Abstract

It is believed that Brand Equity and its related concepts are both the formulative and creative side of the environment. It’s constantly whispered that brand equity is an advantage to the company and also provide a value to the firm and enhances the company’s reputation that makes the variation between a company’s genuine assessments and its texted assessments. On either side from marketing point of view, great brand equity leads to earn huge profits, less investment on promotional activities, more extension prospects and even less susceptibility from their competitor’s actions.

In broad sense brand equity is not an innovative concept but it differs from one industry to another and takes up diverse forms and functions with assorted uniqueness and determinants. In the modern era companies have more competitors and unknown entrants who are pattern the markets. The new entrants are generally distributors and retailers who identified the pulses of the customers and try to sell their own products to serve the customers even in better way. In India more than 35 % of the market is untapped by the companies.

To tap the untapped market and also to distribute the product to the customers, Distribution channel management is proposed by the companies; at the same time these companies expect that proposed channel members help them to serve their customers and to keep informing the market situations and conditions to enhance the level of customer’s satisfaction. Retailers are the first level/channel member who interact directly with the customers and have excellent knowledge of the customers. These retailers and distributors have direct link and interaction with the customers discovered that there is a fine profit exists if they come up with their own brand.
They have keen interest to satisfy customers based on their needs and wants in return they earn handsome profit. These retailers have created their own brands to earn nice profits and also they cover up the untapped markets and existing market. These retailers identified the few segments where in Food and Apparels are great in demand. Keeping groceries segment the entire study is proposed by considering one of the retailer reminiscent Big Bazaar in Bangalore city. Bangalore market is comprehensive market with excellent opportunities for the vendors who delivery good quality products to the customers. The market poised of fine products not only in the apparels and fashions but also in the grocery segment.

This grocery segment has excellent profit for the vendor, numerous multinational companies are the part of this profit making segment. Thus this study emphasize on brand equity effect on the brand of the retailers i.e. the branded products of retailers reminiscent Big Bazaar (Golden Harvest) which is narrow down to groceries segment particularly to the unprocessed grocery segment. This study also shows the factors which influences the customers to buy retailer’s brand. In conclusion, this research clarifies the effective responses of the customers on the retailer’s brand in the groceries segment. Finally, this study ends with recommendations for the improving retailers brand in Indian market.