CHAPTER II
LITERATURE REVIEW

This section brings to light the previous researches in alliance with problems of this study. An impression of the six main issues of brand equity is included in this chapter.

2.1. Concept of Brand Equity

Brand equity is represented as the additional or extra assessment or value that a company can gain from owning a known brand name. It is based on the perception in consumers’ minds that they believe a product with a known brand name has superiority over other products with less recognized names. (Aaker, 1991; Keller, 2003) Although since the 1980s, advertising practitioners started to widely use the concept of brand equity since the 1980s, there were still a lot of debates around the approved definition of brand equity since 1990s brand equity has one of the key concepts of marketing management (Keller, 1993).

Almost all the concepts of brand equity, in common, comprise the addition value to a product by the awareness and in associations to a specific brand or brand name. In general, however, there are two distinct points of view around the concept of brand equity. One is to take equity as the additional value for the manufacturers or the firms and the other is to take brand equity as the value for consumers (Sweeney, 2008). The first insight of brand equity is raised from the situation that all the attentions are pay at the asset value of a brand or where the financial point of view is taken as the first-rate interest (Farquhar, Han and Ijiri, 1991).
According to Cobb-Walgren, Ruble and Donthu (1995), the higher levels of brand equity are the consumer preferences and intentions of purchase. (Aaker and Jacobson, 1994) Moreover, it can also mean higher stock returns; and a fine level of brand equity proffer the advanced competence for achieving extension, creates stronger barriers of competitive entry, better elasticity aligned with rivals as well. In accordant with this view, it also means that a brand has its own asset value and it is separable.

Meanwhile, the second viewpoint of brand equity is the customer based. It evaluates the response of the consumers towards the brand or brand name (Keller, 1993). Recently, this concept has been more popular and mostly known as Customer-Based Brand Equity (CBBE) (Keller, 2003).

Ahasanul Haque et.al (2006); observed that the ingenious variables impacts more in creating the awareness of the brand especially in the internet advertisements. These internet advertisements act as the brand vehicle and examine the impacts on the factors feedback, quality image and purchasing facilitates.

Dabija Dan Cristian et. al. Revealed that the behavioral indicators like trust, pleasure, sympathy, image or faithful with brand awareness are the key vectors that contributes to brand equity and of course to the retailer's brand. The retail companies or the services are to be considered by the stated indicators, production is based on identification of the demand of the product on focused market and to obtain the proper game plan of the strategies to help the companies to reach to the desired position.

Erich Joachimsthaler. et.al (2006) recommended the managers to engage in broad and co-ordinate in the efforts of building the brands that draws the alternatives media to control, develop the brand strategy in an organization.
Managers should scrutinize the results based on the efforts; a constant assessment of equity of the brand that facilitates the company to comprehend the alternatives of vehicles of communication in brand buildings.

Harvinder Singh. et. al (2011) tried to identify rebranding and the elements to offset the question “Does Rebranding Really Work”. It works when it is supported by the factors like quality information, leadership and employees, training and the integration in the organization.

Indrani Saha (2014) stated that the brand loyalty of the consumers of Kolkata and their attachments towards the brand are most likely effective. The retail proposes the new brands that are displayed sporadically but getting with the trial of the new brands are out of concern for the consumers. It is observed that the most of consumers are not interested in try new brands. However consumers of Kolkata are with no risk taking. This occurrence survives inconstant age, diverse income level and sexual category.

They use comprehensive FMCG products of the close relative brand. And the parent brand proffers a complete and constructive impact on the minds of the customers. As the parent brand is more effective it is easy for the parent brand to broaden. Normally the resemblance of product image and the class between the comprehensive brand and parent brand is very much essential. Consumers feel that the resemblance of comprehensive brand and the parent brand facilitate in getting unite with the new or the fresh brand/products.

Kavita Tiwari (2012); discussed and estimated the perceived impact of component branding on host brand in stipulations of brand equity. It measures the impact in requisites of association, neutral and disassociation of component brand with host brand. In this study various theories and models is studied to recognize the latent
factors of component branding. This type of study should be demeanor again, this time
with well known host brands and component brands that center on effective needs from
a consumer outlook. A supplementary instead of respondent group would also boost the
squabble for simplification among a wider population. The notion behind this study is
anxious with the fruition of element branding tied to the host brand.

To enhanced identify with the contact of diverse factors on component branding and its
perceived contact on host brand equity, numerous factors has been recognized through
exploratory study and comes out with the preferred factors which have their foremost
impact on study by using Factor analysis, those factors includes co-branding , perceived
quality approach towards the brands, Brand appreciate, unforgettably, diminish Market
expense , consistent and likeability are the foremost factor which eventually found under
component branding as a outcome of which the host brand equity gets maintained.

**Lisa Wood (2000)** assumes that the brands are balanced as a long term assets and
also valuable for the corporates. It is to be reply on the fact that the association of brand
value and the brand loyalty get to identify as a right brand asset. The framework of the
concepts of structured branding and the evolution of the performance for the brand
management, this paper assumes that the long term assets/ corporate assets and
valuables are manageable.

This is also suggested that the strategic brand management consist of multi disciplinary
concept that assists by a common vocabulary. This found the associations of
assembles and branding concepts and to outline, vocabulary that helps in effective
communication includes the usage of the marketing and accounting. Brand
management measures the presentation and the model is offered for the management
of the brand equity. Brand value has advantage over extra compute and it focuses on the health market.

The endorsement of the health brand for the longer term are measured which is based on the performance that supports the decision has to be progressed rather than determining the ineffective strategic decision making. A main force in using the brand, a brand value as the determination of the presentation is to get generated for the good term concentration for the management. The power of brand name is the level of accomplice for the brand and brand value is triumph card for produce the brand and then brand strength and the brand value. The marketers not all alone but also the managers of brand control and anticipate maximize for the both strength of the brand and value for the same. The accustomed long term results in the escalation of the profit by using the strength of the brand and value of the brand.

M. Saeed et. al (2008); studies revealed that rebranding and its elements, considering the successful and unsuccessful illustrations of rebranding and summarizes the oversight to evade when rebranding in an attempt to answer the question “does rebranding really work”. Rebranding is one of the options to clinch to ensure the continued success of the company. Branding continue to evolve, rebranding success is purely based on the ability to acclimatize to the quickly progressed new opportunities and media environment to reach the target audience.

In order to rebrand successfully the chief steps require to be taken in the procedure. Companies clinch the elements of rebranding to reach the goals. Companies who not succeed to concentrate on all of the elements of rebranding, it is based on quality information has the shored of leadership and employees is well planned and also provides the training integrated throughout the entire company. The well known and balanced brand message and also multimedia advertising campaign that communicates properly across the multiple platforms and it is customer driven and is evaluated on an
ongoing foundation to conclude if any alterations are required. If these elements are not present, possibilities of diminishing of rebranding is feasible.

Mohammed Reza Jalilvand et al. (2011) says that if the consumer wants to purchase the product; based on the customer’s perceived quality, brand awareness, customer's brand loyalty, brand associations or the brand knowledge are most important on the purchasing decisions. He also suggested that the marketers take initiatives on implementing Brand strategies which will be remain focused on the Brand Equity.

Mosarrat Farhana (2012) aims at the elements of brand and to explore the contribution of these elements to brand equity by taking prominent brands which impacted the mind and hearts of the customers. It also binds the strong and weak brand elements contribution to brand equity.

To reinforce the brand equity elements of brand is initiated as the brand element serves to bifurcate and also to identify the product. The logos, symbols, names, packaging, characters, slogans are commonly as brand elements. It is been observed that brand elements are selected to enhance the awareness/ knowledge of the brand and also to form a strong, unique and favorable associations related to brand.

Normally brand is created to separate a set of products from other products. Buyers are so depend on the brand even in case of grocery too, and brand gives sufficient idea whether to buy the product with in stipulated time available.

So keep this in mind the brand and related elements are to be clearly visible to the customers so that they can identify their product with their desired brand from number of alternatives available in the market. The actual brand equity fabricated in the relationship that appears between the differentiated offerings and a consumer of a brand. Basically the brand elements work as the distinctive approach to portray the image or knowledge of the brand in the mind of the customers and also act as evidence
to recognize, recall and reinforce them to buy the desired product under the stated brand. Finally the market comprised of strong brands capable of reinforce brand equity and also backed up by the brand elements, more focused and clear work on research is required to break the brand image.

N. Venkateshwaran et. al. (2010) explained the store image is one of the major strategic tools in the highly spirited retailing environment. This study is focused on the store image in particular store ambience which influences the perception of the customers towards its perceived quality of store brands. The customer’s perception is more positive towards the store atmosphere and also they perceive more positive towards the brands which are sold in the stores.

Consumer’s perception on quality of store brands are identified as more influence on their store brands purchasing frequency. Moreover the store image normally not get affected the perception of the customers in case of food category. This study also reveals the strategies which are oriented to improve the store image. The retailers should different marketing strategies to attract the customers in a very bigger ways.

In addition to this, to ease the risk related to the brands retailers need to furnish with the best information for the customers that includes the performance and ingredients related information. Even though these strategies makes a huge investment on these factors the buying interest will be more in customers, and also the customers like and purchase the products from the store brands. Normally customers won’t show the interest toward the store brands as they are available at cheaper prices.

Nazia Yaseen et. al (2011) mentioned the impact of the elements of the brand equity. The retailers are focused on the customer’s buying intentions and also on the quality of the brand. The brand managers need to strategize in such a way that attracting the retailers and to enhance the buying intentions so that the customers demand for their
brand by following pull strategy. This also binds the relationship between profitability and quality with the desirability of retailers to demand of the products.

Rajesh Panda et.al (2014) investigates the factors affecting the brand and its trust related to Indian retail consumers, retailers aspire at brand building that can loyalty command and succeed in gaining the trust of consumers. Every Brand won’t get the success and won’t become the highly appreciated brands. When the brand got success, most of the time It got by the trust of the customers on the particular brand. As this study is focuses on many aspects of brand trust thought the customers of organized retail stores in India, and it also clarify the retailers factors needed to manage the brand trust. The factors which influenced the retail consumer brand and its trust in India are Retail environment, Reputation, Reliability and customer commitment.

The implications of this study are the retailers are set to have the strategies that convince the customer’s commitment and healthy ambience so that to create a strong base of loyal customers and also to enhance the brand trust. The above stated factors consists of sub variables which makes the main factor more effective that are fulfillment of the expectation of the customers, programs related to loyalty, services, confidence, relationships and the concern for the better of the consumers considered for the customer commitment. Value, fair minded, truthfulness and duration of purchase briefed for reliability. In case of reputation consistency of quality, sincerity values and lifestyle are considered; whereas shopping environment and personal experience are discussed and considered in retail environment.

On the end of the study the retailers should be aware of the consumers and the evaluation of the brands that influence customer’s perception of the store, stocking and offering the strong brands. The retailers need to promote those brands which have the high trust and works on the customer commitment.
This commitment can be attained for concerning of the consumers with the honest services and the programs related to loyalty and to meet the customers’ expectations. In addition to this the retailers provide the right environment where the customers are pleased to experience the shopping considering the factors i.e. reputation, reliability, customer commitment, and retail environment.

**Dr. S. Franklin John et. al (2012)** designed Brand evaluation. The measures include Imagery, emotion, salience, significance and presentation, decisions that manipulates the branded milk. The collected information or the data is checked using the regressions the pronouncement of the study pursues brand rating is originated by the statistical distinctions with the diverse dimensions of the brand that includes the resonance, performance, feelings, salience and imagery factors.

This delves into a clear imminent into and a finicky pronouncement on association connecting dimensions of Branding such as Salience, performance, Imagery, Judgment, feelings and Resonance and Brand evaluation. Customers are further conscious concerning about the branded milk and they are use to the brand and they can buy the product whenever they want and they are loyal towards the branded milk and its related products.

**Somnath Mukherjee et. al. (2013)** tries to portray of the brand, physical evidence and the dimensions that influence the image and consumers experience with the service firm is a determinant to brand equity an image perception.

**U. Thirupurasundari et. al (2011)** focused customer based brand equity and along with its dimensions and also developing conceptualization of brand equity by the help of framework for determining and measuring the customer based brand equity(CBBE).
Brand equity creates the additional significance to the customers and to the marketers this study remained focused on the value of both the marketers and to the customers as it is an asset to boost or reduce value for the customers. Customers have keen knowledge on the brand related to the quantities, information without any confusion regarding products. Value for the marketer, a firm gets benefited from the brand equity as to achieve goals associated with the expenditure.

The dimensions of brand equity allow a firm to gain loyal customers as results customers stick to the brand as preference and a sort of commitment towards the brand. Brand has the potential to craft economic value for the existing markets.

This study had recognized the brand equity dimensions from the formulative/academic text and provides the clear comprehending the equity of the band and its necessary measures. The framework rose to provide the knowledge, application, relationship, loyalty and preferences of brand equity. It is to emphasize the equity of the brand that commands in the market to build strong strategy for bifurcate the product or services from its entrants. It gives the evidence that brand equity can be built in long term but not in small span of time through intending marketing actions.

Vijay Vishwanath. et. al (2006) discussed the two dimensions to help managers estimate the position of premium brand. First dimension is based on the category normally subjugated by the value brands or premium brand and relative market share of the brand.
2.2. Customer-Based Brand Equity (CBBE)

According to Keller (2003), customers have the power and power of a brand will be attached to the customers buying decision. In accordant with this concept, a brand has a positive value if the consumer shows more interest towards the product to the marketing mix of which he or she knows the name of the brand than with the marketing mix of the particular brand or the product except unbranded product. Therefore, with high customer-based brand equity level, a brand will all have acceptance of customers for brand extensions, price increases, or greater willingness look for the brand in different distribution channels.

Meanwhile, Keller (1993) recognized two approaches that are direct and indirect; these approaches are used to measure customer-based brand equity (CBBE) from brand awareness and image of the brand. The indirect approach recognizes the effective sources of the CBBE i.e. customer based brand equity that is associated with the channels of distribution, the achievement of brand extension and the effectiveness of marketing communications by determining the awareness of the brand and the
interactions among the brand knowledge or the brand associations. On the other hand, the direct method emphases on response of the consumers to diverse set of elements of the company's marketing program (Keller, 2003). Several practical studies on the dimensions of equity of the brand are inherited from Aaker's (1991) and Keller's (1993) frameworks.

Ankita Batra (2014) explored the study by focused on New Delhi city on the characteristic of the retail chain or retail stores as apparent by the consumers. The study demonstrates six main factors that the consumers desire to enter the retail stores. The familiarity of these factors is helpful to the retailers to devise new strategies and draw more and new consumers. As it seen in these criterion, non-cost/price factors were additional important than price factors in consumer’s supermarket preference. Consequently, with the revolutionized in consumer partiality comes the big confront for retailer which is to draw customers, influence them to make purchase and please them to bring in loyalty.

Retail stores cannot depend on customary forms of shopping occurrence. They need to generate pioneering strategies to augment their footfall. By sympathetic people’s psychology behind their visits, retailers can formulate profitable marketing and retail management resolution.

Therefore retailers currently need to focus on various aspects, form providing efficacy comfort amusement promotions and so on thus touching away from just focusing on cost/price based factors. Thus this paper endow with cavernous imminent into minds of
customers in the built-up areas of organized retail. Prospect research shall construct new on strategies to erect benefaction among customers.

**Arunmozhi Ramaiyan (2011)** analyzed the purchasing pattern behaviour of consumers and their interest for the product quality in case of Aashirvad Atta from ITC. This research revealed that the customers are interested in product for the stated reasons are quality, price.

**Bijuna C. Mohan et. al. (2012)** stated that the brand equity and building the same is essential for any products especially FMCG products where the consumers are purely dependent on the product class of the brand in this type of situation especially in accordance with the extreme competition and customer keen to know the brand by endorsing the product in the market. Researchers accentuated all the elements of the brand equity like to see the brand loyalty customers, customer’s perceived quality and knowledge of the brand of the brand associations and the awareness of the brand.

In the Indian FMCG sector, it is important the brand knowledge or the associations are indispensable role in escalating the interest, belief and the judgmental value with the product or the brand in assembling the brand equity. This shows that in the earlier studies associations are capable to hold the competitiveness and to generate the esteemed diverse position of the brand in the market and also breeding the constructive belief and feelings and positive activities related to the products or FMCG brands.

The result reveals that the brand loyalty and its influence to the framework of the brand equity. As per this study the numerical test and the experiential information or the data is optimistic and associated directly for the customer’s perceived quality and its equity of the brand. Surprising, brand awareness has not appeared as the essential factor for the demonstration of brand name and with no assurance of being stronger in the FMCG
sector or industry. Since brand managers and marketing department have not exact resources in accordance related to the manpower, money and moment to execute strategies related to the brand and these result can useful for assigning and prioritizing the required resources across the game plan.

Chandan A. Chavadi (2014) briefs the actual competitive business related to retail to have loyal customers. In the market more number of outlets increasing each of them is trying to attract good number customers. This study emphasized on the factors categorizes loyal and disloyal customers of the outlets/ stores. The factors consider for this study are ambience, proximity, merchandise, price, service, frequency of sales promotion, quality of sales staff. This revealed to the perception of the two different groups except merchandise and quality. Price factor got high attention for the outlet followed by the service. It also focuses on the improvement of overall outlet/store performance by boosting the customer’s loyalty.

Retail business has more number of customers who present themselves are loyal to the store. Improving the loyal customers, reducing the unfaithful customers and monitoring the customers based from the segment of the loyal customers are to be focused to the organization or the retail outlets.

Customer loyalty concept can be understood based on the attitudinal and behavioral dimensions (Grembler & Brown 1996). They said that the customers should have a positive attitude and the strong desire towards the products/services offered by the particular store. Customer brand loyalty is often outweighs the outlet/ store loyalty and this concept is derived from brand loyalty. This study explains the supermarket, hypermarket; retail stores have both the loyal and unfaithful customers. The stated factors are creating maximum difference between two main categories of disloyal
customers. The dimensions can be improved by selecting the store, and customer loyalty on stores is more influenced. Moreover the outlet/ stores with the customer loyalty practices improve the performance as contrasted with their entrants.

**Jyoti Pradhan et. al (2014)** discussed the market explores by the marketers of products and services they offers on the belief that the consumers concerning to the features and the characteristics of the product by opposing brands in a particular class of the product line. The brand equity is précised by allowing the sources of equity of the brand backed up with the consumer knowledge towards the brand, and by evaluating the diverse potential results or brand equity demonstration in such a way of discrepancy of marketing commotions.

Consumer knowledge and its composition/ associations occupy the entire set of measuring the brand equity resources. There are fine number of diverse ways to evaluate the knowledge of the customers and latent resource of brand equity.

Even though it is predominantly significant to confine the breadth and depth of consciousness; brand association’s strength, the interest and the favorability, the Interest and the favourability of the reaction from the consumer and the associations of loyalty of the customers and their intensity, foremost are to determine the quantitative aspects and qualitative links is to be employed. The marketer has to evaluate the essence of the soaps are crucial in the precision of the brand equity. Brand management need to do in the aspects of the customer thinking the accurate and necessary products their sense and performance of the products towards the brand for their betterment.

**M. Vijaya Baskar et. al (2014)** aimed to offer comprehensive advance to branded processed food that the customers think and their interest of the consumer purchasing behaviour. There are broader objectives and the hypotheses were veteran to discover
the deeds of the consumers while buying the branded processed food. The major variables that are measured namely brand equity, brand attributes, ethical anxiety, brand backing and the concerned demography. The study found that the safety and the trust, belief is the vital driving forces the consumersTowards the brand.

Constantly, the additional parameters are powered to the consumers but the safety, trust and belief are the factors that induce the consumer mentality. Consumer’s age is important elements as the old age customers are aware of the facts of the particular products as they indulged in the buying from many years. So the age of the consumers have the modest impact on buying of the particular brand over others. The companies need to take care of the safety, trust and belief if at all they need escalation in the sales point of view and also if at all they want a consistent brand name in the market in the extensive run.

In view of the fact that not numerous of the research on the consumer behaviour evaluates the factors and the determinants that acquire from the food acquisition, there are numerous factors to carry out the entire study in an inclusive way the Indian population circumstances are the first in type, and the purchasing of the brands by the customers are mostly the stricture of the safety, trust and belief. Safety, trust and the belief are the parameters that hold the brands for the long term/ run. Even though the available factors normally customers consider while preferring the brands that is safety, trust and the belief are the fundamental stricture to acquire the brands. Whereas the endorsement of the brand, concerns on the principled brand, brand and its traits have less amount of impact on the buying behaviour of the customers.

**Dr. P. Ganesan** presented the research had modest distraction of the brand equity that relates to the customer based brand equity with its dimensions under the umbrella brand of products that is staple products like spices, Atta i.e. flour, salt and the contrast with the chosen products among the four diverse set of stores. The contrast of the
brand i.e. Atta (Flour) with explicate the four stores and no disparity and the contrast the experiential result with the brand salt.

Rest of the other six proportions are not demonstrated with no divergence, knowledge of the brand considerably fluctuate from the stores with spices from another.

**R. Shashikala et. al (2013)** explains the strong brand entails vigilant planning and an immense covenant of enduring investment. The unique ability of great marketers is to create, develop, defend and retain their brands in the market. As the brand equity is a additional value of a product by the fine and superior caliber for its brand which has the economic value and the psychosomatic value for a company or a firm. This study is focused on the applicability of customer based brand equity developed by David Aaker in the context of Indian markets.

The study presents empirical support as to generate superior degree of loyalty of the customers and the awareness level in forming the fine and superior quality of brand equity in Indian context. This research signify that the Aaker’s model is not useful for the Indian market.

**Rajeev K Shukla (2013)** analyzed that satisfaction level of the consumers related to the food. The factors influenced the consumers to visit the food outlet are common services like arrangements of sittings, ambience, various variety, food quality, parking facilities and so on.

The study found that consumers feel that unorganized food outlets have more focused on the quality, price and cleanliness. This study helps the unorganized food outlet in creating the competitive products and service strategies to provide the high level customer satisfaction and also to boost the market share and profit.
Consumers show less interest in promotional activities that motivate them to visit the retail outlets. They also experienced that the staff at the outlets are polite, attentive and helpful.

Normally the firm seeks that the customer are satisfied by the products and the services and need to comprehend the desires, needs and the expectations of the buyer.

These expectations are the main factor related to satisfaction. When the customers have high expectations possibilities are there the actual reality falls less satisfaction and obviously that they get disappointed and rate of their experience goes towards the less satisfaction. In this type of outlets the concentrations on billing facility and entertainment for their kids have less focus. In promotional activity expenditures can be used as the investments on the outlets of the retailers for boost the awareness for the consumers. According to the respondents the sitting arrangements or the spaces should be apart from the delivery counter space.

Ravi Nandi (2014) examined that Indian market for natural (Organic) products is in its early life and the information regarding the knowledge of the organic products consumers are in defined. This study is all about to gain knowledge on consumer’s preferences related to purchasing preferences of organic products in Bangalore city. The consumers preferred to visit those places where the socio demographic characteristics and the purchasing interest were drawn. This study revealed that most of the preferred purchase outlet for organic products should be specialized supermarkets or organic stores.

The most preferred purchase places are open markets and convenience retail shops. These products are influenced by few factors reminiscent to gender, family size, family income and qualification aspects. Agricultural marketing involving in the organic food marketing, producers are to consider the consumer preferences for determining the
attributes based on socio-demographic and to work on the well-organized marketing channels for these products.

The variables influencing the consumer specific characteristics are gender, age group qualification, and marital status, family size, occupations, income level, food habit, knowledge about the certification on the organic products, and also the knowledge about production of organic food.

The results revealed that implications on specialized organic shops, retail shops and also hypermarkets focused on fine quality and trust and the belief of the food products. The last preferred places for the purchases are open markets, local vendors/ markets and also considering conventional retail shops which is more flexible for the low income level customers. The majority of the consumers' purchases food products, including vegetables fresh fruits, also the consumers are interested to buy these products at organic stores, supermarkets and hyper markets. It's observed that these stores charge more prices and difficulties in assessing the stated shops.

In order to promote these stores develop pricing strategies and locate their shops in such a way that they go for the shopping (close to the residential areas) in accordance with this retail system should improve the marketing channel. Lastly marketing strategy should be implemented to improve organic food market based on the location and area. Hence the tendencies of consumer behavior are carefully examined and considered for further and improved environment.

**Dr. S.V. Pathak et. al (2009)** explained the factors affecting the buyers to make their decision related to the latest retail formats and the chain/ system and to comprehend the actual strength of the considered factors in this study. The factors considered for the study are live culture, Envy or demonstration effect, fear to lose an opportunity, price-value equation, private label brands and greed.
The study revealed that the retailers need to take of the buyers and not only focused on the formats but the actual buyers dynamics to keep the business moving smoother. Retailers should have to form a system that will focus on the deliverance aspects and that caters to the massive collection of the buyers.

This study also revealed the upgradation of kirana shops/provision stores with the same rate as the other retail outlets are accelerating the phase. Shoppers are looking the good quality, customer service, lifestyle and status. In few cases the kirana shoppers are more flexible to cater the products to the customers as they know the pulse and interest of the customers more as compare to the new retail systems.

**Sujay M. Khadilkar (2013)** aims on the diverse set of the retail chain and retail formats and also the current scenario of the retail trade especially grocery retail system. The researcher has explored the grocery segment before no one has embarked on this segment. This study is also focused on the positively intricate the retail trade on both prearranged that is organized and unorganized formats of Indian market. It is also an effort completed to scrutinize the two formats especially complementariness in the segment of grocery. And the researcher has escalated the comprehending facts and tried to fortitude of the co-ordination in the two stated formats.

The study is focused on the grocery retail system and the entire factors are to be examined and the proper number of the retailers to observe the Indian market and the changing needs and demands of the customers are also traced. As the retailers and their reaction towards the market is gathered the information or the data for the further analysis and the subsequent results are recapitulated.
Tirthala Naga Sai Kumar et. al (2013) found that the efficiently intensify the recital of the retailers and the dimensions of the sales at the store and with its brands especially grocery and food section. It facilitate the new customers that is the new shoppers, the fresh entrant FDI bill has approved by the Indian government hopefully the massive players of the globe such as Wal-Mart, Tesco and other players will take part in this retail business.

This study scrutinizes the five imperative variables and their respective association with intention of the buying by the customers. It is accepted that the store brand stipulated straight with credit cards and the optimistic associations on buying the brand of the stores as customers will buy the products with no hesitation and the needs will be fulfilled by the stores. Sometimes the buyer will buy no products due to the lack of financial support. Thus it is fine to hold the store brand credit cards to avail the purchase the brand or products at the stores, and the meet the purchasing purpose and at the same time instant actions on the purchase.

The next important factor is the customers take more time in choosing the products or the items especially under the offers of combo packs, within the allowable control on the purchase of the store brands.

Normally the customers prefer the items to be purchase based on the need and the requirement rather than the retailers anxiety to impress the customers by his own interest add the products and the items which is comprise the combo packs of the items or the products. The permitted confines include range of the price, varieties in the brand of the store. The liberty to choose needs of the customers will splash out the fear of buying the unwanted items or the products along with the combo pack which are offered to the customers and loss of interest and money in the acquisition of the products and services at the store.
In fact this approach is very much pleased to the customers to come back for the shopping repetitively and to buy more number of items especially the store brands. The revealed information is disclosed the diverse sub brands are the frequently purchased products or items that have cohesion on the intentions of the purchase of the store brands. This alleviates the customers/ buyers from perplexity, concern in bulky sub brands in identifying the dissimilar value for money items and the quality.

The knowledge of recognizing the fine quality and the portion of the value to the store brands by the validation facilitates the buyers in the easy way to conclude while making the purchase of the store brands with the elevated degrees of assurance. It is obvious that the time to differentiate the discrepancy of the price from the store brand and the national brands has changed based on the purchasing interest of the customers. The common customer normally does not take time in evaluating the national brand or the store brand at every time so it is the need of the retailer to educate the customer or to demonstrate the advantages of the prices in percentages, return back policies and so on, by using the discriminating concentration strategy.

This contrast with the disparity linked with the store brand and national brand that reduces the decision making time for the customers. This also facilitates humanizing the store brands sales in more successfully. The final issue is based on the advantage of the price perception of the customer that escalates if the price of the brand that is store brand is almost equal as national brand, the store brands normally offer fine discount to the customers.

This approach shows fine impact on the buying intentions of the customers towards the store brands. Along with this the customers are able to distinguish the store brands in
diminishing quality aspects if considering the national brands and reduce the time to calculate the unidentified and disjoint of the national brand and store brand. Thus the buyers will rely on the simple and most effective perception and past experience practices.

**Urszula Sweirczynska-Kaczor et. al (2007)** emphasized on the two pivotal issues of management and the internet marketing and measurement of Brand equity by creating relationships between company, digital communities and valuing customers. They have also proposed method to valued customers by considering level of customer’s loyalty and their customer lifetime value. Valuing customers can be referred to their loyalty.

The concept is supported by separating customers’ base into two parts and then review both of them – the part of loyal customers and the section of customers whose focus is on one contract with a company on the Internet market. In this subject we remind the implication of financial brand presentation such as the number of accomplish customers and their profitability.

Intensification and collaboration with effective societies escort to attractive brand equity in the vicinity of brand perception, customer’s loyalty and company’s status. Furthermore, attractive customers’ loyalty (e.g through virtual society) front to raising the value of customers’ base (what is exemplify by computation of customer’s lifetime value). In this way the possible of the company’s brand and its collection are armored.

**Urvashi Gupta (2012)** attempted to comprehend the altering customary outlets to shopping malls of the customer’s behaviour. A set of diverse features and the characteristics was scrutinizing the budge in the behaviour of the customers. It is accomplished to be loyal to the same form the customer’s point of view, whereas store
manifestation is no determinant that affects the customer’s loyalty. Similarly, fresh product or new product and accessibility of the assortment of the products are few traits of the products that considers as the foremost determinant of customer’s loyalty towards the particular products.

It is assorted exactly where kiranas stores /local stores are movement free as they have the nice rapport with the customers, home deliverance, locality which is convenience in most of the aspects, credit on the product purchase sometimes the installment for the purchased products. The emergence for these factors and the information of this is very essential for the retailer which helps and assists to strategize the plan to retain the customers and to compete with the upcoming retail formats.

It is important for any marketer or the retailer to hold the loyal customers, and this is not so ease for retain as the customers expect fine quality and a wide range of the product assortment so that the customers stay for the longer period of the time and at the same point of time the retailer gain fine number of loyal customers. The retailers need to expand and escalate the stocks and prominence of the store transformation that assist to know and to comprehend the shopping intentions and the attitude of the customers.

2.3. Retailing System and related concepts

Abhishek Sule et. al (2009); stated the retailing is one of the main sector is in buzz in India. This sector has rationalized and extended at the quick phase and also helps to boost the Indian economy. The early times the kirana stores were in great demand of course with the stated advantages and unstated disadvantages, they have survived
because they understand the need of the customers and helps in experience in good shopping.

Now the trend has changed the kirana stores are interested in serving the customers at a great extent as no need of going personally for shopping the just call them the details of the products needed they will deliver the products to the customers’ premises.

They also show the interest in your family, about the health and so on so that the customers feel comfortable and shop with the same stores repetitively. Finally kirana stores become wiped out it is not because of the organized retail stores or any external environment as these stores are not involved in the innovativeness as they are following the old concept of marketing as they need to understand the market situations and act accordingly.

Amatul Baseer et. al. (2007) identified that the organized retail is a profitable scheme for a competitor who can carry out in the best performance from around the world, leveraging the financial system of the extent and obtain the remuneration through retail process in India. India has a huge middle class society and educated workforce to handle various critical functions like commodities, sales promotion, inventory management, procurement and marketing.

A number of drivers are assisting the intensification of the business reminiscent improved levels of income and increasing acquiring buying power, entry of new foreign entrants and transformation of real estate markets.

The manufacturers not directly accomplish all the retailers in a particular geographical location. And it’s not possible to maintain the desire relationship with the retailers where the managing these relations are complicated. The actual operation between the
retailers and the manufacturers are becoming quite powerful as they freeze the management and the channels of communication. Finally the monetary funds are very low in case of the Indian retailers so the retailers are dependent more on the other members of the channel.

Dr. C.P. Gupta et. al. (2007) examined that the retail industry has the potential of employing the people and it is next to the agriculture sector in India. This industry is in detonation period and various reasons are facilitating to this sector.

Some of them are the increasing their wealth especially middle class society in the changing the consumption patterns, growth in income level in case of nuclear families. The tap this resources various Indian based companies are also venturing into this business. The actual rise of organized retailing has distorted as the way the Indian consumer expenditure and changes in the lifestyle considering the metropolitan cities.

It is also revealed that the gap between the lifestyle of the consumer of metros and rural is cutting down day by day. The major concerns of the retailers are focused on the space availability for the setup of the retail in India. If this is feasible then the quality improvements, delivering better products with good quality is possible with the prompt services results in boosting the operational efficiencies and also less cost for the supply chain system.

This sector offer good job opportunities, better salaries, and improvements in the living standards, usage of world class products and the services, great shopping experience and social activities with the massive business prospects.

G. Laxmi Prabha et. al. (2007) focuses on the major objectives which comprehend the retail customers in India, the emerging trends of retail and also it discusses the retail formats in Indian context. This sector is highly fragmented as compare to the developed countries as this is starting to become the biggest impact of this sector on Indian
perspectives. This shows that the huge potential for the organized retail industry which helps in prospers as the market is very enormous. The traditional formats like grocers, kirana shops and many more co exist with the huge retail outlets and also with MNCs and non store retailing channels like teleshopping and multiple levels of marketing channels.

The challenging aggressive Indian consumer is now showing the actual resulting for a stirring retail conversion that has already started carrying in superior interest from international brands/formats. And the advent of numerous competitors, they are annoying to pleasing the customer and it’s for the Indian customer to assemble back and to benefit from the generosity.

**Gopal Das et. al. (2009)** explains the consumer merchandise is quite favorable and predominated in terms of sales and volume revenue. In this era the organized retail keep all the possible consumer products under one roof as it is very much convenient for the buyers to shop according to their needs and desires. These convenient stores are able to attract more number of customers as the entire domestic and international brands are available in the organized retail sectors. All the retailers try to attract more number of customers though various promotional activities and other competitive schemes.

This study is needs the answer on Are consumers get attracted by store amenities in a retail environment. As the answer, situational factor makes a huge impact on the consumer buying process. After the analysis it is been concluded that the store amenities leads to attract more customers in the retail environment.

**Prof. H. Venkateshwarlu et. al. (2007)** focuses on the effect of malls on small retail outlets and also the effect of small retail outlets on malls. The many changes are happening in retail industry and opening the economy with the full speed. The major
and pivotal players entered this industry and a set of new proportion is given to the business. The retail store has started to increase with the good investment improved ambience with skilled salesmen induced to compete with the competitors. It is difficult to the retailer to survive in this type of business, irrespective of actual size. It is believed that the supermarkets are still need to tap the middle class and the customers from the rural areas. This will take a extensive term to reach or to tap the untapped customers as it is very complicated to break and to diverse with the cultural aspects of the customers and also with the demographic barricades. In case of the small retailers they are more associated with the middle class and also with the rural areas.

Harpreet Singh et. al (2008) stated that Indian economy has the retailing sector with the essential building wedge. Indian retail markets have experienced vast change in the post liberalization era and monitored a remarkable expansion. There was the actual shift in terms of organized retail formats; choice preference and value for money have distorted the retailing system in India. India’s enormous population is the middle class families and most of these middle class families are still untapped completely, the retail industry are main appeal for the global massive players of retail who want to enter the great Indian market.

The organized retail in India is driven by changing the lifestyle, strong earnings escalation and favorable demographic model. Day by day India’s infrastructure holding the peak to match the comfortable supply chains are required by larger stores. In addition to this the price cut down can be attained throughout the supply chain by eradicate multiples layers of intermediaries and re-structuring. Organized retail formats have numerous opportunities and challenges. This retail system has more number of challenges in terms of government intervention, competition, FDI, Deficient in Infrastructure, Tax restrictions and finally dominance by unorganized retail format.
J. Joshua Selva Kumar et. al. (2013) stated with numerous players such as regional/local players, national players and international players annoying to tap the market, and retail is one of the fastest moving sectors in India. The expansion of the prearranged retail chain or organized retail chain has moved to the private labels in India. Private Labels also recommend retailers to have the control on the supply chain, at the same time the possible fine negotiation with the producer of the national brands and the companies, possibilities are there to tailor and the innovative products in the market.

This is how retailers offer a place for the loyalty towards the stores by the customers and the augment footfalls. This research locate out to study the features affecting the private labels in terms of the sales growth in India and also formative & comparing customer’s attitude towards regional or local brands, national brands with the particular diverse set of attributes. In addition to converse the favorite outline with admiration to demographic profile of respondents for both regional and local brands, national brands and private labels brands.

The methodology projected to attain this objective consisted of investigative the data of three groups of private labels are Non food FMCG, Explicitly food FMCG, Consumer Durables and Apparel. As the study discovers the factors that influences the private label’s sales growth, it will eventually help retailers in developing and execute effective marketing programs in admiration of Private Labels. This study scrutinizes how customers in Coimbatore city distinguish private label brands in contrast to national brands with deference to 5 traits.

The findings in this study are useful information for the retailers in planning the strategies to manufacture products, by producing the supplementary products than the national branded that suitable for the market, and also assist the retailers in escalation
of the effective private label brands or store brands and able to recognize and their presence amongst customers.

Private labels are a moderately striking proposition because they generate a situation of win and win for both the retailers and the customers. They propose lower prices and superior margins and at the same time, Quality is equivalent to that of national brands.

Nevertheless, retailers should be vigilant about not exaggeration this, especially in areas where public is still new to the initiative of private brands and still split much stronger bonds with the age old marketed products. The retailers must keep in mentality that private labels are not just concerning price. Today customer wants the product of fine quality at lower price. For mounting a flourishing private label product, retailers have to track a ‘lower price- higher quality’ strategy. Customers are now ready to recognize the private label brands besides the developed brands; customers are now quality and service propensity.

K. Rama Mohan Rao. et. al (2013) observed that there is a boom in organized retailing that won’t be affect the consumer opinion and perception of the individuals. The factors of ambience, especially lighting, cleanliness plays add on benefit to the retailing where most of the consumers feel satisfied.

K.S. VenuGopalRao et. al (2012) explored organized retailing of grocery forms and the deliverance. Consumers look for the quality, expediency and the diversity along with the price when buying the groceries. This study reveals that this business is in the testing stage. Numerous organizations are scrutinizing the market as the rehabilitation place while other fine number of Indian organizations of retail sector has developed the models of retailing to survive in the market and also in the developed countries and few of the companies are slightly changed the models that suits to the Indian market.
Consequences of the last decade are totally mixed and not clear and it’s difficult to comprehend the facts where they are mixed. It is extremely intricate to conclude that the customer’s benefits that drives the market.

As many suggestions are discussed in this study where managers of the retail chain and the organization must plan for the allocations of the preference of the consumers in terms of the taste, habits, likes, preferences and so on.

At the same time the organizations have to take the initiative in promoting the community and work simultaneously towards the superior set of retailing system especially grocery segment. It is very much open statement that the unorganized retailers are located in separate recompense.

In order to compete with these unorganized retailers and confines the sharing the minds of the customers as well as the profit allocation of the customers, prearranged or organized retailers is need to offer the diverse set of value intention. And also retailers should innovate and with the new model to contrast and confine in gaining the attention of the esteemed and potential customers.

**Prof. Kalpana Singh (2014)** explains the Indian retail industry is moving very quickly towards the development. Indian retail industry and its dimensions are expected to grow more than the twice to 1.3 trillion USD by 2020. In addition to this the prearranged or organized retailer’s efforts in developing the retail in Indian aspects are growing significantly. Contemporary the transformation of the policies and flexibility in the liberalization of the retail sector division entertain many overseas retailers to Indian market. It is expected that the FDI will boost the growth of prearranged retail/ organized retail.
India with the great number of populace where the majority of the populace are the youngsters, expect the more brand and conscious towards the fashion, immense growth in the expenses of the consumers are few important factors owing the comprehensive trends for the constructive looks of the sector. Hopefully in 2012, the prearranged retail or organized retail share 8 percent of whole retail with the prediction of share of total retail market is 24 percent in India by 2020.

Accumulation of the apparels and grocery segments which are growing faster as compared to the other segments. It is expected that the multi brand organized retail is to boost the specialty stores such as the footwear, consumer electronics, furniture and furnishing and so on. The prerequisite of Indian small industries procure 30 percent as it is important to restrict FDI in many segments.

The elements that have to be consider in retailer to compete the prearranged or organized retail in the following aspects quality, price and variety. The latest retail system offers the opportune shopping experiences to the consumers and hurdle to impinge on local stores/ kiranawalas or the provision stores and also for the small traders who are in this business for the longer period of time.

**Dr. M.N. Malliswari (2007)** briefs the urban consumers' interest to enhanced great shopping experience with the conscious and sub conscious and also willing to pay the extra price. In present situation the shopping occurs with impulse decisions. Normally the prices are charged at the affordable costs to the customers. The major drawbacks of contemporary malls and other massive self service retail stores with lack of seating. The senior citizens face lot of problem while shopping as seating facilities are not convincible. It is better to provide the resting facilities should be available in every floor of the malls. Shops should have sufficient parking space to park the vehicles and the
customers feel relaxed. It is also revealed that the small stores will not have any problems from the foreign and MNCs as the opportunities are huge in Indian market.

Dr. M. Anbalagan et. al. (2007) explains the consumers are looking for the good convenience in case of shopping; normally the households buy the monthly groceries at least from four shops with the several visits during the month and few top-up buying. As India is one of liberalize country in Asia which started focusing on the retail sector even though numerous foreign companies have their own interest in this market, the local/retailers are also entering in to the market to provide goods and services to the individuals and households. India stays at the last in the modern retailing as frontiers, the actual confronts are wider and diverse market as well as the alteration to the characteristics which reap huge recompenses for the extensive terms. And it is believed that the consumer are considered as the winners in this retail rush by getting the products and services at the lower prices as well as the good freebies are offered to them.

Manju Malik (2012) noticed that the combination of convenience of the store, quality of the products, availability of new products and service quality are considered more by the Indian consumers. It’s also evidenced that combining these factors helps in manning the customer satisfaction.

Noor Firdoos Jahan et. al (2009); briefs the exploring trends of retail formats related to hypermarkets in Bangalore region. Bangalore have experience the huge change and buyers are more exposed to various retail formats from kirana shops to convenience stores to supermarkets and to hypermarkets. Majority of the retailers are opened their hypermarkets in the city. It is observed that the shoppers are more interested in experiencing the hypermarkets for shopping and to spend leisure time. It is also experienced that the quality of the food and groceries are nicely maintained at the hypermarkets but when it comes to the apparels and fashion the quality is not so good to appreciate.
The retailers have to see to the quality up-gradation of the offered products should be maintained genuinely so that to attract and to bind the customers. The majority of the shoppers’ shops on the weekends and these shoppers get tired by standing at the counters to make the payments for their bills. The hypermarkets offer good space for the kids to get entertain by various games, family entertainment where this attracts more customers to walk-in to these hypermarkets. Finally the price part, these retailers are more interested in promoting their own brands by offering good discounts and branded products are not be good discounted.

N. Venkateswaran et. al (2009); focused on the hypermarkets as an emerging segment not only in metropolitan cities or semi metropolitan cities but also in I Tier and II Tier cities. Considering the small towns’ retail has allowed women to have freedom from the ‘shopkeeper in Law’ concept with new shopping walkways and acceptance is increasing among households.

Innovation is most essential in retail branding. This sector takes care of the customers very rigorously based on emotional and respect to their cultural and individual style aspects.

The modern retailers are looking forward for the two main things that will boost this industry those are man power and more space for expansion. This sector is purely dependent on the external factors like government interventions, real estate prices, in addition to this the activities of retailers and the existing demand of the customers which makes a dramatic impact on the retail industry. As the retail market changes shape and increased competition the latent for civilizing the retail productivity and unkind costs are also declining. Finally strategies are not strictly independent of each other; assessment purpose is not just a price superiority and service but also is improved by personalization and contributing impressive experience.

Dr. Pinaki Ranjan Bhattacharyya et. al. (2010) briefs that the customers are interested to visit Samabayika for shopping which is a big and old retail outlet in West
Bengal. This departmental store is very much reliable and offers good quality of products at very moderate prices. This research has shown few constraints regarding the retail outlet and it is also proved that to research has shown few constraints regarding the retail outlet and it is also proved that to be long term contender in the retail chain/segment.

This retail outlet management needs to take the initiatives to build good relationships with the customers and of course with the suppliers as they provide the good products and the services to this retail outlet. The major constraint is the staff is not up to the mark as they need to have qualified staff and also to train the employees. This retail outlet need to provide the extra facilities like free home delivery of the goods and also to provide the parking facilities to the customers so that customers should feel comfortable in shopping.

Finally the retail outlet management should have a healthy relationship with the employees of the outlet so that they can provide excellent level of service to the retail chain.

**R. Tamilarasan (2007)** identified that the most favored proportions of store location as ease of reaching the store, ease in identifying the store, and convenient location of the store. The store loyalty proportions are the store I like very much, for my regular shopping experience I prefer this store and so on. The study also highlighted on the most favored proportion as the appearance of physical facilities or the outlets, reliability and consistency of the store personal performance, willingness and readiness to help the customers and to acquire honest services with well trained staff and basic knowledge and good convincing skills.

This study observed that the attributes with each of the dimensions have to be improved by the existing stores to ensure the customers satisfaction and their comforts. Finally a set of the store proportions and the service quality proportions identified that the stated proportions have to be improvised to earn the competitive edge and to
survive in this retail business in the sight of altering and also emerging retail situation, with the doable initiation of the MNCs in retail market situation.

Raju Gundala et. al (2011) explains that the retail scenario and service is one of the significant factor which ensures the customer loyalty to a respective brands. However the quality of the service is the main concern of all industry, as far as retail industry is concern there is a lack of the effort that is to be ensured the deliverability to its customers. This also computes the retailers offer the service and quality to the customers. And also the retailers lack in reassurance and consistency and need to improve the management, operational and front end services to gain the loyalty of the customers and the trust should be formed.

The retailers are ignoring the customers as well as their expectations due to improper decisions viewed by the management and also the service deliverance and the lack of communication are stated as the negative for the retailers. From this study it revealed that the AUCHAN hypermarket provides less the customer service and no proper assistance and reliance is not showing the same trend as AUCHAN hypermarket towards customer service. Lack of qualified staff, no motivation to the staff, improper HR assistance, lack of man power, are the factors responsible for the drawback of the retailers.

Rallabandi Srinivasu (2014) explained the segment of fast-moving consumer goods (FMCG) which is a vital segment that provider to GDP of India. It is the fact FMCGs is the major segment that comprise of great contribution of funds from the consumer in all the nations. This study is intended to comprehend the circumstances and the situations which are accessible in the retail trade segment based from FMCGs. This study is focused on the segment which is spirited and the competition procedure. This industry is exemplify the network allocations, levels of low dispersion, with the cost of working is less, lesser expenditures on per capita and extreme competition among the prearranged or organized fragment and unorganized fragment. In India there are more than three million people are employed in this FMCG segment. At present this segment
is mounting the double of the previous pace and it is anticipated that this speed will be hold back to elevate the expansion and the growth rate of the nation. It is believed that the buyers ware conventional part due to the less income disposables and also part due to less number of spirits and additional diverse set of products.

Normally consumers demand for the food inflation and price suppleness for the segment while consumer’s purchasing power reduces the acquirer of the products from the convinced FMCG.

Rohini Purohit et.al (2014) stated that a firm intellect about the growth of the retail segment as promising attraction for foreign individual. The enormous involvement of retail segment in Indian market, government procedure, the escalating consciousness of the consumer, the brand awareness and numerous factors have made Indian retail segment as emerging desirability for the massive foreign retailers to invest. Several of these foreign investors are hurrying to confine metro province some are fascinated in non-metro places but in both the province significant retail development and regional expansion.

In metros 28- 30 percent of enlargement is predictable where as in tier II and tier III cities we can anticipate it to cultivate by 55- 60 per cent. Some additional foreign retailers are lined up to do foreign direct investment both in sole and multi- brand trade as well and settled to accomplish the condition of 30 per cent sourcing from SME's . These foreign reserves are probable to have crash on diverse stakeholders like consumers, unorganized retailers, MSME's, industrialized units, and unorganized retailers, will it be positive or negative can only be adjudicator in extensive run.

Ruchi Malik. et. al. (2012); focuses on the factors and to determine marketing role in the success of organized retailing system in India. It’s observed that the retailers have good opportunities and to adopt the new approaches to attract and serve customers better.
Prof. S.L. Gupta. et. al. (2007) explains that the shopper’s interest and their attitudes are different towards the stores and the retailer’s response towards the shoppers is based on their mood. This type of situation is based on the organized retail formats especially in case of the shopping malls this is because changing consumer moods and increasing the power of purchase and walk-ins are more but the visitors are more interested in looking around concept.

This study observed that the major players sharing the youth fashion and have engraved as one stop provider for the customers. Diminutive retailers no longer stay the main basis for the essential monthly shopping storage the consumer usually gets the improved prices, quality assortment and expediency for their procurement at organized retail formats. As largely consequences revealed that the variables are measured as the some extent of predictability in choosing amongst the dissimilar types of store formats.

Shadma et.al (2013) emphasized on the major factors that affect the consumers decisions despite the fact that to select their choice of retail store and to study those variables affect the choice of customers in choosing the retail stores. This paper revealed that the male customers prefers the retail outlet which offers variety of the product assortment rather than decorations and lightening the stores.

The old age people like to shop from the street markets and local stores, the younger generation is attracted towards the retail stores as they provide better quality products not swayed by the freebies and discounts which are offered to them. The study conducted bared that the consumers are aware of the functioning of the retail stores and also the retailing has great word of mouth for the shoppers. These shoppers choose the apparel retail outlet on the basis of product assortments.

The old generation and the younger generation have totally different opinion on retail stores/outlet. And the comparison made between the quality offered an the discount
offers, as the retailer think that facilitating the discounted products but not the quality product will gain the attention of the customers and they make a purchase but the trend is changed now the customers are interested in gaining the quality products rather than going for the discounted products.

Hence this study proved that the customers are looking for the quality products not the discounted products which are offered by the retailers at the retail stores/ outlets. And finally the consumers like retail stores which offer better quality than the stores which offers more discounts on the product and product assortments.

Sharizal Hashim et.al. (2013) gives the proper approach to formulate the Brand managers’ a set of strategies to implement on various sectors like Retail, Health service, Hotel and Banking system. It helps the managers to allocate and to measure the various dimensions which are suitable for the respective sectors. Brand equity offers a narrative that service are to be brand, diverse set of services requires as the many approaches of processing the branding. This helps the brand managers to assign, prioritize the measurement requires for the service of the brand equity.

Brand awareness is not sufficient to power the behavior of the service customers. Hence, aspect like brand meaning is desirable to bear the growth of brand equity in the service industries in Malaysia. Hence, service brand awareness and brand meaning of a service brand need to be enhanced on in order to increase positive views by the target spectators. However, dissimilar service organizations need diverse personalized approaches to service brand equity potential. This study gives service industry managers a prepared advance to formulate their branding strategies.

Its uncomplicated approach exemplifies how diverse service categories throw in to branding strategies efficiency. As managers often have incomplete resources to execute branding strategies, this structure assists them to prioritize and assign resources across brand equity constituent. Therefore, set aside organizations to focus
on the exclusive scenery of their service that considerably provides an edge with their contestants.

2.4. Retailer’s Brand and Local/Private Tags

Dr. A. S. Sandhya et. al (2011) observed that grocery shopping behavior and establish the consequence of consumer perception facets and demographics on attitude toward private label brands amongst grocery consumers. The outcome of the multiple regression analysis demonstrates that perception of private label brand has the foremost manipulate on the attitude. Among the demographic distinctiveness age and gender of the respondents did not persuade but family size, income and occupation negatively prejudiced the attitude towards private label brands among grocery buyers’.

There are numerous allusions for the retailers who are enthusiastic to target consumers with through private labels. This study finds that perception is an imperative implement in increasing attitude toward private label brands among consumers. This involves that retailers should connect in engender positive appraisal about their private label brands and at the identical time contradicts any negative perception of their private label brands. They could achieve this through in-store endorsement, store image structure and advertising. Other aspects that were originates to be significant are consumers’ education level, gross members in the family and marital status.

Retailers should, consequently, focus on intention these divisions. The outcome revealed that occupation, income and family size of the respondents had a meandering consequence on attitude toward private label brands. This seems to curtail from the reality that better occupational level and higher income stage of the consumer’s consequence in them not allowing for the private tags or the brands that provide the value for the product and symbol of class. Consequently, the retailers should connect in promotional tricks to endorse their private label brands as long as value for money.
Abhishek (2011) considered the choice of private labeled brands by using the simple demographic variables that extended to attitudinal work and the respective behavioral aspects of the buyers. This study is not revealed the co-ordination of psychographic and demographic attributes to attain the control on the exploratory. The paper also defines the operationalization of these variables with the integrated models in present Indian retail scenario and also the limitations are briefed out. This model makes the most comprehensive and lacks in the inclusion of various environmental variables.

This study is fixed to the particular category of product but not to all other related product categories. The loyalty programs are to be initiated to the individuals to make the regular purchases. By the analysis it can be concluded that the domestic brand and the private tags are normally not dependent on the other and in realm these are not the same one can resort to nested logit.

Arun Kumar Singh et. al (2013) observed personality manipulates on shopping activities and determine the consequence of consumer perception aspect and demographics on attitude toward private label brands amongst grocery consumers. The study demonstrated that internal directed consumers have constructive attitude towards private labels as contrasted to external directed. It also attempts to see the erudition and the motivation to acquire private labels. The outcome of the multiple regression investigation illustrates that perception of private label brand has the foremost persuade on attitude and behaviour on private label brands. The demographic distinctiveness age and gender of the respondents did not manipulate but family size, income and occupation unconstructively inclined the attitude and behaviour on private tags/ brands.
There are numerous implications for the retailers who are enthusiastic to target consumers with through private labels. This study discovers that perception is a significant instrument in mounting attitude toward private label brands amid consumers. This involves that retailers should connect in producing positive reviews about their private label brands and at the identical time counters any pessimistic perception of their private label brands. They could achieve this through in-store promotions, store representation building and advertising.

It is also establish to be significant are consumers’ education level, earning members in the family and marital status. Retailers should, consequently, focus on intention these fragment. It is showed that occupation; income and family size of the respondents had a meandering consequence on approach toward private label brands. This seems to curtail from the actuality that enhanced occupational level and higher income level of the consumer’s outcome in them not considering private tags or the brands as endowed with value for the product and the symbol of position. Consequently, the retailers should connect in promotional actions to endorse their private label brands as afford value for money.

C.V. Krishna et. al. (2012) stated that in prearranged or organized retail food is the first segment followed by the apparel retail as second and the boost of private tags or private labels are elevated food and groceries segment equally and in apparel segment. Numerous retailers are escalating the part of private tags or private labels in their product range as the store brands will depart superior boundaries to the retailer. The consumers are preferred store brands profoundly because they save cash. This present paper is focused on the pilot study conducted to determine the consumer preferences towards apparel private label branded in India, which is an empirical study using conjoint analysis.
The paper provides the findings to the pilot study carried out in Hyderabad and Secunderabad twin cities only. It assists to appreciate the consumer buying behavior towards apparel private label branded.

Deepali Gala et. al. (2013) discusses the private label concepts which are not the latest concept in the market and Indian market too. The origin of the private labels is from the ancient times, products are sold privately by labeling the private tags with the national brands. To bind the customers with the private labels need to boost the productivity and also improve the loyalty of the customers towards the private brands, and also the numerous retailers are turned their store brands as the private brands. As the private brands attracts more numbers of customers due to private brand can enhance the margin. Retailers have fine profit margins on the products they offer and basis of the own brands are elevated as the brand products in the market. This research talks about strategies of marketing which is appreciated and accepted by the outlets to escalate the sales revenue from the private labeled products. This study is work out on the belief of the customers where the assorted deflect the customers from the private label products or the national brands by the retailers.

Retailers have to focus on the perception, attitude and behaviour of the customer, a wider scope for the customer’s activities that lead to the diverse set of retail outlets or local stores or kirana stores available. This study revealed that the local brand or private brand cannot be considered as the national brand as the customer’s perception is totally diverse in this case. This study also recognizes the causes that are involved in the private brands. Normally the customers look the price of the product then they go for the buying of the product and at the later stages quality and accessibility of the product is considered. These products enhanced based on their quality and price aspects then the customers are easily attract and convince to buy the private brands.

Hariprakash (2011) explained the fundamental transformation captivating position in the Indian retail Industry. Strong elementary financial expansion, population extension,
the rising possessions of individuals or households and the quick creation of prearranged retail or organized retail chain's infrastructure are the factors causal for such changes. In prearranged or organized retail the private brands are intensify in the Indian retail industry that focuses on the importance of private labels to the customers and the retailers in this industry and also the growth of the private brands.

The Private labels enduring with retailers want to proffer cheaper products. The moment, private labels are less than 5 per cent of the retail trade. But Indian retail is enormously attractive for patron, will continue to rise in the other countries.

Monitoring the tendency of the growth and the prospects of private brands or labels, and these labels are strong contenders to the domestic brands and retailer entrusts to the accessibility and quality of the private label and adds assessment to the products offered by the retailers. The customers required to discover a difference in buying a private label than buying a domestic brand. The retailer focuses on short term benefits and to attract only by the price distinction of the private label then the brand will not endure for long run against a nicely established domestic brand.

**John A. Quelch. et al (2006)** discussed the local tags are threats to the branded products, as there as many private brands are available in the market. These private labels prices will escalate at the economy crisis and reduced down when the strong economy. And they offer the appealing strategies to the manufacturers to fight against the private labels and also to maintain the long term health to their brands.

**Justin Beneke (2010)** explored South African consumers are uncertain to embrace private label brands. There appears to be skepticism nearby the quality of the whole spectrum of such brands, with important heterogeneity between exact private label brands. South African retailers have taken unreliable stances based of positioning their private label brands, Private label brand message policies have effectively reached a great amount of the South African market.
Krishna Mohan Sharma et. al (2011) stated private label marketing is a contrivance retailers use to improve various of the profits latent in the vertical structures they allocate with manufacturers of renowned brands.

In spite of increasing import costs and mounting regulations, consumers are still appearing for lesser priced products to convene their budgetary restraint. Private label today require the disgrace of the past, and fetch inferior prices consumers want and superior margins retailers necessitate. As a business approach, private label propose substantive and persistent growth. An excellent private label program can lay the base from which to administer an assorted set of resource tricks today and into the prospect.

From product intend through discussions and procurement, resource development cross functions within the retailer’s organization and broaden out to suppliers, factories, agents, and additional supply chain associates. Private labels depict products contrived for sale beneath an explicit retailer’s brand. These retailers are intended to compete against branded products customers expect the products at the much lesser price in case of national brands.

Private label presents an occasion to price aware customers to acquire the product at realistic price and gratify their needs. This paper discovers the consumer outlook related to product choice and their preference among national brands and private label/store brands. This paper briefs a study of perception of the customer at the store brand and national brands.
Customers are well conscious with private label expressly those who are dwell in urban area and desire to acquire due to price difference and equivalent quality. As far as pricing is apprehensive, it is fairly low in relationship to national brands and draw to shoppers. Private brands assist in-attractive the footfalls of purchaser in organized retail and propose multi promote to shoppers as well as retailers.

Lakshmi Nair (2011) observed how Indian customers distinguish Private Label Brands and also to know the customers response and they perceive the private brands especially in food and groceries category in considering the national brands. The satisfaction and perception of the customers on the private brands help the marketers to mount the private brand or store brand much stronger as the escalation of these brands are fine and acceptance level of these brand are excellent in the Indian market. As the industry is mounting with every ephemeral day, in spite the fact that store brands are extremely profitable, but at the same time a huge competition and the rivalry amidst prearranged or organized retailing system in Indian market with the balancing the both private labeled brand and branded products share the profit of this profit making industry.

It helps in amplifying the footprints of the private label manufacturers in India and the effectively competing with the other major players of the Indian retail market. Generally, customers anticipate the private brands with national brands are equaled important in the market. Loyalty of the customers is turnout to be erratic term in this unstable market and also in this competitive environment.
The customers are loyal to the particular products and sometimes they switch to the one brand to another or to the new product which exist in the marketplace. If the producers of private labels can afford the customer’s value on high pace and it stump in the symbol of the status, hence it is accepted there is a huge opportunity for the retailers to setup their own brands that are suitable for the mindset of the customers and to move ahead the customer’s perception by concerning the same. This will not boost the branded product that is benefitted and there is a boost in the sales of the store brands or private labels and to gain more profitability.

M. Raja (2014) explained the retail activities involves the trade of goods or products and services to end users or the consumers for the individual, family and household. Retailing system in India change has been steady but the rapidity of progress is quick over past few years. One such change is the emergence of private labels which turned out to be the essential division of retailing. The private labels are accessible in a wide range of the food products to mascara to hosting the network too. These products are naturally those products that are artificial by the company under another company’s brand. They are commonly located in the nominal cost to the local, regional, domestic and the international brands that the private brands are act as the premium brands to compete with these named brands.

Organized retail is a large uprising to Indian economy, which not only throw in domestic brands and also private label brands. So it is essential to recognize the customer perception on private label brands in retail. This paper emphasized on the factors which influence the customer perception towards Store brands or the private tags and also to anticipate the customer’s interest on the private labels and the store brand of Big Bazaar.
The objective is to propose and to promote private labels in Big Bazaar, Chennai. Private label brands have ended fabulous inroads over last two decades. Indian retailers persist to inflate the area of private label contributions though the victory of private label brands has been restricted to segments of consumers and definite product group. In this research the objectives were to review how PLBs are apparent in a multicultural circumstance. The findings disclose that private label brands have excellent likeness, consumers are content with its wrapping, and they are quality and more inexpensive. Consumers consider that private label brands are not connected with opulence goods.

M. Ramakrishnan (2012) stated that the customer’s perception on the private brands that are offered at the Big Bazaar of Coimbatore. This study is to comprehend the sensation offered in terms of likelihood that is offered by the retailers when initiated the store brands. This is to discover the trade preferences that are based on the brand loyalty of the customer and to evaluate the aggressiveness of the customers for the new brands or the old brands of the firm. Preponderance of the respondents relies on the quality, reliable and the image of the brand that is foremost attribute that contrast the private brand with the additional branded products. The retailers are capable enough to promote their private labels and try to affix the positive response and the experience in the mindset of the customers and their recognition.

The expansion of the private label sector like the apparel, food segments are mounting at the high pace. Whereas, the future of these private labels are in the capability of the retailer’s to conquer the market and the confronts such as the enlargement of the new categories and distort the appearance of the store labels and private brands and also national brands. The major factors such as the high quality, price, huge assortment of the products, truthful that drives the customers to purchase the store brands. These stated factors are considered the most in the future for the store brands. It also helps to boost the sales at the retail stores.
Prasanth M. K et. al. (2013) focused on the private labels are well-liked among shoppers of contemporary trade channel. The stock up brands is used to contend with the domestic. The domestic brands were advanced to private brands at the preliminary stages. The circumstances have distorted over era of time and the private labels are evenly capable to contend with domestic brands. The retail chains or the channel promote the store brands as it yields more group productivity and other related benefits.

The study briefs that the private label utilization in Grocery and FMCG are entirely different. The profession and spending are strongly related. In case of business class people and professionals their expenditure more at the retail outlet contrasts to others. The private label favorite in Grocery is additional to FMCG. It is due to the consumers are more brand cognizant in FMCG than Grocery. In FMCG, more inclination for private labels in Home Care than Processed Food. In general consumer utilization of married and unmarried people is diverse with deference to private labels. In the organized retail sector, the purchaser spends more time in acquiring Home Care and Processed Food.

The spending depends on number of factors like demographic, geographic and much more. This study is helpful for organized retail players in Kerala to plan the shoppers. Based on this research and mapping, formulating the unique strategies to attract more customers in the region where private label is much weaker than the FMCG.

Prasanth M. K et. al. (2013) explains the store brands, is also known as private labels, and is varying the prospect of contemporary buy and sell outlets in India. In progress on a short input outline, like lesser price, lesser quality and incomplete association, the
private brands or the store brands have the extensive mode with the national and the domestic brands.

These brands are chosen and the channelized in terms of price and with the quality in India. These brands hold the market share of 50 percent in various categories of the urban cities. These private tags or the brands are enveloping in groceries, processed care, private care, residence care and consumer durables and so on. The utilization model of marital and un-married is completely diverse with respect to Flour in Grocery and private Care in FMCG. The age set has a momentous crash on consumption outline of private labels in Kerala. The instructive ability of buyers is a further significant factor which influence consumption model of private label.

*Prodhuturi Venkata Vijaykumar et. al (2012)* explained that most of the customers buy preference is basing up on the manufactured goods functionality then after features and consistency. In this study the respondents' male are more than the females. Store found situated is elevated more than people store site is expeditiously. Most of the people desire the private labels on the basis of quality and price/ value.

It is observed that most of Big Bazaar’s customers after using private labeled manufactured goods most of the peoples provide the statement is content further statement is no discontent. People come to be acquainted with about the promotional offers supplementary from after visiting the store/outlet and newspapers.

The private labeled products additional customers preferred flours, grocery, furniture, oils; hence the residual populace preferred remaining products. Most of the customers acquire preference is based on the manufactured goods functionality and then features and reliability. After using private labeled product most of the people give the statement is pleased another statement is no displeasure. The role of private labels in engender business to the retailers is delightful in the present scenario. This is due to the mounting
inflation and the prices of essential commodities have turned the consumers from national and branded items to the inexpensive private labels.

To capitalize on the profits of the retailers own branded products are in receipt of the maximum share in the advertising budget, which in turn harvesting the best out of customers’ folder to the retailers. Most of the private labels are of very low prices, the whole thing available under one roof, good discounts, freebies, coupons etc, and these feature make them the most favored items in outlet.

R. Sathya et. al (2012); focused this study to understand the actual interest and intention of Indian consumers related to private label brands in the retail sector and also the importance they to the emotionally involved to the particular brand while considering for purchases. This study also aims at the consumer interest and attitude on the store brands or the private label brands related to groceries and other food retail sector.

It also emphasized on the effects of the economic situations, retail communication, rational factors, perceived quality and emotional factors, and the shopping behavior with reference to the buying food and groceries products considering the private label brands. It is revealed that the insights to all the manufacturers of private label brands to formulate the unique marketing techniques to have strong and effective on Indian market.

The effective attribute like price got more influenced the consumers’ intention or interest to purchase the private labeled brands. The companies need to take necessary measures to reduce the price of the respective products so that the consumers are more attracted towards the private labeled products. These brands should focus on the determination on retailers by providing the add on benefits to the buyers by making changes in packaged goods, containers, shape, sometimes with freebies and the
perfect packaging and to focus on the innovations of the private labeled brands. Finally the consumers are interested in buying the private labeled brands. This also enables the retailers to enjoyed the good profit and boost up their sales which gives more confidence to compete with the giant players in the market.

R. Sathya (2013) focused on perception of the customers on the private brands especially on the grocery and food items that works out as the major decision in buying the private brands. The consumer’s expenses on the grocery and the food items are vital portion where the consumers’ amount is invested. The retailers need to utilize additional strategic product, innovative products. The brand management restraint usually engaged by large domestic or national brands.

Consumers’ perception analysis reveals that the attitude and the interest on private brands that varies diversely and proposed the view that expenses are fewer in case of the private brands and it is not stated that the consumers are fewer from the private brands. The industry of the retail is going during incessant confront like expensive rent of the stores and desired location of the stores which are unavailable particularly in II Tire cities, whereas the taxes and diverse related policies, and the infectiveness of the logistics. This is the right time where the consumers need to know the financial condition and also to observe the currency that they are spending on the products and the services. If they retain the currency by not buying the private brands then they save fine amount of money, the time they buy the private tags or the brands they have the feeling of satisfaction at the same time the quality of these brands are based on the quality of the image of the brand. It is the fact that the private brands are competing with the known brands and the name of the renowned brand in terms of quality aspects and the price aspects too.
The purchase purpose of Private label brand is predisposed by numerous variables that make impact on attitude and the interest of the customers and also the purchase intentions of the customers. Customers are normally invested on the wallets because chances of recession at these times are more, instability of the markets that is stock market and the job fatalities.

The consumers expenses are taken care by the good number of bank that offers the credit cards and they bank see to the customers are keen user of the credit cards for their shopping purposes.

These effective factors are the transformation in the attitude and the interest of the consumers that requires the additional exposure in buying the products and the services.

Rajesh K. Aithal stated that the prearranged retailing system or the organized retail is exposed in the countries there is a share of the private brands and the sales of these brands are mounting. In India the prearranged retail or the organized retail is in the initial and embryonic phase a huge number of the companies are incursion and to acquire the fine position of these private tags in Indian market. This study is based on the private labels that are recognized in the various countries. It is an effort of the retailers to offer the retailer’s brand from the point view of the nation wherein prearranged store brand or private labels are at the burgeoning stage. The study makes the endeavor to draw the string of the private labels presence and the prediction on these brands in the future.

This study is the wrap of the two prearranged retail or organized retail to encourage the available categories that the private brands are offering reasonable price and the producer brands. The anticipated outcome of this study is that the status and the
position of the private tags in the nation and the possibilities of being successful in the market in future. The results are more associated with the anticipation of the researcher. The no prominence between the private tags that are accessible with the two retailers which adopted the same and common environment, at the same time there is no more effort is needed to track the diverse strategy for the private tags.

Therefore the marketers need to focus on their own brands in future and augment to share their involvement in other general ventures.

**Ranga Chimhundu et. al (2010)** discussed the actual modernized technology related to the manufacturers brand on the store brand or the private brand in the category of the grocery and food. It is notice that the brand innovation on the consumer goods packed are portrayed in the relation to the store brand or the private brand as the major tool to tackle the competition against the private tags. It also focused on the fresh and new way of explaining the manufacturer brands and the store brands in the grocery segment.

**Rushina Singhi et. al. (2010)** explains that the private labels are in the situation where they themselves are more effective in the customer’s mindset and also gained the acceptance from the customers. This private label segments have a vast category growth especially in apparels, food and grocery, consumer durables are main sectors which are growing faster whereas the lifestyle product category is need to pickup.

The private labels are purely based on the ability of the retailers and the efforts make to overcome the major confronts such as infrastructure, quality, cooptation, practices at the supply chain, escalating the growth in the new and fresh categories, hybrid channels of marketing and so on and talented professionals and also by separating the store brands with the national or domestic brands. It is identified that value, possession utility,
merchandise, experience and place utility are the major factors which actually impels the customers to a particular retail store/outlet. And these factors can be considered as better plan for store/outlet design. This also helps the retailers to bind and to build the walk-ins of the customers in the store which yield good and increased sales.

**Saher Sayed (2014);** explained retail segment in India is one of the pivotal sector in terms of GDP and employment it afford but also the prospect potential. Private labels are a notion which is novel in India but very significant for the organized retail sector. Private labels are favorable for both retailers as well as consumers. They are less expensive substitute to national brands on condition that the same rates to the consumer as national brands do. To the retailer they proffer a diversity of advantages ranging from improved profits to more organize over the product. Numbers of retailers are coming up in cities and metropolitans, almost all of them present their own labels/private label brands, while some recommend less others offer one under all grouping.

Retailers pursue diverse strategies to make private labels a winner, they use their cost improvement to strike the national brands at value, they are enhanced arrangement to mould their product outline and proffer an additional localized approach to consumer. They also have the benefit of insertion their product in a way which has the most excellent force on consumer. Alone with these advantages private labels has, it experience from convinced negative aspect, belief for that substance is the biggest drawback for them, geographical limitations comprise incomplete availability and need of choice for consumer leaves them less chosen sometimes.
A private label is essentially a global notion. Researches revealed that private labels brands donate majorly in European retail marketplace, 35% of the products are in-store brands; the worldwide slowdown has affected private labels in a fine way as consumers looking for worth find them improved as next to national brands. It is the fact consumers are now enthusiastic to carry on with the private labels, even though the economy is steady.

Finally the future for private labels seems affluent given the rising organized retail marketplace and beneficial environment. Economic unsteadiness also positively effects on private labels market as consumers get more assessment for the cost with them.

Dr. Shubham Goswami (2012) explained that the availability of the private tags are in the explicit stores, it is one of the difficult task to the vendor to offer the marketing mix related to the private tags. The market share is boosted the private tags that has been identified to escalate the prearranged retail system. It is focused in the involvement level of the variables such as promotions of the effective private tags, sometimes store name as the private brands, price variation among the regional brand, domestic brand and the private tags, and the quality parameters. These private brands also determined in terms of the enlargement rate and the total sales volume in the grocery sector of the market.

In the trade story of India, the private tags or the store brands are getting the centre of the attraction. Considering the west the marketers of India are most agitate to the newer tradition and the customs to escalate their profit margin form the products offered in the market. It is known fact that the customers are accepting the private tags more and often there is an increase in the customer buying of these store brands at the same time these retailer will be vital gainer in the share with the other branded product manufacturers. The private labels are with fine prospects that is based on the capability
of the retailers and also to overcome from the major confronts such as performance of the adaptive logistics, cooperation, infrastructural quality aspects, professionals with the fine talent, hybrid direct marketing channels, enlargement in the new and fresh categories and also the division of the private labels and the domestic brand.

Sudip Kundu et. al (2013) discussed the case perspective is to illustrate concentration to plausible attributes or proposal and to assess the relative scrutiny of the organized agri-food retail succession in India. There is required to discover the potential of marketing own brands or private labels in agri-food retail business and consumer satisfactoriness. The research difficulty tries to emphasize a diverse formulation as to why procure of own brands or private brands in the agri-food section is not tinted. There is need to learn the consumer perception connecting to purchase of agri-food private labels. This study tries to generate the significance of agri-food retailing in the Indian perspective pursued by the consequence of loyalty and repurchase of own brands or private labels.

Tsui-Yii Shih (2010) chosen the various brand portfolio structures for the business performances based on the manufacturers and Retailers. He focused on the consumers’ attitude on the manufacturer and retailers brand from the retailing outlets. It’s revealed that the manufacturer brand is high priced and high quality to purchase intention of the consumers.

Dr. Varsha S. Sukhadeve et. al (2011) discussed the uprising the changes which are happening in the retail industry and also unlocked for various commodities like pulses. Indian marketplace has the repetitive collision among the confronts and the chances but the companies are annoying to setup their business in the market. In pulse industry there is objection of the pulse processor concerning sales of their pulses which are
completely reliant upon the middle man, brokers & traders as control of their distribution, so if pulse processors to maintain in the Indian market these have to convey the solutions of the inventive and ascertain of their brand by incoming into retail market which might help them guarantee safe sales without any addiction on the intermediates.

Indian market has enormous latent to contain numerous pulses vendors this is because the very small portion of this market is prearranged or organized. The paper tries to converse confronts for the pulse processor to penetrate into retailing such as mixes of the merchandising, separation of the pulses retail system, supply chain management for pulse and how retailing can assist pulse processor to vend their pulses & the also consumers to acquire from origins with improved quality & quantity constantly. Pulses in India go during a huge supply chain which constrain up the price for consumers. This is usually due to the huge number of mediators who take their “cut” of the assessment of the pulses. It is predictable that each middle-man in the pulse supply chain takes at least 1% charge on their sales.

The primary income of distribution is either through wholesalers or retail stores. This is the difficult and violent pressure on the sales where Indian pulse processor must pierce into retailing, and also to compare the value of the particular model or the structure for their own brands and the strength of the stores in positioning the marketing activities and to support the quality and the value for the products concepts. The core values of the unite products, image of the particular product and the status and position of the consistent retail at the competitive advantage. Government policy like package commodity act weight & measure act factory act should also hold up the pulse processor to penetrate into retails thus this absolutely facilitate pulse processor to promise and give pulses at a sensible price with superior quality to the consumers.
Vijay Kulkarni (2012) focused on the store brands in prearranged or organized retail by the retailers in India. The paper reveals the buying of the apparels under the private tags from the retailers at the prearranged retail system are most interested and the comfortable with the features a fine quality, price aspects and the durability of the private labeled apparels.

The customers are interested in the new and fresh products therefore the retailers need to introduce a fresh and new look and the design and change in the style. The customers feel good and the sales promotions are reaching the mark and to convincing approach.

The retailing sector have good number of the confronts and the it is difficult for tackle the situation and the competition with the small and big retailers against the national brands and domestic brands at the same time the tremendous pressure on offering the reasonable price and the ensuring the earnings on the pressured situations. As the customers interest varies between the needs and the wants and the expectations are at diverse tempo. Consumers are look for the alteration as they do not want status quo. Keeping this reality the selling of the private tags apparels are need to be the very much innovative of push the private tags.
2.5. Aaker’s Theoretical Framework

Among numerous customer-based brand equity models, this study aims to check the applicability of Aaker’s conceptual framework (1991), which is considered as the most frequently cited model in this field of study. According to David Aaker, customer-based brand equity is made up of five elements: brand awareness, brand association, perceived quality, brand loyalty and other proprietary brand assets.
2.5.1. Brand Awareness

Brand awareness is the key determinants of brand equity in many different models (Aaker, 1991; Keller, 1993). Aaker (1991) and Keller (1993) define brand awareness as the presence of the brand’s strength in consumers’ minds. Brand awareness is also defined with two components which are brand recognition and brand recall (Aaker, 1991).

According to Keller (2003), he clearly describes brand awareness as the brand recognition and the recalling the brand based on the customer’s ability as exposed this by the customer’s ability where specific brand is identified at the diverse situations and that is associated with the name of the brand, by its colors and logo that is affix in the memory of the customer.

Furthermore, he is the one who finds out that brand awareness brings three advantages for the consumer decision making process, which are advantages of the learning, advantages of consideration and advantages of the choice (Keller, 2003). Thus, it is assumed that the consumers high degree of awareness and the familiarity of the particular brand this occurs the customer based brand equity. As a whole, the first hypothesis is:

H1: There is no effect of brand awareness of retailer’s brand on customer preferences
Brand awareness and the related effect in the mindset the customers reveal the salience of a brand and there are diverse levels of awareness defined by Aaker in 1996, which include:

• Recognition - Have you ever heard of the retailer’s brand?
• Recall - What brands of groceries can you recall?
• Top-of-Mind - the first retailer’s brand that named in the recall task
• Brand Dominance - the only retailer’s brand recalled
• Brand Knowledge - I know well about the retailer’s brand and what that retailer’s brand stands for
• Brand Opinion - I have an opinion about the retailer’s brand

2.5.2. Brand Associations

Brand associations is anything connected and stored in the memory of the customers towards a brand (Aaker, 1991) and comprises of feelings, thoughts, attitudes, experience, perceptions, belief and the image of the brand related aspects (Kotler and Keller, 2006). Brand associations may also reveal characteristics of the product. Associations indicate the foundation for decision of the purchase and the loyalty of the customers towards the brand (Aaker, 1991). There are two kinds of brand associations, which are product associations and organizational associations. As stated by Armstrong and Kotler (2005), brand associations can be linked either directly or indirectly with customers’ thought about a brand. The existence of the customer based brand equity is possible when buyers or customers reached to the high degree of awareness of the brand.
Therefore, the second hypothesis is:
H2: There is no effect of brand association/knowledge of retailer’s brand on customer preferences.

2.5.3. Perceived Quality

The perception of the customers in terms of the quality, experience as whole or the advantage of the product by considering proposed purpose (Zeithaml, 1988), not simply the real or objective quality of the product is termed perceived quality.

Another element of brand equity is the Perceived quality (Aaker, 1991) and like brand associations, perceived quality provides consumers with reasons to buy and differentiates the brand from others. As classified by Zeithaml (1988), the concept of perceived quality consists of two aspects of attributes that is intrinsic and extrinsic. The intrinsic attributes refers to the features and the characteristics of a product such as shape, flavor, color or weight; and its effectiveness in satisfying consumers’ needs.

In contrast, extrinsic attributes are purely opposite to the intrinsic attributes that is not related to the features or characteristics of the particular product but via its brand name, price, packaging and production information. In accordance with this concept, a low quality product can be perceived as high quality by the consumer conditionally depending on the consumer’s expectation over the product. Aaker (1991) further argued that perceived quality in long-term perspective is crucial in enhancing brand equity to gain the relatively excellent price for the company. Thus, the third hypothesis is:

H3: There is no association of customer’s perceived quality towards retailer’s brand
2.5.4. Brand Loyalty

Brand loyalty is taken as the contributor to create and maintain brand equity (Aaker, 1991). Aaker (1991) defined brand loyalty as the attachment of the customer with the brand. He also stated that brand loyalty reflect the likeliness of another brand by the customers where as the existing brand changes the decision of buying. Afterwards, different levels of brand loyalty are described by Grembler and Brown (1996). Firstly, behavioral loyalty is specified by the number of the repeated purchases or the undertaking to rebuy a brand as a first interest (Oliver, 1997).

A brand that appears very first in the mindset of the consumers (Top-Of-Mind) refers to the cognitive loyalty when there is need recognition, will be the consumers’ first choice. By looking this, a brand needs to become buyer’s first preference (cognitive loyalty) and then be repetitively purchase (behavioral loyalty).

**H4: There is no significant effect of customer’s brand loyalty towards retailer’s brand**

Brand loyalty can be measured by asking respondents about the intention to buy or to introduce and recommend the brand to others.
- Would you continue purchasing the brand on the next opportunity?
- Would that brand always be your first choice?
- Would you like to recommend retailer’s brand to your family and friends?
2.5.5. Other proprietary brand assets

Unlike the first four specific elements of brand equity, other proprietary brand assets is the general dimension which refer to other aspects of brand equity such as trademarks, channel relationships and patents or copyrights. The most valuable brand assets are those that have the ability to prevent or inhibit rivals from diminishing a customer base and loyalty (Manhaimer, 2007).

However, among the five, only the first four dimensions can be readily apprehended by consumers (Tuominen, 1991), so they have been adapted in other studies of customer-based brand equity. Thus, in this research, other proprietary brand assets are excluded.

2.6: Gaps in Earlier Studies

From the preceding extensive review it has been observed that most of the earlier studies focus on either the overall retail scenario or retailing formats and also general format of the brand equity. There is no contribution from the researchers on the brand equity that talks about brand equity on the retailer’s brand especially Big Bazaar (Golden Harvest). Only few studies have covered the retailer’s brand but not on the groceries segment, but even these studies have not focused on brand equity of retailer’s brand.

Moreover there is hardly any study covering all the important aspects of brand equity on retailers brand especially when it comes to the groceries, brand equity elements like Perceived quality, association, knowledge, awareness, and the loyalty aspects related to the customers point of view. So there is enough scope of research in this area. Pilot study and gap analysis of present literature (Deficiencies in present literature review)

In the peer views, conference proceedings, research articles taken for the study, following research gaps are found
1) Present literature is unable to test Brand Equity of retailer’s brand especially grocery segment.

2) Present literature emphasizes upon the growth and the factors influences the customers in metropolitan cities but the comprehensive data has not available and prepared about not the minute things which drives the thinking and comfortableness of the customers in buying the retailer’s brand.

3) A decade past the small grocery shopkeepers are dominant in Bangalore. It is essential to know the strengths and weaknesses of retailer’s brand especially grocery segment reached to apex which is changing the mindset of the customers. So far so good, no research has been conducted on grocery retail trade in Bangalore city.

4) Strategic marketing initiatives taken by the retailers on their own brand needs to re-look Local market environment may be different in various parts of the country. Thus marketing strategies should suit the customer needs.

5) Present literature is unable to compare the retailers with their own brand namely golden Harvest from Big Bazaar and Auchan’s Staples from Auchan Hypermarket.

6) Present literature is unable to highlight the role of retailer’s brand in grocery and its impact on customer’s buying decision.

7) Inter relationship between shopping frequency, education, age, income level and the place of shopping has not been analyzed.

8) Customer’s attitude towards the retailers brand is not studied in the previous literatures.
9) Impact of classification of the grocery products on the customer’s buying decisions has not covered in the previous literature.

Revised Objectives of the research

- To know the association of Brand Equity on Retailer’s Brand (Unprocessed Grocery)

- To know the Brand Awareness of Retailer’s Brand (Unprocessed Grocery)

- To emphasize Brand Association of retailer’s brand (Unprocessed Grocery)

- To comprehend customer’s perceived quality on retailer’s brand (Unprocessed Grocery)

- To accentuate the Brand loyalty of the customers towards the retailer’s brand (Unprocessed Grocery)

- To know the facilitating factors responsible for purchasing Retailer’s Brand (Unprocessed Grocery)