ABSTRACT

The fragmented retail market with narrowed differentiation has led to hyper-competition thereby diluting brand equity. In this scenario, the research on Consumer Based Retailer Equity and its associations with Store Image, Store Satisfaction and Retail Relationships will help retailers devise appropriate strategies to sustain and win over competition.

To address the research gaps, two causal models namely, (i) Causal model of retail relationships and consumer based retailer equity and (ii) Integrated consumer based retailer equity (CBRE) framework were conceptualised.

Quantitative method and deductive approach was used to establish the strength of the relationship. Data was obtained from 969 female consumers who visited the apparel retail stores situated either in the High Street or Malls of Coimbatore city.

The two causal models were validated using two-stage structural equation modeling. The causal model of retail relationships and consumer based retailer equity provides an integrated perspective of consumer based retailer equity and explains the impact of consumer relationship proneness on relational bonds and relationship quality on consumer based retailer equity.

The integrated consumer based retailer equity framework presents the interrelated multi dependence relationships among store image, retail relationships and consumer based retailer equity. This suggests that retailers can capitalize on store image and relationships to enhance consumer based retailer equity.

The validated models indicate that retailers can be well positioned when their operational attributes and relationship marketing strategies can be leveraged to achieve higher levels of consumer based retailer equity.