



A FACTOR ANALYSIS APPROACH TO CONSUMER PERCEPTION ON STORE BRAND

DR.S.SAKTHIVEL RANI*; C.R.MATHURAVALLI**

*Associate Professor,
Department of Management Studies,
Kalasalingam University.

**Research Scholar,
Department of Management Studies,
Kalasalingam University.

ABSTRACT

Branding is an important element in the retailing industry to influence customer perceptions and drive store choice and loyalty. With the increasing of organized retailing in manifold in the urban and semi-urban areas, it is necessitated the retailer to brand its retail outlet. Even many multinational companies are waiting to get the Government acceptance for FDI to enter into Indian market. In such a scenario a question arises how the competing retail outlets are going to differentiate their services towards the consumers, only by branding. Retailer brands are typically more multi-sensory in nature than product brands. It heavily depends on the consumer experience. The success or failure of future retail outlets are entirely depends on the Brand value and image it is going to create in the minds of consumers. Here the authors are to discuss the Retail as a Brand (Store Brand) from the consumer perception by a research. The study will focus on the insight of consumer on present retail outlets and various perceptual factors influencing them to select retail brand. The fact that Indian retail environment is going through a sea change due to the introduction of new brands and opening up of retail industry, it becomes important to understand the store brand perceptions of consumers here. This paper attempts to find out the key factors that are perceived as important to Indian consumer.

KEYWORDS: *Factor Analysis, Store Brands, Private Label Brands.*