ABSTRACT

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Thesis Title: Buyers’ Alternate Choices for Store Brands and Manufacturer’s Brands: An Investigation of Buyer Decision-Making
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There have been numerous researches in past examining the influence of consumer related factors; demographics, psychographics, perceptions, shopping behaviour, etc. on store brand proneness. However, there have been very few attempts to integrate these disparate findings into a unified and a cohesive framework to understand the factors affecting store brand proneness. The purpose of this thesis is to identify the factors that affect store brand buying behaviour and develop and test a comprehensive structural model of consumer related factors affecting household level store brand proneness. A survey was designed and implemented to a large sample of female shoppers from socio-
economic classes A, B and C using face-to-face interview method. The study areas are Ahmadabad and Vadodara cities of Gujarat.

Results contribute to the study of store brands conceptually, substantively and managerially. Conceptually, this study proposes a comprehensive structural model, which enables academician, practitioners and retailers to better understand the factors that influence consumer's choice of store brands. Results of this thesis helps in explaining the heterogeneity in store brand preferences. This study is also the first attempt in which role of consumer decision-making styles in determining the level of store brand proneness is measured along with other consumer related factors. The study shows how behavioral characteristics of consumers specific to modern retail stores affect consumer brand choice decisions. Substantively, the study finds that store brands attract consumers with distinct consumer personality, demographic and behavioral characteristics. Managerially, the study provides consumer insights to formulate strategies aimed at improving the market performance of store brands.