SUPERMARKET STORE BRANDS ATTITUDE ANTECEDENTS: A CASE OF SHOPPERS IN NAKURU TOWN, KENYA

Dr. Ogutu Robert Peter¹, Dr. Oundo Hillary Busolo²,
Geothermal Development Company, Moi University,

Abstract

Store brands are gaining popularity in Kenya and giving local manufactures of well-known brands a run for their money. Supermarket chains in Kenya are now packaging and branding their own products more aggressively as competition forces firms to come up with more innovative ways to lock in consumers and increase earnings. Nakuru town has seen supermarket chains introduce store brands with a view of increasing consumer loyalty, attracting consumers and warding off competition. However, there is no empirical evidence as to the association of shopper characteristics and attitudes towards store brands in the retail chains. This study therefore seeks to address this gap by investigating the relationship between shopper characteristics and attitude towards store brands of supermarket shoppers in Nakuru town. The study will adopt a cross sectional survey design with shoppers as the target population. A survey instrument developed around four shoppers’ characteristics of value consciousness, brand loyalty, store loyalty and smart shopper self-perception will be used. A representative sample of 400 respondents was determined using both proportional and random sampling techniques. A chi square test was carried out to establish the relationships between shopper characteristics and attitude toward store brands. Results show a significant association between shopper characteristics (value consciousness, smart shopper self-perception, store loyalty and store brand loyalty) and attitude toward store brands.

Key words: value consciousness, brand loyalty, store loyalty, smart shopper self-perception, store brands, private labels, shopper characteristics.

INTRODUCTION

The global growth in store brands is changing the retail landscape irrevocably. The take up of private labels has varied across the globe and is steadily rising. It is expected that private labels will make gradual inroads into the emerging markets of Asia Pacific, Latin America and Middle East and Africa over the forecast period, as retail channels
consolidate and consumers become accustomed to the concept of store brands (Euromonitor, 2014). Within Europe for instance, the highest private label penetration is in Switzerland, the UK, Germany, Spain and the Netherlands where, in monetary terms, the share of private labels is more than 30 per cent of the market. This share is even higher in terms of volume, given that private label products are cheaper on average (Pwc, 2016). According to (Sirimanne, 2016), store brand penetration has not developed uniformly across fast moving consumer goods industries; indeed the packaged food and tissue and hygiene industries have much higher private label penetration than the likes of beauty and personal care. He adds that the globally, tissue and hygiene industry possessed the highest presence of private label in 2015 even though overall packaged food took the top prize for private label sales.

According to the African Economic Outlook (2016), Kenya’s overall GDP is projected to grow by 6.0% in 2016 and 6.4% in 2017 from 5.5% in 2015. This GDP growth is attributed to construction, manufacturing, finance and insurance, information, communications, technology, wholesale and retail trade. This economic transformation has resulted in the growth of Kenya’s middle class who are now living, working and shopping ever more in line with developed world expectations (Knight Frank, 2016). Over the five years to 2020, the United Nations is forecasting Kenya’s urban population to expand to 14.7 million people, an increase of nearly 2.8 million. Knight Frank, (2016) avers that this will result in more demand for modern retail over the next five years.

According to Oxford Business Group, (2016), the formal retail market in Kenya has grown exponentially over the past five years with the average value of consumer spending rising by as much as 67%, thus making Kenya the continent’s fastest-growing retail market. Kenya is now Africa’s second biggest formalized retail economy after South Africa. Indeed 30 per cent of Kenyans do their shopping in formal retail outlets compared to 60 per cent in South Africa (Situma, 2015). Kenya’s formal retail industry is a fiercely contested market dominated by Nakumatt, Uchumi, Tuskys, Naivas and Ukwala supermarket chains. Store branding is now a popular strategy among these dominant retail outlets that now package and brand their own store brands with a view of locking in consumers while increasing earnings (Mungai, 2013). According to (Mwangi 2016), the most common products include milk, biscuits, crisps, drinking water, flour, rice and sugar. It is agreed that this trend in store branding is being driven by a fast and steadily growing middle class with more disposable incomes (Oxford Business Group, 2016; Euromonitor, 2016). A position supported by (Mwangi, 2016) who avers that the country’s retail sector is projected to expand with over 6.6 per cent fueled by aspirational consumption trend. According to (Mwangi, 2016), store brands have the benefit of offering consumers products at relatively lower prices while allowing retail chains to enjoy increased revenues due to economies of scale. Cross (2016) adds that with store brands, retailers will have control over product factors such as pricing, size, package design, production and distribution thereby enabling them to quickly make adjustments, develop and implement innovative ideas to products that blend well with the ever changing customer tastes and preferences. Successful store brands therefore will have to create vibrant sales opportunities for stores, while offering diverse shopping experiences for consumers leading to increased customer loyalty.
According to (Sunday, 2012), supermarkets and shopping malls are redefining skylines in towns like Nakuru, Eldoret, Kisii and Kakamega. The competition, which is highest in the foodstuffs, fresh produce and vegetables supplies, pits three major supermarket chains Nakumatt, Tuskys and Naivas. Supermarkets are indeed on an upward trajectory buoyed by an expanding middle class, improved infrastructure and an enduring property boom. They continue to grow their market share and penetration as they become the preferred shopping outlet for many middle and high-income consumers in towns. The ballooning middle class in Nakuru town has been fuelling business growth, especially in consumer goods. According to (Obiria, 2014), the rapidly growing middle class the fast-moving consumer goods sector in Nakuru County looks promising. A view supported by the U.N. Habitat placing Nakuru town as one of the fastest-growing town in East and Central Africa (Kibet, 2014). Obiria (2014) further adds that this growth present huge opportunities for manufacturers and retailers of fast moving consumer products like food beverages home care products and personal care products. Given the trend in store branding from the major retail outlets (Mungai, 2013), it is important that consumer attitudes towards these store brands are investigated and significant shopper characteristics that impact on these attitudes identified. This will help stores stay afloat by retaining existing customers, attracting new ones in this fiercely competitive environment while boosting revenues.

**Statement of the Problem**

Store brands have made significant penetration into supermarket stores in the last two decades and this continues to intensify as products with similar attributes become more proliferated in the market place. Accordingly, interest in understanding consumer store brand purchase behavior has increased significantly. According to Manzur et al. (2011), one of the most significant factors to holding a competitive advantage is having a brand which can be identified and thus help differentiate a firm's products from competition (Kotler et al., 2008). Research on store brands and how it relates to brand attitudes has been undertaken in different contexts with mixed results. Whereas (Ebeid, 2013; Manzur et al., 2011; Garretson et al., 2002) established favorable attitudes towards store brands, (Lumpton, et al., 2010; Sanjoy, et al., 2001) found consumers to hold unfavorable attitudes towards store brands. Research on store brands has mainly focused on markets in Europe, and the United States with very little being done for the rest of the world markets (Jin et al., 2005; Gómez et al., 2009). This study attempts to fill this gap by investigating the relationship between shopper characteristics and attitudes toward store brands with shoppers in Nakuru town Kenya as the target population.

**Objectives**

The main objective of the study is to establish the relationship between antecedents of attitude towards store brands and attitudes towards store brands.

**Specific objectives**
(i) To determine the relationship between value consciousness and attitude towards store brands.
(ii) To establish the relationship between smart shopper self-perception and attitude towards store brands.
(iii) To determine the relationship between store loyalty and attitude towards store brands.
(iv) To establish the relationship between store brand loyalty and attitude towards store brands.

Hypotheses

H1 Value consciousness has a significantly positive association with attitude towards store brands.

H2 Smart shopper self-perception has a significantly positive association with attitude towards store brands.

H3 Store loyalty has a significantly positive association with attitude towards store brands.

H4 Store brand loyalty has a significantly positive association with attitude towards store brands.

Justification and significance of the Study

Consumers brand preferences represent a fundamental step in understanding consumer choices. A deeper understanding of such preference dynamics can help marketing managers’ better design marketing program and build a long term relationship with consumers. Despite the existence of some studies investigating how brand preference is built and changed, most of them focus on examining factors from consumer behavior perspective or advertising perspective. This paper aims to build a conceptual framework of brand preferences from a new perspective, the consumer’s experiential view. Knowing the pattern of consumer preferences across the population is a critical input for designing and developing innovative marketing strategies.

Scope and Limitation of the Study

The study confined itself to shoppers in supermarkets in Nakuru town, Kenya. Factors considered included store loyalty, brand loyalty, smart shopper self-perception, value consciousness and attitude towards store brands. Generalizability of results should be done with caution since the study only focused on shoppers in Nakuru town.

LITERATURE REVIEW

Consumers’ attitudes toward store brands has been an area of interest to marketing practitioners since store brands play an important role in retail strategy and a key element in developing successful marketing strategies. Understanding consumer behavior regarding store brands therefore is critical for marketers and researchers alike. Overtime
researchers have investigated and continue to investigate various brand concepts which include but not limited to brand loyalty (Khraim, 2011; Vazife et al., 2013); brand loyalty (Allender, et al. 2012; Mendez, et al., 2015); store brands (Beneke, 2010; Rzem, et al., 2015); brand equity (Kim et al., 2012; Kamau et al., 2015); customer attitudes towards store brands (Ebeid, 2013; Manzur, et al., 2011). Previous works by (Ailawadi et al. 2001; Garretson et al. 2002; Manzur et al. 2011) grouped antecedents of consumer attitudes into price-related and non-price-related variables. Ebeid, (2013) used these classification (price related; value consciousness, smart shopper self-perception and non-price; store loyalty and brand loyalty) of shopper characteristics to establish a relationship between these variables and attitude towards store brands while Manzur et al. 2011 used price related; value consciousness, smart shopper self-perception to determine the relationship between the price related variables and attitude towards store brands. In this study, (Manzur et al. 2011 & Ebeid, 2013) antecedents of consumer attitude towards store brands are adopted and are now discussed below.

**Shopper Characteristics**

According to Lichtenstein, et al. (1993) value consciousness is a shoppers’ concern for price paid subject to some quality constraint. These shoppers attempt to maximize on the value of a purchase by making comparisons between the quality of a product and its price (Manzur et al., 2011). Research carried out by research group (Nielsen, 2011) found value conscious shoppers to be on the rise across stores. Studies have shown that shoppers who seek value are the main purchasers of store brands. Several studies have demonstrated a significant relationship between value consciousness and store brands. Ailawadi et al., (2001), found a correlation between store brand with traits related to economic benefits and costs. Bao et al., (2004) found value consciousness to positively related to store brand purchase. Kara et al. (2009) too found a relationship between store brand purchase and value consciousness. Value conscious shoppers therefore may choose store brands if the lower price sufficiently compensates for the lower perceived quality (Richardson et al., 1994).

Smart shopper self-perception has been described as an ego-based construct that relates to the shopper’s need to achieve internal compensation by obtaining price savings through the purchase (Manzur et al., 2011). Others have described it as the pride and self-esteem shoppers derive from making smart purchase decisions (Liu et al. 2008). Garretson et al., (2002) describe them as individuals primarily concerned with making savings on purchases. Several studies have established a significant relationship between smart shopper self-perception and store brands (Manzur et al., 2011; Garretson et al., 2002).

Grimsley (2016) defines brand loyalty as a state that occurs when a customer chooses to repeatedly purchase a product produced by the same company instead of a substitute product produced by a competitor. It is a consumer’s commitment to repurchase or otherwise continue using a particular brand by repeatedly buying a product or service (Boundless, 2016). Grimsley (2016) adds that brand loyalty is often based upon
perception and that consumers will consistently purchase the same product because they perceive it as being the superior product among the choices available. Solomon et al., (2006) posit that brand loyalty is a form of repeat purchasing behavior reflecting a conscious decision to continue buying the same brand, for brand loyalty to exist, a pattern of repeat purchase must be accompanied by an underlying positive attitude towards the brand. In this study brand loyalty is considered as a shopper characteristic that makes consumers value store brands more and therefore limit their switching behavior. Research demonstrates that brand loyal consumers are not likely to engage in significant variety seeking behaviors (Garretson et al., 2002; Ailawadi et al., 2001). They indeed tend to be less inclined to try new or less familiar brands (Garretson, et al., 2002). According to Rondan-Cataluña et al., (2006) brand loyalty is the main variable which influences the purchase decision process of store brands. With reluctance of shoppers to engage in switching behavior this construct is anticipated to have a positive relationship with attitude towards store brands (Manzur et al., 2011).

Swoboda et al., (2013) define store loyalty as the intention and readiness to repurchase at a particular store or recommend a store. Doherty et al. (2008) see it as a customer’s inclination to patronize specific store or store chain over time. Corstjens et al., (2000) determined quality store brands to be instrumental for retailers in generating store differentiation, store loyalty, and store profitability. A position supported by (Lu, 2014) who argues that among retailers store brands are indeed useful in cultivating store loyalty. Indeed (Rabbanee et al., 2012) argues that store loyalty is the most important variable for the retailer. Several researchers have established significant relationships between store loyalty and store brands (Manzur et al., 2011; Garretson, et al., 2002; Ailawadi, et al., 2008). Seenivasan et al., (2014) too found a positive relationship between store brand loyalty and store loyalty. Anic (2006) argues that store loyalty has a relationship with consumer attitudes, purchase intentions and actual purchasing behavior.

Attitudes towards store brands

Several studies have established a relationship between shopper characteristics and attitude towards store brands. Manzur et al., (2015) found that price related constructs impact both store brand attitude and national brand promotion attitude, but the strength of some of these relationships differ. They further established that other shopper characteristics like brand loyalty and store loyalty, had similar negative and positive effects, respectively. Garretson, et al., (2002) found that both price and non-price related constructs impact both private label attitude and national brand promotion attitude. Consumers, with favourable attitudes towards brands, tend to be value conscious and do not regard necessarily a lower price as an indication of poor quality and, therefore, regard promotions as a way of saving on price (Garretson et al., 2002). In addition, Manzur et al. (2011) and Garretson et al. (2002) found that value consciousness had a positive influence on attitudes toward brands. Ebeid, (2013), established that brand loyalty, value consciousness, store loyalty, and smart shopper self-perception increased the attitude toward brand promotion. According to Liu et al., (2008) attitude toward promoted brands is characterized by positive store image, smart shopper self-perception,
need for affiliation, and money attitude regarding power-prestige and anxiety. They add that store brand attitude is characterized by more positive store image, and money attitude regarding retention and distrust. Garretson et al. (2002) show that smart shopper’s self-perception can have a favorable impact on the attitude toward store brands promotion as do (Ailawadi et al. 2001; Manzur et al. 2011) whose evidence showed a positive association between brand loyalty and store brands. According to Diallo et al., (2013) overall positive attitude toward store brands has been a significant driver of a store’s brand success and consumer attitude towards store brands has a strong influence on store brand usage (Diallo, 2015)

We have had contrasting findings too. Although the retailers have considerably improved the quality of store brands over recent years, the idea that store brands have inferior quality seems to prevail in some instances. This view is supported by Lumpton, et al., (2010) who found that Chinese consumers perceive store brands as products of inferior or poor quality that are characterized by high social risks. These findings are consistent with the results of study conducted by Sanjoy et al., (2001) among urban Israeli consumers. They found that store brand is perceived to be worse in quality than national and international brand. Manzur et al. (2011) too found store loyalty to have a weak relationship with attitudes towards store brands.

**Conceptual Framework**

The framework below illustrates four shopper characteristics of value consciousness, smart shopper self-perception, brand loyalty and store loyalty hypothesized to influence shoppers’ attitude towards store brands among supermarket shoppers in Nakuru town. According to Martínez et al., (2008), shoppers with positive attitude to store brands see themselves as smart shoppers. Apelbaum et al., (2003) add that since store brands are characterized by lower prices and quality similar to that of manufacturer brands they actually are in line with the self-image of their consumers as smart shoppers. Value conscious shoppers are on the rise across stores (Nielsen, 2011). Several studies have demonstrated a significant relationship between value consciousness and store brands (Ailawadi et al., 2001; Bao et al., 2004). Positive association between value consciousness and attitudes towards store brands has been established (Ebeid, 2013; Kara et al., 2009; Gómez et al., 2010; Byoungho et al., 2005). Regarding store loyalty, numerous studies have established significant relationships between store loyalty and store brands (Seenivasan et al., 2014; Manzur et al., 2011; Garretson, et al., 2002; Ailawadi, et al., 2008). A positive association between store loyalty and attitude towards store brands has also been determined (Anic, 2006; Ebeid, 2013). Research illustrates that brand loyal shoppers are not likely to engage in significant variety seeking behaviors and that they tend to be less inclined to try new or less familiar brands (Garretson, et al., 2002; Ailawadi et al., 2001). Indeed (Manzur et al., 2011) argue that with reluctance of shoppers to engage in switching behaviour this construct is anticipated to have a positive relationship with attitude towards store brands. It is therefore hypothesized in the theoretical model proposed below that value consciousness, smart shopper self-
perception, store loyalty and store brand loyalty will have a favorable association with attitude towards store brands.

Figure 1: Conceptual framework for the antecedents of attitudes towards store brands

<table>
<thead>
<tr>
<th>Shopper Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value Consciousness</td>
</tr>
<tr>
<td>Smart Shopper Self Perception</td>
</tr>
<tr>
<td>Store Loyalty</td>
</tr>
<tr>
<td>Store Brand Loyalty</td>
</tr>
</tbody>
</table>

Attitude towards store brands

RESEARCH METHODOLOGY

Research Design

Cross sectional research design was adopted in determining the relationship between shopper characteristics and shopper attitudes towards store brands with adult residents of Nakuru town as the target population.

Sample Design

In this survey, the sampling frame consisted of shoppers in Nakuru town. Krejcie et al., (1970) approach on determination of sample size was used to determine the number who formed the sample size of 400. This method is commonly used to estimate sample size in research (Chua et. al., 2006) and is ideal for a defined finite population (Hashim, 2010). Both proportional and random sampling techniques were used to select a total of 400 respondents.

Data Collection Instruments

A closed ended survey questionnaire administered by research assistants was used to collect primary data. Items included were on shopper characteristics (value
consciousness, smart shopper self-perception, brand loyalty, store loyalty) and attitudes towards store brands. Scale items on both shopper characteristics and attitudes towards store brands were adopted from (Ailawadi et al. 2001; Garretson et al. 2002; Manzur et al. 2011 &Ebeid, 2013). Respondents were drawn from adult residents of Nakuru town, Kenya. All Likert scale items for variables considered were measured on a 5-point Likert scale (from 1=strongly disagree to 5=strongly agree).

Reliability Test

Cronbach’s (1951) alpha coefficient was used as a quality indicator of the scale items. The reliability coefficient for the 12 items in the data collection instrument was found to be 0.758 which is within the minimum acceptable threshold of 0.70 as recommended (Hair et al., 2006).

Data Analysis

Inferential Analysis

In determining the relationship between Value Consciousness (VC), Smart Shopper Self Perception (SP), Store Loyalty (SL), Brand Loyalty (BL) with Attitude towards Store Brands (AT), a chi square test of independence was undertaken. A p – value < 0.05 was considered significant.

RESEARCH FINDINGS AND ANALYSIS

Descriptive Statistics Results on Study Variables

The study targeted shoppers in Nakuru town. Of the 400 questionnaires administered, 358 were collected accounting for 89.5 percent response rate. Included are results on Attitude towards Store Brands, Value Consciousness, Smart Shopper Self Perception, Store Loyalty, and Brand Loyalty. Respondents rated on a 5 point likert scale their degree of agreement with the statement provided. The results are presented in Table 1 below.
Table 1: Descriptive Statistics Results

<table>
<thead>
<tr>
<th>Variable</th>
<th>Likert Item</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value Consciousness</td>
<td>When purchasing a product from a store, I always try to maximize the quality I get for the money I spend.</td>
<td>3.78</td>
<td>.936</td>
</tr>
<tr>
<td>Value Consciousness</td>
<td>When shopping, I compare prices of different store brands to be sure I get the best value for money.</td>
<td>4.01</td>
<td>.815</td>
</tr>
<tr>
<td>Smart Shopper Self Perception</td>
<td>When I go shopping, I take a lot of pride in making smart purchases.</td>
<td>3.92</td>
<td>.924</td>
</tr>
<tr>
<td>Smart Shopper Self Perception</td>
<td>When I shop smartly, I feel like a winner.</td>
<td>3.99</td>
<td>.933</td>
</tr>
<tr>
<td>Store Loyalty</td>
<td>I am willing to make an effort to shop at my favorite store.</td>
<td>4.11</td>
<td>.796</td>
</tr>
<tr>
<td>Store Loyalty</td>
<td>I prefer to always shop at one store.</td>
<td>3.93</td>
<td>.982</td>
</tr>
<tr>
<td>Store brand loyalty</td>
<td>I generally buy store brands.</td>
<td>1.40</td>
<td>.820</td>
</tr>
<tr>
<td>Store brand loyalty</td>
<td>If I like a store brand, I rarely switch just to try something different.</td>
<td>3.85</td>
<td>1.089</td>
</tr>
<tr>
<td>Attitude toward store brands</td>
<td>Buying store brands makes me feel good</td>
<td>3.69</td>
<td>1.065</td>
</tr>
<tr>
<td>Attitude toward store brands</td>
<td>In general, store brands are high quality products.</td>
<td>3.83</td>
<td>1.031</td>
</tr>
<tr>
<td>Attitude toward store brands</td>
<td>I love when store brands are available for product categories I buy.</td>
<td>3.95</td>
<td>.923</td>
</tr>
<tr>
<td>Attitude toward store brands</td>
<td>I look out for store brands when I go shopping.</td>
<td>3.96</td>
<td>1.085</td>
</tr>
</tbody>
</table>

With the exception of store brand loyalty “I generally buy store brands” with a mean response score < 3.00, all the other likert scale items for respective variables had a mean response score > 3.00 indicating a tendency toward favourable responses.

Test results of the research hypotheses

Each of the variables (Value Consciousness; $\chi^2 (16) = 77.7692, p = .001$, Smart Shopper Self Perception; $\chi^2 (16) = 75.105, p = .001$, Store Loyalty; $\chi^2 (16) = 78.702, p = .001$, and Brand Loyalty; $\chi^2 (16) = 64.077, p = .001$) had p-value < 0.05. The relationships were therefore statistically significant. We therefore reject the null hypotheses, and conclude that they all have a relationship with Attitude towards Store Brands. Results are presented below in Table 2.

Table 2: Chi-Square Tests Results

<table>
<thead>
<tr>
<th>Value Consciousness</th>
<th>Smart Shopper Self Perception</th>
<th>Store Loyalty</th>
<th>Brand Loyalty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The magnitude of association between shopper characteristics and attitude toward store brands

All the shopper characteristics (Value consciousness (phi = .457, p = .001); Smart Shopper Self Perception; (phi = .449, p = .001); Store Loyalty (phi = .460, p = .001) and Brand Loyalty (phi = .415, p = .001)) under consideration had large, positive and significant effect size with attitude toward store brands. The Results are presented below in Table 3.

Table 3: Symmetric Measures

<table>
<thead>
<tr>
<th>Nominal Phi by Cramer’s V</th>
<th>Value Consciousness</th>
<th>Smart Shopper Self Perception</th>
<th>Store Loyalty</th>
<th>Brand Loyalty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>Approx. Sig.</td>
<td>Value</td>
<td>Approx. Sig.</td>
<td>Value</td>
</tr>
<tr>
<td>Nominal</td>
<td>.457</td>
<td>.000</td>
<td>.449</td>
<td>.000</td>
</tr>
<tr>
<td>Cramer’s V</td>
<td>.229</td>
<td>.000</td>
<td>.225</td>
<td>.000</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>358</td>
<td>358</td>
<td>358</td>
<td>358</td>
</tr>
</tbody>
</table>
SUMMARY OF FINDINGS

The study sought to examine the relationships between shopper characteristics (value consciousness, smart shopper self-perception, store loyalty and brand loyalty) and attitude toward store brands. This study established a significant association between all the shopper characteristics with attitude towards store brands. All the shopper characteristics had a large and positive magnitude of association with attitude toward store brands.

CONCLUSION

This study assessed the association between shopper characteristics with attitude toward store brands within the supermarket industry. It has been shown that shopper attitude toward store brands is influenced by value consciousness, smart shopper self-perception, store loyalty and brand loyalty with store loyalty exerting the greatest impact. There is need therefore for marketers to consider and prioritize these factors when targeting shoppers with a view of cultivating a positive and significant relation to store brands. This involves seeking to understand these factors since they affect attitude toward store brands.

LIMITATIONS AND RECOMMENDATIONS

The study was conducted in Nakuru Town, Kenya, which limits its applicability to other countries as cultural and geographical differences create significant distinctions in the expectations and evaluations of consumers. Another limitation is the subset of shopper characteristics under consideration. It is recommended that additional shopper characteristics be included for future research. This shall give an in depth and more clear picture regarding the association between shopper characteristics and attitude toward store brands. No effort was made to segment shopper characteristics based on gender. Future research should investigate shopper characteristics unique to each gender and their relationship with attitude towards store brands.

REFERENCES


