STORE BRANDS AND ITS REPURCHASE INTENTION: A STUDY ON CONSUMER PREFERENCE WITH REFERENCE TO SELECTED RETAILER'S BRANDS IN CHENNAI

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Abstract

In the era of post-modern marketing, the market is being bombarded with numerous products with good features and every marketer wants to find a place in the consumer's heart. Gone are the days when the tangible aspect of product elements could influence the mind of the consumers. Building a strong brand is an imperative strategy to succeed in highly competitive environments. Store brands are an important source of profit for the retailers. Indian retail industry is the largest employer after agriculture and it has the highest outlet density in the world. Customers prefer a particular retail outlet if they find greater return over their total shopping cost. Repurchase intention reflects the loyalty that exists between retailer-customer relationships. The study aims is to identify the consumer preference and factor influencing retail store selection and its repurchase intention. The sampling size chosen for this study is 150. The study indicates the store image and environment are top most factors that influencing store brand which paves way for repurchase intention .There are significant inter-relationships among the store brand preference factors and the study provide various insight into store brands and its repurchase intention.

Key Words: Brand, Store Brand, Repurchase Intention**.**

1. INTRODUCTION

In today's fast, dynamic and consumer-based market, the world is turning in to a global village, new product from foreign are finding their ways and people are becoming more prone to foreign brands than local ones with the advancement of technology and e-commerce. It is important for the organizations to engage and retain the consumers in new ways in order to succeed in the marketplace. Branding a product can be seen as a keystone of success, as it creates benefit for both the consumer and the organization and thus creates a competitive advantage. In the era of post-modern marketing, the market is being bombarded with numerous products with good features and every marketer wants to find a place in the consumer's heart. Gone are the days when the tangible aspect of product elements could influence the mind of the consumers. Building a strong brand is an imperative strategy to succeed in highly competitive environments. **Morrison and Crane (2007)**[1]

Branding is an important element in retailing industry to influence customer perception and drive store choice and repurchase intention.

2. CONCEPTUAL FRAMEWORK

2.1 Branding

In the 1970s and 1980s that branding was further developed and more firmly established, According to the American Marketing Association a brand is defined as a "name, term, sign, symbol, or design, or a mixture of them, proposed to recognize the goods and services of sellers and to discriminate them from those of competition". Technically speaking, whenever a marketer creates a new name, logo, or symbol for a new product, he or she creates a brand. On the other hand, several enthusiastic managers refer to a brand as more than that – as incredible that has actually formed a certain amount of consciousness, reputation, prominence, and so on in the marketplace. **(Keller 2008)**[2]

2.2 Store Brands

The store brand is also known as Private label, own brands, retailer's brands where the products are made by the retailers or third party suppliers to the retailer's specifications are sold exclusively by retailers. Store brands are an important source of profit for the retailers. **Hariprakash (2011)**[3] have proposed that retailers need to differentiate themselves from competitors not only in terms of functional attributes like price and own brands. Indian retail industry is the largest employer after agriculture and it has the highest outlet density in the world. The retailers become more powerful, they have increasingly focused on their own brands at the expenses of manufacturer's brands **Breugelmans and Campo (2016)**[4]. Brand preference implies desirability or selection of an alternative product /service. Brand preference is consumer's inclination towards a brand that varies according to the cognitive, affective, effects that the brands have had on the consumers. In simple words, it is consumer's rational, emotional responses towards the brand. In practical consumers are ready to pay more or expending more efforts to find a particular product or service. **Bagozzi (1980)**[5]

2.3 Repurchase Intention

A shopper shopping for a precise retail outlet is the behavioral issue prejudiced by their reference team (friends, relatives and so on), culture, their upbringing, family life cycle, etc. The store image could be a major determinant that helps client to patronize a specific sales outlet. In the present customer has focused on selecting an appropriate retail outlet, which provides value -added services, focuses on customer's needs and is responsive to customer concerns and issues. Customers prefer a particular retail outlet if they find greater return over their total shopping cost. Repurchase intention reflects the loyalty that exists between manufacturer-customer relationships. The customer will be loyal to a particular product and will never change their preference/loyalty for any cause.

3. REVIEW OF LITERATURE

Literature reviews provide a solid background for research.

Reham *et al*., **(2016)[6]** develop a model that provides an understanding of how brand knowledge and brand experience determine brand preference and to investigate its impact on brand repurchase intention. Their findings provide insights into the relative importance of consumer perceptions on different brand knowledge factors in shaping brand preference. They also demonstrate the significance of consumer's experiential responses towards brands in developing their brand preference that in turn influence brand repurchase intention.

Lilijander *et al*., **(2009)[7]** have found that store image improves perceived quality and it also influences positively the perceived value of store brands, which decreases the functional risk .The atmosphere within the store and the quality of the store improve the perceived quality of store brands. The congruence between national brands and store image influences negatively perceived quality of store brand.

Sethuraman (2003)[8] have found that quality is more important than price in terms of consumer satisfaction with store brands; the decision to purchase store brands and increase of store brands market share.

East *et al.*, **(2000)[9]** they inferred that a positive attitude towards the store and its brands is the outcome of loyal behavior. Consumers, who use a store proportionately more and over longer periods of time, will exhibit a more positive attitude towards the store and its brands. Store-loyal consumers trust their chosen store and become familiar with its store brands.

4. NEED AND OBJECTIVES OF THE STUDY

In today's competitive retail market there is a need to develop strategies to compete in the current market and to fulfill the customers' expectations. The idea of the study is to examine how the product quality, price, environment, promotion activities shape the customer's behavior in store brand products. Considering the needs the following objectives were framed.

➢ To study the socio-economic status of the consumers with respect to preference of store brands in retail outlet of Chennai.

➢ To analyze the factors that influence consumer preferences and repurchase intention towards store brands in retail outlet.

➢ To find out the inter-relationships among the store brands factors and repurchase intention of retail outlet.

Hypotheses of the Research Study

➢ There is no significant difference among the socio-economic factors of the respondents with respect to preference of store brands selection in retail outlet.

➢ There are no significant inter-relationships among the factors influencing store brands preference in retail outlet.

➢ There are no significant associations among the factors influencing store brands preference and repurchase intention in retail outlet.

5. RESEARCH METHODOLOGY

A research is the systematic, theoretical analysis of the methods applied to a field of study. The present study is exploratory in nature. This is an attempt to bring into light the store brands and customer relationship to attain customer loyalty and to sustain the same in the long run of retail industry.

5.1Data Collection Methods

In order to analyze the study, primary and secondary source has been used. **Primary source**: A sample was collected from the respondents by using a structured questionnaire. **Secondary sources**: books, references, previous studies on that handle study topic.

5.2Population and Sampling

The sampling size chosen for this study is 150 and area Chennai for its strong presence of organized retailers with store brands in the city. The study population includes the entire consumer with its different stores and shops such as Big Bazaar, Reliance fresh, Spencer's etc.

5.3Questionnaire Design

The questionnaires consist of four parts. First part deals about demographic details, second buying pattern of consumer and the third part about factor influencing store brands preference and finally the repurchase intention of the consumers. The sampling type used in this study is simple random sampling. The Analysis was done through various statistical tools to understand the outcomes with reference to the objectives and hypothesis.

6. DATA ANALYSIS AND INTERPRETATION

After the data collection, the collected data are analyzed are using the **SPSS software.**

TABLE NO: 6.1.1
DEMOGRAPHIC PROFILES OF RETAIL STORE BRAND CONSUMERS

Particulars		Frequency	Percent	Cumulative Percent
Gender	Male	68	45	45
	Female	82	55	100
Age	Below 20 yrs	18	12	12
	21 – 30 yrs	63	42	54
	31 – 50 yrs	45	30	84
	Above 50 yrs	24	16	100
Marital status	Married	88	59	59
	Single	62	41	100
Educational Qualification	No Formal Education	15	10	10
	Diploma/HSC	23	15	25
	UG/PG	60	40	65
	Professional/ph.D	52	35	100
Occupation	Student	15	10	10
	Business/Profession	45	30	40
	Salaried	65	43	83
	Home maker/Retired	25	17	100
Monthly Shopping Expenditure	Up to 5000	53	35	35
	Rs.5001 – 10000	72	48	83
	Above 10000	25	17	100
	Rs.10001 – 30000	30	20	20

Monthly Income	Rs.25001 – 50000	72	48	68
	Above 50000	48	32	100

(source: primary data, computed)

From the above table it is inferred that the sample consists of a preponderance of female respondents 55% over male respondents 45%. Majority of the respondent are in the age group of 21 - 30 (42%), 31 to 50 (30%), and above 50(16%) and below 20 (12%).Majority of the respondents (88, 59%) are married while (62, 41%) of the respondents are Unmarried. Majority (60, 40%) of the respondents educational qualification is UG/PG follow by professional (52, 35%), school/ Diploma (23, 15%) and no formal education (15, 10%).Majority of the respondent are salaried people and they draw a salary of 25001 – 50,000.All the respondent are segregated in to three category and this is done based on their monthly income as low, middle, and high income level.

H_0: There is no significant difference among the socio-economic factors of the respondents with respect to preference of store brands selection in retail outlet.

In order to find the association between the socio economic factor and their income (cross tabulation) chi square tests were done. The results are shown in following tables.

TABLE NO: 6.1.2. GENDER DISTRIBUTION BASED ON INCOME-WISE

			Income Level			
			Low	Middle	High	Total
Gender	Male	Count	**20**	**23**	**25**	**68**
		% within Gender	29.1	34.8	36.1	100
		% within Income	55.5	49.8	60.7	45
	Female	Count	**23**	**35**	**24**	**82**
		% within Gender	28.5	43	28.5	100
		% within Income	44.5	50.2	39.3	55
Total		Count	**43**	**58**	**49**	**150**
		% within Gender	28.8	38.5	32.7	100
		% within Income	100	100	100	100
Pearson Chi-Square		Value 4.132[NS]		df 2		Sig. .076

Source: Computed   Note: NS denotes Not Significant

There is no close association was found between the income and the gender of the consumers. The Pearson Chi-square supported this association, as the value of the Chi-square was statistically not significant at 1 per cent level of significance (***value of the Chi-square 4.132 with p= 0.076 > 0.01***).

TABLE NO: 6.1.3 AGE DISTRIBUTION BASED ON INCOME-WISE

Source:

			Income Level			
			Low	Middle	High	Total
Age	Below 20	Count	18	0	0	18
		% within Age	100	0.0	0.0	100
		% within Income	52	0.0	0.0	12
	21 -30 yrs	Count	44	19	0	63
		% within Age	69.2	30.8	0.0	100
		% within Income	48.0	16.0	0.0	42
	31- 50 yrs	Count	0	44	1	45
		% within Age	0.0	97.3	2.7	100
		% within Income	0.0	63.2	2.0	30
	Above 50 yrs	Count	0	5	19	24
		% within Age	0.0	20	80	100
		% within Income	0.0	20.8	98	16
Total		Count	62	68	20	150
		% within Age	41.3	45.3	13.4	100
		% within Income	100	100	100	100
Pearson Chi-Square		Value 726.329 [a]		df 6		Sig. .000

Computed
Note: [a]*denotes Significant at 5% Level*

There is close association between the income and the age group of consumers .The Pearson Chi-square test supported this association, as the value of the Chi-square was statistically significant at 1 per cent level of significance(***value of the Chi-square 726.329 with p= 0.00 < 0.01***).

TABLE NO: 6.1.4 MARITAL STATUS DISTRIBUTION BASED ON INCOME-WISE

			Income Level			
			Low	Middle	High	Total
Marital status	Married	Count	4	45	39	88
		% within Marital status	5.1	51.3	43.6	100
		% within Income	13.3	100	100	59
	Unmarried	Count	62	0	0	62
		% within Marital status	100	0	0	100
		% within Income	86.7	0	0	41
Total		Count	66	45	39	150
		% within Marital status	44	30	26	100
		% within Income	100	100	100	100
Pearson Chi-Square		Value 493.642 [a]		df 2		Sig. .000

Source: Computed　　　*Note:* [a]*denotes Significant at 5% Level*

The Pearson Chi-square validated this association, as the value of the Chi-square was statistically significant at 5 per cent level of significance (***value of the Chi-square 493.642 with p= 0.000 < 0.01***). Further, it is also shown that there is a close association between the income and their marital status.

TABLE NO: 6.1.5 QUALIFICATION DISTRIBUTION BASED ON INCOME-WISE

			Income Level			
			Low	Middle	High	Total
Qualification	**No Formal Education**	Count	15	0	0	15
		% within Qualification	100	0	0	100
		% within Income	34.7	0	0	10
	School/Diploma	Count	23	0	0	23
		% within Qualification	100.0	0	0	100
		% within Income	52.0	0	0	15
	UG/PG	Count	6	49	5	60
		% within Qualification	9.6	81.3	9.2	100
		% within Income	13.3	84.4	11.2	40
	Professional	Count	0	9	43	52
		% within Qualification	0	17.1	82.9	100
		% within Income	0	15.6	88.8	35
Total		Count	44	58	48	150
		% within Qualification	29.2	38.5	32.3	100
		% within Income	100	100	100	100
Pearson Chi-Square		Value 782.746 [a]		df 6		Sig. .000

Source: Computed
Note: [a]*denotes Significant at 5% Level*

It was understood from the there was close association between the income and their qualification. The Pearson Chi-square supported this association, as the value of the Chi-square was statistically significant at 1 per cent level of significance (***value of the Chi-square782.746 with p= 0.000< 0.01***)

It is clear from the below table that there was close association between the income and the occupation of the consumer. The Pearson Chi-square validated this association, as the value of the Chi-square was statistically significant at 1 per cent level of significance (***value of the Chi-square 520.217with p= 0.000< 0.01***)

TABLE NO: 6.1.6 OCCUPATION DISTRIBUTION BASED ON INCOME - WISE

			Income Level			
			Low	Middle	High	Total
Occupation	**Student**	Count	15	0	0	15
		% within Nature of Job	100	0	0	100
		% within Income	65.2	0	0	10
	Business / Professional	Count	1	28	16	45
		% within Nature of Job	1.2	63.1	35.7	100
		% within Income	4.3	52.8	21.1	45
	Salaried	Count	7	25	33	65
		% within Nature of Job	10	38.6	50.4	100
		% within Income	30.5	47.2	43.4	32
	Home maker/retired	Count	0	0	27	27
		% within Nature of Job	0	0	100	100
		% within Income	0	0	24.5	8

	Count	23	53	76	150
Total	% within Nature of Job	15.3	35.3	49.4	100
	% within Income	100	100	100	100
Pearson Chi-Square	Value 538.475 [a]		df 6		Sig. .000

Source: Computed

Note: [a]*denotes Significant at 5% Level*

To analyze the factors that influence consumer preferences and repurchase intention towards store brands in retail outlet.

TABLE NO 6.1.7 FACTORS INFLUENCING STORE BRANDS PREFERENCE

VARIABLES	N	Mean	SD
PRODUCT ASSORTMENT & QUALITY	150	19.92	2.507
PRODUCT PRICE	150	19.11	2.811
SHOPPING ENVIRONMENT	150	20.08	2.601
PROMOTION	150	19.82	2.570
STORE IMAGE	150	20.20	2.316
FACTORS INFLUENCING STORE BRANDS PREFERENCE	**150**	**99.13**	**10.260**

Source: Primary Data

From the above table, it is found that 'Store Image' (M = 20.20) and 'Shopping Environment' (M = 20.08) is the topmost factors and 'Product Price' (M = 19.21) and 'Promotion' (M = 19.72) is the top least factors that influencing Store brands Selection when compared with others. From the above table, it is also inferred that the mean values of the Factors influencing Store brand preference is above the average level since all Mean values are above 3.50 (70%) out of 5. The mean value of the Overall Factors influencing Store brands Selection is 99.13, which is 79.19% (98.99 / 125 x 100). This indicates that the Factors influencing Store brands preference by the consumers with respect to retail outlet is above 79%.

TABLE NO. 6.1.8 REPURCHASE INTENTION

VARIABLES	N	Mean	SD
I prefer this store brand when I buy.	150	4.01	.850
I will continuously buy these brand goods from this store.	150	4.14	.768
I would recommend this store brand to others.	150	3.91	.907
I will say positive things about this store brand to others.	150	4.06	.886
I consider myself to be the loyal customer of this store brand.	150	4.18	.926
REPURCHASE INTENTION	**150**	**20.30**	**2.944**

Source: Primary Data

From the above table, it is found that the repurchase Intention is lesser in case of the variable - **"I would recommend this store brand to others" (M = 3.91)** when compared with others. The respondents have higher repurchase Intention in case of the variable - **"I consider myself to be the loyal customer of this store brand" (M = 4.18)** when compared with others. From the above table, it is inferred that the Repurchase Intention is above the average level since all Mean value of the variables are above 3.50 (70%) out of 5.The mean value of the Repurchase Intention is 20.30 which is 81.20% (20.30 / 25 x 100). This indicates that the Repurchase Intention of consumers towards Stores brand is above 81%.

H0: There are no significant inter-relationships among the factors influencing store brands preference in retail outlet.

A Pearson product-moment correlation was run to determine the significant inter-relationships among the Store brands preference factors.

TABLE NO. 6.1.7 INTER-RELATIONSHIPS AMONG THE STORE BRANDS PREFERENCE FACTORS

VARIABLES	N	'r' VALUE	P – VALUE	RELATIONSHIP	REMARKS	
					SIGNIFICANT	RESULT
Product Assortment & Quality – Product Price	150	0.228**	0.006	Positive	Significant	Rejected
Product Assortment & Quality – Shopping Environment	150	0.499**	0.000	Positive	Significant	Rejected
Product Assortment & Quality – Promotion	150	0.479**	0.000	Positive	Significant	Rejected
Product Assortment & Quality – Store Image	150	0.554**	0.000	Positive	Significant	Rejected
Product Price – Shopping Environment	150	0.299**	0.000	Positive	Significant	Rejected
Product Price – Promotion	150	0.340**	0.000	Positive	Significant	Rejected
Product Price – Store Image	150	0.245**	0.003	Positive	Significant	Rejected
Shopping Environment – Promotion	150	0.519**	0.000	Positive	Significant	Rejected
Shopping Environment – Store Image	150	0.558**	0.000	Positive	Significant	Rejected
Promotion – Store Image	150	0.678**	0.000	Positive	Significant	Rejected

**. Correlation is significant at the 0.01 level (2-tailed).

As the P value is lesser than Sig. Value (0.01) in all the above cases, the Null Hypotheses are rejected. There are small to moderate positive correlations among the Store brands preference Factors in retail outlet. The inter-relationships among them are highly significant. Out of five Retail Store brands preference Factors Promotion has more relationship with Store Image (r = 0.678) and Product Assortment & Quality has lesser relationship with Product Price (r = 0.228) when compared with others. **Hence, there are significant inter-relationships among the Store brands preference factors towards retail outlet.**

MULTIPLE REGRESSIONS

In this analysis, the dependent variable is the Repurchase Intention and the Independent variables are Store brands preference Factors .Multiple Regression was conducted to determine the best linear combination of Product Assortment & Quality, Product Price, Shopping Environment, Promotion and Store Image for predicting Repurchase Intention.

Descriptive Statistics

	Mean	SD	N
REPURCHASE INTENTION	20.30	2.944	150
Product Assortment & Quality	19.92	2.907	150
Product Price	19.21	3.511	150
Shopping Environment	20.04	2.601	150
Promotion	19.72	2.570	150
Store Image	20.10	2.516	150

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.864a	.741	.737	1.1544	.737	78.682	5	144	.000

a.   Predictors: (Constant), Product Assortment & Quality, Product Price, Shopping Environment, Promotion, Store Image

ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	846.349	5	189.088	78.682	.000b
	Residual	445.151	144	2.403		
	Total	1291.500	149			

a.   Dependent Variable: REPURCHASE INTENTION

b.   Predictors: (Constant), Product Assortment & Quality, Product Price,   Shopping   Environment, Promotion, Store Image

COEFFICIENTS

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.845	1.265		-3.118	.003
	Product Assortment & Quality	.241	.057	.230	4.320	.000
	Product Price	.171	.041	.199	4.179	.000
	Shopping Environment	.448	.075	.398	5.991	.000
	Promotion	.067	.061	.041	.724	.403
	Store Image	.287	.075	.259	4.405	.000

Dependent Variable: REPURCHASE INTENTION

This combination of four out of five independent variables significantly predicts the dependent variable i.e., Repurchase Intention,F (5, 144) = 78.682,　　　p values are lesser than .001 (Sig. Value 2-tailed).Thus the **Sig**. value is less than .05, then the variable is making a significant unique contribution to the prediction of the dependent variable. (Reject the Null Hypothesis that they are not associated with the dependent variable).

For predicting Repurchase Intention, **Shopping Environment (0.398)** is the strongest influencing factor which predicting dependent variable. The higher the beta value the greater the impact of the predictor variable on the criterion (Dependent) variable.　 The beta weights suggest that the **Shopping Environment** only contribute most (0.398 or 39%) to predict repurchase Intention towards store brands in retail outlet.

7. FINDINGS AND SUGGESTIONS

Based on the results, it was revealed from the chi-square that there is a significant difference among the socio –economic factors of the respondents with respect to preference of store brands selection in retail outlets except in the case of gender. From the study it is also clear that among the factors of influencing store brand image of store has more impact in choice of selection and the loyal customer will have more repurchase intention It is inferred from the Correlation that there are significant inter-relationships among the factors influencing store brands preference in retail outlet. From multiple regressions it is revealed that among the factors influencing store brand shopping environment has more impact on repurchase intention.

The retailer wants to retain his customers he should create more reputation for store image. The retailer must concentrate on the quality and brand which will be useful to the customers to buy more branded and quality products in the store. The retailer has to sell the products at a reasonable price and debit/credit card facilities also need to bring in many store/shops. So, the customer can able to buy products easily. promotional initiatives taken by the store like discounts and special offers for sale items and rewarding loyal customers from time to time to build loyalty with its customers. So the customer also feels happy to buy more products in the retail outlet. The retailer must concentrate to give a valuable product to the customer for their needs/desire to gain loyalty.

8. SCOPE FOR FURTHER RESEARCH AND CONCLUSION

This study exposes new grounds for more analysis. Further studies can address the following issues to have more insights on the subject customer loyalty practices. Furthermore, studies may also have conducted to compare the perceived value and patronage of stand-alone retail stores and those within malls. The retail business concept is generally a long-term commitment that all the business makes sure in providing the proper goods and services that their customers looking for which in turn reduces the switch over of the customers to other store/shops. Besides, a customer gives more satisfying direct experience in a shopping environment. Every retail shopper should follow customer desire/needs in their business and the result should be in such a way that it

should create a happy customer base, through which the retailers can create loyalty towards brands so well as stores. For a second time, making the customer revisit the store will not be sufficient in achieving their ultimate objective. The purchase and post- experience accompanied by various loyalty building schemes which play a major role in persuasive them to make impulse buying, repeat purchases ultimately creating a loyal customer.

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