

## THE SHIELDING EFFECTS OF CHOICE ATTRIBUTES ON PURCHASE INTENTION OF STORE BRANDS IN FOOD AND GROCERY

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The timely emergence of organized retailing in India has made private label brands an ultimate reality. Today, the world wide private label sales are approximately one trillion dollars (Nirmalya , 2004). The private label brands are defined as “*The brands that are owned by, and sold through, a specific chain of stores*”. These products are manufactured by the third parties or contract manufacturers under license. The store brand revolution took its origin in Europe and Canada. The private label brands are also known as store brands, own brands, house brands, retailer brands, distributor brands or reseller brands (Kotler, 1999). In 1969, Shutte defined private label brands as “*the products that are owned and branded by organizations, whose primary economic commitment is distribution rather than production*”. The private label brands offer two advantages to the retailers.

India is fast becoming the retail destination of the world. According to the international management consultant AT Kearney, India has emerged as the leader in terms of retail opportunities. The retail market in India grew to 427 billion USD in the year 2010 (Importer Directory, 2011). A number of changes took place on the Indian retail front as increasing availability of international brands increasing number of malls and hyper markets and easy availability of retail space. With the Indian government having opened up the doors for FDI, the entry of foreign retailers into the country has become easier. India has come a long way from the traditional Kirana stores and is on its way to become a modern ‘mall country’. It can be observed that the emphasis has shifted from reasonable pricing to convenience, efficiency and rich ambience.

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## OBJECTIVES OF THE STUDY

1. To find out the effect of socio-economic and demographic attributes on consumption of store brands
2. To investigate the factors of the store brands that have impact on purchase of store brands and purchase decisions toward store brands
3. To Study the consumer behavior of purchasing store brands in food and grocery in modern retail formats
4. To examine the underlying factors influencing the retailers to prefer store brands to national brands in food and grocery retailing
5. To develop a store brand strategy and design a model for private label development in Indian retailing.

## HYPOTHESES

$H_{10}$  (Null): There is no significant effect of choice of consciousness on purchase intention of store brands in food and grocery

$H_{11}$  (Alternative): There is a significant effect of choice of value consciousness on purchase intention of store brands in food and grocery

$H_{21}$  (Alternative): There is a significant effect of choice of price consciousness on purchase intention of store brands in food and grocery

$H_{31}$  (Alternative): There is a significant effect of choice of quality consciousness on purchase intention of store brands in food and grocery

$H_{41}$  (Alternative): There is a significant effect of choice of risk consciousness on purchase intention of store brands in food and grocery

$H_{51}$  (Alternative): There is a significant effect of choice of promotions and discounts consciousness on purchase intention of store brands in food and grocery

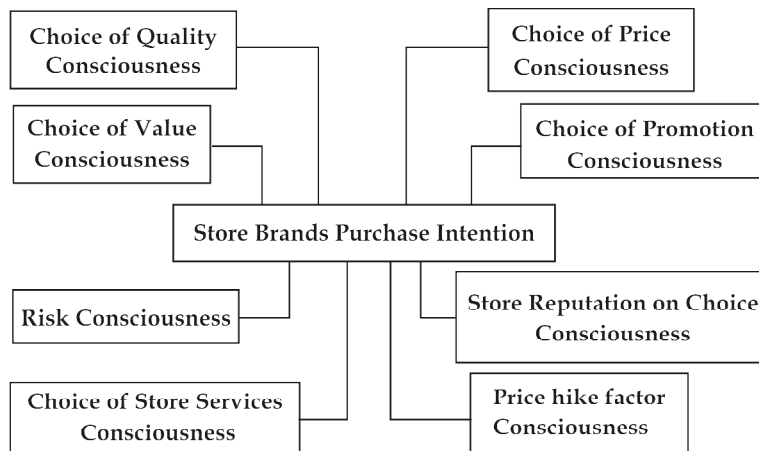
$H_{61}$  (Alternative): There is a significant effect of choice of store services consciousness on purchase intention of store brands in food and grocery

$H_{71}$  (Alternative): There is a significant effect of store reputation on choice consciousness on purchase intention of store brands in food and grocery

$H_{81}$  (Alternative): There is a significant effect of consciousness of factors leading to frequent hikes in food prices on purchase intention of store brands in food and grocery.

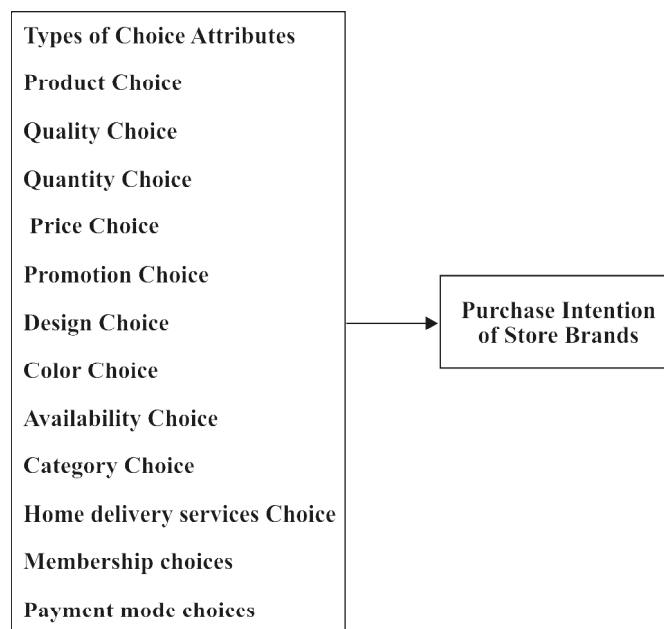
## Conceptual Model Construction

The constructs based on which the above mentioned hypotheses are framed are proposed in the following model.

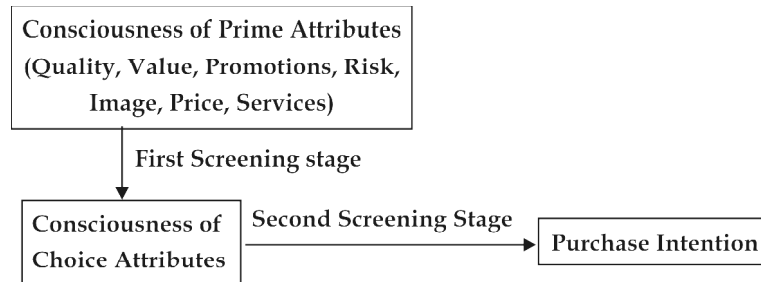


**Figure 1.1: Model of Choice Attributes of Consciousness**

The consumer awareness about the above attributes helps them in screening the products that do not meet their expectations. After screening is over, the consumers feel the safe zone for purchase. Then in the next stage, the consumers look for the choices available in the following attributes which get them closer to the purchase decision. Therefore they inspect the various choices that suit to their budget parameters perfectly. This is shown in the following figure.



**Figure 1.2: Model of Attributes of Choice Consciousness**



**Figure 1.3: The shielding effects of choice attributes**

The consumers are well satisfied or delighted if the choice criteria meet most of their expectations.

The various attributes of choice consciousness are grouped into five factors which are shown in the following figure.

### SCOPE OF THE STUDY

The study is mainly concerned with the prospects and problems of store brand retailers in India with select private organizations *i.e.*, Reliance, Big Bazaar, More, Spencer's etc. and to examine the factors which influenced them in selecting the store brands in food and grocery rather than national brands. The study is limited to Greater Hyderabad only.

### SIGNIFICANCE OF THE STUDY

Store brands in food and grocery occupy a special place in Indian retailing as they are profitable not only to the retailers but also to the savings conscious middle class consumers whose population is high in India. It also boosts up the economy of the country with the higher purchasing power of the consumers. The Reliance, the More, the Spencer's and the Big Bazaar retailers are the major market leaders followed by Vishal and N mart retailers in this sector. With the new FDI policy, the world retail giants such as Wal-Mart, Tesco and Carrefour enter India giving a push to the Indian economy and also provide employment to the youth. The real competition in the retail sector is increasing especially after the entry of world famous retailers.

### LIMITATIONS OF THE STUDY

The study is mainly concerned with the prospects and problems of store brand retailers in India with select private organizations *i.e.*, Reliance, Big Bazaar, More, Spencer's. and to examine the factors which influenced them in selecting the store brands in food and grocery rather than national brands. The study is limited to Greater Hyderabad only. The study comprises 39 store formats only. The

generalization of the study may not hold good for the entire universe (Jin et al, 2002). The opinions of consumers vary from time to time depending on internal such as company policies.

### **PERIOD OF THE STUDY**

The period from 2010-2014 is selected for conducting the comparative study of various retailer brands and retail organizations with regard to providing high value, reasonable quality and hygienic store brands in food and grocery to individuals in Greater Hyderabad. The four important retail companies taken for the comparative study are Reliance Company, Spencer's Company, More Company and Big Bazaar Company in Greater Hyderabad

### **REVIEW OF LITERATURE**

The earlier studies are found to focus on the perception aspects of various attributes like quality, value, price, promotion, risk associated with purchase, status affected after purchase, self image, store image, etc.

Perception is the process of selecting, organizing, and interpreting the information inputs to create a meaningful picture of the world (Bernard and Steiner, 1964). Perceived risk associated with the product influences a consumer's decision to postpone, avoid or modify the purchase decision (Raymond, 1967; James, 1974). However, the perception about retailer response to consumers' requests and suggestions made, and retailer's ability to issues-resolution techniques are not found, so far.

It is observed from the past literature that perceptions about various attributes are given priority over the reality and objective assessment of the attributes under study, because these true assessments of the standards of these attributes, usually, cannot be grasped and proved under shopping conditions by the common consumers in the shopping malls. However ISI, AGMARK like quality symbols are essential, for judging the standards of quality of the products. These ISI, AGMARK symbols certify the true quality of the products by the concerned government authorities. The balances and measurements departments of government also check the fraud tactics by the retailers. The research on this grading is not found, so far. As perception of buyer is more important in influencing the buying decision of the consumers, the researchers focused on studying the effect of perceived level of the attributes under study. These include perceived quality, perceived value, perceived price, perceived promotion, perceived product functioning ability, perceived risk associated with products and perceived risk with purchases made etc. Bettman (1984) presented three attributes through his studies. They are

- (i) Quality perceived by consumers
- (ii) Risk perceived in terms of differential warranty with industrial brands,
- (iii) Familiarity associated with store brands.

The past studies indicated that the store brands gained acceptance from the consumers because of their perceived quality and value of the store brands (Quelch and Hoarding, 1996). Richardson (1996) identified in his model the different classes of variables that may encourage consumers to opt for the store brands. Richardson observed that the consumption frequency of consumers has no influence on the preference for national brands or store brands. The consumers usually estimate the brand quality on the basis of the judgment on direct factors like ingredients, taste, and texture whilst the indirect attributes like price, brand name, advertisements, publicity and package, shelf place and ambience of store formats etc (Dick *et al.*, 1997). It is observed that the perceived quality of the private label brand if found to be same as that of all national brands in a category, then, the particular store brand that shares a similar quality with other brands, would be purchased and consumed more by the consumers (Richardson, Dick, and Jain, 1994). The perceived degree of quality variation between the private label brand and national brand, if found low, would increase the use of private label brands more (Batra and Sinha, 2000). The research also showed that the quality of the store brand takes priority over the price of the product (Hoch and Banerji, 1993; Sethuraman, 1992). However, there are also controversial challenges by Ailawadi that price takes priority over the quality if consumer segment is price conscious (Ailawadi *et al.*, 2001).

The provision for store brand credit cards, the consumer's open choice of selecting items under combo offers, the rationalization of various sub-brands, the time to perceive the price differentials for comparison between store brands and national brands have their impact on the purchase intention and purchase timing of store brands (Kumar and Reddy, 2013).

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The factors such as safety, high variety of foreign store brands, and high value for money have their impact on consumer willingness to buy the foreign store brands (Kumar, Reddy, and Mahathi, 2015). However, there are also controversial challenges by Ailawadi that price takes priority over the quality if consumer segment is price conscious (Ailawadi *et al.*, 2001). It is perceived that the reliability, maintainability, adaptability, efficiency, accessibility, responsiveness, communications and soft skills of employees, and understanding customers with intimacy have direct and positive impact on the consumers' willingness to continue their membership with the organizations (Kumar and Reddy, 2014). The shoppers changed their opinions regarding distance, time and physical efforts to reach the store and they mainly focus on the responsive attitude of the retailers and their in-time decisions to help the consumers in a constructive manner (Kumar, Reddy, and Mahathi, 2014). The perceived service quality of store -sales personnel and customer help desk, perceived common minimum amenities available inside store decide consumers' next time visit to the store. The perceived price discrepancy consciousness of consumer, the perceived time delay consciousness of consumer standing at queues and waiting for product delivery, the maintenance of quality of security aspects and security -consciousness at the store would influence the future purchase intention aspects of consumers (Kumar and Reddy, 2011). The quality of store brands is enhanced by the banks which provide financial support to them. It is perceived that the promotional strategies of the international banks which provide loans to retailers, must be in line with the retailers' growth objectives by fulfilling their inner needs as well (Mahathi, Kumar, Rao and Murthy, 2015).

## **RESEARCH GAP AND MOTIVATION**

The previous studies were done in developed countries such as USA, UK, and other European countries. The perceptions of consumers in advanced countries are *different* from those of consumers from developing countries. The impact of demographic variables, unemployment, gender discrimination, education, income levels, social class structure, population density etc. are not same and hence they need to be studied from Indian context.

## **RESEARCH METHODOLOGY**

The present study discusses the interaction of the different variables namely store brand attributes which influence the retail consumer behavior, decision making and consumer satisfaction. Data collection choices and methodology depend on

the possibility of acquiring knowledge or information, limits on acquiring them, origin, structure, methods, and truthfulness of acquiring the knowledge (Hitchcock and Hughes, 1995).

## **RESEARCH DESIGN**

The study has been carefully designed and conducted in two stages

1. An exploratory study (Qualitative in nature)
2. A non-experimental survey method (mall intercept method)

In the first phase of the study an attempt was made to identify the factors affecting store brand purchase behavior. This is followed by the exploratory interviews with store managers and extensive discussions with academicians and, researchers and experts which helped to identify the factors such as perceived value, perceived quality, perceived risk, perceived price consciousness, perceived store reputation, perceived product attributes perceived promotional offers and discounts besides demographics perceived to be affecting the store brand purchase behavior. The extensive literature survey supported the exploratory findings and enabled the likely effects of satisfaction.

In the second stage of the study, a mall intercept survey method was carried out for collecting the data by administering the well structured questionnaire to six hundred and forty five respondents from thirty nine supermarkets in the Greater Hyderabad. The number of respondents selected for the study was 645 consumers of Greater Hyderabad.

## **DATA COLLECTION PROCESS**

The well administered questionnaire was given to 700 consumers at various shopping malls and about 55 response forms were found to be incomplete and were discarded from the survey. The 645 respondents were randomly chosen at 39 retail stores in the twin cities of Hyderabad and Secunderabad. The mall intercept method was applied for eliciting the responses from the consumers. The retail formats chosen for the study included 7 Big Bazaar hypermarkets, one Reliance hypermarket, one More Hyper market, 10 Reliance Supermarkets, 10 More super markets, 10 Spencer's super markets.

## **INTERNAL RELIABILITY TEST FOR DATA COLLECTION INSTRUMENT**

The results of the initial reliability test were shown in the following Table 1.1

The final reliability test with the modified research instrument was carried out after the complete data collection was over. The data were fed into the SPSS



**Table 1.1**  
**Cronbach Alpha Values For Initial and Final Reliability Tests**

S.No.	Domains of the study	Value of Cronbach $\alpha$	Value of Cronbach $\alpha$
1.	Quality choice consciousness	0.92	0.89
2.	Quantity choice consciousness	0.917	0.88
3.	Price choice consciousness	0.974	0.9
4.	Value choice consciousness	0.983	0.925
5.	Promotion choice consciousness	0.947	0.915
6.	Product choice consciousness	0.851	0.83
7.	Design choice consciousness	0.833	0.811
8.	Variety choice consciousness	0.911	0.87
9.	Risk choice consciousness	0.88	0.79
10.	Availability choice consciousness	0.81	0.8
11.	Security measures consciousness	0.78	0.75
12.	Store image consciousness	0.79	0.76
13.	Store services choice consciousness	0.84	0.81
14.	Price hike consciousness	0.87	0.85

version 16.0 version for the output for the reliability analysis. The measured 'a' values for different constructs were found to be satisfying the reliability conditions that a <sup>3</sup> 0.60.

## **VALIDITY OF THE RESEARCH INSTRUMENT**

### **Convergent Validity**

When two different measures of the same concept produce similar results, it can be concluded that there exists convergent validity. It refers to the degree to which consistency is accomplished by the measurement instrument across the multiple operationalization. Only those variables with convergent validity need to be included. Items with Average Variance Extracted of more than 0.50 are considered and the rest are dropped from the study.

### **Discriminant Validity**

It is a form of validity in which there is a low correlation between the measure of interest and other measures that are supposedly not measuring the same variable or concept (Tull and Hawkins, 1993). It indicates the independence of the constructs used for the study. It is the degree to which the select constructs used in the study are distinct among themselves. Constructs with value of Variance Explained (VE) exceeds the square of the correlation among the constructs

**Table 1.2**  
**Validity of Constructs**

	<i>Benefits</i>	<i>Informative cues</i>	<i>Outward appearance</i>	<i>Convenience</i>	<i>Quality choice</i>
Benefits for emotional types of buying (quantity, promotions, membership home delivery choice consciousness)	0.6247				
Informative cues on price and product (Product choice and Price choice consciousness)	0.065	0.736			
Outward appearance of store brands (Design choice and color choice consciousness)	0.025	0.289	0.755		
Convenience and flexibility	0.1623	0.149	0.168	0.676	
Quality choice consciousness	0.18	0.032	0.077	0.095	0.915

From the above Table, it is clear that the values expressed diagonally are AVE values. The value below AVE is squared correlation between constructs. Since AVE value is greater than the squared value of correlation, it is evident that the relationship between the constructs was less which means that the constructs were distinct from each other.

## DATA ANALYSIS AND INTERPRETATION

In order to elicit the opinions of the respondents, the questionnaire forms were distributed to 700 consumers and it was noted that 645 forms (92.14%) were usable in the acceptable fashion and the rest of the questionnaire forms were found to be incomplete and hence were discarded from the study.

The profile respondents are made of two categories. They are

1. Personal profile of consumers who were surveyed;
2. Store brand purchase characteristics of consumers.

## FACTORS INVOLVED IN PURCHASE OF STORE BRANDS

The store brands have certain factors which help the retail consumers to take into consideration while purchasing them in different retail formats. The quality of store brands, the price of store brands, the various types of promotions and discount offers on different kind of store brands to lure the consumers to buy them. The following section gives the detailed account on such factors which influence the purchase intention of consumers.

**Table 1.3**  
**Personal Profile of Store Brand Consumers**

<i>Personal Profile</i>	<i>Description</i>	<i>Frequency</i>	<i>Percentage (%)</i>
Gender	Male	384	59.5
	Female	261	40.5
Age	20-30 yrs	81	12.6
	31-40 yrs	280	43.4
	41-50 yrs	179	27.8
	51-60 yrs	70	10.9
	61 and above	35	5.4
Marital Status	Married	546	84.7
	Unmarried	99	15.3
Education	Upto SSC	18	2.8
	Upto Intermediate	21	3.3
	Upto Degree	344	53.3
	Upto PG and above	262	40.6
Occupation	Student	62	9.6
	Employee	463	71.8
	Business	113	17.5
	Others	7	1.1
Monthly Income	Below 10,000	68	10.5
	10,001-20,000	431	66.8
	20,001-30,000	88	13.6
	30,001 and above	58	9
Family Size	Single	24	3.7
	2 Members	333	51.6
	3 Members	222	34.4
	4 Members	65	10.1
	More than 5 Members	1	0.2
Transportation Mode	2 Wheeler	454	70.4
	4 Wheeler	72	11.2
	Bus/Private	92	14.3
	On foot	27	4.2
Location	Hyderabad	405	62.8
	Secunderabad	240	37.2

### **Association between Choice Attributes and Purchase Intention**

From the Table 1.4, it is evident that the choice variables are significant at 5% level of significance. The corresponding p values are less than the alpha ( $\alpha$ ) value of 0.05.

### **GARRETT'S RANKING METHOD**

The Garrett's formula was applied to the ranks of the twelve choice variables given by the respondents of four companies *i.e.* Reliance, More, Spencer's and Big Bazaar.

**Table 1.4**  
**Association between Choice-Attributes and Purchase Intention**

Sl. No.	Attribute	Pearson Chi-square value	Sig. Value (2 sided)	Significant or not
1.	Quality Choice	1.140	0.000	Significant
2.	Quantity Choice	1.368	0.000	Significant
3.	Promotion Choice	55.49	0.008	Significant
4.	Product Choice	2.002	0.008	Significant
5.	Price Choice	1.216	0.008	Significant
6.	Payment mode Choice	47.33	0.005	Significant
7.	Design Choice	57.60	0.005	Significant
8.	Colors Choice	1.146	0.000	Significant
9.	Availability Choice	2.066	0.000	Significant
10.	Category Choice	1.415	0.000	Significant
11.	Membership Choice	1.995	0.000	Significant
12.	Delivery Choice	2.235	0.000	Significant

**Garrett's formula for calculating percent position:**

$$\text{Percent Position} = 100 (R_{ij} - 0.5) / N_j$$

$R_{ij}$  = Rank given (for the  $i^{\text{th}}$  variable by  $j^{\text{th}}$  respondent)

$N_j$  = Number of variables ranked (by the  $j^{\text{th}}$  respondent)

Applying this formula, the result obtained was compared with the Garrett's Ranking Table and the scores were given. The total scores of each item were added and ranks were given according to the total value.

The following Table shows the Garrett's scores for ranks 1-12

**Table 1.5**  
**Percent Positions and Garrett's Scores**

Rank	I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII
Percent Position	4.16	12.5	20.83	29.16	37.5	45.8	54.16	62.5	70.83	79.16	87.5	95.8
Score	83	73	66	60	56	52	48	44	39	34	27	17

(Source: Henry. E.Garrett, Statistics in Psychology and Education, Yakils Feffer and Simons (Private) Limited, Bombay, 1981, pp88-100.)

The following table represents the ranking of the twelve choice variables by respondents belonging to all four companies.

The above Table shows the ranking of the factors influencing the purchase intention of consumers of Reliance, More, Spencer's and Big Bazaar companies.

**Table 1.6**  
**Ranks of Attributes by Consumers of All Four Companies**

Rank / Factor	Rank1	Rank2	Rank3	Rank4	Rank5	Rank6	Rank7	Rank8	Rank9	Rank10	Rank11	Rank12	Total resp
Quality choice	235	135	111	37	34	21	14	8	14	14	10	12	645
Quantity choice	109	127	114	89	79	58	12	7	9	10	13	18	645
Promotions choice	96	179	163	29	21	11	46	21	46	11	8	14	645
Product choice	41	21	8	197	168	146	11	8	8	11	8	18	645
Price choice	22	7	36	7	119	222	102	43	20	44	12	11	645
Payment mode choice	30	25	44	24	6	58	151	208	34	26	18	21	645
Design choice	7	9	31	27	21	42	150	145	137	12	48	16	645
Colours choice	67	83	101	173	141	6	5	24	12	10	11	12	645
Availability choice	9	26	8	11	7	40	76	118	299	19	10	22	645
Category choice	5	11	7	20	22	13	51	6	11	257	85	157	645
Membership choice	7	7	10	8	14	17	10	44	12	22	398	96	645
Delivery choice	17	15	12	23	13	11	17	13	43	209	24	248	645
Total respondents	645	645	645	645	645	645	645	645	645	645	645	645	

The Garrett's ranks were calculated and are shown in the following Table.

**Table 1.7**  
**Garrett's Ranking of Attributes (Total Respondents 645)**

The above table of Garrett's ranks is simplified as follows:

Garrett's scores	Rank1	Rank2	RANK3	RANK4	RANK5	RANK6	RANK7	RANK8	RANK9	RANK10	Rank11	Rank12	Total Respondents	TOTAL Garrett's score	Mean	Garrett's Rank
Quality choice	83	73	66	60	56	52	48	44	39	34	27	17	645	44422	68.87	1
Quantity choice	235	135	111	37	34	21	14	8	14	14	10	12	645	40854	63.33	3
Promotions choice	109	127	114	89	79	58	12	7	9	10	13	18	645	41035	63.62	2
Product choice	96	179	163	29	21	11	46	21	46	11	8	14	645	36372	56.39	5
Price choice	41	21	8	197	168	146	11	8	8	11	8	18	645	32916	51.03	6
Payment mode choice	22	7	36	7	119	222	102	43	20	44	12	11	645	31464	48.78	7
Design choice	30	25	44	24	6	58	151	208	34	26	18	21	645	29163	45.21	8
Colours choice	7	9	31	27	21	42	150	145	137	12	48	16	645	39479	61.2	4
Availability choice	67	83	101	173	141	6	5	24	12	10	11	12	645	28096	43.55	9
Category choice	9	26	8	11	7	40	76	118	299	19	10	22	645	21631	33.53	10
Membership choice	5	11	7	20	22	13	51	6	11	257	85	157	645	19910	30.86	12
Delivery choice	7	7	10	8	14	17	10	44	12	22	398	96	645	21013	32.57	11
Total	17	15	12	23	13	11	17	13	43	209	24	248	645	21013	32.57	11

**Table 1.8**  
**Garrett's Scores and Ranks (Total Respondents 645)**

Sl. No.	Factor	Total Garrett's Score	Mean Score	Rank
1.	Quality Choice	44422	68.87	1
2.	Quantity Choice	40854	63.33	3
3.	Promotions Choice	41035	63.62	2
4.	Product Choice	36372	56.39	5
5.	Price Choice	32916	51.03	6
6.	Payment mode Choice	31464	48.78	7
7.	Design Choice	29163	45.21	8
8.	Colors Choice	39479	61.2	4
9.	Availability Choice	28096	43.55	9
10.	Category Choice	21631	33.53	10
11.	Membership Choice	19910	30.86	12
12.	Delivery Choice	21013	32.57	11

**Table 1.9**  
**Garrett's Ranking Table for Reliance Company (Total Respondents 162)**

Sl. No.	Factor	Total Garrett's Score	Mean Score	Rank
1.	Quality Choice	10193	62.91	1
2.	Quantity Choice	8935	55.15	3
3.	Promotions Choice	9994	61.69	2
4.	Product Choice	8691	53.64	4
5.	Price Choice	8177	50.47	5
6.	Payment mode Choice	8104	50.02	6
7.	Design Choice	7709	47.58	8
8.	Colors Choice	7776	48	7
9.	Availability Choice	7428	45.85	10
10.	Category Choice	6046	37.32	12
11.	Membership Choice	6400	39.50	11
12.	Delivery Choice	7585	46.82	9

**Table 1.10**  
**Ranking of Factors by Respondents from Reliance Company**

Reliance Rankings (Total respondents 162)	Rankings												Total Respondents	TOTAL score	Mean	Garrett's Rank	
	Rank1	Rank2	RANK3	RANK4	RANK5	RANK6	RANK7	RANK8	RANK9	RANK10	Rank11	Rank12					
Garrett's score	82	72	66	66	56	52	46	44	36	34	27	17	17	162	10193	62.91975	1
Quality choice	45	37	24	7	2	6	6	0	17	6	6	6	6	162	8935	55.15432	3
Quantity choice	26	19	22	22	16	17	8	4	7	6	12	15	15	162	9994	61.69136	2
Promotions choice	22	45	33	6	4	0	13	4	14	2	3	3	3	162	8691	53.64815	4
Product choice	19	29	26	12	29	5	5	6	12	10	19	12	12	162	8177	50.47591	5
Price choice	2	6	2	28	45	30	8	6	6	7	7	12	12	162	8104	50.02469	6
Payment mode choice	2	1	2	2	24	46	21	6	4	14	4	2	2	162	7709	47.58642	8
Design choice	6	7	6	6	0	11	21	24	2	10	10	6	6	162	7776	48	7
Colours choice	4	6	24	12	6	10	15	30	23	7	16	6	6	162	7428	45.85185	10
Availability choice	7	19	1	19	7	19	15	24	40	18	10	6	6	162	6046	37.32099	12
Category choice	4	6	2	19	6	6	12	2	9	24	23	33	33	162	6400	39.50617	11
Membership choice	4	6	6	7	12	10	10	22	19	6	48	29	29	162	7585	46.82099	9
Delivery choice	15	19	6	22	10	6	6	0	12	42	7	22	22	162	7585	46.82099	9
Total	162	162	162	162	162	162	162	162	162	162	162	162	162	162			

**Table 1.11**  
**Garrett's Ranking Table for More Company (Total Respondents 158)**

Sl. No.	Factor	Total Garrett's Score	Mean Score	Rank
1.	Quality Choice	10855	68.70	1
2.	Quantity Choice	10120	64.05	2
3.	Promotions Choice	9895	62.62	4
4.	Product Choice	9961	63.04	3
5.	Price Choice	9357	59.22	5
6.	Payment mode Choice	8225	52.05	6
7.	Design Choice	7933	50.20	7
8.	Colors Choice	7059	44.67	8
9.	Availability Choice	6918	43.78	9
10.	Category Choice	5344	33.82	10
11.	Membership Choice	4522	28.62	11
12.	Delivery Choice	4453	28.18	12

**Table 1.12**  
**Ranking of Factors by Respondents from More Company (158 Respondents)**

More Rankings	Rank1	Rank2	RANK3	RANK4	RANK5	RANK6	RANK7	RANK8	RANK9	RANK10	Rank11	Rank12	Total Respondents	TOTAL Garrett's score	Mean	Garrett's Rank
Garrett's scores	83	73	66	60	56	52	48	44	39	34	27	27	158	10855	68.70253	1
Quality choice	56	31	27	4	17	4	3	6	2	4	2	1	158	10120	64.05069	2
Quantity choice	27	31	27	23	23	14	1	2	2	3	1	2	158	9895	62.62658	4
Promotions choice	24	44	30	6	6	7	12	6	12	6	2	1	158	9961	63.0443	3
Product choice	12	23	25	55	37	0	0	6	0	0	0	0	158	9927	59.22152	5
Price choice	18	5	5	55	35	33	1	1	1	2	1	2	158	8225	51.99866	6
Payment mode choice	6	1	11	3	26	27	26	11	5	11	1	0	158	7933	50.20886	7
Design choice	3	7	13	6	4	13	42	20	5	6	0	6	158	7039	44.57722	8
Colours choice	1	0	6	5	7	12	45	32	33	0	12	5	158	6918	43.78481	9
Availability choice	2	5	7	0	0	16	26	34	0	0	0	5	158	5344	33.82278	10
Category choice	0	7	4	0	6	6	12	0	2	63	17	42	158	4232	26.82022	12
Membership choice	2	1	2	1	1	0	4	1	6	117	32	22	158	4391	27.44375	11
Delivery choice	0	3	1	0	0	1	2	8	11	54	5	72	158	4493	28.18354	12
Total	158	158	158	158	158	158	158	158	158	158	158	158	158			

**Table 1.13**  
**Garrett's Ranking Table for Spencer's Company (Total Respondents 160)**

Sl. No.	Factor	Total Garrett's Score	Mean Score	Rank
1.	Quality Choice	11544	72.15	1
2.	Quantity Choice	10844	67.77	2
3.	Promotions Choice	10360	64.75	3
4.	Product Choice	10258	64.11	4
5.	Price Choice	9306	58.16	5
6.	Payment mode Choice	8364	52.27	6
7.	Design Choice	7824	48.90	7
8.	Colors Choice	7033	43.95	8
9.	Availability Choice	6819	42.61	9
10.	Category Choice	4931	30.81	10
11.	Membership Choice	4166	26.03	12
12.	Delivery Choice	4391	27.44	11

**Table 1.14**  
**Ranking of Factors by Respondents from Spencer's Company (160 Respondents)**

Spencers Rankings	Rank1	Rank2	RANK3	RANK4	RANK5	RANK6	RANK7	RANK8	RANK9	RANK10	Rank11	Rank12	Total Respondents	TOTAL Garrett's score	Mean	Garrett's Rank
Garrett's scores	83	73	66	60	56	52	48	44	39	34	27	27	160	11544	72.15	1
Quality choice	64	35	29	16	8	5	0	1	0	1	0	1	160	10844	67.775	2
Quantity choice	28	48	30	18	21	15	0	0	0	0	0	0	160	10360	64.75	3
Promotions choice	23	42	54	5	6	0	10	5	10	0	1	4	160	10258	64.1125	4
Product choice	21	19	24	57	34	0	0	5	0	0	0	0	160	9306	58.1625	5
Price choice	10	5	0	54	41	47	1	1	1	0	0	0	160	8364	52.275	6
Payment mode choice	0	0	10	0	20	57	35	30	5	0	0	0	160	7824	48.9	7
Design choice	5	5	10	5	1	16	36	39	18	5	0	0	160	7033	43.95625	8
Colours choice	1	0	0	5	5	11	46	44	34	0	9	5	160	6819	42.61875	9
Availability choice	0	3	0	0	0	9	28	30	83	0	0	3	160	4931	30.81875	10
Category choice	1	0	0	0	5	0	10	0	0	80	28	36	160	4166	26.0375	12
Membership choice	0	1	0	0	0	0	0	5	0	5	117	32	160	4391	27.44375	11
Delivery choice	2	0	3	0	0	0	4	0	9	60	5	77	160			
Total	160	160	160	160	160	160	160	160	160	160	160	160	160			

The above Table shows the Garrett's ranks of the factors influencing the purchase intention of consumers of Spencer's company.

**Table 1.15**  
**Garrett's Ranking Table for Big Bazaar Company (Total Respondents 165)**

Sl. No.	Factor	Total Garrett's Score	Mean Score	Rank
1	Quality Choice	10394	62.99	1
2.	Quantity Choice	10132	61.40	2
3.	Promotions Choice	8480	51.39	6
4.	Product Choice	9416	57.06	3
5.	Price Choice	9254	56.08	4
6.	Payment mode Choice	8330	50.48	7
7.	Design Choice	9237	55.98	5
8.	Colors Choice	7709	46.72	8
9.	Availability Choice	7002	42.43	9
10.	Category Choice	6156	37.30	12
11.	Membership Choice	6216	37.67	11
12.	Delivery Choice	6509	39.44	10

**Table 1.16**  
**Ranking of Factors by Respondents from Big Bazaar Company (Total Respondents 165)**

Spencers Rankings	Rank1	Rank2	RANK3	RANK4	RANK5	RANK6	RANK7	RANK8	RANK9	RANK10	Rank11	Rank12	Total Respondents	TOTAL Garrett's score	Mean	Garrett's Rank	
Garrett's scores	83	73	66	60	56	52	48	44	39	34	27		17	160	11544	72.15	1
Quality choice	64	35	25	16	8	5	0	1	0	1	0	0	1	160	10844	67.775	2
Quantity choice	28	48	30	18	21	15	0	0	0	0	0	0	0	160	10360	64.75	3
Promotions choice	23	42	34	5	6	0	10	5	10	0	1	4	0	160	10258	64.1125	4
Product choice	21	19	24	57	34	0	0	5	0	0	0	0	0	160	9306	58.1625	5
Price choice	10	5	0	54	41	47	1	1	1	0	0	0	0	160	8364	52.275	6
Payment mode choice	5	0	10	0	26	27	35	30	5	0	0	0	0	160	7824	48.9	7
Design choice	5	5	10	5	1	16	36	39	18	5	0	0	0	160	7033	43.95625	8
Colours choice	1	0	0	5	5	11	46	44	34	0	9	5	5	160	4931	30.81875	10
Availability choice	0	0	0	0	0	0	22	31	25	0	0	0	0	160	4166	26.0375	12
Category choice	1	0	0	0	5	0	10	0	0	80	28	36	36	160	4391	27.44375	11
Membership choice	0	1	0	0	0	0	0	5	0	5	117	32	32	160	4166	26.0375	12
Delivery choice	2	0	3	0	0	0	4	0	9	60	5	77	77	160	4391	27.44375	11
Total	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160

The above Table shows the Garrett's ranks of the factors influencing the purchase intention of consumers of Big Bazaar Company.

**Table 1.17**  
**Spearman's Ranking Table for Reliance, More, Spencer's and Big Bazaar**

Ranks/Factors	F1	F2	F3	F4	F5	F6	F7	F8	F9	F10	F11	F12
Ranks for Reliance	1	3	2	4	5	6	8	7	10	12	11	9
Ranks for More	1	2	4	3	5	6	7	8	9	10	11	12
Ranks for Spencer's	1	2	3	4	5	6	7	8	9	10	12	11
Ranks for Big Bazaar	1	2	6	3	4	7	5	8	9	12	11	10

The above Table shows the ranks for various factors which are numbered from F1 to F12.

**SPEARMAN TEST**

The Spearman correlation coefficients were calculated pair wise for the four retail companies as follows:



**Table 1.18**  
**Spearman's Correlation Coefficients for Each Pair of Companies**

<i>Pair of the Companies</i>	<i>Spearman's Correlation Coefficient</i>	<i>Result</i>
Reliance vs. More	0.9230	Positive and highly correlated
Reliance vs. Spencer's	0.9510	Positive and highly correlated
Reliance vs. Big Bazaar	0.8881	Positive and highly correlated
More vs. Spencer's	0.9860	Positive and highly correlated
More vs. Big Bazaar	0.9370	Positive and highly correlated
Spencer's vs. Big Bazaar	0.9230	Positive and highly correlated

The above Table shows the calculated value of Spearman's Rank correlation coefficient between the ranks for Reliance and More is 0.9230. It indicates that a positive approach in the preferences of the factors for Reliance and More consumers.

The calculated value of Spearman's Rank correlation coefficient between the ranks for Reliance and Spencer's is 0.9510. It indicates that a positive approach in the preferences of the factors for Reliance and Spencer's consumers.

The calculated value of Spearman's Rank correlation coefficient between the ranks for Reliance and Big Bazaar is 0.8881. It indicates that a positive approach in the preferences of the factors for Reliance and Big Bazaar consumers.

The calculated value of Spearman's Rank correlation coefficient between the ranks for More and Spencer's is 0.9860. It indicates that a positive approach in the preferences of the factors for More and Spencer's consumers.

The calculated value of Spearman's Rank correlation coefficient between the ranks for More and Big Bazaar is 0.9370. It indicates that a positive approach in the preferences of the factors for More and Big Bazaar consumers.

The calculated value of Spearman's Rank correlation coefficient between the ranks for Spencer's and Big Bazaar is 0.9230. It indicates that a positive approach in the preferences of the factors for Spencer's and Big Bazaar consumers.

The average of the Spearman correlation coefficient values was calculated and the value was 0.9347. The value indicates that the ranks of the choice attributes given by the respondents of all four companies are consistent, positive, and highly correlated.

#### **KENDALL'S COEFFICIENT OF CONCORDANCE (W)**

Kendall's coefficient of Concordance ( $W$ ) is an approximate measure of studying the degree of association among 3 or more sets of ranks. The degree of association is ascertained among  $k$  number of sets of rankings by averaging the Spearman's correlation coefficients ( $r$ 's) between all possible pairs of rankings. The average Spearman  $r$ 's was 0.9347. Using the following formula, the Kendall's  $W$  was calculated.

**Kendall's Coefficient of Concordance (W) = [(k - 1) (Average r's) + 1] / k**

Where  $k = 4$

Average  $r's = 0.9347$

Therefore,

$$W = (2.79 + 1) / 4 = 0.9475$$

The calculated Kendall's value (W) was found to be 0.9475 which indicated that there was a complete agreement among the 4 groups of respondents regarding the 12 choice variables.

**FRIEDMAN TEST**

The Friedman test is a nonparametric alternative to the repeated measures analysis of variance. The Friedman test ranks the scores in each row of the data file independently of every other row. These ranks are summed up and then divided by the total elements  $N$ , to yield an average rank for each category. The null hypothesis is that the ranks of the variables do not differ from their expected values.

**Table 1.19**  
**Friedman Correlation One Way Anova**

Ranks	
	Mean Rank
Rank of the quality choice	3.05
Rank of the Quantity choice	3.85
Rank of the promotional offers choice	3.88
Rank of the Product choice	4.14
Rank of the Price choice	5.02
Rank of the payment mode choice	6.27
Rank of the Design choice	6.86
Rank of the Colors choice	7.54
Rank of the Availability choice	7.96
Rank of the Category choice	9.63
Rank of the Membership choice	10.14
Rank of the Delivery choice	9.67

Test Statistics <sup>a</sup>	
N	645
Chi-Square	3.479E3
df	11
Asymp. Sig.	.000

a. Friedman Test

From the above Table 1.19 it is clear that the  $p$  value is 0.000 at 5% level of significance. The null hypothesis was rejected (*i.e.*  $p < 0.05$ ) and the ranks of the 12 choice variables differed significantly from the expected values. Thus, it was concluded that there was evidence that not all the 12 choice variables were equally preferred by the respondents of the four retail companies.

### FACTOR ANALYSIS

The underlying dimensions of the choice variables, which influence the retailers to prefer store brands to national brands are analyzed in the following sections. The factor analysis was carried out for the 12 choice variables.

**Table 1.20**  
**Total Variance Explained**

Component	Initial Eigen values			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1.	2.392	19.934	19.934	1.760	14.668	14.668
2.	1.742	14.519	34.452	1.749	14.577	29.245
3.	1.348	11.237	45.689	1.573	13.107	42.352
4.	1.182	9.846	55.535	1.487	12.388	54.740
5.	1.054	8.785	64.320	1.150	9.580	64.320
6.	.951	7.924	72.244			
7.	.748	6.235	78.479			
8.	.687	5.726	84.205			
9.	.666	5.553	89.758			
10.	.631	5.256	95.013			
11.	.596	4.969	99.983			
12.	.002	.017	100.000			

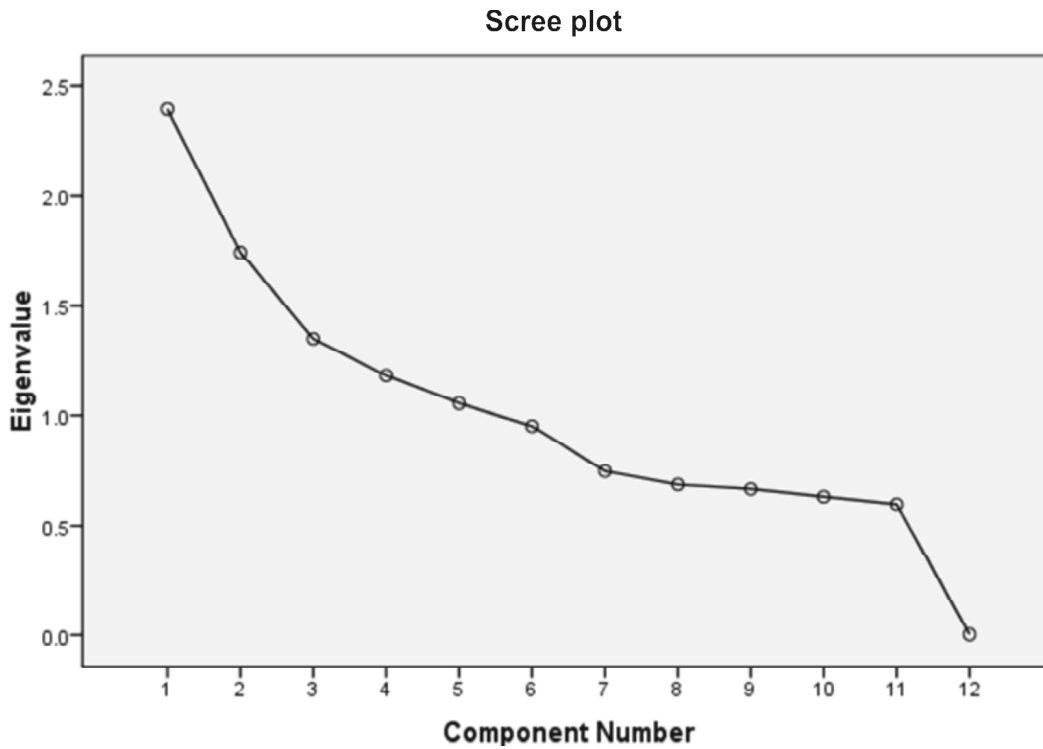
*Extraction Method:* Principal Component Analysis.

The components with Eigen values more than 1 are identified. They explained about 64.32% amount of variance.

**Table 1.21**  
**K-M-O for Measure of Sampling Adequacy and Bartlett's Test of Sphericity**

Test	Test Statistic	df	Significance
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.761		
Bartlett's Test of Sphericity	678.526	6	0.000

The Scree plot was shown in the above figure. From the figure it is clear that the 5 components are on the steep side of the curve. Thus, there are five components which account for the maximum variance explained (64.32%).



**Figure 1.4: Scree Plot for the Components Extracted by Factor Analysis**

**Table 1.22**  
**Rotated Component Matrix:**

	<i>Component</i>				
	1	2	3	4	5
Rank of the Quantity choice	.778	.095	.137	.047	.117
Rank of the Delivery choice	.635	.381	.127	.035	.141
Rank of the promotional offers choice	.561	.178	.505	.164	.320
Rank of the Membership choice	.525	.469	.091	.030	.121
Rank of the Product choice	.021	.785	.047	.033	.080
Rank of the Price choice	.108	.687	.023	.163	.170
Rank of the Design choice	.003	.207	.799	.112	.027
Rank of the Colors choice	.052	.371	.711	.129	.245
Rank of the payment mode choice	.109	.168	.158	.767	.099
Rank of the Availability choice	.068	.080	.038	.682	.226
Rank of the Category choice	.310	.199	.309	.579	.073
Rank of the quality choice	.180	.032	.077	.095	.915

*Extraction Method:* Principal Component Analysis.

*Rotation Method:* Varimax with Kaiser Normalization.

## **INTERPRETATION**

The factor analysis reveals that there are five components which are extracted from the analysis. The 1<sup>st</sup> factor is composed of variables that measure Benefits for Emotional Types of Buying. The 2<sup>nd</sup> factor is composed of variables that indicate Product and Price Information. The 3<sup>rd</sup> factor is composed of variables that indicate Outward Appearance which pleases consumers while purchasing takes place. The 4<sup>th</sup> factor is composed of variables that provide Convenience and Flexibility associated with buying. The 5<sup>th</sup> factor is composed mainly of Quality parameters considered by the consumers while purchasing. The five factors explain why the retailers prefer store brands to national brands. The store brand retailers can have better control over the five factors while meeting the expectations of their local consumers from time to time, whereas the retailers lack the similar kind of control over the national brands in persuading the consumers to buy. The five factors with respect to national brands would be under the control of the national brand manufacturers. Therefore, the retailers prefer store brands more than the national brands as they can exercise more control over the products' features by instructing their local manufacturers in order to meet the exact needs of the consumers. Thus, the retailers get more profits through managing the store brands most effectively.

## **SUMMARY OF FINDINGS**

### **Choice Attributes and Store Brand Purchase Intention**

It is interesting to note that there exists a significant association between the choice attributes and the store brand purchase intention. The chi-square analysis explores that there is association between the purchase intention of consumers and the choice attributes such as quality choice, quantity choice, promotional offers choice, product choice, price choice, payment mode choice, availability choice, design choice, colors choice, category choice, membership choice and delivery choice. The chi-square tests for the choice attributes and the purchase intention reveal that the corresponding p values are found to be less than the alpha ( $\alpha$ ) value at 5% level of significance.

### **Results of Garrett's Ranking Method and Spearman Rank Correlation Method**

The ranks of the 12 choice variables with respect to each of the four companies are calculated using the Garrett's ranking method. Then the Spearman correlation coefficients are calculated for each pair of the four companies. The correlation coefficients are positive and highly correlated. The Spearman coefficient between Reliance and More was 0.9230; between Reliance and Spencer's, it was 0.9510; between Reliance and Big Bazaar, it was 0.9370. The Spearman correlation coefficient between More and Spencer's was 0.9860; between More and Big Bazaar,

it was 0.9930. The Spearman correlation coefficient between Spencer's and Big Bazaar was 0.9930. The average of the Spearman correlation coefficient values was calculated and the value was 0.9638. This average value is used to calculate the Kendall's  $W$ .

### **Kendall's Coefficient of Concordance ( $W$ )**

Kendall's coefficient of Concordance ( $W$ ) is an approximate measure of studying the degree of association among 3 or more sets of ranks. The degree of association is ascertained among ' $k$ ' number of sets of rankings by averaging the Spearman's correlation coefficients ( $r$ 's) between all possible pairs of rankings. The Spearman correlation coefficients which are obtained using Spearman rank correlation method are used to calculate the Kendall's  $W$ , the coefficient of concordance. The average of the Spearman  $r$ 's was calculated as 0.9638. The calculated Kendall's value ( $W$ ) was found to be 0.97 and it indicated that there was complete agreement among the 4 groups of respondents regarding the 12 choice variables.

### **RESULTS OF FRIEDMAN TEST**

The Friedman test reveals that the order of the ranks of the choice attributes are arranged on the basis of the values of their mean ranks. The quality choice (mean rank 3.05), the quantity choice (3.85), the promotion choice (3.88), the product choice (4.14), the price choice (5.02), the payment mode choice (6.27), the design choice (6.86), the colors choice (7.54), the availability choice (7.96), the category choice (9.63), the delivery choice (9.67) and the membership choice (10.14). Friedman test reveals that the  $p$  value is less than the alpha value at 5% level of significance which indicates that the ranks are significantly different from the expected values.

### **RESULTS OF FACTOR ANALYSIS**

The factor analysis reveals that there are five components which are extracted from the analysis. The 1<sup>st</sup> factor is composed of variables that measure Benefits for Emotional Types of Buying. The 2<sup>nd</sup> factor is composed of variables that indicate Product and Price Information. The 3<sup>rd</sup> factor is composed of variables that indicate Outward Appearance which pleases consumers while purchasing takes place. The 4<sup>th</sup> factor is composed of variables that provide Convenience and Flexibility associated with buying. The 5<sup>th</sup> factor is composed mainly of Quality parameters considered by the consumers while purchasing. These are the underlying factors which influence the retailers to prefer store brands to national brands.

1. **Benefits Component:** The retailers can give more benefits to their loyal consumers with respect to store brands rather than national brands because they have more control over the store brands. They do not have control over the national brands.

2. **Price and Product Related Information:** The retailers can give more information regarding products and prices with respect to store brands which suit to the needs of local consumers. The retailers know the pulse of the consumers and know exactly what the consumers want from the retailers. In case of national brands, the retailers do not have the authority to change the information to suit to the needs of local consumers. The national brand manufacturers have full control over the information content on brands.
3. The third factor Outward appearance of store brands can be altered any time by the retailer to give a new look and add newness to the product appearance features. The retailer can thus update his brands from time to time, as he is the owner of his own brands. But with respect to national brands, the retailers cannot have the rights of changing the outward appearance in order to create an impression of newness to consumers.
4. The fourth factor comprises of convenience and flexibility with respect to store brands is easy and immediate, where as the flexibility with respect to national brands, is rather rigid. Only the top management of the national brands has the power to decide on flexibility policies and convenience policies.
5. The fifth factor, quality parameters will be adjusted carefully and best suited to the requirements of the local consumers by the retailers easily. Depending on the nature of target consumer segments, the quality parameters are altered and updated to fit to the exact needs of consumers very effectively and most efficiently.

Store brands cover a wide range of products, from food and grocery, apparel, home appliances to cosmetics. The main benefit is the freedom choice of the retailer to include any type of product that pleases the consumers to buy more. They can personalize the products under customization strategy and win the confidence of the shoppers. According to their own ability and financial position, the retailers can formulate appropriate strategies based on the above five underlying factors. The retailers prefer store brands to national brands for these reasons only. They have better control over their own local suppliers and local manufacturers. Thus, the retailers can meet the exact requirements of the consumers by personalization and customization approaches. However, this kind of control by the retailer is not possible with the national brands. The retailers cannot bring modifications to the national brands, as they have no freedom to do so. The national brand manufacturers have full control over their products. Thus, the retailers prefer store brands because they could easily modify the store brands as per the needs and the preferences of consumers from time to time.

## **DISCUSSIONS OF FINDINGS**

In essence, the various types of analyses revealed that the purchase intention is based on the demographic variables such as gender, age, education and income. The purchase intention is also dependent on the quality consciousness, value consciousness, promotion consciousness, risk avoidance consciousness, store image consciousness, price consciousness and price factor consciousness. The study also identified a set of important choice-attributes for which the consumers look for before making their purchase decision. They are quality choice, quantity choice, promotion choice, product choice, payment mode choice, availability choice, design choice, colors choice, price choice, category choice, membership choice and delivery choice. These choices are the important criteria based on which the purchase intention and purchase decision are considered. Consumer's purchase intention is influenced by the retail store image which in turn depends on consumer orientation strategies of retailers. The various store services and responding to consumer problems promptly would reduce the risk associated with shopping and enhance the store image appreciably in the minds of the consumers. Hence these attributes of store brands are not only favored by the consumers but are also unique with respect to different store brand retailers. Ultimately, the consumer satisfaction is the emotive response to the shopping outcome (Spreng et al 1996). The purchase intention also depends upon the experiential benefits and gratifications (Holbrook and Corfman 1985). The consumer satisfaction finally leads to the consumer loyalty towards the retailer and the re-purchase intention is strengthened by the loyalty (Law et al 2004; Hicks et al 2005). Therefore the loyalty of consumer can be well understood through the study of the impact of consciousness of different attributes on consumer purchase intention.

## **MANAGERIAL IMPLICATIONS**

The present study is an attempt to systematically comprehend the Indian retail consumers' purchase intention and preferences for store brands in food and grocery in modern retail formats by simultaneously examining the influence of various demographic, psychographic, social and personal attributes of consumers. The wide range of implications of the study is presented here for retailers and store brand manufacturers.

From the managerial perspectives, the study of the personal profiles of retail consumers in food and grocery section would improve the understanding of the retail consumers and their preferences in view of store brands. The study helps the retailers in segmenting their consumer bases so that the effective implementation of targeting the right consumers in the right perspective. The outcome of the study helps in understanding the influence of gender, age, education, income on purchase intention of consumers in food and grocery. The quality, value, for money, savings, accessibility of retail store in residential colonies,



wide range of varieties of store brands in food and grocery, attitude of security, attitude of sales staff, store ambience, shelf maintenance, listening to consumers, analyzing and responding to consumer's feedback, enhancing store ambience with entertainment and recreation facilities such as play rooms and theatres to give a new shopping experience. The food court, fun and recreation aspects of the retail stores would attract the enthusiastic and pleasure seeking shoppers and then lead some of them to impulsive buying. The new feeling of shopping at leisure brings happiness derived out of pleasant and melodious music played in the store, fun and recreation experienced in the modern retail formats and gratification of important needs by purchasing store brands of appreciable quality at lower prices. The findings of the study shed light on the important attributes of consumers for preferring the store brands to national brands. The results give the specific reasons of consumers for choosing particular store for select store brands which strive for elevating the consumer satisfaction levels to a greater extent. The modern retail store which moves ahead with the new trends often attracts the tourists from different places.

Therefore it is observed that the retail consumers expect those store brands which provide quality, value and discounts. They also expect the store brands of a greater variety. They resist any kind of risk associated with store brands and negligence of security staff at checkout points. They want the nearest and colony wise stores. Thus the above results help the retail management in motivating a positive demand for the store brands and thus boost the store image. Hence all these findings of the study provide the implications that guide the store brand retailers in improving the store performance and standard of serving their loyal consumers.

#### **SCOPE FOR FURTHER RESEARCH**

In essence the results of this study will be highly useful to the retailers of modern shopping malls to evaluate their consumers and execute suitable strategies to retain their consumers and win their confidence and also attract new consumers through the existing consumer base. Since the conceptual model was developed using real life data elicited from the responses of the consumers in India, it may also be applied to any retail organization in India and abroad. The study is useful for the new retail formats in other parts of the country and the world.

#### **CONCLUSION OF THE STUDY**

This study identified that the age, gender, marital status, education and monthly income of the respondents are important attributes that influence the preference of store brand attributes in food and grocery retailing in modern shopping malls. The consumers' consciousness of quality, price, product, value, risk avoidance, store image and store services would certainly influence the purchase intention of

store brands. It is also identified that the choice of attributes plays an important role while shopping in the store. The consumers who are satisfied with the above attributes, next look for the various choices available in the retail store and make final decision of purchase. The ultimate purchase intention is derived from the cumulative influence of the shielding effects of the choice attributes.

The study shows that the choices in quality options, quantity options, promotional offers options, product options, price options, payment mode options, availability options, design options, colors options, membership options, and delivery options play a vital role in purchase intention of consumers.

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