or friend may have the negative effect on them if they choose the wrong product (Aqueveque, 2006). As these ideas put forward in earlier studies, the PLBs purchase intentions are determined to be at the highest category that are considered to have the least social risk are presented in this study. Therefore, it

is suggested:
H6. The perception of social risk has the negative impact of attitude towards PLB.
The seventh assumption relates to storefront image factors that affect the intention to purchase PLBs. In the literature, this factor is mainly provided as an external clue, it is an alternative indicator of consumer quality. Therefore, the perceived store image is used as a predictor of the perceived quality of the PLB and the incentives to purchase PLBs. Therefore, it is suggested::
H7. A better consumer image of the store image will have a positive impact on the food products of purchase intention.
An individual's attitude towards consuming a product is one of the most important antecedents for predicting and explaining consumers' choices across products and services, including food products (Honkanen et al, 2006; Voon et al,2011). In other words, consumers' attitude of the product would influence their purchase intention. Therefore, it is suggested::
H8. A good attitude will positively affect purchase intention of PLBs.

4. Research Method

This study uses quantitative correlation studies. Based on the analysis of the sources of the existing Azerbaijan, the hypothesis is constructed, so the study adopts the method of deductive research. The choice of quantitative research method is due to the quantitative data collection method that allows to test hypotheses from theory and to further investigate the correlation between variables. The purpose of this study is to determine the impact of factors - consumer price awareness, quality awareness, value awareness, frugality, risk aversion, and perceptions of social risk perceptions of PLBs and store image on purchase intention of PLBs. Quantitative research types include numerical evaluation of variables and try to find frequent reactions to specific problems in order to test acceptance of rejected construction hypotheses. When using a quantitative type of study of closed questions, then make sure all reactions are standardized and avoid their contamination. In addition, at best, the choice of quantitative research methods can be used to generalize the key findings of the general population based on the findings of the study sample. In this study, causal relationship analysis method, including the relationship between variables survey and correlation analysis and regression analysis.

A total of 250 questionnaires were collected, however, with a review of the responses provided by each respondent, the based and non-logical responses were deleted. The authors studied the responses of 31 polluters for an in-depth empirical analysis. Therefore, the responses of 219 respondents were calculated and analyzed. As in the previous research section, this study was conducted at 95% confidence level with a 6.6% error.

5. Analysis and Results

5.1 Descriptive Statistics

Before a brief summary of descriptive statistics for hypothesis testing and regression analysis, one can point out that respondents have the strongest value-conscious model and the lowest social risk and their means are the highest. Quality awareness and value of the highest score, the score of 4 points. The short summary of descriptive statistics is provided in Table 1.

Table 1 Descriptive statistics

	P	Q	FR	V	RA	SR	SI	ATT_PLB	INT_PLB
Valid	219	219	219	219	219	219	219	219	219
missing	0	0	0	0	0	0	0	0	0
mean	342	383	380	401	351	216	343	286	346
Median	350	400	386	400	551	200	341	254	356
Std.Deviation	0,72	0,54	0,255	0,54	0,46	0,43	0,34	0,54	0,255

P – price, Q – quality, FR – frugality, V – value, RA – Risk Aversion, SR – social risk, SI – store image, ATT_PLB – attitude towards PLB, INT_PLB – intention to purchase PLB.

5.2 Reliability

To test the reliability of Cronbach's alpha data calculated as independent and dependent variables. This indicates whether there is internal consistency in the measure, and the item sets in the measure are closely related as a group. In most social science research cases, the reliability factor is considered when the coefficient is 0.70 or higher.

In order to have a higher Cronbach's alpha price awareness variable, the third question - "The important thing is that I want to buy for me" - is after the predominant set of reliability variables to calculate the best price to delete a product. For quality awareness and thrift variables, all items in the structure remain the same. The Cronbach α initial calculation of the value-conscious variable shows that it is 0.661, but this does not meet the expectations of measurement reliability and decided to delete the fourth question - "generally shops around me have lower prices but they still have to meet the quality requirements , Bought at me "- added α for Cronbach equal to 0.688, which is likely to need 0.70 recently. The remaining independent variables - risk aversion, social risk perception, and storage image - remain unchanged from the original project set. Cronbach's Alpha Variables - Attitudes Towards PLBs, Purchase Intentions, and Purchase of PLB Corns- all have satisfactory reliability, so items in these variables are equally predominant.

5.3 Normality

A normality test with SPSS showed that the α-level 0.05 study was selected according to Kolmogorov's Smirnov and Shapiro Wilk's significance (P = 0 <0.05) and therefore provided evidence that the test data was not from a normally distributed population. Given the salient position of the normal distribution in the social sciences, it must be recognized that not all human beings' attributes or behavioral events are normally distributed. With this in mind, the analysis of the research goes further.

5.4 Correlational Analysis

5.4.1 Relationship between Variables and PLB Attitude

Spearman's related experiments to determine the relationship between PLBs attitude and independent variables – price, value, frugality, quality, risk aversion and social risk. Spearman rank correlation coefficient was used to evaluate whether the autocorrelation method was better than normal distribution data.

When evaluating the relationship between two variables - price and attitude of the PLB, the Spearman coefficient of 0.277 (P = 0 <0.05) shows that there is a relationship between price consciousness and attitude towards PLB. H1 is proved.

In determining the relationship between value and attitudes towards PLBs, the Spearman coefficient of 0.239 (P = 0 <0.05) showed a positive correlation between value consciousness and attitude class, and thus a positive correlation between value consciousness and attitude. H2 is proved.

While in frugality relationships testing, as independent variables for consumers and attitude toward PLBs, a Spearman coefficient of 0.222 (P = 0 <0.05) was calculated to ensure there was a positive relationship between attitudes and frugality among PLBs which led to H3 be confirmed.

In determining the relationship between quality and attitudes towards PLBs, a negative correlation between quality and attitude was calculated for the -0.206 of Spearman coefficients (P = 0.001 <0.05) .H4 is proved.

The Spearman coefficient, while testing the risk-averse attitude to PLBs, was 0.203 (P = 0.001 <0.05) and surprisingly acknowledged that there was a significant positive correlation between these two variables. For this reason, the H5 is unproven.

The Spearman coefficient, while the relationship between social risk and attitude was the original test, 0.013 (P = 0.424> 0.05) suggesting that there was no relationship between the perceived and social risk and the attitude toward PLB. The correlation coefficient is very close to zero, this result is not statistically significant.
Calculation provided in Table 2.

Table 2 Correlation between variables and attitude towards PLBs

Variables	Spearman's coefficients	Attitude towards PLB
Price	Correlation Coefficient	0.277
	Sig. (1-tailed)	0.000
Value	Correlation Coefficient	0.242
	Sig. (1-tailed)	0.000
Frugality	Correlation Coefficient	0.21
	Sig. (1-tailed)	0.000
Quality	Correlation Coefficient	-0.211
	Sig. (1-tailed)	0.002
Risk Aversion	Correlation Coefficient	-0.203
	Sig. (1-tailed)	0.002
Social risk	Correlation Coefficient	0.011
	Sig. (1-tailed)	0.402
N		219

5.4.2 Relationship between Store Image and Intention to Purchase PLBs

Further through the empirical research part of the relationship between store image and purchase intention of the PLB. Since the questionnaire items stored in the image variables were based on the surveyed stores and the purchase intention of variogram PLBs in six different sub-categories, all data were restructured using SPSS statistical tools. The opinions of each of his or her surveyed minibuses provided by each person are thus used for the six major samples of this relationship (n = 1314). While the test store image on the effect of purchase intention on the PLB, 0.265 Spearman coefficients were calculated (P = 0 <0.05), identifying positive relationships between store image and intention to buy PLB, so H7 is predicted. The positive correlation can not be rejected. Calculation provided in Table 3.

Table 3 Correlation between store image and attitude towards PLBs

Variable	Spearman's rho	Attitude towards PLB (5)
Store image	Correlation Coefficient	0.211
	Sig. (2-tailed)	0.000
	N	1314

5.4.3 Relationship between Attitude towards PLBs and Purchase Intention Of PLBs

However, the Spearman coefficient (P = 0 <0.05) of 0.437 was calculated to show a strong positive correlation between attitudes and the purchase of PLB-like bodies, as tested by the relationship between the variable-purchased PLB and the attitude toward PLBs. It makes H9 and the assumption of positive correlation between these two variables to be confirmed. Calculation provided in Table 4.

Table 4 Correlation between attitude towards PLB and purchase of PLBs

	Spearman's rho	Attitude towards PLB (5)
PLB purchase	Correlation Coefficient	0.411
	Sig. (1-tailed)	0.000
	N	219

5.5 Hypotheses Testing: Multiple Regression

After determining the correlation between the independent variables (price, value, quality, thrifty, risk aversion, social risk buying PLBs) variables, the impact strength was tested using multiple regression analysis.

Regression analysis determines the type of correlation and describes the value of the dependent (causal) variable that depends on the mean (consequence) and one or more independent variables and predicts the value of the dependent variable. The dependent variable that is the first regression analysis is the attitude class, including the average response to questions 25-29. In the second and fifth analyzes, the dependent variable is the purchase of minibuses, including the average responses to the questions 33-35. For the third and fourth regression analyzes, dependent variables were intended for the purchase of minibuses, including the maximum response to the question, 30-32. All three dependent variables are on an interval (scale) because respondents were asked.

To assess your own level, the scale of the agreement 1 to 5 (likert scales) is answering the above questions. Independence variables (causality) are calculated early in this perception, store image) and dependencies (attitudes to PLBs, buying food products, etc.) Before making regression analysis, it is important to ensure that the scale is reliable. Earlier in this chapter, we have done that. Regression analysis of variables is reliable and appropriate (alpha calculation of homogeneity reliability) Multiple regression analysis has strict requirements on the variables contained in it. , Which is important for verifying that the direct relationship between the independent variable and the dependent variable is calculated by the Spearman correlation coefficient. Since the variables contained in the regression model are relevant (as described in the previous chapter), they are suitable for further analysis. , The normal distribution of the sample is necessary for multivariate regression analysis, however, the study does not meet the requirements and it is remembered that not all of the person's attributes or behavioral events are normally distributed and the regression is further implemented.

5.5.1 Impact of Consumer Factors on Attitude towards PLBs

For the first time do a regression analysis to determine how many factors affect consumers (price, quality, frugality, value and risk aversion) toward one's attitude toward PLBs. The model was statistically significant with a three-decimal zero (P <0.05). R2 is 0.212, which means that 21% of the changes in attitude to PLBs are accounted for in the model variables. It is worth mentioning that the meaning of R2 is rather low, thus indicating the attitude of the model of variability involved in the forecasting model - price, value, frugality, quality and risk aversion - account for only 21% of the variables. Notable attitudes toward PLB are influenced by other factors not participating in this model. The coefficient of each variable indicates an amount of change that can be expected to change the value of that variable by one unit PLBs (taking into account that all other variables in the model remain unchanged). A survey of the effect of each variable on dependent variables is expected to add 0.077 to the attitude of each food price products (P = 0.158> 0.05). A reduction of 0.211 attitude towards PLB can be expected if the quality awareness is increased by one unit (P = 0.006 <0.05). Thrifty estimates for one unit increase PLB formation by 0.138 (P = 0.133> 0.05). An increase of 0.133 attitudes, if the value of the PLB will increase by one unit of the expected (P = 0.075> 0.05). Finally, an increase in risk aversion by one unit is expected to result in an increase of 0.273 for PLB (P = 0 <0.05). However, only two variables - quality and risk aversion - are statistically significant, while other variables are not. Performing a stepwise regression provides a lower R2 0.189 with significant variables - quality, value and risk aversion. Therefore, in order to determine the maximum possible inclusion of the model into the model, all variables are included. In terms of influence, variables - risk and quality - scored the highest, while the lowest price awareness and value consciousness.

Through the test of multiple regression model, we can use the formula to draw the conclusion:

Table 5 Regression model summary: consumer factors influence on attitude towards PLBs

Hypothesis	Dependent Variable and model coefficients	Potential predictors, identified by multiple regression	B	beta	t	Sig.
H1	Attitude towards PLB R^2=0.212, F=11.490 p=0.000	Price	0.077	0.100	1.415	0.158
H2		Value	0.133	0.126	1.551	0.075
H3		Frugality	0.135	0.105	1.516	0.133
H4		Quality	-0.212	-0.154	-2.1551	0.006
H5		Risk aversion	0.215	0.215	3.615	0.000

Attitude towards PLB = 0,077 * Price + 0.133 * Value + 0.138 * Frugality – 0.211 * Quality + 0.273 * Risk aversion

5.5.2 Impact of Attitude Towards PLBs on Intention to Purchase PLBs

The second regression analysis showed that the attitude of the PLB affected the purchase intention of the original PLB. The model was significant (P = 0 <0.05), while R2 was 0.099, with signals representing only 10% of the attitude-like variables accounting for the variation in PLBs. Although the impact index is not small in significance, it is expected that an increase in the attitude of the original bulbs will lead to an increase of 0.315 food products of purchase intention. However, of course, it is not only the attitude that the intention to buy a food products instead of other factors, due to the very low interpretation of the variation of the intention to buy protozoa. The multi collinearity in this model was not examined.

Table 6 Regression model summary: attitude towards PLBs and intention to purchase PLBs

Hypothesis	Dependent variable and model coefficients	Potential predictors, identified by multiple regression	B	beta	t	Sig.	Collinearity Statistics	
							Tolerance	VIF
H8	Intention to purchase PLBs R2=0.099, F=23.829, p=0.000	Attitude towards PLBs	0.392	0.315	4.882	0.000	1.000	1.000

5.5.3 Regression Analysis: Store Image Impact on Intention to Purchase PLBs

A very similar situation has been in the past to measure the impact of store image on purchase intention to determine PLBs. The model is significant (P = 0 <0.05) however, 0.068 claims the fact that the store image can be expected to predict that only about 7% of the intent is to buy PLB variant R2. While the impact strength is very strong, it will increase 0.436 at the plan to buy a minibus if the store image will increase by one unit. However, this can explain a small variable dependent variable, so it can't claim a strong impact on the store image of the PLB, and of course other factors that are not included in this model. Multicollinearity is not tested in this model by regression analysis.

Table 7 Regression model summary: store image and intention to purchase PLBs

Hypothesis	Dependent variable and model coefficients	Potential predictors, identified by multiple regression	B	beta	t	Sig.	Collinearity Statistics	
							Tolerance	VIF
H7	Intention to purchase PLBs R^2=0.069, F=95.829, p=0.000	Store image	0.436	0.260	9.756	0.000	1.000	1.000

5.5.4 T-test Statistics: Differences among Groups of Consumer Factors

Since the first regression analysis, attempting to assess variables affecting consumer attitudes PLB did not explain the need for a sample of the study to decide on additional t-test variables in the statistical analysis to have more in-depth investigation and analysis and to strengthen the implementation of correlation analysis results.

The breakdown of consumer factors (price consciousness, quality awareness, frugality, value awareness, risk aversion, social risk) was grouped (considering the average of 3) as follows: price-sensitive (n = 165) and price unconscious); Quality awareness (n = 207) quality unconsciousness (n = 12); frugality (n = 204) and non-frugality (N = 190) and non-avoidance risk (n = 29); social risk perception (n = 64) and social risk non-perception (n = 155).

Independent sample t-test analysis showed that attitudes were better for PLB price-sensitive respondents (M= 2.9491) than for price-sensitive respondents (M=2.5778), the difference was statistically significant (P = 0.001<0.05). Value conscious respondents have a better attitude towards PLB (M= 2.8831) than unconscious respondents (M=2.4167) This is a statistically significant conclusion (P=0.044<0.05). In addition, thrifty people had a better attitude to PLB (M=2.8961) than non-thrifty people (M=2.3333) (P=0.009 <0.05). Attitudes toward quality were better for PLB than non-quality-conscious respondents (M= 3.5000), but not for quality-conscious respondents (M= 2.8203), which could be considered statistically significant (P = 0.014 <0.05 turn up). For risk-averse variables, t-test analysis showed statistically significant (p = 0.001 <0.05) for PLB attitude with better risk aversion (M=2.9221) versus non-risk averse (M= 2.4345). Finally, with different attitudes, the social risk perception PLB is only the non-perceived respondent (M=2.8645) between respondents (M= 2.8406) and social risk. In addition, this can't be guaranteed because it is not statistically significant (p = 0.821> 0.05). Independent sample t-test analysis performed on the PLBs above identified the existence of a relationship between consumer factors and attitudes consistent with the correlation analysis. Therefore, considering the correlation and t-test analysis, H1, H2, H3 and H4 can be determined. H5 was rejected because initially it would have a negative correlation between risk aversion and attitude toward PLB, however, the correlation between the two and the t-test evaluated indicated the opposite. H6 must also be rejected because there is no statistically significant relationship between perceived social risk attitudes toward PLB being discovered.

5.5.5 Correlational Analysis according Stores

The following sub-chapter explores the relationship between each survey of the retail chain store's image ("Baku", "Lankaran" and "Ganja") and purchase intention and purchase of PLBs. The survey in the SPSS statistical tools to deal with the data in a way, the storage image is calculated taking into account the retail store image were detected specific store PLB relationship. More specifically, the relationship of the largest store image was studied and the willingness to purchase and purchase of "Bravo" and "Neptun" food products. The image of the storefront was explored with purchase intent and purchase of "Lankaran Cento" and "Cuban" food products. Finally, the "Ganja" store image influences the buying intentions and purchases of "Ganja" and "Azer Sun" food products. Below provides Spearman correlation coefficients for calculating the above variables.

The largest store image was weakly associated with purchase intention (γ = 0.254, P = 0 <0.05) and purchased PLB (γ = 0.204, P = 0 <0.05). These two results (see Table 29) were statistically significant. PLBs ("Bravo" and "Neptun") also help determine the PLB of the H7, which further perceives the store's image positively impacting on purchase.

6. Conclusion

This article attempts to better understand consumers' attitudes toward PLBs by focusing on the solid research framework of consumer personal and store image factors, with the intention of buying PLBs and the Azerbaijan market for protoplasts.

The Azerbaijani review provided a solid background to establish a solid background to better understand how consumer and store image factors affect the individual's choice of branded products. Azerbaijan has already taken into account factors that influence the purchasing behaviour of PLBs from the emphasis on price as a key factor in the purchase of private labels on the psychology, the social population and perceptibility.

This study proposes eight relationships in which consumer buying terms occur: positive impact of price awareness, value awareness and frugality on PLBs attitude; negative impact of quality awareness, risk aversion and perception of social risk on PLBs; the positive impact of the store image on the purchase intention; positive impact of attitude towards PLB on the purchase intention of PLB.

Empirical findings provide evidence that price-conscious, value-conscious are the strongest predictor of PLBs' attitudes toward risk, while the risk-averse of the model and the strongest i mpact of quality.

Risk aversion has been found positively relate to attitudes, even though protoplasm negative correlations are expected. And its impact seems to be the strongest in the model.

Buying food products is found as well as the impact of store image as it is in the initial model of a study. Therefore, the image of the store is a very important factor in the decision to purchase food products, because it also affects the purchase intention of the food products.

The findings of this study are for the benefit of retailers and manufacturers because retailers should be interested to know their buyers and understand the development of markets while PLBs whose manufacturers are in a threatening position on the market are aware that they do not like food products, Thus developing strategies for retaining them.

PLB consumers can be summed up as the risk of not seeing the food products to buy, in the sense of price and value, do not care about the quality, is also based on the decision of the retailer's image to buy the original corms.

In order to capture more consumers to buy food products, retailers should focus on improving the quality of products and strong exchange of these brands. Protoplast brand managers should emphasize the positioning of these brands to be reliable, risk-free and confident that they will involve consumers in buying in a proactive shopping program and he is happy to find most of them in most categories.

As mentioned in the introduction to this paper, the findings are of interest to both retailers and manufacturers. Retailers should be interested in understanding their buyers and understanding how the market has evolved. Food products are considered limited, basic and cheap products, and price-conscious consumers only buy it. However, these brands have recently gained momentum and provided more than just economics. Private-owned brands have now expanded their portfolio and appear in the product categories of most stores. More importantly, they not only appeal to price-conscious consumers but also consumers who value the value of money. As a result of empirical research, it shows that price awareness is not the strongest predictor of PLB and meaning, even in the face of the economic downturn and consumers will pay more attention to price, which would not have much impact on the attitude of PLBs. With the recent increase in purchasing power in Azerbaijan, prices do not seem to be a major factor in buying decisions. Thrifty, closely linked to price consciousness, will also be the supreme strength of the attitude affecting the PLB. However, the study shows that thrift does not have strong predictions, so retailers should not focus on protoplasts for thrifty and price-sensitive shoppers. These results suggest that the product or brand manager should not be concerned about other factors considered by their food products prices in terms of price.

The study also shows that quality-conscious consumers, as well as negative perceptions of PLBs, are more concerned with consumers' attitudes toward PLBs. Considering that retailers can treat food products by improving their negative attitude towards quality improvement and strong connectivity through their PLBs This is to establish a store image and differentiate their stores and food products from increasing profitability of competitors. Awareness of the quality of consumer factors surveyed seems to be one of the most influential, which requires emphasizing the positioning of quality products and vice versa may lead the introduction of high-quality PLB or upgrade the existing market. However, it is noteworthy that by Bartal (2007), the original high quality, lower the price difference with the brand, therefore, can attract the original consumers. Manufacturers, PLBs whose market position is threatened, know that they do not feel attracted to food products in order to devise pieces of a retention strategy. Quality-conscious consumers who are not interested in PLBs are generally loyal to the brand. Therefore, manufacturers should emphasize their own quality and brand image, because these aspects can improve brand loyalty.

The most interesting finding of this study is that risk aversion is positively correlated with PLBs' attitudes and is considered the strongest predictor. Its power of thought, most likely to consumers, while buying a product that involves PLB, positive instead of conventional, perceived PLB risk-sensing alternatives, which is considered reliable, comes from having enough information and simplicity of. This should be the retailer - a major focus of PLBs is that the impact on buying attitudes toward them is felt by the consumer at the moment, with the confidence and certain heights of buying risk-free products. Therefore, more information and reliability will be on the PLB image and the product itself, and more consumers will buy it.

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