

## FOREIGN STORE BRANDS AND IMPACT ON INDIAN RETAIL CONSUMERS

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### Abstract

*The arrival of Foreign Store Brands after Liberalization, Globalization and Privatisation in Indian economy, has tremendous response from Indian retail consumers. The changes in life styles, the changes in working conditions, and the changing financial status have their cumulative effects on Indian consumers. The present study focused on the various factors responsible for changing preferences and buying behavior of shoppers. The research is mainly exploratory in nature. The survey comprised of about 1200 consumers. The respondents belonging to twin cities were grouped separately into Group1 and Group2. The consumers were given a structured questionnaire. The survey showed that the buyers are more aware of foreign store brands and are more foreign store brand prone. The different perceptions of the shoppers studied on ten factors are analyzed. The implications of the interesting findings are discussed.*

**Key words:** *Foreign Store Brand, Indian buyer behavior, Store image, Buyer percepts*

### MANAGERIAL RELEVANCE:

India is one of the most crowded in the world. The study of retail consumers in this region reflects the retail consumer base in India. It is a 125bn populated country. Wal-Mart, Metro, Tesco and Carrefour like gigantic retailers started their retail business, along with the domestic retailers like Reliance, More, Spencers, and Big Bazaar in the country. The changing trends in consumers' life styles, interests, opinions about store formats, attitudes are very essential to forecast the demand and supply parameters effectively. Store image plays an important role in accelerating the sales volume of store brands and grocery of these various store formats. The study focuses on these insights in the light of Foreign Store Brands. It shows how important to pile up the foreign brands in these retail formats in order to create an impression in the minds of consumers that the store has international image. The store's international positioning in the minds of consumers sets a positive impact on their buying intentions and raises consumer confidence levels appreciably. The set of variables studied help in formulating most effective strategies in attracting, retaining and motivating consumers and thus enhance growth rate of

foreign store brands in the world's second largest populated and world's largest democratic country.

## **INTRODUCTION**

The future prospects of the global mega chains such as Walmart, Tesco, and Carrefour and domestic retail chains such as Reliance, More, Big Bazaar and Spencer's in India are very high, after the government's initiatives in Globalization, Liberalization and Privatisation in Indian economy. The decision of 51% FDI in multi-brand retail and 100% FDI in single-brand retail enhanced the retail growth prospects in India to a greater extent. It also strengthened the employment opportunities to the rural areas. Besides, the entities with 51% FDI should source at least 30% of their requirements from the MSME (Micro, Small and Medium Enterprises sector). On the global retail stage, Walmart holds up its distinction in multi-faceted luminance. The global economy has changed, customer life styles changed, consumer purchase power has shifted demand and retailer knowledge about consumers uplifted with the latest software and hardware technologies around the globe. The domestic government's regulations on retailers properties, restrictions on business expansions, fierce competition, saturation in developed countries geared the retail giants to turn towards globalization. Free markets and FDIs are real boons to the world retailers of today. Walmart enjoyed sound long term fundamentals i.e. strong global presence, aggressive cost savings, economies of scales, product diversity and geographic diversity. In 2001 Walmart had its sales US\$217799 millions and Carrefour had \$61565mn. Now they have multiplied their revenues enormously.

The earlier researchers pointed out that the consumers were motivated to buy store brands by various factors such as price, quality, value image, convenience, and risk. Now the trend has changed due to rich employment opportunities, high paid jobs, and emergence of modern retail formats and widened choice options in the retail stores. The changing socio economic scenario affected Indian consumers. There is a necessity to learn these fast changing trends in consumer behavior in order to survive in the retail industry. The retail managers need to consider these changes while formulating their retail strategies. The processed foods, confectionaries and foreign food habits have an important role to play in Indian retail.

## **OBJECTIVES OF THE STUDY:**

1. To explore the factors which influence the Foreign Store Brands (FSBs) in enhancing retail market growth rate in Indian retailing
2. To find out the factors that motivate the Indian retailers to prefer Foreign Store brands (FSBs)
3. To determine the product attributes that affect consumer choice of Foreign Store Brands (FSBs)

The present research is part of the main research.

## **LITERATURE REVIEW:**

The store managers must update their knowledge about consumer psychology through the available software technologies such as scanners, CC cameras, and internet browsing etc. so that they understand their consumers better and their likes, dislikes and preferences. This will increase the market share (Kara et al.; Baltas and Argouslidis; Semeijn, Riel and Ambrosini). Dick, Jain and Richardson showed that consumers buy those products that familiarized. Ossel, Schrouder and Wulf showed that purchase intentions are dependent on marketing mix and value added to them. Richardson, Jain and Dick also confirmed the role of familiarity with store brands, extrinsic cues, perceived quality, value for money etc. in influencing

the consumer buying decision process. Kara et al. found that previous purchase experience is used as a benchmark for future buying attitude and usage of products. Customer consciousness and perceptions lead the consumer future buying pattern of store brands. The similar argument was put forth by Miquel, Caplliure and Manzano who insisted that consumer involvement leads to better knowledge and also to store brand proneness. The present research focuses on new dimensions such as Foreign Store Brand in Indian retail formats to inculcate newness in trend following young generations. FSBs are new in Indian markets and attracted the youth in particular. Both product content and product sensory perception are important in analyzing the consumer likes and dislikes. The past research on retailing business focused on value for money, quality, risk, promotions, convenience and price aspects. Ailawadi and Keller (2004) categorized these private labels under 4 tiers. They are (1). Low quality and low priced generics without any labels on their packages; (2). Medium quality private labels; (3). Somewhat less expensive but comparable quality store brands; (4). Premium quality private labels that surpass the quality of national brands but are higher priced than the national brands. Ailawadi and Keller caution the retailers to, first, identify the target market and then adopt the appropriate categories of private labels so that ultimately the market coverage is substantial. Depending on the retailer's store strategy, the retailer adopts any one or combination of these 4 categories of store brands. The private label brands stand at the sixth position among the top 10 issues in the world, as reported by Nielsen (Baltas and Argouslidis, 2007). 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). Fang Liu, Jamie Murphy, and Jianyao Li (2006) in their study found that the store sign using both a local name and a foreign name obtained more favorable attitude than the one using only a local name. Moreover, showing the foreign brand's COO increased the consumers' favorability of the store sign. Western managers understood the importance of foreign languages in naming the brand names so that the consumers of eastern countries will receive the foreign brands (Unanymous, 1996). Languages do influence international brand strategies (Hollensen, 2004). Representation of foreign brands in own language and culture of consumers do affect purchase intention of store brands, by enhancing loyalty of consumers. The loyalty determinant attributes indeed influence store brand purchase intent appreciably (Naga Sai Kumar & Ravinder Reddy, 2013). Consumers in the eastern world, in particular, in less developed countries do favor the variety of products and brands from countries like France, USA, UK and many a developed countries (Bailey and Pineres, 1997; Batra et al., 2004). It was found from the literature that Zhou and Belk (2004) showed that Chinese consumers desired foreign brands for "Mianzi" (prestige). Shimp and Sharma (1987, p280) defined consumer ethnocentrism as the consumer beliefs about the appropriateness, or morality of purchasing foreign-made products. Thus, the liberalization, globalization and privatization policies of India improved the path of genuine foreign brands in to India.

#### **METHODOLOGY:**

The present study is designed in two phases, namely, the exploratory study and descriptive study. The store staff and store managers participated actively in an in-depth interview and discussed the consumer issues at shopping malls, in the twin cities of Secunderabad and Hyderabad, New Delhi, and Mumbai in Group 1; and Chennai and Kolkata and Bangalore in Group 2. The sample consists of 1200 respondents from various parts of the Metros. The structured questionnaire was given to 1275 respondents out of which only 1200 are found to be

free from errors and accurate and the rest were found incomplete and hence discarded for analysis. The relevant data was collected from the respondents through mall intercept method. The respondents were chosen alternatively to ensure randomness in the sample. The structured questionnaire was constructed on a 5 point Likert scale with 1 as Strongly Agree (SA), 2 as Agree (A), 3 as Neutral, 4 as Disagree (D), and 5 as Strongly Disagree (SD). Two different area wise differentiated groups were selected for the purpose, namely, Group 1 with respondents from Hyderabad, Secunderabad, New Delhi and Mumbai; Group 2 with cities of Chennai, Kolkata and Bangalore. The various retail shopping malls include Reliance shopping mall, Big Bazaar shopping mall, Spencer's shopping mall and More shopping mall and Viashal shopping mall, Food Bazaar shopping malls. The statistical methods used in the present study include the percentages, Garret's ranking method, correlation methods, chi-square methods, and also the factor analysis. The suitable charts, appropriate diagrams and tables are used to explain the data precisely.

The 10 variables under the present study are given below:

**High Quality of Foreign Store Brands (FSB)**

**High Satisfaction from consuming FSB**

**Willingness to recommend FSBs to others**

**High Durability of FSBs**

**Reasonable Price Range of FSBs**

**Purchase of FSB as Status symbol**

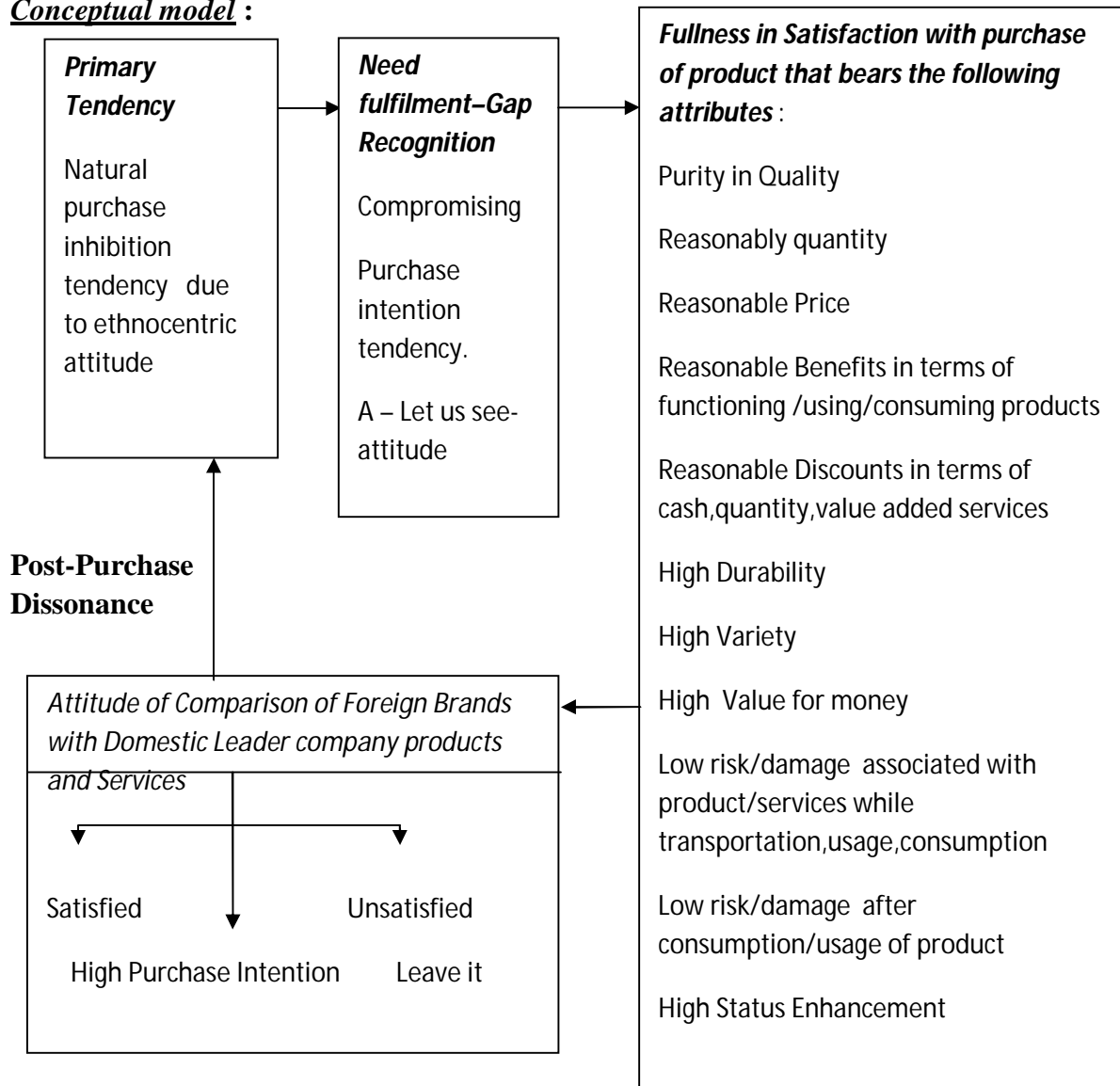
**Low Health hazards**

**Low Risk hazards**

**High Variety of FSBs**

**High Value for money**

**Conceptual model :**



**Model Interpretation:** A consumer in initial stages out rightly rejects the idea of buying foreign products for satisfying the ethnocentric attitude and culture based partiality attitude. When there is no alternative or product solution available in domestic country, then he compromises on purchase intention tendency attitude and moves ahead to allow himself with a -let us see-attitude. If he finds the foreign brand is associated with certain attractive and determinant attributes, he enters the next phase of foreign brand purchase attitude, by comparing the foreign brand with the domestic brands of the leader company in the home country. If he is well satisfied with the foreign brand, he moves on to buy and experience it. If he is unsatisfied after usage of the brand, his ethnocentric attitude strengthens to avoid or un-recommend the foreign brand. If he finds it ok, then he may mouth advertise and recommend it to others. If he finds that domestic brand attributes are more satisfactory, he leaves his buying intention of the foreign brand aside.

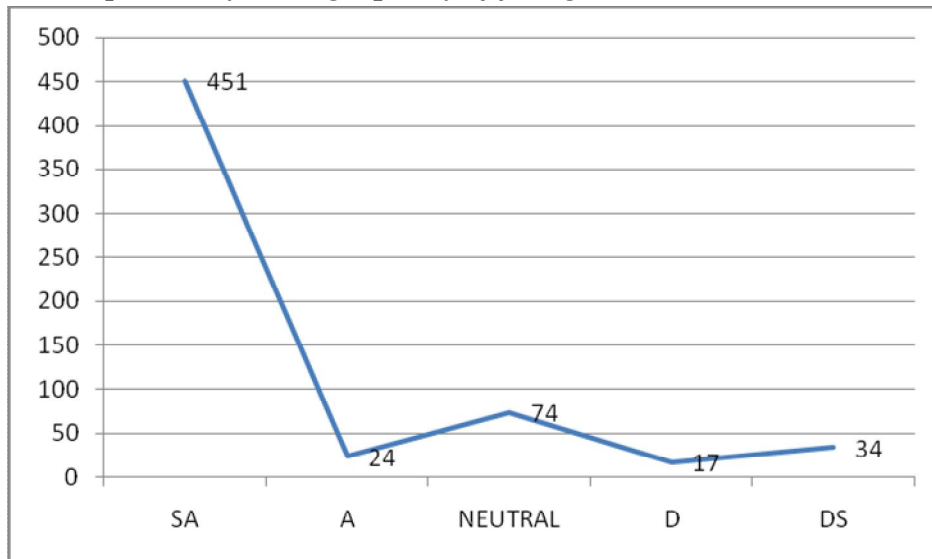
**DATA ANALYSIS AND INTERPRETATION (Hyderabad plus other Metros):**

Group

1

	SA	A	Neutral	D	DS	TOTAL RESPONDENTS
High Quality of Foreign Store Brands(FSB)	451	24	74	17	34	600
High Satisfaction from consuming FSB	227	287	24	15	47	600
Willingness to recommend FSBs to others	214	145	115	102	24	600
High Durability of FSBs	249	229	57	35	30	600
Reasonable Price Range of FSBs	165	312	26	37	63	603
Purchase of FSB as Status symbol	198	248	82	28	44	600
Low Health hazards	345	121	95	29	10	600
Low Risk hazards	398	168	26	5	3	600
High Variety of FSBs	165	226	132	23	54	600
High Value for money	392	134	54	15	5	600

Figure 1.1: Graphical presentation of responses of consumers on the statement- *I am impressed by the high quality of foreign store brands in the retail store.*

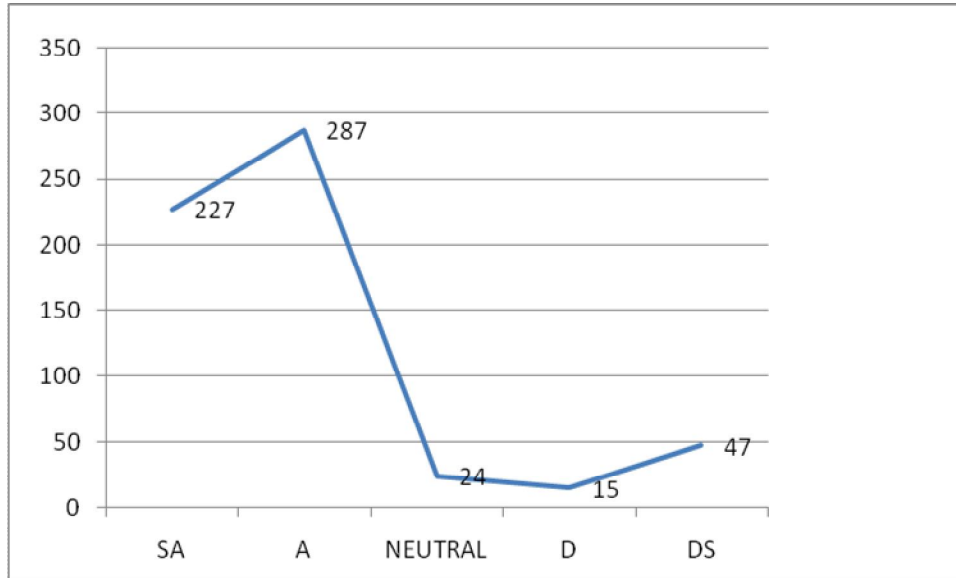


From the above chart it is clear that major portion 451 respondents (75% ) strongly agreed to the statement that they are impressed by the high quality FSBs .The total percentage of respondents who favored(sum of the members agreed and also strongly agreed) FSBs on the

basis of quality is 79.16%. While only 51 respondents(8.5%)were found to be unsatisfied with the quality ,and 74 respondents were(12.33%)were neutral.

Fig1.2: Consumer responses on various levels of Satisfaction from consuming FSB

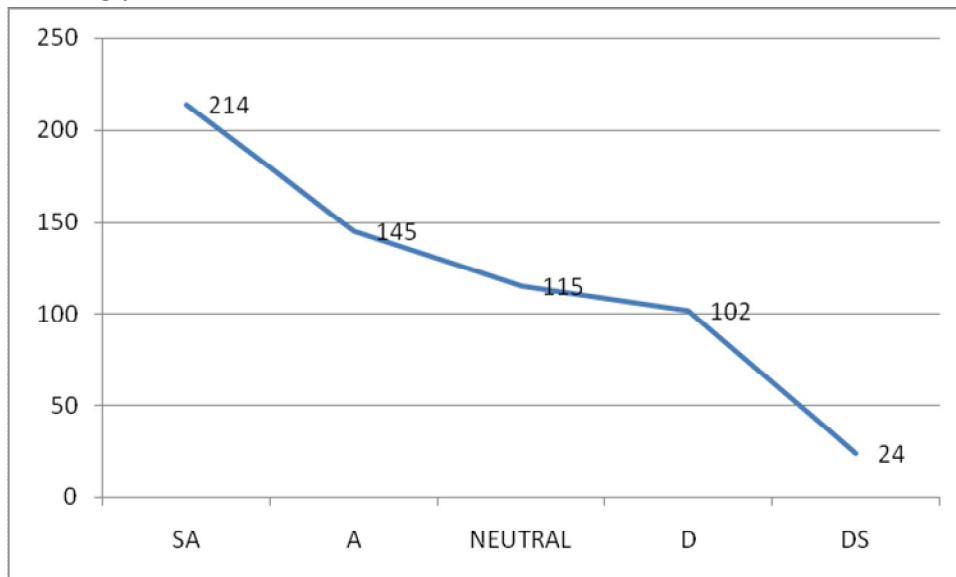
***I am highly satisfied with the consumption of FSBs***



The figure shows that a major portion of 47.8%(i.e.287 respondents) was found to be highly satisfied with consuming the FSBs.The total respondents who favored overall satisfaction with consumption is 514(85.66%).

Fig.1.3: Consumer responses on Willingness to recommend FSBs to others

***I willingly recommend FSBs to others***

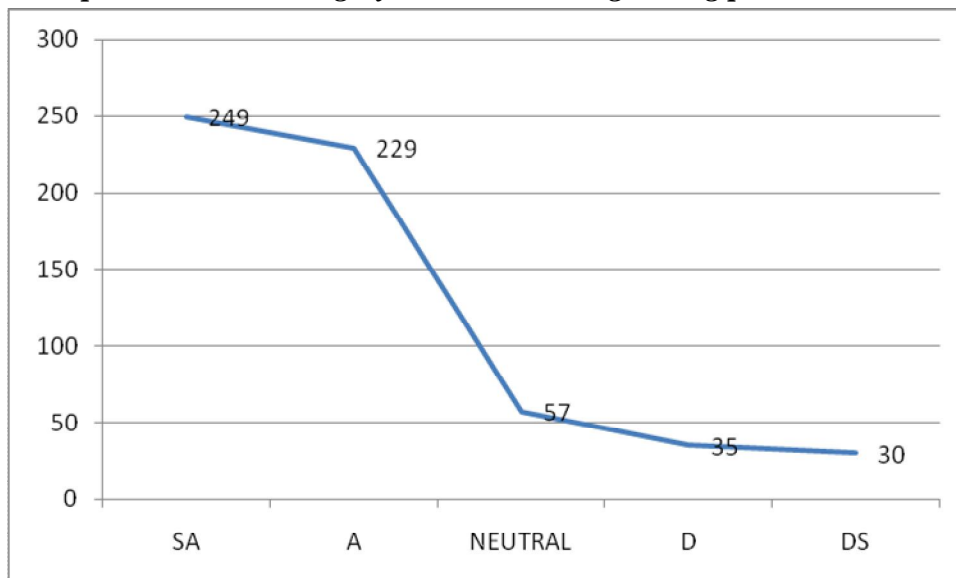


The graph shows the majority portion 214 respondents (35%)strongly agreed to the statement they willingly recommend the FSBs to others.Those who agreed were 145 respondents(24.1%).The overall percentage of those recommend FSBs was 59.83% with 359

respondents. Those who negated the statement were 126 with 21%. Those who were neutral were 115 respondents with 19.1%.

Fig.1.4: Consumer responses on High Durability of FSBs

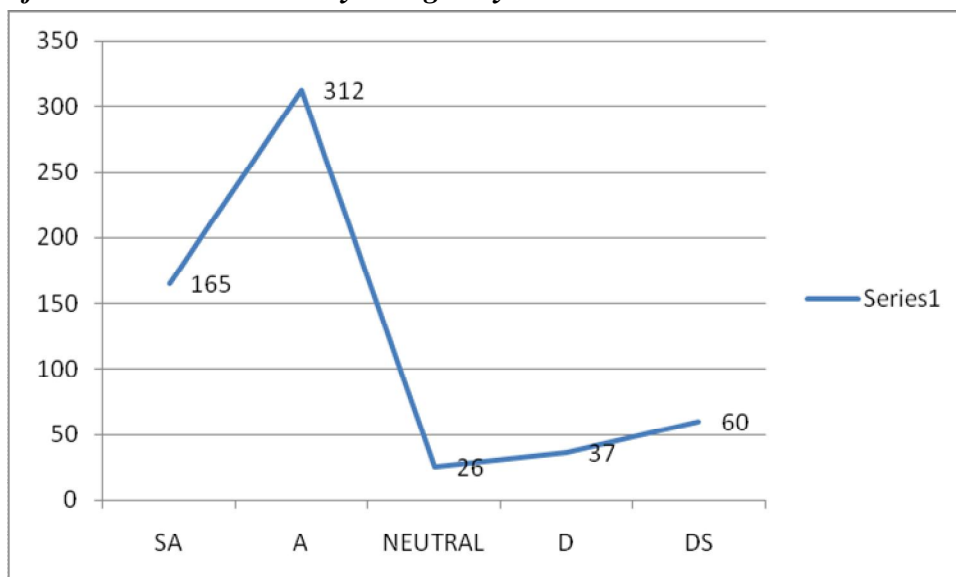
*I accept that FSBs are highly durable and long lasting products*



The picture shows that 249 respondents (41.5%) agreed strongly with the statement that FSBs are highly durable and long lasting products, and 229 respondents (38.1%) agreed, both groups making a total of 478 (79.6%). A total 65 respondents (10.83%) expressed dissatisfaction overall, where as only 57 respondents are neutral (9.5%).

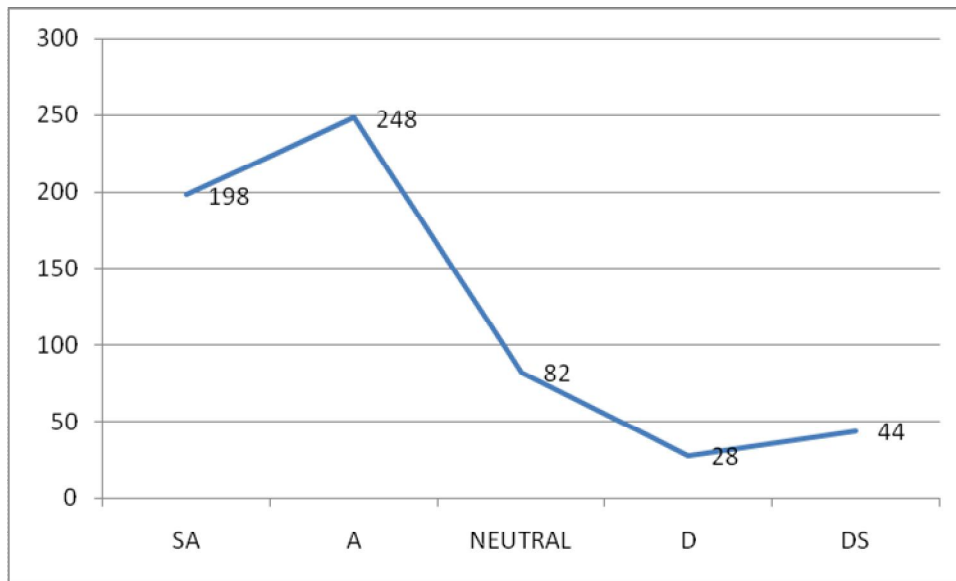
Fig.1.5: Consumer responses on Reasonable Price Range of FSBs.

*I feel FSBs are reasonably charged by retailers*



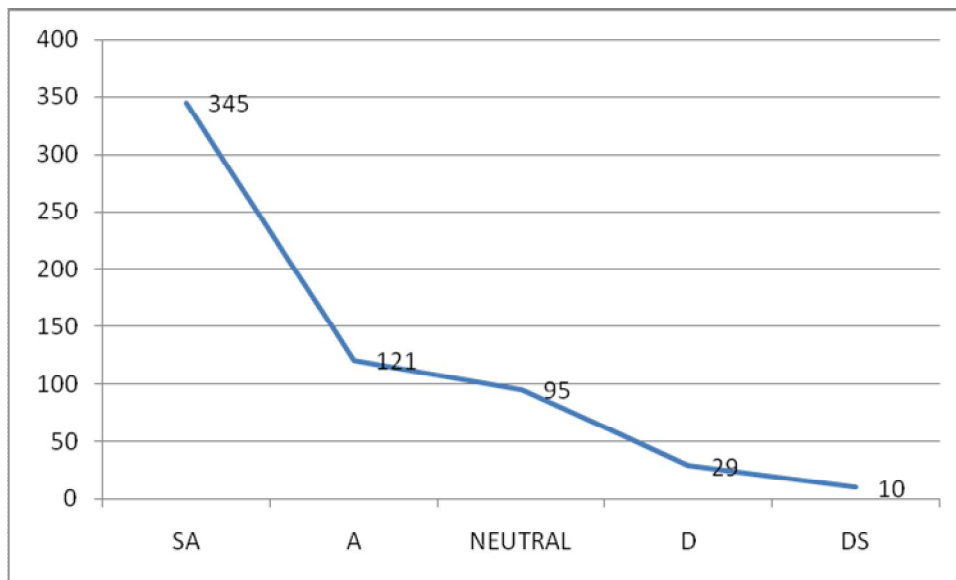
The above graph shows that 312 respondents (52%) agreed to the statement that FSBs are charged reasonably. 165 strongly agreed. Total respondents who agreed are 477 (79.5%). About 97 respondents (16.1%) felt FSBs are charged high. 26 respondents (4.3%) were neutral

Fig.1.6: Consumer responses on Purchase of FSB as Status symbol  
*I purchase Foreign Store Brands because they enhance my status in society*



From the graph it is clear that 41.3% agreed to the statement that they buy FSBs as status symbol and 198 respondents (33%) strongly agreed. The overall agreed respondents were 446 (74.3%) while 72 respondents (12%) negated and 82 (13.6%) were neutral.

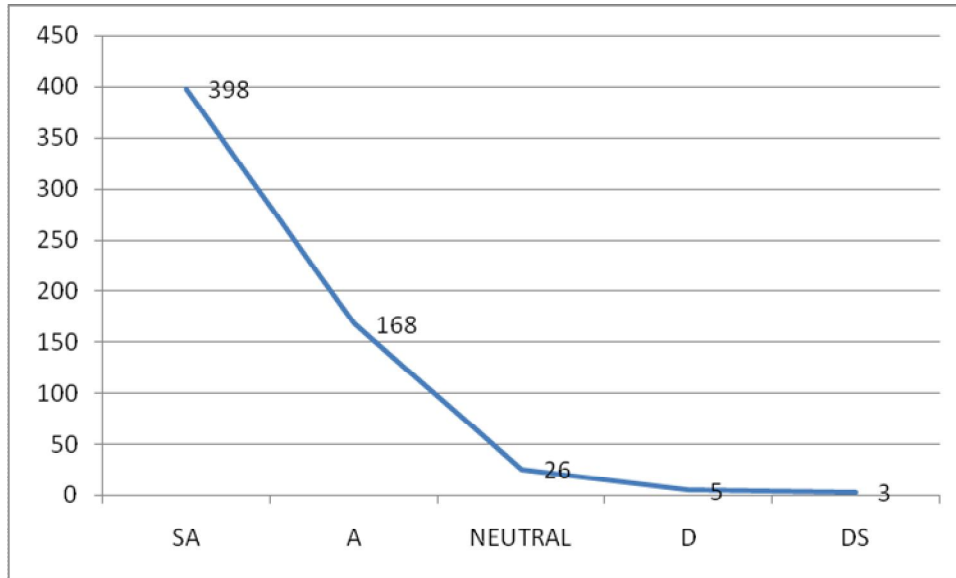
Fig.1.7: Consumer responses on low health hazards  
 I find low health hazards with the use of FSBs



The graph shows that 57.5% of respondents strongly agreed to the statement

Fig.1.8 Consumer responses on Low risk hazards after purchase of FSBs

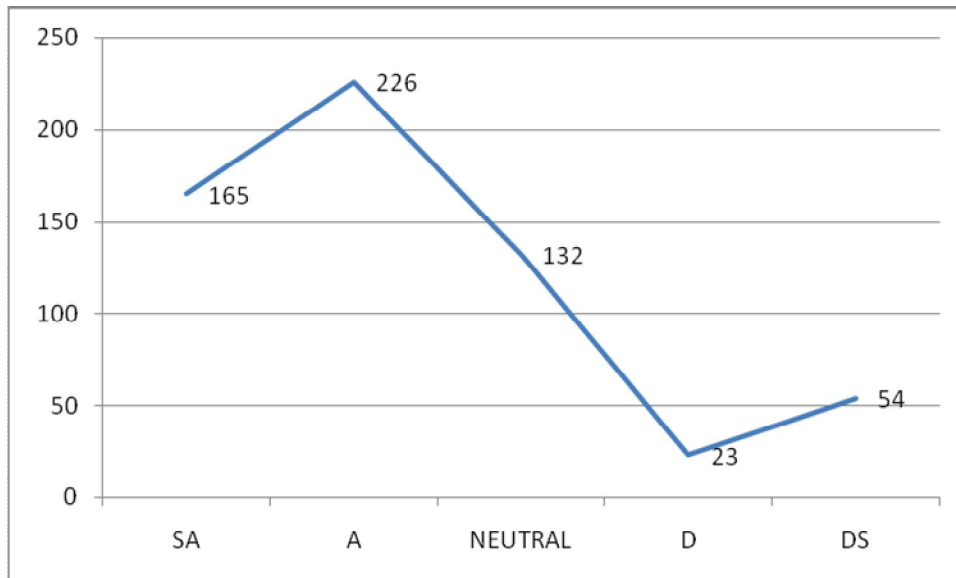
*I feel little or no risk hazards with the purchase of FSBs*



The picture reveals that about 398(66.3%)respondents strongly agreed that the products were of low risk,while 168(28%)agreed .Thus total respondents 566(94.3%)agreed,while 26 (4.3%)were neutral,and 8 (1.3%)were found to negate it

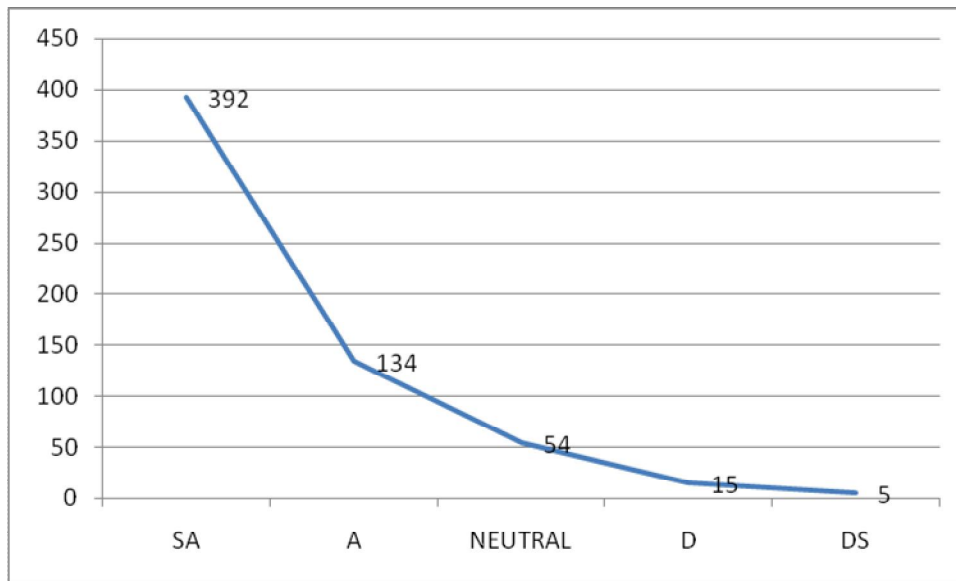
Fig.1.9:Consumer responses on High Variety of FSBs

*I see a high variety of FSBs in the stores*



The graph shows that 226of the respondents(37 %) strongly agreed to the statement that they had a wide variety of FSBs in the stores.,and 165 respondents (27.5%) agreed.The overall agrred respondents were 391(65.1%),while 135(22.5%) were neutral and 77(12.83%)negated it

Fig.1.10:Consumer responses on High Value for money  
*I get high value for money by purchasing FSBs*



From the graph it is clear that 392 respondents (65.3%) strongly agreed to the statement that they get high value for money and 134 (22.3%) agreed, making an overall 526 (77.6%). 54 (9%) were neutral, while negated respondents were 20 (3.3%).

**Table 1.1: Garret's Table for Respondents' Group 1 (Hyderabad and other Metros)**

TABLE1	Rank1	Rank2	RANK3	RANK4	RANK5	RANK6	RANK7	RANK8	RANK9	RANK10	Total Respondents	TOTAL Garrete's score	Mean	Garret's Rank
Garret's scores	82	71	64	58	54	48	43	37	30	18	600	38528	19.264	1
High Quality c	168	142	69	60	31	41	36	18	24	11	600	33356	16.678	2
High Satisfact	150	57	34	32	64	41	69	68	45	40	600	28178	14.089	7
Willingness to	46	19	81	48	35	88	45	116	46	76	600	27915	13.958	8
High Durabilit	26	62	39	77	55	62	44	77	74	84	600	27267	13.634	10
Reasonable P	32	73	70	40	14	16	80	82	99	94	600	29495	14.748	4
Purchase of F	82	48	38	53	62	43	66	69	46	93	600	29281	14.641	5
Low Health ha	15	47	33	92	98	94	58	42	103	18	600	29184	14.592	6
Low Risk haza	9	53	44	53	141	76	57	82	43	42	600	27526	13.763	9
High Variety	16	28	84	41	54	85	92	36	103	61	600	32270	16.135	3
High Value for	56	71	108	104	46	54	53	10	17	81	600			
Total Responc	600	600	600	600	600	600	600	600	600	600	600			

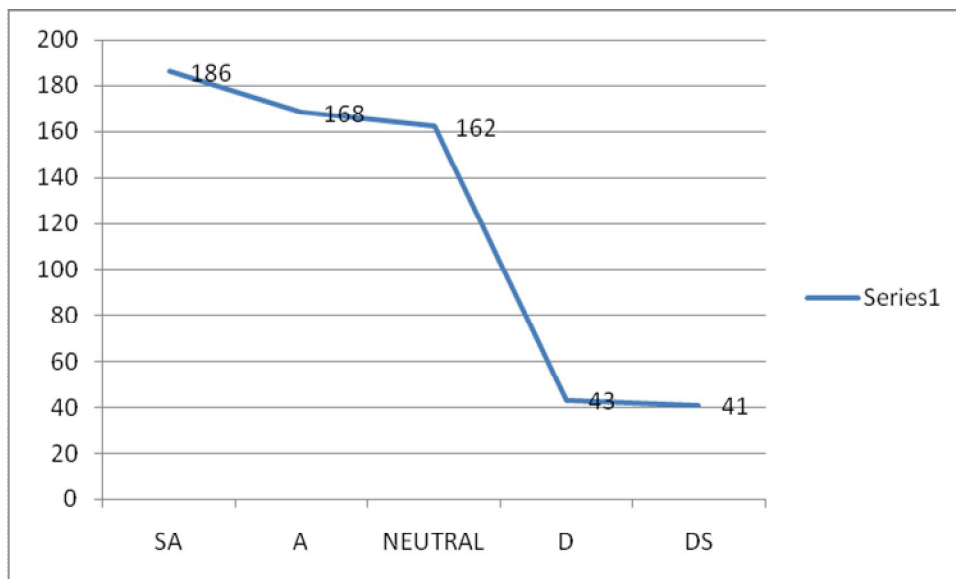
**Group2(Chennai plus other Metros)**

Group2

	SA	A	NEUTRAL	D	DS	TOTAL RESPONDENTS
High Quality of Foreign Store Brands(FSB)	186	168	162	43	41	600
High Satisfaction from consuming FSB	71	145	91	208	85	600
High Willingness to recommend FSBs to others	149	93	136	106	116	600
High Durability of FSBs	105	112	110	115	158	600
Reasonable Price Range of FSBs	132	103	98	75	192	600
Purchase of FSB as Status symbol	108	101	76	107	208	600
Low Health hazards	31	168	67	204	130	600
Low Risk	55	90	76	128	251	600
High Variety of FSBs	185	78	196	71	70	600
High Value for money	180	124	90	141	65	600

**Data analysis for Group 2 (Chennai plus other Metros):**

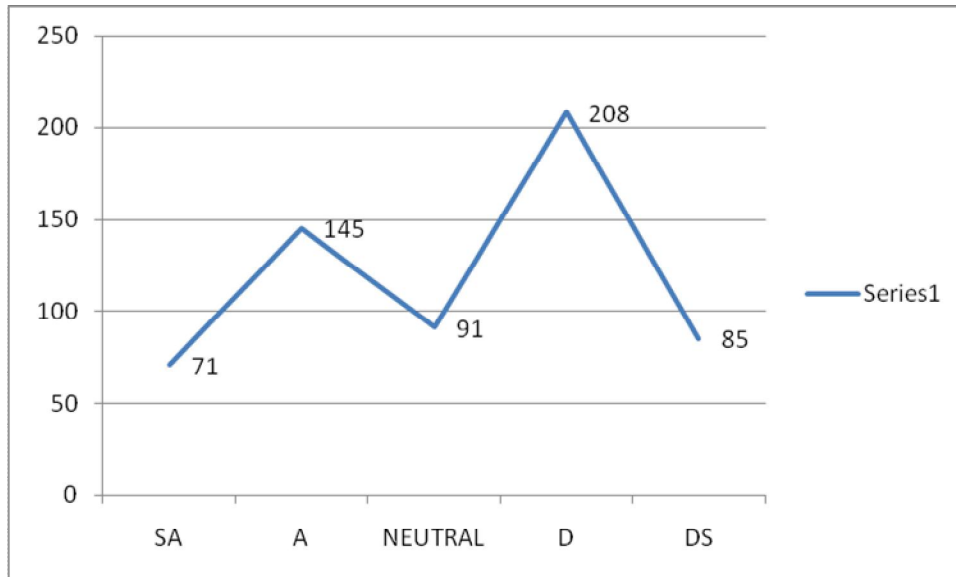
Figure2.1: Graphical presentation of responses of consumers on the statement- *I am impressed by the high quality of foreign store brands in the retail store.*



From the above chart it is clear that major portion 186 respondents (31% ) strongly agreed, and 168 just agreed (28%) to the statement .The total percentage of respondents who favored (sum of the members agreed and also strongly agreed) is 59 %. While only 84 respondents (14%) who both disagreed and strongly disagreed, and 62 respondents were (10.3%) were neutral.

Fig2.2: Consumer responses on various levels of Satisfaction from consuming FSB

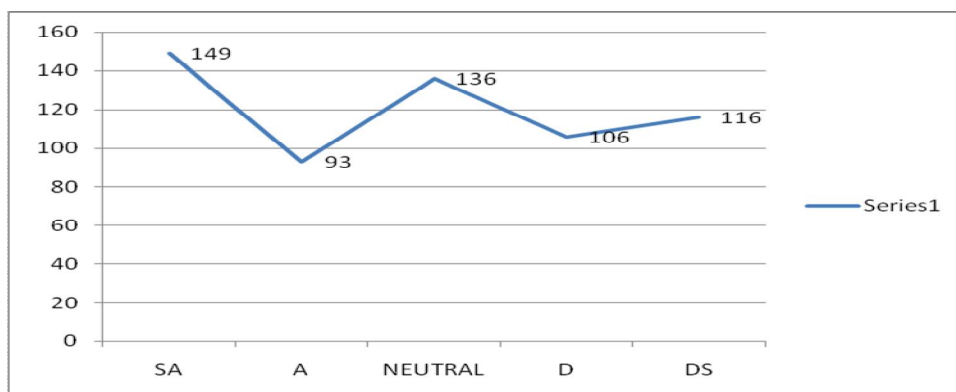
***I am highly satisfied with the consumption of FSBs***



From the above chart it is clear that major portion 71 respondents (11.8% ) strongly agreed, and 145 just agreed (24.1%) to the statement .The total respondents who favored (sum of the members agreed and also strongly agreed) the statement were 216 is 35.9%. While only 293 respondents who disfavored it (48.8%) and 91 respondents were (15.1%) were neutral.

Fig.2.3: Consumer responses on Willingness to recommend FSBs to others

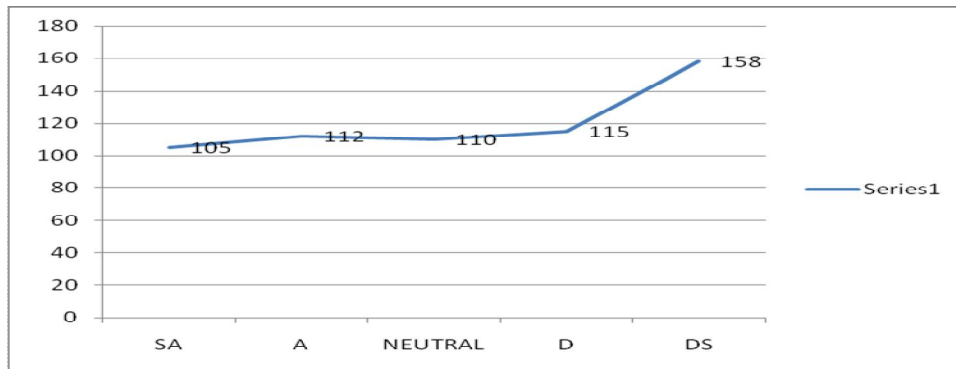
***I willingly recommend FSBs to others***



From the above chart it is clear that major portion 149 respondents (24.8% ) strongly agreed, and 93 just agreed (15.5%) to the statement .The total respondents who favored (sum of the members agreed and also strongly agreed) the statement were 242 is 40.33%. While only 222 respondents who disfavored it (37%) and 136 respondents were (22.6%) were neutral.

Fig.2.4:Consumer responses on High Durability of FSBs

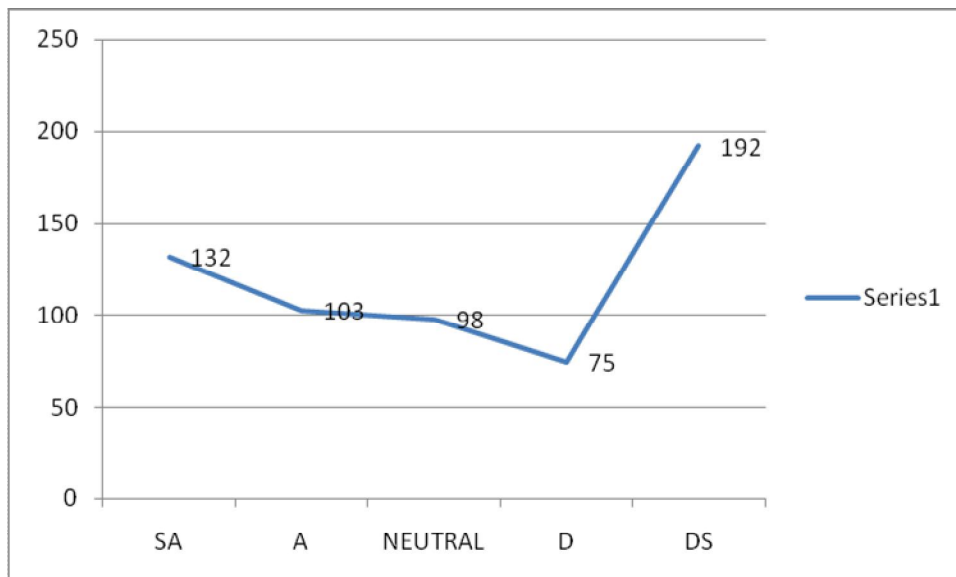
*I accept that FSBs are highly durable and long lasting products*



From the above chart it is clear that major portion 105 respondents (17.5% ) strongly agreed, and 112 just agreed (18.6%) to the statement .The total respondents who favored (sum of the members agreed and also strongly agreed) the statement were 217 is 36.16%. While only 273 respondents who disfavored it (45.5%) and 110 respondents were (18.3%) were neutral.

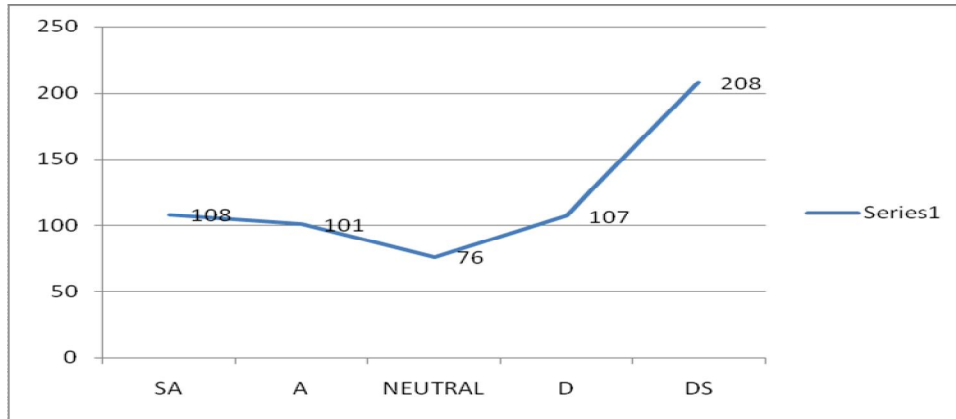
Fig.2.5:Consumer responses on Reasonable Price Range of FSBs.

*I feel FSBs are reasonably charged by retailers*



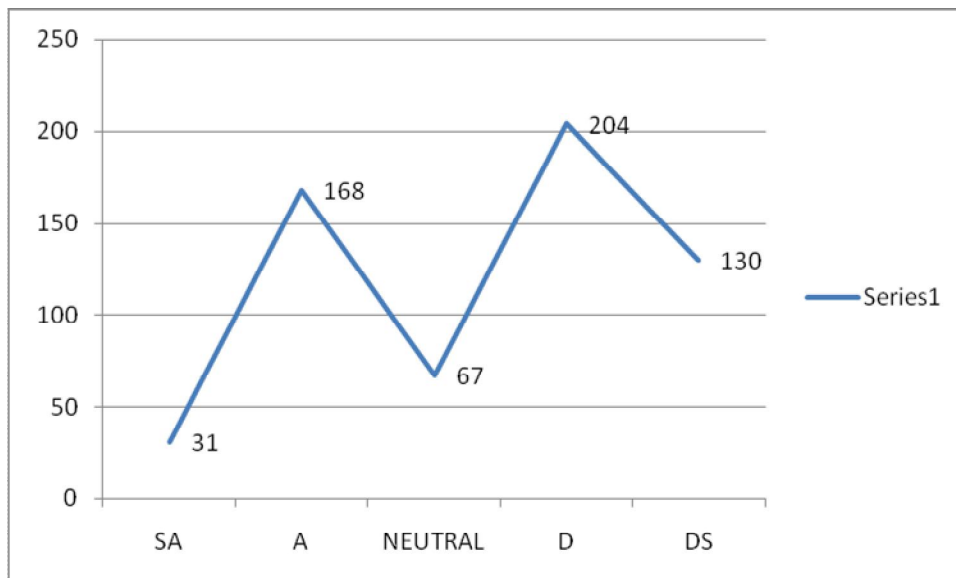
From the above chart it is clear that major portion 132 respondents (22% ) strongly agreed, and 103 just agreed (17.1%) to the statement .The total respondents who favored (sum of the members agreed and also strongly agreed) the statement were 235 is 39.1%. While only 267 respondents who disfavored it (44.5%) and 98 respondents were (16.33%) were neutral.

Fig.2.6:Consumer responses onPurchase of FSB as Status symbol  
*I purchase Foreign Store Brands because they enhance my status in society*



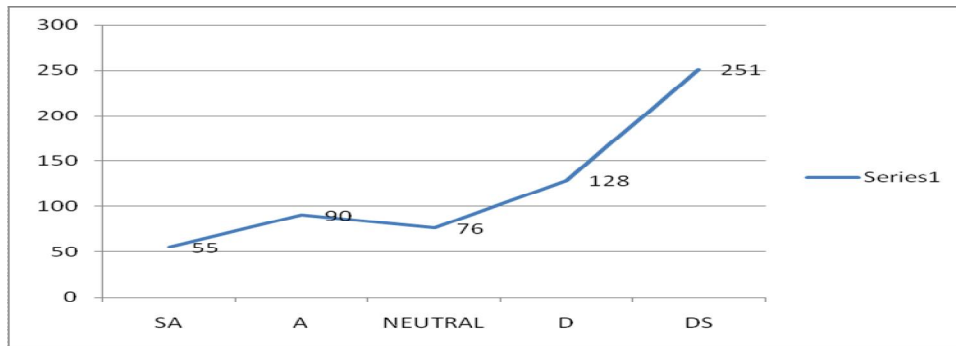
From the above chart it is clear that major portion 108 respondents (18% ) strongly agreed,and 101 just agreed(16.8%) to the statement .The total respondents who favored(sum of the members agreed and also strongly agreed) the statement were 209 is 34.8%.While only 315 respondents who disfavored it(52.5%)and 76 respondents were(12.6%)were neutral.

Fig.2.7:Consumer responses on low health hazards  
 I find low health hazards with the use of FSBs



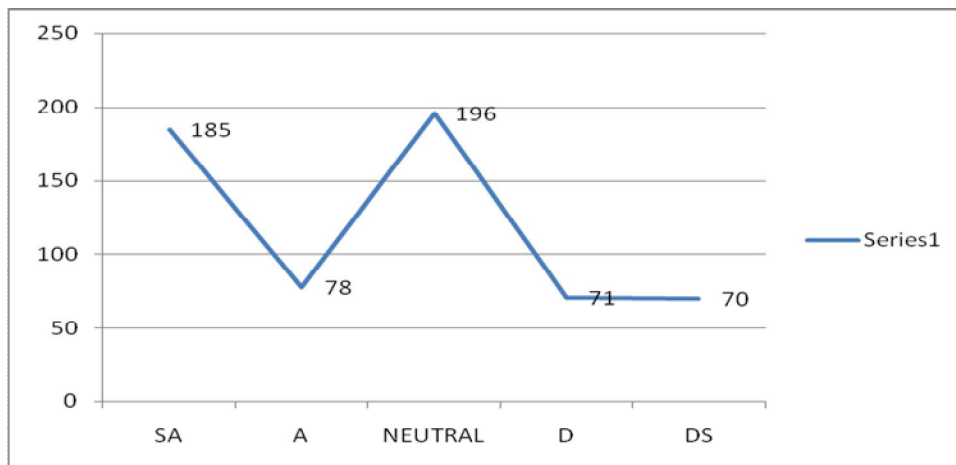
From the above chart it is clear that major portion 31 respondents (5% ) strongly agreed,and 168 just agreed(28%) to the statement .The total respondents who favored(sum of the members agreed and also strongly agreed) the statement were 199 is 33.1%.While only 334 respondents who disfavored it(55.6%)and 67 respondents were(11.1%)were neutral.

Fig.2.8 Consumer responses on Low risk hazards after purchase of FSBs  
*I feel little or no risk hazards with the purchase of FSBs*



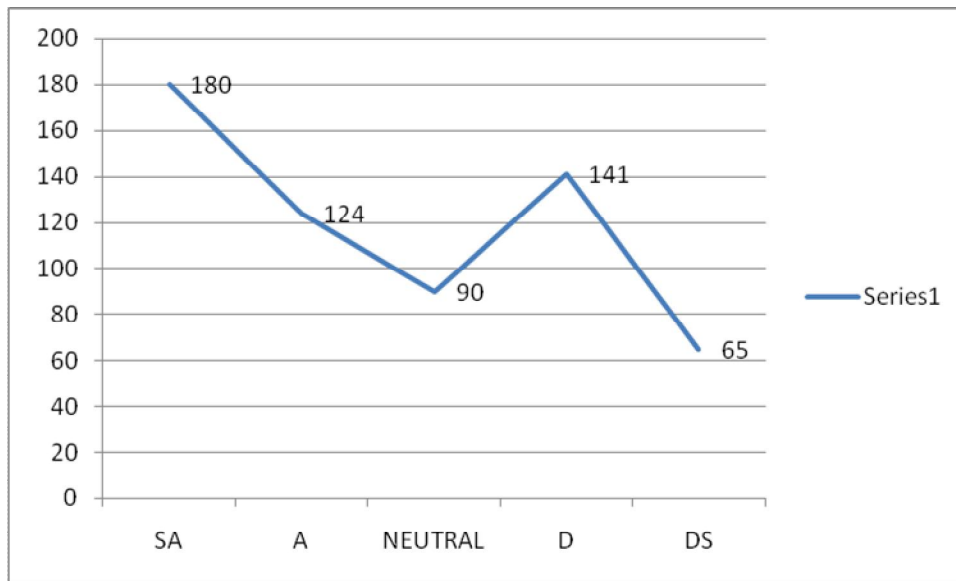
From the above chart it is clear that major portion 55 respondents (9% ) strongly agreed, and 90 just agreed (15%) to the statement. The total respondents who favored (sum of the members agreed and also strongly agreed) the statement were 145 is 24.1%. While only 379 respondents who disfavored it (63.1%) and 76 respondents were (12.6%) were neutral.

Fig.2.9: Consumer responses on High Variety of FSBs  
*I see a high variety of FSBs in the stores*



From the above chart it is clear that major portion 185 respondents (30.8% ) strongly agreed, and 78 just agreed (13%) to the statement. The total respondents who favored (sum of the members agreed and also strongly agreed) the statement were 263 is 43.8%. While only 141 respondents who disfavored it (23.5%) and 196 respondents were (32.6%) were neutral.

Fig.2.10: Consumer responses on High Value for money  
*I get high value for money by purchasing FSBs*



From the above chart it is clear that major portion 180 respondents (30% ) strongly agreed, and 124 just agreed (20.6%) to the statement .The total respondents who favored (sum of the members agreed and also strongly agreed) the statement were 304 is 50.6%. While only 206 respondents who disfavored it (34.3%) and 90 respondents were (15%) were neutral.

**Table1.2: Garret’s Table for Respondents’ Group1**

TABLE2	Ran	Rank	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	Total Respondents	TOTAL Garret's	Mean	Garret's Rank
Garret's scores	82	71	64	58	54	48	43	37	30	18	18	600	35102	17.55	1
High Quali	41	145	114	54	87	75	25	18	20	21	600	29482	14.74	5	
High Satisf	29	42	83	62	48	43	140	68	41	44	600	31012	15.51	4	
High Willin	71	78	52	41	56	82	51	53	62	54	600	28571	14.29	6	
High Durat	81	24	64	48	41	69	38	77	41	117	600	26871	13.44	9	
Reasonabl	94	38	52	51	49	48	34	41	48	45	500	26984	13.49	8	
Purchase c	37	71	39	62	28	46	20	89	100	108	600	27994	14	7	
Low Health	15	16	128	48	32	35	162	42	44	78	600	24821	12.41	10	
Low Risk	28	27	25	65	50	25	48	82	145	105	600	34353	17.18	2	
High Varie	104	80	18	70	161	35	57	14	41	20	600	33010	16.51	3	
High Value	100	79	25	99	48	42	25	116	58	8	600	600			
Total Resp	600	600	600	600	600	500	600	600	600	600	600	600			

Pearson Correlation Coefficient calculation:

The Spearman Correlation coefficient for ranks of both groups are calculated as follows:

Sl.No.	RANK FOR GROUP 1	RANK FOR GROUP2
1	1	1
2	2	5
3	7	4
4	8	6
5	10	9
6	4	8
7	5	7
8	6	10
9	9	2
10	3	3

Spearson correlation coefficient is 0.3454545

Result: Both groups move in the same direction and correlation is positive.

**Conclusion:**

From the findings it can be perceived that the factors such as quality,satisfaction derived from consumption,willingness to recommend to others,durability,reasonable prices,status financial capacity,low financial ,social,functional risks ,low health hazards,safety,high variety of foreign store brands,high value for money have their impact on consumer willingness to buy these foreign store brands,consumer satisfaction and loyalty.The quality had its impact on usability and re-usability of foreign brands.It reduces post purchase dissonance and enhances loyalty and reliability on foreign brands.The maintenance of consistent satisfactory performance and efforts to reduce risks associated with health hazards.High value for money, high variety of products will give more options to consumers to buy more and this reduces their anxiety levels.The efficiency of the reflects in bringing utmost satisfaction with right product mix of foreign store brands.This is reflected in the responsiveness aspect of the consumers.Thus,the concern for consumer delight plays a crucial role in retailing .

**SCOPE AND LIMITATIONS OF THE STUDY:**

The study is limited to 7 Metro cities of India.The sample size of the respondents selected at the shopping malls is only 1200 in number .The scheduled time for the investigation was limited.The number of malls selected for the interview comprises only Reliance,Big Bazaar,More and Spencers only.

The scope of the study is thus limited to 7 cities only. It can be expanded taking into different Metro cities of the world .The implications of the study can be used by retailers in formulating

appropriate strategies to enhance the growth of retailer brands, store image, customer satisfaction and customer loyalty in the long run.

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