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Effect of Store Branding on the Brands Sales Performance of Consumer Goods in the Retail Stores in Nakuru Town, Kenya

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ABSTRACT: The main objective of this research was to establish the effect of store branding on the brands sales performance of consumer goods in the retail stores in Nakuru Town, Kenya. The study adopted a descriptive case study research design. The target population for this study was the 60 top managers working in the retail shops in Nakuru Town which included; Nakumartt, Taskys, Woolmatt, Ukwala, Naivas, Stage Matt, Quick Matt, Revanas, Ereto and Uchumi. The study adopted structured questionnaire as the main data collection instrument with the following major attributes; elements of market mavens, functional risks, value conscious, smart shopping reinforcement and sales performance. Data was analyzed using descriptive statistics more especially central tendencies; mean and standard deviation. The study used Pearson Correlation to establish the relationship between the independent variables and dependent variables. In order to establish the independent variables that affected the sales performance most, Regression Analysis was used. The study found out that market mavens and the brands reinforcement of smart shopping to the customers had positive effect on the brands sales performance.

KEYWORDS: International Marketing, Competitive Strategies, Supply Chain, Compliance to International Standards, International Players

1 INTRODUCTION

Brand identification is a recent concept in the discipline of marketing, and the concept has not been developed in sufficient depth in this field despite its great importance in most business results (Kuenzel and Halliday, 2008). There is insufficient research on this issue, and the few published studies indicate the need to advance knowledge of the factors that influence its achievement (Lam et al., 2013; Tuˇskej et al., 2011).

Store brands are a line of products strategically branded by a retailer within a single brand identity. The term store brand is used generally to mean wider house brands which differ by countries; private label brands (PLBs) in the United States, own brands in the UK, and home brands in Australia and generic brands. It is important to note that store brands are part and parcel of brand identification which is of great interest to this study.

Brands have remained firm's most valuable intangible assets that can generate cash to support their cash flow and ultimate expected profit. In this case branding of products has emerged as a competitive edge among the competing products and also making the organizations that sell such products to compete favorable. Because of these facts, branding is relevantly important in the retailing industry since they can influence customer perceptions and make stores to be customers' choice leading to customer loyalty. In this study we explore how branding by retail stores has provided a better understanding of how retailers create their brand images, paying special attention to effect of store Branding on Sales Performance of Consumer Goods in Retail Stores in Nakuru Town, Kenya.

Many studies have tried to identify the optimum level of quality for products with market brand (Dunne Narasimhan 1999; Winningham 1999; Apelbaum et al 2003) and the factors able to convince the costumer to buy them (De Wulf et al. 2005; Sprott Shimp 2004), so that retailers can fully take the potential benefits. In this perspective, Apelbaum, Gerstner and Naik (2003) confirm the necessity of proposing a high quality level together with a good price, so to get the better of the industrial competitors. Other authors, even confirming the importance of the relation price-convenience, also consider other tools able to support the market brand. Among them, Ceccacci (2009) underlines the importance of packaging in communicative perspective, since it favors the relation with the customer, guarantees the visibility of the product within the distribution system and expresses the positioning chosen (Cristini 1994), with following effects in differentiation. Others (Sprott and Shimp, 2004) underline the importance of sampling and of in-store promotions, to affirm market brands against the effect of the advertising supporting industrial products. Finally, even the development of retailers in recreational, emotional and social terms, is identified as a potential useful tool to rise interest and motivation in the customer (De Wulf et al., 2005). Principles and tools for the development of store brand strategies is necessary for the store operators focused on using their position as a strategy to increase their sales volume.

Another line of research, on the other hand, considered the relation between market and industrial brands, especially in a competitive perspective, at least in a first moment. According to Quelch and Harding (1996), private labels represent a serious threat for the manufacturing industry, due to a series of concomitant factors, such as: the growing quality level, the development of premium private labels, the development of innovative channels – mass merchandisers and warehouse clubs – able to launch their own new threatening brands at a national scale, and the development of new product categories potentially "conquerable" by retailers. Even looking at the big success reached by store brands on the market, the necessity of strategies to contain this strong competition (between store and industrial brands) becomes very strong. In this perspective, a first "battlefield" is the sale price. In this case retailers have a benefit position, since co-packers (Lugli, 1993) aiming at eliminating the excess of productive capacity, the absence of advertising costs and the inferior influence of logistic costs give a relevant advantage in more competitive prices (Kotler, 1994)

On the whole, the store brand represents the new frontier and offers new possibilities: the creation of an offer with store brand is the strategic tool with the best perspectives, as regard as distinguishing from competitors and developing a regular clientele. Affirming this aim as a priority for the retail branding, shows the store brand nowadays as a real strategy, in which mere tactic features – significant at the beginning – only play a secondary role.

The issue of retailer branding covers the boundary of the retailer branding as a concept and also the retailer buying goods in bulk like sugar, detergent, cerials, water and branding them using the retailer existing brand identity. The study took 10 retailer stores and specialized on product branding by the retailers in Nakuru Town, Kenya.

2 LITERATURE

Carmignano (1993) figured out an interesting classification about the uses of store brand as strategic tool for marketing in the distribution development in terms of: management of assortments, improvement of profit, and reorganization of vertical relations in the channel and competitive differentiation and customers' fidelization. In the case of distribution firms, the launch of store brands and their introduction in the offer means proposing more alternatives to the customer. In fact, with respect to the industrial brands usually kept in the assortment, store brands represent an alternative both as product and as price, satisfying more different segments in the area of customers (Pauwels and Srinivasan, 2004).

Different authors underline as the policies of store branding can be positive in terms of profit only if it is sided by a wide sale of industrial products, on whose prices and margins exists in fact a higher freedom (Corstjens and Lal, 2000; Gabrielsen and Sørgard, 2006), specifically as further consequence of the bigger negotiation and influence power towards suppliers, also coming from the retail branding.

The further sharpening of the store brand strategy in the time, with the affirmation of the store brand, marked this relational dynamics, leading the retailer, in some cases, to emerge as the new channel leader (Fiocca and Sebastiani, 2010). Intensification of horizontal competition in this sector has also been reinforced by liberalization and deregulation progressively actuated during years, which favored the rise of new business ventures and opened to an even international competition. This situation implies for retailers the necessity of big resources and strategic decisions in order to achieve a competitive profit, both lasting and defensible (Morschett et al., 2006).

A fundamental principle for the development of distribution groups is then the competitive differentiation (Sudhir and Talukdar, 2004). To achieve the success in so turbulent and crowded market nowadays, retailers try to find their way to emerge with respect to their competitors, in order to affirm their image at consumers' eyes. In a market characterized by the presence of numerous competitors there is the risk of getting lost in the "mass" if consumers are faced to a very similar offer, tending to standardization. Recourse to marketing techniques – based on innovation and personalization – allows instead of avoiding this risk.

Chimundu et al. (2015) found that there was a consistent appreciation that manufacturer brands and retailer brands had separate and specific roles to play in a category, with manufacturer brands driving innovation and growth of the categories and retailer brands having the main role of generating profit. In addition, there was a consistent appreciation that the strategic role of manufacturer brands is based upon the collectively greater power of the manufacturer sector to innovate. Manufacturer brands were found to have a generally greater collective capacity for product innovation than retailer brands. The research found that the equilibrium level between manufacturer and retailer brands in the categories took into account the level of innovation required to support the categories. In this regard, retailer strategic thinking was that, since the bulk of the innovation in the categories is contributed by manufacturer brands, and both manufacturer and retailer brands benefit; retailerswould therefore not wish to jeopardise the innovation capacity and marketing activities within the categories by being over-dominant. Retailers could drive towards overdominance if they wished, through heavily tilting merchandising measures in favour of retailer brands and through severely rationalizing the categories. With a two-firm concentration of 95%, the retailers have the power to achieve this. However, the strategic stance of the retail chains is that they choose not to do so, as adequate space has to be allowed for manufacturer brands to continue to do the job to which they are best suited.

CONCEPTUALIZATION

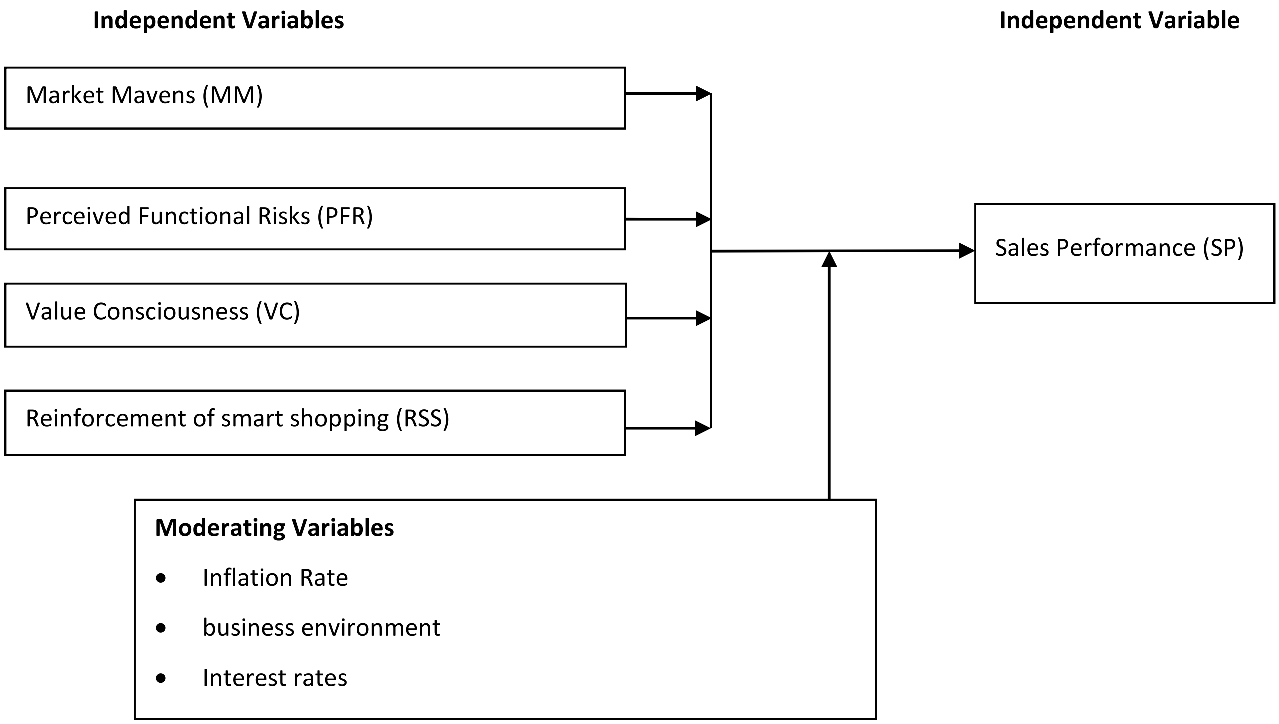

Figure 1: Effect of store branding on sales performance

2.1 MARKET MAVENS

Feick and Price (1987, p. 85) define market mavens as individuals who have information about many kinds of products, places to shop, and other facets of markets, and initiate discussions with consumers and respond to questions from consumers for market information. Market mavens have a wide variety of information on the market, use various information sources to get to know products, and are especially attentive to the communications media as the main source of information (Feick and Price, 1987). For these consumers, it is very important to have easily contrastable information, through the extrinsic attributes of the product, as such information facilitates evaluation of the purchase risk, increases their confidence in their ability to evaluate purchase alternatives, and contributes to security in their decision making (Feick and Price, 1987). Among the extrinsic cues consumers use as risk reduction strategies, we stress commercial sources (packaging or vendors) and wellknown brands (Mitchell and McGoldrick, 1996; Schiffman and Kanuk, 2006).

2.2 PERCEIVED FUNCTIONAL RISK

Zeithaml (1988, p. 14) defines the perceived value of a product as ‘‘consumers’ overall assessment of the utility of a product based on perceptions of what is received and what is given’’ in a purchase. Monroe and Petroshius (1981) focus their definition of value on the price/quality ratio. If we assume that the quality and the price of the product are the best exponents of what the consumer receives and delivers, respectively, Zeithaml’s definition is consistent with that of Monroe and Petroshius, which focuses on quality and price.

The communication on SBs in the various media has focused on the aspects of value and smart shopping, which currently represent and define these brands. Slogans such as ‘‘the best price/quality ratio,’’ ‘‘the best buy,’’ ‘‘the smart buy,’’ or ‘‘quality is not expensive,’’ as well as the position of these brands on the shelves between low-quality and low-price brands and leading manufacturer brands has contributed to their positioning for value and smart shopping (Goldsmith et al., 2010). ‘‘Various academic studies thus stress the value positioning of SBs (Rubio et al., 2014; González-Benito and Martos-Partal, 2012; Méndez et al., 2008). Retailers’ communication strategies concerning these brands have focused on achieving this positioning (retailers have used the shelves as the main communication medium of the value of their brands. SBs have been situated between leading manufacturer brands and price first brands and highlighted with messages such as ‘‘best purchase alternative’’ or ‘‘best price/quality ratio’’). The fact that market mavens are especially attentive to the communications media to form an opinion of products and brands (Feick and Price, 1987) leads us to propose the following hypotheses for SBs:

2.3 VALUE CONSCIOUSNESS

Bergami and Bagozzi (2000) indicate that brand identification occurs with brands that enjoy brand equity. And brand equity implies that the brand must be known for some attribute that has value for the customer (Anselmsson and Johansson, 2007). In the area of SBs, recent studies show that these brands have managed to construct brand equity (Cuneo et al., 2012a,b) and that perceived value has played a significant role in their brand equity (Beristain and Zorrilla, 2011). According to Kara et al. (2009), perceived value is the main factor in creating a positive perception of the SB and strengthening the link between the consumer and the brand. It is thus logical to expect the existence of consumers who identify with what these brands represent, in other words, the existence of a positive causal relationship from perceived value of the SB to the consumer’s identification with the brand.

Young (2011) found out that for retailer, not only store brand is a brand which they sell in the store, but also store brand play strategic role. To this end, how to develop store brand is vital. Even through some retailers have strengthened marketing strategies in advertising, packages and so on (Davies, 1998), and built store brand image through advertising. There is still a large gap between store brands and manufacturing brands in production, advertising and other investment designed to develop brand image (Richardson, 1997). In strategic level, retailers should actively strengthen store brand perceived quality. In terms of managerial implications, retailer can develop store brand through following strategic moves. The first is to choose retailer name or store name as store brand name. The second is to increase advertising budget for store brand. The third is to improve store brand product package. And the fourth is to develop strong relationship with store brand outsourcing manufacturers.

2.4 REINFORCEMENT OF SMART SHOPPING

Positive beliefs about a brand and associations with it reinforce each other insofar as the consumer is satisfied with the brand (Chen, 2010; Kim et al., 2008; Pappu and Quester, 2006). Satisfaction with SBs, whether motivated by the economic savings they represent (Olavarrieta et al., 2006) or their perceived value, gives consumers hedonic benefits (Kara et al., 2009), such as the feeling of knowing how to shop, which strengthens their associations of smart shopping with these brands.

Amrouche and Zaccour (2007) investigate the pricing and shelfspace allocation equilibrium strategies in the SB versus NB context under a Stackelberg model (i.e., two-stage sequential move game here the NB manufacturer acts as the leader. Their numerical outcomes suggest that the allocation of the shelf-space depends on the SB quality, measured by the demand characteristics such as the degree of product substitutability.

3 METHODS

3.1 RESEARCH DESIGN

The study adopted a descriptive case study research design. The target population for this study was the 10 retail store in Nakuru Town which included; Nakumartt, Taskys, Woolmatt, Ukwala, Naivas, Stage Matt, Quick Matt, Revanas, Ereto and Uchumi. The retail store exhibit the same structure of the 6 top management conservatively; Brands Manager, Floor Manager, Warehouse Manager, Retail Manager, Chief Accountant and Till Manager. The target population therefore was the 60 top managers working in the retail shops which the researchers purposively took as the sample of the study. The study adopted structured questionnaire as the main data collection instrument with the following major attributes; elements of market mavens, functional risks, value conscious, smart shopping reinforcement and sales performance. The specific questions in the questionnaire were scaled using Likert Scale (1=SD-Strongly Disagree, 2=D-Disagree, 3=NS-Not Sure, 4=A-Agree and 5=SA-Strongly Agree) in measuring respondents level of agreement on each item of the questionnaire. Data was analyzed using descriptive statistics more especially central tendencies; mean and standard deviation. The study used Pearson Correlation to establish the relationship between the independent variables and dependent variables. In order to establish the independent variables that affected the sales performance most, Regression Analysis was used. The results are therefore as analyzed, presented and discussed below.

3.2 HYPOTHESES OF THE STUDY

We set the following hypotheses of the study for purposes of employing statistical calculation to affirm our conclusions and recommendations

HO_1 There is no statistical evidence that perceived function risks of retail store brands affected sales performance.

HO_2 There is no statistical evidence that market mavens brought about by retail store brands affected sales performance.

HO_3 There is no statistical evidence that customers' value consciousness of the retail store brands affected sales performance.

HO_4 There is no statistical evidence that customers' reinforced smart shopping of the retail store brands affected sales performance.

HO_5 There is no significant relationship between the combined effect of market mavens, perceived functional risk, value consciousness and reinforced smart shopping on store brand sales performance.

4 RESULTS

4.1 DESCRIPTIVE STATISTICS ON STORE BRANDING FACTORS

Table 1: Store Branding Factors

Variable	No.	Mean	Standard Deviation
Market Mavensm			
We provide effective shopping information	60	4.2	0.91
We provide shopping expertise to our customers	60	3.9	0.87
We give customers shopping tips using store branding	60	4.7	0.96
We give shopping planning to our customers	60	2.3	1.05
Perceived functional Risk			
Customers feel safe buying our store brands	60	4.5	0.92
Our store brands perform better than manufacturer brands	60	4.1	0.9
Our store brands meet all quality assurance standards	60	4.7	0.96
Our store brands stay longer before expiring	60	4.3	0.92
Value Consciousness			
Our brands give return for customers' money	60	4.0	0.9
Our store brands have competitive price	60	3.9	0.89
Our brands sells more than unbranded products	60	4.1	0.9
Our store brands have high restocking lead time	60	4.6	0.97
Reinforcement of smart shopping			
Customers who buy our store brands are well educated	60	4.8	0.98
Customers who buy our store brands are well experienced shoppers	60	4.2	0.91
Customers who buy our store brands are particular in their needs	60	2.0	1.09
Customers who buy our store brands are have purchasing power	60	1.7	1.11

The specific questions concerning store branding were scaled using Likert Scale (1=SD-Strongly Disagree, 2=D-Disagree, 3=NS-Not Sure, 4=A-Agree and 5=SA-Strongly Agree) in measuring respondents level of agreement on each item of the questionnaire.

Discussion on Market Marvensm

Based on Likert Scale where the mean represented respondents' level of agreement, our findings showed that store branding marketing strategy used by retail stores in Nakuru Town made the stores to provide shopping information to customers (level of agreement mean of 4.2). The store branding provides shopping expertise to the stores customers (mean of 3.9) based on the respondents agreement. The store branding gave customers tips they needed during their shopping process (mean of 4.7). The store branding did not provide customers with shopping planning (mean of 2.3)

Discussions on Store Brand Perceived Functional Risk

The study established that the retail store customers felt safe buying store brands (mean of 4.5) meaning that the brands had all the product information meeting all consumer safety requirements. Store brands performed better than the manufacturer brands (mean of 4.1) meaning that the retail store brands had become popular among the shoppers by meeting all the quality assurance (mean of 4.7) of which was exhibited by the brands staying longer after being purchased (mean of 4.1).

Discussion on Value consciousness

The retail store brands gave the customers value for their money (mean of 4.0) meaning that the customers exactly received the product value worth their money at a competitive price provided by the stores (mean of 3.9). The store brands sold more than unbranded products (mean of 4.1) indicating that branding added sales value to the products leading to high re-stock lead time (mean of 4.6).

Discussion on Reinforcement for Smart Shopping

The customers who bought the store brands were well educated (mean of 4.8) indicating that they had all the information to make informed decision while buying the brands. Customers who purchased store brands were experienced shoppers (mean of 4.2) indicating that they were able to use their shopping experience which lead them towards choosing the store brands. The study established that although the customers were well educated and experience, they were not particular on their purchases (mean of 2.0) and also they did not have high purchasing power (mean of 1.7) indicating that store brands did not attract customers who were particular and with high purchasing power.

4.2 Descriptive Statistics on Sales Performance

Table 2: Sales Performance

Variable	No.	Mean	Standard Deviation
Sales of store brands have increased	60	4.9	0.98
Customers book for the brands in advance	60	4.1	0.9
We receive many calls related to the brands	60	4.5	0.96
Customers talk positively of the brands	60	3.9	0.87
The brands are common in homes, institutions	60	4.2	0.91
Customers line up in the store for the brands	60	2.1	1.09
We only give a limited number of the brands to customers	60	1.8	1.1

The specific questions concerning sales performance were scaled using Likert Scale (1=SD-Strongly Disagree, 2=D-Disagree, 3=NS-Not Sure, 4=A-Agree and 5=SA-Strongly Agree) in measuring respondents level of agreement on each item of the questionnaire.

The study established that sales of the store brands had increased compared to items which were not branded indicated by respondents mean of (4.9) which according to Likert Scale represented strongly agree. The respondents agreed on the following aspects of sales performance; customers booked for the store brands in advance (mean of 4.1), the retail stores received many calls concerning the store brands (mean of 4.5), customers talked positively of the store brands (mean of 3.9) and that the brands were common in homes, institutions and other places (mean of 4.2). the respondents disagreed on the following aspects of sales performance; that the customers lined up in the store for the brands due to high demand (mean of 2.1) and that the store sold limited number of the products due to the high demand (mean of 1.8).

Discussion on Sales Performance

The results from the study clearly indicated that store branding by the retail stores in Nakuru Town improved the specific store brands evidence by; customers booked for the store brands in advance, the retail stores received many calls concerning the store brands, customers talked positively of the store brands and that the brands were common in homes, institutions and other places. This finding therefore indicated that store branding played a leading role in busting sales performance of the brands and therefore was a strategy that the retail stores adopted in enhancing the specific brand sales.

4.3 Relationship between retail store brands and sales performance

We sought to establish whether there was statistical relationship between the retail brands and sales performance. We used Pearson Correlation to establish the relationship between the independent variables and dependent variables. In order to establish the independent variables that affected the sales performance most, Regression Analysis was used.

4.4 Inferential Statistics

Table 3: Pearson Correlation between Store Brands variables and Sales Performance

		MM	PFR	VC	RSS	SP
MM	Pearson Correlation	1	.522**	.505**	.634**	.675**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	255	255	255	255	255
PFR	Pearson Correlation	.522**	1	.516**	.403**	.328**
	Sig. (2-tailed)	.000		.000	.000	.0620
	N	255	255	255	255	255
VC	Pearson Correlation	.505**	.516**	1	.639**	.281**
	Sig. (2-tailed)	.000	.000		.000	.076
	N	255	255	255	255	255
RSS	Pearson Correlation	.634**	.403**	.639**	1	.769**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	255	255	255	255	255
SP	Pearson Correlation	.675**	.328**	.483**	.769**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	255	255	255	255	255

HO_1 There is no statistical evidence that perceived function risks of retail store brands affected sales performance.

The analysis to test HO_1 was conducted using Pearson's Correlation. The results are shown in Table 3. The study established a strong positive correlation(r=0.675) and significant relationship (P=0.000≤0.05) between market mavens and sales performance indicating that market mavens significantly affected store brands sales performance. Hence, the HO_1 was rejected. When the retail stores recognize and enhance store brands, there will be a positive improvement in the brands sales performance.

HO_2 There is no statistical evidence that market mavens brought about by retail store brands affected sales performance.

The study used Pearson's correlation to test HO_2. As shown in Table 3, the study established a weak positive correlation(r=0.328) and significant relationship (P=0.062>0.05) between perceived functional risks and sales performance indicating that perceived functional risk did not affect sales performance among the retail stores in Nakuru. The hypothesis (HO_2) was, therefore accepted.

HO_3 There is no statistical evidence that customers' value consciousness of the retail store brands affected sales performance.

The analysis to test HO_3 was conducted using Pearson's Correlation. The results are as shown in Table 3. The study established a weak correlation(r=0.281) and a significant relationship (P=0.076>0.05) between customers' value consciousness and sales performance indicating that value consciousness did not affect sales performance of the store brands. The null hypothesis (HO_3) was accepted.

HO_4 There is no statistical evidence that customers' reinforced smart shopping of the retail store brands affected sales performance.

Pearson's correlation was used in the analysis to test HO_4. The study established a strong positive correlation (r=0.769) and a significant relationship (P=0.000≤0.05) between customers' reinforced smart shopping by store brands and sales performance. The HO_4 was, therefore, rejected. When the retail stores promote store brands it will lead to reinforced smart shopping leading to high sales performance.

HO_5 There is no significant relationship between the combined effect of market mavens, perceived functional risk, value consciousness and reinforced smart shopping on store brand sales performance.

Table 4: Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.81	0.69	0.68	0.33

The R^2 value indicates how much of the dependent variable, "sales performance", was explained by the independent variables, "market mavens, perceived functional risks, value consciousness and reinforcement of smart shopping". In this case, the R Squared is 0.69 indicating that 69% of the variation in sales performance is explained by the independent variable. The difference, that is, 33% of the variation in sales performance is explained by factors that are not included in this study.

Table 5: Full Regression Model

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig (p).
		B	Std. Error	Beta		
1	(Constant)	1.29	0.15		8.71	0.00
	MM	0.31	0.04	0.36	6.88	0.00
	PFR.	-0.05	0.03	-0.08	-1.70	0.09
	VC	-0.04	0.05	-0.04	-0.76	0.45
	RSS	0.48	0.04	0.60	10.97	0.00

As indicated in Table 5, from the unstandardized coefficients, the following equation was developed:

$y= 1.29+0.31x_1-0.05x_2-0.04x_3+0.48x_4+\varepsilon$

From the full regression model, the standardized coefficients indicated that market mavens and reinforced smart shopping have a positive effect on store brands sales performance whereas perceived functional risk and value consciousness have a negative influence on store brands sales performance. Further, the results indicate that reinforced smart shopping has a greater effect on store brands sales performance (Beta=0.60) followed by market mavens (Beta=0.36), perceived functional risk (Beta=-0.08) and value consciousness (Beta=-0.04).

In conclusion, therefore, the hypothesis $HO_{5,}$there is no significant relationship between the combined effect of market mavens, perceived functional risk, value consciousness and reinforced smart shopping on store brand sales performance is rejected. This is because market mavens and reinforced smart shopping have a positive effect on store brand sales performance.

5 Conclusions and Recommendations

The main aim of this study was to find out the effect of store branding on the brands sales performance of consumer goods in retail stores in Nakuru Town, Kenya. The key independent variables analyzed in this study were; market mavens of the brands, customers' perceived functional risk of the brands, customers' value consciousness of the brands and the brands reinforced smart shopping to the customers. We statistically verified whether these variables had effect on the brands sales performance. The study statistically established that market mavens and the brands reinforced smart shopping to the customers had positive effect on the brands sales performance.

The study therefore recommends that;

1) The retail stores should adopt store branding of consumer products as a strategy to promote these branded products as a multiplying effect that would make them is fast moving a goods which in turn increases the sales performance not only of the brands but also the overall sales performance.
2) The retail stores should put more investment on the key findings of this study to make store branding of consumer goods part of their operations. The stores therefore should pay more attention to market mavens and also use the brands as a means of reinforcing smart shopping among their customers.
3) The stores should operationalize the concept of store brands by making it a department with full budget, human resources and merchandizing so that it may be a fully evolving branding concept in the knowledge body of marketing.

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