



EFFECT OF CONSUMER FACTORS ON STORE BRAND CHOICE IN THE RETAIL INDUSTRY IN KENYA: A SURVEY OF SELECTED SUPERMARKETS IN NAIROBI COUNTY

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Abstract: This study set out to investigate the effect of consumer factors on store brand choice in the retail industry in Kenya. A cross-sectional explanatory design was used. The target population in this study was 10,535 registered customers in selected supermarkets in the Nairobi County Business District. Convenient sampling was adopted to select the supermarkets and proportionate random sampling was conducted to select the 385 respondents. Data was collected from primary sources using structured questionnaires. The study analyzed data with assistance of the Statistical Package for Social Sciences (SPSS) 20 as a tool to process and analyses data. The study established that store brand choice in the retail industry was moderate. The study found out that in terms of Store Image Perceptions on Store Brand Choice; store arrangement make it easier to do self-selection, staff always available to assist where need be, shopping environment makes shopping enjoyable and store owned by foreigners who care about quality. The study revealed that in terms of Store Brand Price- Image on Store Brand Choice; the store offers competitive prices across product ranges. Customers have never come across differences between price label and till price in this supermarket, shopping experience is good value for money and the store uses price baiting to attract customer. The study further found out that in terms of Store Brand Perceived Value on Store Brand Choice; store has wide range, stores private brands are sourced from reputable manufacturers, store stocks high quality products, the company's own brands such as milk, bread are my first choice other brands second and store assures customers about quality of brands and in terms of Store Brand Attitude on Store Brand Choice study revealed that store offers wide product categories as well as store offers good quality products. The study also found out that store image perceptions, store brand price-image, store brand perceived value and store brand attitude accounted for 24.3% of the variation in store brand choice in the retail industry in Kenya. The model exhibited a joint significant relationship between all independent variable and dependent variable. Individually Store image perception and Store brand price –image were significantly related to store brand choice in the retail industry in Kenya. The study concludes that the proposed framework of the study was able to demonstrate moderate explanatory power. Notably the study provides evidence for the influence of consumer factors on store brand choice in the retail industry in Kenya as suggested by the literature. Store image perception emerged as the stronger predictor of store brand choice followed by Store brand price –image, Store brand attitude and Store brand perceived value respectively. The study further concluded that the established regression model was moderately significantly good for forecasting and could be used for prediction.

Keywords: Brand Loyalty, Brand, Consumer Choice

Introduction

Due to the new ways of doing business in the retail industry and the constant change of technology, retail outlets battle to win customer is becoming more and more intense thus the need to maintain long term relationships with customers is growing. The recent decade has seen retail business as one of the growth areas in the global economy, witnessing high growth rates in the developed countries and perching exponential growth in the emerging economies. Rapid growth being an important factor is also followed by increasing competition and emergence of new retailing formats in shaping new scenario of retail stores (Popkowski, Leszczyc, Sinha & Timmermans, 2000).

With introduction of new retailing formats enabling merchandise being offered across different formats, competition has become intense in terms of the direction where it is coming from. Moreover, consumers now take many factors into account when selecting a retail store. The consumers are becoming more sensitive in selecting stores hence increasing importance of retail stores in establishing brand identities rather than just opening retail stores. In the light of these, the study of how consumers choose retail stores, and what drives their store choice, will be an important contribution retail sector and its affiliates in responding to the changing demands of customers and developments in retail sector. Store selection has been a topic of research for many researchers with different perspectives. The retail sector, in particular continues to face structural changes, with some of the changes being reflected by consumer choices regarding when and where to make their purchases. Supermarkets have grown substantially and become more concentrated, while there has been entry of new grocery store forms such as super-centers and hyper markets. These new options provide customers with alternatives that may increase competition (Medina & Ward, 1999).

Store Brands (hereafter, SBs) have become increasingly common (Hyman *et al.*, 2010). They now feature on the shelves of retailers in most countries and in many product categories. There are numerous attractions for retailers in pursuing SB programmes including building store loyalty, increasing store traffic, improving margins, and enhancing negotiation strength with manufacturers (Batra & Sinha, 2000). In Western Europe, SB penetration exceeds 50% of sales volume in Switzerland, and over 35% in the United Kingdom, Belgium and Germany (Lamey *et al.*, 2007). SBs are growing faster than manufacturer brands (Kumar & Steenkamp, 2007), and for retailers, they have become a reliable means to increase sales and market share. The globalization of economic activities has created retail opportunities in emerging markets, notably in the BRIC nations (Brazil, Russia, India, and China) (Alexander & de Lira e Silva, 2002). The competitive pressure in Western retail markets has led many multinational grocery retailers (Carrefour, Metro, and Tesco) to expand into selected emerging markets. As these retailers develop a trading presence in these countries, they transfer a range of business practices, including their SB programmes. At the same time, local retailers are themselves offering more SBs. SBs are thus playing a greater role in emerging markets (Hernstein & Jaffe, 2007), but consumer attitudes and behaviors towards SBs in these markets are not well understood (Lin *et al.*, 2009). Fastoso and Whitelock (2012) have recently called for more research on Latin American countries, stating that no attention has been specifically paid to this region in

international marketing research, which is surprising given the economic importance of Latin America. Similarly, Amal and Svensson (2011) have also called for a better understanding of Latin America, especially Brazil

The high growth level of single stop shopping has placed Kenya as a supermarket hub in comparison to the rest of East Africa in supermarkets presence. Kenya has approximately 206 supermarkets beside the existing hypermarkets. The McKinsey Global Institute (MGI 2012) project's that the number of African households with discretionary income over \$5,000 will rise from 85 million to 128 million by 2020. The increase in income will further increase the retail branches, till rate and rise in competition. The Kenyan supermarket sector is composed of four main domestic retail chains: Uchumi, Nakumatt, Tuskys, and Naivas. The market concentration has kept on increasing and several independents supermarkets have also come up. Nairobi with a population of 2.6 million has many supermarket chains due the growing trend of self service and because of the touch and feels nature of Kenyan customers. Urban centers opportunities have also driven investment to spread over in to other major cities and towns such as Mombasa, Nakuru, Eldoret, and Kisumu (Kiumbura, 2013).

Kenya with a population of 44.5 million has a potentially big market in East Africa and is likely to experience faster growth in the modern retail sector as the economy continues its upward trend. In fact, Kenya's modern grocery retail sales are forecast to double by the end of 2015 trading period thanks to the government's continued effort to improve the country's business environment. Even though the retail sector is dominated by traditional retail channels and independent supermarkets in the countryside, the development of modern grocery chains has taken root in urban areas (Kiumbura, 2013). The retail sector in Kenya is dominated by a few large supermarkets and many small scale retailers. Traditionally, supermarkets are viewed as markets for rich consumers. For a long time, they were only found in large cities of the developed world and middle income countries. Supermarkets have been spreading rapidly in the East and Southern African region since the early 1990s. Nakumatt, Uchumi, Naivas and Tuskys are the country's biggest supermarkets in terms of branch network and shopping traffic. In Nairobi, the wars for market share have taken mainstream supermarkets from the usual commercial areas to residential places, where they are squaring off with newer and smaller entrants like Chandarana, Stagematt, Eastmatt and Cleanshelf among others (Njenga, 2010).

Statement of the Problem

In today's competitive world, for companies to achieve competitive advantage they should have high attention to customers and their needs better than their competitors. This means that companies should be able to articulate the factors that influence consumers to choose and purchase a particular non edible product from one company amongst a variety of other similar products but from different companies to meet the same need. Republic of Kenya (2007) estimated that on average households typically spend about 75% of their budgets on products in one primary supermarket. According to

consumer index (2011) consumption of product was 61% with some consumers having 100% purchases and others as low as 30%. The consumers did not have a continuous statistic based on consumption trends since 2006-2010 but there was gradual growth in consumption of about 47% since 2006.

Store brand managers need to understand the behavior and attitudes of customers so as to clearly understand the forces behind them choosing which store to shop in. This implies that, if manufacturers' fails to understand the consumer purchasing behavior, then their product performance will remain dwindling hence giant competitors will remain relevant in the market. Most successful firms have fields of marketing research and product development being identified, while implementing marketing strategies that cater for consumer needs (Subrahmanyam & Gomez, 2008). In addition, with the interest of the consumer at heart and the use of appropriate corporate marketing mix strategies, opportunities for buyer's orientation can be achieved (Kapferer & Bastien, 2009).

Kirwa *et. al.*, (2013) in their study on key factors that influence brand loyalty among soft drink consumers revealed that cultural background, brand name, promotion, product price, customer satisfaction, promotion and brand quality are the strongest influencing factors among consumers. Kola and Akinyele (2010) in their study of effectiveness of advertising and personal selling in services sectors revealed that creating effective communication with customers is the most important aspect in services marketing. In line, no study has been done on effect of consumers' factors on store brand choice in the retail industry in Kenya. It's against this realization that the study sought to bridge this knowledge gap by focusing on effect of consumer factors on store brand choices in the retail industry in Kenya with focus on NCBD supermarkets.

Research Objectives

The overall study objective was to analyze the effect of consumer factors on store brand choice in the retail industry in Kenya. This study had the following objectives:

- i. To determine the effect of store image perceptions on store brand choice in the retail industry.
- ii. To evaluate the influence of store brand price- image on store brand choice in the retail industry.
- iii. To access the effect of store brand perceived value on store brand choice in the retail industry.
- iv. To establish the influence of store brand attitude on store brand choice in the retail industry.

Theoretical Review

Brand Equity Theory

In the late 80's there was sufficient rise in the value based management philosophy whereby brand equity has been developed as one of the key philosophies throughout management theory and practice (Gonul & Srinivasan, 1996). However the need for a conclusive brand equity innovation has transpired to the various developments of different types of brand equity models. Currently there

exists over three hundred different models worldwide (Amirkhizi, 2005). Many of these models have focused attention towards the buyer (Aaker & Joachimsthaler, 2000). However, this study focused on the consumer-based brand equity by Aaker, (1991) and Keller (1993; 2003), whose study findings indicate the differential effect brand knowledge has on consumer choices. Keller (2003) asserts that marketers need to build a brand in a series of four steps. Firstly, markets ought to comprehend how each and every consumer is able to identify the brand that satisfies their needs, which in most cases is operationalized as awareness. Baldauf *et al.*, (2003) consider consumer value as the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given. This is a trade-off between benefits and sacrifices (cost) perceived by consumers. In summary, what consumers think about manufacturers' brands does affect the brand's value from the retailer's perspective. This is consistent with Webster's (2000) model of brand value in the three-way relationship among brands, resellers and consumers.

Consumer Utility Theory

Merwe, Berthon, Pitt, and Barnes, (2007) assert that consumers augment the anticipated utility of individual benefit into preferences through the structuring of decisions. The consumer utility theory indicates the selected act between various options of preferences in decision making which is paramount given that selecting various preferences involves risk. Some theories such as Bernoulli utility function (1738) and Von Neumann- Morgenstern utility function (1947) associated expected utility theory through analysis of risk alternatives in the context of choice. However, the model of risky choice behaviour by the Expected Utility Theory has been criticized on several grounds. It does not explain the consistency of the individuals' decision behaviour according to familiarity with the decision weight and the level of complexity (Hartinger, 1999) and has limitations in describing and predicting consumer behaviour that involves several and or alternative choices.

The theoretical and empirical research of non-expected utility theory, obtain the criticisms of the expected utility theory as weighted utility theory suggests an approach to determine variations of individual's weight and utility function. Random utility models apply the mapping of attributes of the alternatives and decision makers in choice models (Baltas & Doyle, 2001). In turn, utility theory is acknowledged as a theory of consumers' behaviour (Schumpeter, 2006). Utility occurs while consumers compare one product with others to increase their satisfaction and complete their enhancement of feeling by providing the material goods.

Psychology Based Approaches

Researchers such as Krishnam (1996), Henderson, Iacobucci, and Calder (1998) and Lassar *et al.*, (1995), who have studied branding effects from a cognitive psychology perspective, have frequently adopted associative network memory models to develop theories and hypotheses, in part because of the comprehensive and diagnostic value they offer. The brand is seen as a node in the memory with a variety of different types of associations, varying in strength, linked to it. Prior research in relation to this has also often adopted a categorization perspective to memory representations of branding (Boush & Barbara, 1991).

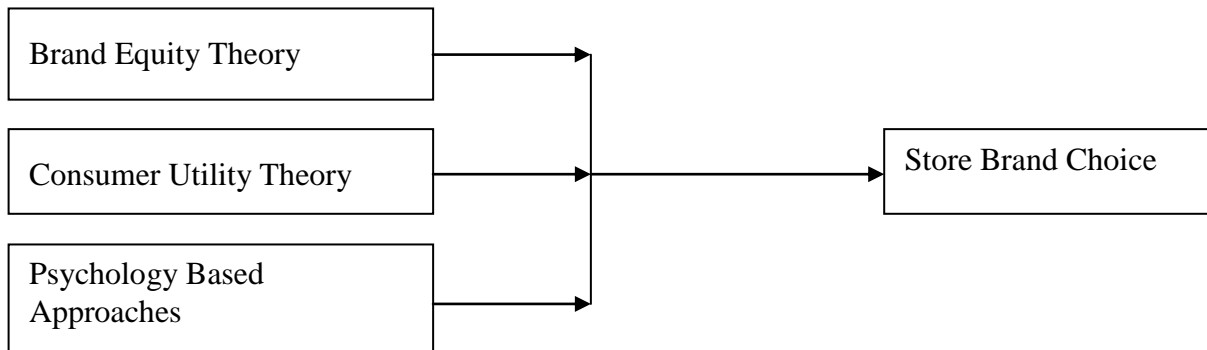


Figure 1: Theoretical Framework

Conceptualization

The conceptual framework shows the inter connection between the research questions stated in the first chapter and the conceptualized theories in this chapter. The research questions proposed in this study are focused on consumer factors that influence store brand choice in the retail industry.

Independent Variables

Dependent Variable

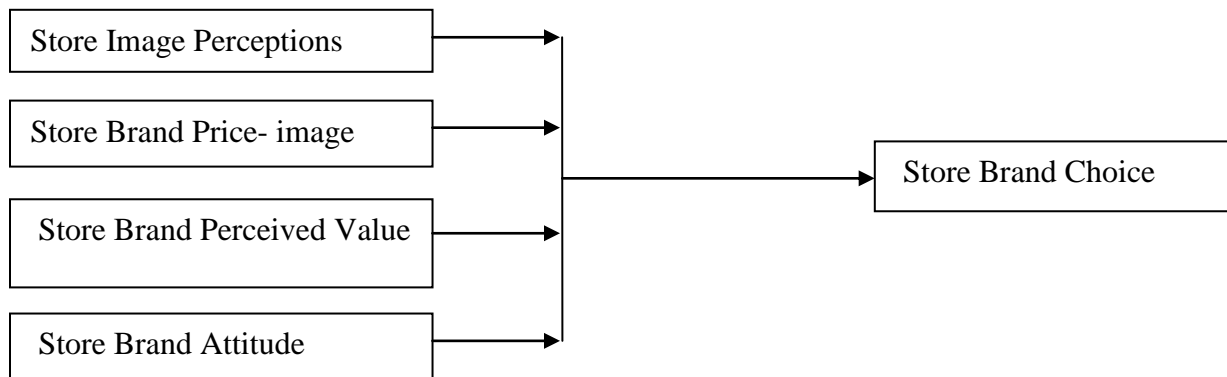


Figure 2: Conceptual Framework

Research Methodology

A research design can be defined as the structure of the research. It is the core of all different aspects of any research (Kisilu & Tromp, 210). This study adopted a cross sectional design. The target population consisted of 9,519 loyalty card holders of the supermarkets. The study used convenient and systematic sampling technique to select the required sample size. The sample size was determined by use of Yamane (1967) formula for calculating sample size. Thus a sample size of 385 loyalty card holders was used in the study, the card holders were distributed across the supermarkets as shown in table below.

Table 1: Sample Size

Supermarkets	Population	Percent	Sample Size
Nakumatt Supermarket	6,550	62	239
Uchumi Supermarket	1,580	15	58
Tuskys Supermarket	1,277	12	47
Naivas Supermarket	1,128	11	41
Total	10,535	100	385

The data type collected for the study was primary data. The research instrument used was a semi structured questionnaire that had both open ended and closed ended questions. The questionnaire designed by the researcher based on the research questions was pilot tested to refine the questions before it was administered to the selected sample. A pilot test was done using a sample of 20 respondents selected at random from supermarket branches outside the CBD. The results from the pilot test were used to review the questionnaire which was then used for the actual data collection. The quantitative data in this research was analyzed by descriptive statistics including mean, frequency, standard deviation and percentages to profile sample characteristics and major patterns emerging from the data. Data was presented in tables and graphs. Content analysis was used in processing of qualitative data and results presented in prose form. In addition a multivariate regression model was applied to determine the relative importance of each of the four variables with respect to factors influencing customer relationship management.

Results and Discussion

Data was analyzed in sections. Frequencies, percentage, Cronbach alpha were used and the findings presented in tables and graphs. Section two resents the results of research questions. Mean and standard deviation were used and the findings resented in form of tables. Section three presents the results of regression and correlation analysis test. Pearson correlation, coefficients, t-test and F-test were used and the findings presented in form of tables.

The number of questionnaires administered were 385, a total of 239 questionnaires were properly filled and returned. This represented an overall successful response rate of 62% as shown in table 2. Babbie (2004) asserted that return rate above 50% are acceptable to analyse and publish, 62% is good, 70% is very good while above 80% is excellent. Based on this assertion from fore mentioned scholar, 62% response rate that was obtained in this study is good for the study.

Table 2: Response Rate

Response	Frequency	Percent
Returned questionnaires	239	62.0
Non returned questionnaires	146	38.0
Total	385	100.0

Test of Reliability

The reliability of an instrument refers to its ability to produce consistent and stable measurements. Reliability of this instrument was evaluated using cronbach alpha which measures the internal consistency. A cronbach alpha of 0.7 and above indicates the presence of internal consistency and that the instrument is reliable for use in the study (Babbie % Mouton, 20009). Table 3 shows that cronbach alpha for the variables varied from $\alpha = .577$ to $\alpha = .712$. The overall cronbach alpha was $.769 > 0.7$ and thus accepted. These presented a high level of reliability and on this basis it was supposed that scales used in the study were reliable to capture the variables.

Table 3: Reliability Test

Variables	N of items	Cronbach's alpha
Store brand choice	4	.609
Store image perception	12	.616
Store brand attitude	2	.628
Store brand price –image	5	.712
Store brand perceived value	5	.577
Overall	28	.769

Test of Validity

Validity test was done to show the degree to which a research instrument measures what it is intended to measure (Kothari, 20004). An initial version of the questionnaire was shared with the supervisor to get his opinion on the suitability before pilot testing. The questionnaire intended for the study was distributed in a pilot study to a sample of 20 respondents selected at random and analyzed for validity. Based on their input the questionnaire was reviewed before further data collection.

Effect of Consumer Factors on Store Brand Choice in the Retail Industry in Kenya

Store Brand Choice

The respondents were asked to rate the level of agreement or disagreement with following statements on retail store choice. In overall store brand choice had a moderate rating of mean = 3.0533 and std dev of 1.2492. Specifically the scores of individual variable of store brand choice showed that to a moderate extent; choice of retail store creates long term relationship to a certain supermarket (mean = 3.1967, std dev= 1.5316), choice of retail store moulds customer behaviour and preference towards a certain supermarket (mean = 3.0628, std dev= 1.228674), choice of retail store creates customer satisfaction to a certain supermarket (mean = 3.0042, std dev= 1.2213) and choice of retail store creates customer loyalty to a certain supermarket (mean = 2.9498, std dev= 1.23567). As a measure of spread the standard deviation indicate a moderate spread across all the variables measuring store brand choice. These findings conform to those of Norberg and Maehle (2011) who asserted that it is important for marketing managers to understand which factors influence consumers' purchase intentions and their willingness to pay a premium price. Thus special attention should be paid to building consumers' trust in a brand label which is an important factor influencing consumers' attitude toward the label. The findings are also in tandem with those of John *et al.*, (1998) who identified alternative perspectives on consumer choice, which indicated three perspectives in consumer

behaviour; the traditional decision making perspective, the experimental perspectives, and the behavioural influence perspective.

Table 4: Rating of Store Brand Choice

Statements	Mean	Std. Dev
Choice of retail Store creates long term relationship to a certain supermarket	3.1967	1.25316
Choice of retail Store moulds customer behaviour and preference towards a certain supermarket	3.0628	1.28674
Choice of retail Store creates customer satisfaction to a certain supermarket	3.0042	1.22130
Choice of retail Store creates customer loyalty to a certain supermarket	2.9498	1.23567
Overall	3.0533	1.24920

Store Image Perception on Store Brand Choice

The respondents were asked to rate store image perception on store brand choice variables. As indicated in table 5, store image perception was overallly rated with a mean of 3.384 (moderate influence). Specifically the key measures of the influence of Store Image Perception on Store Brand Choice were; Store arrangement make it easier to do self-selection (mean =4.0798, std dev = 1.26204), Staff always available to assist where need be (mean = 3.9241, std dev = 1.35082), Shopping environment makes shopping enjoyable (mean = 3.4268, std dev = 1.31646) and store owned by foreigners who care about quality (mean = 3.4110, std dev = 1.30975). On the other hand to the least extent; One stop shopping supermarket (where I get all the products in need from same retail store) (mean = 3.2227, std dev = 1.31078) and Store has wide range of products (mean = 3.2176, std dev = 1.21041). The results are in line with those of Wu *et al.* (2011) who posited that store image directly affects store brand purchase behaviour in the Taiwanese market as well as those of Paswan *et al.*, (2010) who found out that in the Mexican market where store image cues (selective goods, convenience, variety of merchandise) are strong determinants of purchase behaviour between small and large stores..

Table 5: Rating of Store Image Perception on Store Brand Choice

Statements	Mean	Std. Dev
Store arrangement make it easier to do self-selection	4.0798	1.26204
Staff always available to assist where need be	3.9241	1.35082
Shopping environment makes shopping enjoyable	3.4268	1.31646
Store owned by foreigners who care about quality	3.4110	1.30975
Spacious shopping area , allows movement	3.3096	1.24868
Well-arranged and labeled shelves	3.2762	1.21229
High level of cleanliness	3.2343	1.27497
Good customer service	3.2259	1.22268
The store has Flexibles hours of opening	3.2236	1.47457
Wide assortment of local and foreign brands	3.2227	1.31078
One stop shopping supermarket (where I get all the products in need from same retail store)	3.2176	1.31041
Store has wide range of products	3.0251	1.26000
Overall	3.3814	1.2961

Store Brand Attitude and Store Brand Choice

The respondents were asked to rate store brand attitude on store brand choice. The results in table 6 indicated that to a great extent store brand attitude influence store brand choice. More so, store offers a wide product categories (mean = 4.3992, std dev = 1.01690) and store offers good quality products (mean = 3.5931, std dev = 1.37643). These results concur with Collins-Dodd and Lindley, 2003) who stated that, consumers hold generalized SB attitudes that influence their propensity to purchase. Further Huang and Huddleston, (2009), posited that the improved quality of SB products has led consumers to develop better SB attitude and stronger preferences for SBs in many product categories.

Table 6: Rating of Store Brand Attitude on Store Brand Choice

Statements	Mean	Std. Dev
Store offers a wide product categories	4.3992	1.01690
Store offers good quality products	3.5931	1.37643
Overall	3.9961	1.1967

Store Brand Price –Image and Store Brand Choice

The respondents were asked to rate statements relating to store brand price -image and store brand choice. The results are as shown in table 7. The respondents unanimously agreed that to a great extent; the store offers competitive prices across product ranges (mean = 3.7897, std dev = 1.30433). On a moderate extent the respondents were of the opinion that; they have never come across differences between price label and till price in this supermarket (mean = 3.4635, std dev = 1.42021), Shopping experience is good value for money (mean = 3.1048, std dev = 1.45621) and the store uses price baiting to attract customers (mean = 3.0773, std dev = 1.47772). The findings concur with Martineau (1998) showed that store image and price image are strongly related but distinct constructs. Collins-Dodd & Lindley, (2003) further posited that store image perceptions provide a highly relevant cue for SBs, as they act as the original brand in a brand extension scheme, thus providing a basis for overall SB quality and/or price perceptions.

Table 7: Rating of Store Brand Price –Image on Store Brand Choice

Statement	Mean	Std. Dev
The store offers competitive prices across product ranges	3.7897	1.30433
Never come across differences between price label and till price in this supermarket	3.4635	1.42021
Shopping experience is good value for money	3.1048	1.45621
The store uses price baiting to attract customers	3.0773	1.47772
Store chargers high prices and low prices for different categories of products	2.8694	1.45399
Overall	3.2609	1.4229

Store Brand Perceived Value influence and Store Brand Choice

The respondents were asked to rate statements relating to store brand perceived value influence and store brand choice. The results are as shown in table 8. The respondents unanimously agreed that to a

great extent; store has wide range products (mean = 3.9237, std dev = 1.59942), stores private brands are sourced from reputable manufacturers (mean = 3.9227, std dev = 1.24674), store stocks high quality products (mean = 3.9153, std dev = 1.31813), the company's own brands such as milk, bread are my first choice other brands second (mean = 3.8744, std dev = 1.27075) and store assures customers about quality of brands (mean = 3.8504, std dev = 1.30329). The results are in line with Ailawadi *et al.*, 2001; Garretson *et al.*, 2002, that is perceived value is positively related to SB purchase behaviour and to SB attitude. Further Jin and Suh (2005) showed that consumer perceived value has a positive influence on SB purchase behaviour in South Korea, either for home apparel or food products.

Table 8: Rating of Store Brand Perceived Value influence on Store Brand Choice

Statements	Mean	Std. Dev
Store has wide range products	3.9237	1.59942
Stores private brands are sourced from reputable manufacturers	3.9227	1.24674
Store stocks high quality products	3.9153	1.31813
The company's own brands such as milk, bread are my first choice other brands second	3.8744	1.27075
Store assures customers about quality of brands	3.8504	1.30329
Overall	3.8973	1.3477

Regression and Correlation Analysis

The study hypothesized that there exist a linear relationship between explanatory variables (Store Image Perceptions, Store Brand Price-Image, Store Brand Perceived Value and Store Brand Attitude) and the response variable (Store Brand Choice). The explanatory variables were tested for the possibility of multicollinearity problem, that is, two explanatory variables are said to be correlated if condition index > 30. As shown in table 9, none of the condition index is greater than 30 hence no problem of multicollinearity thus a four explanatory model could be used in forecasting store brand choice.

Table 9: Collinearity Diagnostic

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	Store image perception	Store brand attitude	Store brand price - image	Store brand perceived value	
dimension0	dimension1	1	4.845	1.000	.00	.00	.00	.00	.00
		2	.058	9.106	.12	.14	.00	.09	.41
		3	.047	10.155	.00	.01	.00	.85	.37
		4	.032	12.387	.00	.09	.94	.06	.20
		5	.018	16.579	.87	.76	.05	.00	.02

a. Dependent Variable: Store Brand Choice

Strength of the Model

Analysis in table 10 shows that there exists a moderate positive correlation between explanatory variables (Store Image Perceptions, Store Brand Price-Image, Store Brand Perceived Value and Store Brand Attitude) and the response variable (Store Brand Choice), that is $r = .493$. Further coefficient of determination $r^2 = .243$, indicated that explanatory variables (Store Image Perceptions, Store Brand Price-Image, Store Brand Perceived Value and Store Brand Attitude) accounted for 24.3% of the variation in the response variable (Store Brand Choice) leaving 75.7% unexplained (error term). The P- value of $.000 < .05$ implies that the model of store brand choice is significant at 5% significance.

Table 10: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.493 ^a	.243	.230	.77696

Joint Significance of the Model

As shown in table 11; F- test = 18.785 and P- Value = $.000 < 0.5$ indicated a significant joint/ collective relationship between all explanatory variable and response variable. Thus a four predictor model jointly influence the store brand choice (the regression model is a good fit of the data).

Table 11: Analysis of Variance

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.360	4	11.340	18.785	.000 ^a
	Residual	141.259	234	.604		
	Total	186.619	238			

Regression Model

The established regression model using unstandardized coefficients for the purposes of forecasting was of the form. Store brand choice = $1.767 + .691$ Store image perception + $.083$ Store brand attitude - $.151$ Store brand price –image + $.029$ Store brand perceived value. There exists a positive correlation between Store brand perceived value, Store image perception, Store brand attitude and store brand choice while Store brand price –image was negatively related to store brand choice. The findings further shows that Store image perception has the highest influence on store brand choice followed by Store brand price –image, Store brand attitude and Store brand perceived value respectively. Individual significance indicated that both Store image perception (P-Value $.000 < .005$) and Store brand price –image (P-Value $.013 < .005$) are significant. On the other hand Store brand attitude (P-Value $.156 > .005$) and Store brand perceived value (P-Value $.555 > .005$) are not individually related to store brand choice. VIF values are all < 10 ; a confirmation of no problem of multicollinearity in the model.

Table 12: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.767	.299		5.910	.000		
	Store image perception	.691	.081	.518	8.487	.000	.870	1.149
	Store brand attitude	.083	.058	.101	1.422	.156	.645	1.550
	Store brand price –image	-.151	.061	-.169	-2.491	.013	.707	1.415
	Store brand perceived value	.029	.050	.042	-.591	.555	.649	1.542

Conclusions

In line with the objectives, the study concludes that the proposed framework of the study was able to demonstrate moderate explanatory power. Notably the study provides evidence for the influence of consumer factors on store brand choice in the retail industry in Kenya as suggested by the literature. Store image perception emerged as the stronger predictor of store brand choice followed by Store brand price –image, Store brand attitude and Store brand perceived value respectively. The study further concluded that the established regression model was moderately significantly good for forecasting and could be used for prediction.

Recommendations

Based on the findings and the conclusions, the study recommends that the managers of supermarkets in the retail industry in Kenya put more emphasis on both Store image perception and Store brand price –image in order to remain the gains they have achieved in the store brand choice. There is also a need to evaluate why Store brand and Store brand perceived value individually does not significantly influence store brand choice in the retail industry in Kenya.

Suggestions for Further Studies

This Study focused on the perception Retail Customers. Future Research should be recommended and different sampling units which are more generalizable and conduct the study sector wide may be used. Other methods of data collections like interview guides and focus group discussion should be used so that more information could be gained on consumer factors were moderately positively correlated with store brand choice in the retail industry in Kenya. In addition, this study empirically examined four factors that may influence store brand choice, however, there are many factors that can have an impact on customers' switching behavior but were not examined in this study. Further empirical research is required to examine the other factors that can impact or influence customers' Loyalty and switching decisions.

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