International Research Journal of Marketing and Economics
Vol. 4, Issue 3, March 2017 **Impact Factor- 5.671**
ISSN: (2349-0314)

Website: www.aarf.asia **Email** : editor@aarf.asia , editoraarf@gmail.com

DETERMINANTS OF CONSUMER BEHAVIOUR AT PATANJALI MEGA STORES IN DELHI/NCR

Dr. Arun Kumar Singh[1], Mr. Vinay Jha[2]
[1]Associate Professor, JEMTEC, Greater Noida, GB Nagar, UP, India.
[2]Assitant Professor, AIMT, Greater Noida, GB Nagar, UP, India.

ABSTRACT

The Patanjali revolution has brought about a mutiny in the Indian retail sector. MNC's like Colgate, are facing the music, Indian FMCG's are also suffering from the sudden tsunami, ITC, HUL and others have been badly hit by the sudden emergence of the 5,000 cr. company. Although the rise has been swift, but not without hiccups, there have been distribution and logistics related problems, most of the retailers are not willing to stock Patanjali products, despite the consumer pull, due to low margins, nonetheless, the company has been rising steadily and quietly capturing the markets, one of the reasons which the study shows is the inclusive attitude of the company, unlike the elitist model of other organizations, and organized retail, which attracts the middle class and the rich, consumers not only trust the brand due its high publicity, but also due to the image of Baba Ramdev, and the fact that he's been associated with products with herbal or organic touch, most of the products are reasonably priced and the customer hs a wide range of products to choose from. Indian retail scenario is going through a paradigm shift, with the spread of organized retail, organized retail has started to spread its roots in the Indian market since past one decade and is gradually making mark among all sections of the society. There has been a tremendous growth in the number of malls in India, which has doubled in the last five years. In the last 10 years or so, there has been a change in the shopping culture of people. Shopping malls have evolved and have become the new destination for shopping needs. While most development till the recent past was restricted to the top seven cities in India, mall development has moved on to tier II and III cities. This sector has immense potential, which is still untapped.

Key words: Shopping behaviour, Patanjali stores, FDI in retail, brands, product category.

Introduction

The introduction of modern retail, and subsequent permit of 51% FDI stake in multiband retail has brought about a revolution in the Indian retail scenario, The Indian market has seen vast changes in political, economical and social environment, which has a great impact on consumption. With the Indian as well as international corporate entering into the Indian retail scenario the market has been divided between the traditional and the organized sector. The stronghold of the kirana store is being challenged by the malls and hyper-marts. The Indian retail scenario is presently facing the similar situations as the mom and pop stores in the developing nations faced at the emergence big box retailers. There are various issues that need to be addressed, like what would be future patterns of consumption, which formats of retail would be preferred by consumers and will the rise of organized retail affect the traditional retailers. Due to the increased economic power, women are getting empowered to take major purchase decisions, regarding family consumption, but the shopper behaviour is still a black box. Studies have been done in past to unravel this mystery, the present study also attempts to decode the shopper behaviour in modern retail format. The paper deals with a historical analysis of the Indian retailing structure followed by the review of literature on store image and the buyer behaviour in hyper-mart. This study was conducted in Delhi/NCR at Patanjali Mega stores..

This study contributes to the understanding of shoptalk, i.e the behaviour of customers at the modern retail format. The study justifies the need for consumer marketing research, which is important in helping retailers, implement the right marketing strategies, in modern retail format.

Conceptual Framework

This research survey tries to understand the reason behind the success and sudden rise of Patanjali in the Indian Retail scenario. It begins with a description of a conceptual framework of purchasing decision behavior. The framework captures purchasing behavior in general and was used as a guideline in the research and specific aspects of the framework were emphasized to understand the behaviour in modern retail formats. According to Seth (1981), consumer’s buying behavior is a function of his requirements, retailer accessibility, and the choice calculus with which he selects the best retailer. Product or service requirements refer to the buying motives and their associated purchase criteria. Retailer accessibility is the evoked set of product/supplier options available to the consumer to satisfy his product requirements (Sheth, 1981). The model indicates that the competitive structure of the retail sector, the corporate image of the retailer and marketing activities influence the retailer accessibility.

The framework, briefly described above provided some guidance in framing this research and making the questionnaire to study the purchasing behavior of Indian buyers while deciding the format to chose to shop from, the brands to buy, the product format etc. As the economy and society have changed, so retailers have responded and shopping as an activity has altered enormously (Dawson and Boroadbridge, 1988). Retailing is one of the most dynamic and rapidly changing sectors of Indian industry bearing little comparison with the business that operated 50 years ago. Multiple retail companies now dominate the sector, which may threat the business of small independent business. These independent stores face increased pressure from the multiple retailers, superstores, small store format (such as high street stores), petrol forecourts and many are being squeezed out of existence altogether. Big multi nationals like LG, Nokia, Next, Sony etc are opening their own stores Samsung, Ptanjali is the latest to open its own Mega stores in most of the Indian cities.. The sector has also seen the emergence of private players like Big Bazaar, Reliance, Lifestyle, Shoppers Stop, and Spencer's. The response has not been very encouraging for the modern retail, with little impact on kirana stores, and a major portion of their spaces unoccupied. The rising vacancy rates, and the estimate that 50% of the existing malls will close down by 2015. Understanding consumer behaviour, will therefore play an important role in the survival and growth of modern retail in India.

Conventional retailers will survive, but at the same time it is vital to understand what the residents in a particular community want from their retailers. Only those stores with a clear understanding of their customers wants and the changes that are occurring within the market place can hope to survive by identifying and then satisfying some of those needs more effectively than their competitors. Independent retailers have increasingly been under threat with the growth of major multiple retailers in the organized retail scene, but independent small shops operating in local community locations do serve a function whether it be a social or a community one, or providing a vital service to certain groups of consumers. This might be through the provision of their total shopping requirements or via top-up or emergency products. Although independent small conventional shops comprise the majority of all retail businesses in India, and have always provided a social as well as economic function to the communities they serve, their share of retail sales has been eroding in favor of the major organized retail stores since the mid 1990's, and the emergence of brand owned stores, like Patanjali.

Main Attributes Identified in the Literature

The concept of store image, considered as the way consumers see the store in their minds, based on tangible and intangible attributes, deserved a great deal of academic and empirical attention, during the last four decades. The importance of studying the image is based on the assumption that the store possessing the most congruent attributes with the image desired by consumer will have better chance of being selected and patronized (Martineau, 1958, Doyle and Fenwick, 1974-1975, Amirani and Gates, 1993). Therefore, the store image can be used as a "marketing tool" (Engel et al., 1995), or as a "competition tool" providing useful indications to managers about the most and the least appellative attributes to consumers, and therefore, the insights for the marketing mix conception. The increased stress on the store image has to a large extent, led to less impact of other factors like the psychographics or the demographic; this has led to lop-sided study of consumer behaviour. Various factors, like the consumer being inner directed or outer directed, his age, income, marital status, spatial convenience, waiting time, product or brand availability, service backup economic conditions etc have to be taken into consideration. In spite of the importance and the long history of academic research into store image the relation between image/attitude and store patronage/choice/preference is complex and polemic. In fact, even though the executives relate attitude and patronage, there are few studies that support that relationship (Monroe and Guiltinan, 1975). The concept of relative attitude reinforces the complexity of that relationship (Dick and Basu, 1994). Consumer loyalty can be conceptualized as the relationship between the relative attitude towards an entity (brand/service/store/vendor) and patronage behavior. Two dimensions, the degree of attitudinal strength (weak or strong) and the degree of attitudinal differentiation (existent or not) seem to underlie an individual's relative attitude towards an entity. Therefore, a weak but positively differentiated attitude may be more likely to lead to loyalty than a very positive but undifferentiated one; however, it is also important to consider the influence of normative and situational factors.

Besides being relative, the store patronage behavior is also dynamic, and that is more explicit in buying situations of involvement, relation with the retailer, risk, evaluation of alternatives and information search (Monroe and Guiltinan, 1975, Darden and Dorsch, 1999). This dynamism is crucial in order to understand the changes in consumer behavior.

The literature refers to a great diversity of methodologies, to varying temporal and spatial contexts, and to different store types, ranging from small kirana stores to large malls, which make both generalizations and typology construction difficult. Contradicting Martineau's (1958) emotional and affective perspective of store patronage, empirical evidences show a number of functional and objective attributes as the most important, such as price (Doyle and Fenwick, 1974-1975;Bearden, 1977; Arnold et al., 1983; Hortman et al., 1990; Finn and Louviere, 1996); product quality (Doyle and Fenwick, 1974-1975; Bearden, 1977; Hortman et al., 1990); assortment (Stephenson, 1969; Doyle and Fenwick, 1974-1975; Schiffman et al., 1977; Bearden, 1977; Finn and Louviere, 1996) and location (Stephenson, 1969; Schiffman et al., 1977; Arnold et al., 1983; Hortman et al., 1990). Concerning in-tangible and emotional attributes, the most indicated are the atmosphere and store characteristics (Martineau, 1958; Stephenson, 1969); sales personnel (Martineau, 1958; Stephenson, 1969; Schiffman et al., 1977) and advertising (Martineau, 1958; Stephenson, 1969).

Store Image and Consumer Shopping Habits: Indian Context

With the rise of well-organized retail chains, and the opening Indian economy, coupled with increasing disposable incomes of the middle class, private labels have emerged as a key weapon in the battle between manufacturers and retailers over channel control and consumer loyalty In Indian context, some empirical studies provide important information about consumer behavior and its responses to the development of organized retail. Economic and social changes are major contributors for a growing fragmentation of consumers into multiple segments with different values and buying priorities. The rising middle class, rising incomes, migration from villages and small towns to cities, improving literacy rates, have all added to make the consumer behaviour more demanding and complex, Consumers have become more pragmatic, educated and demanding, learning how to manage money and time more efficiently. The focus on low prices was gradually replaced by a value for money perspective. The study developed by ETIG (Economic Times Intelligence Group, 2002) confirms these tendencies. Concerning food, the most important attribute cited was quality, followed by price. Indian consumer has various reasons for preferring different store formats, either modern or traditional; Sen (2000) confirms this in the study undertaken in Indian context. He concludes that in the case of hypermarts, the main motives for preferences, in decreasing order are low prices, the possibility of buying everything in the same place and the general appearance of the store. Organized retail also provides the opportunity to combine shopping, dining out, and watching movies. Several investigations emphasize the possible coexistence of different store formats (Chandrasekhar, 2001) and others point out the relationship between the type of store and the type of products

(Sen, 2000; Bhatnagar, 2002). These studies show that, while specialized and traditional stores are preferred for fresh products, hyper-marts are preferred for shopping in general, and also for frozen food, groceries and beverages. The purchase of perishables in hyper-marts is reduced. As already mentioned, organized retail has deeply changed the Indian commercial structure. However, it is not only the factor, as other changes: economical, social and cultural, has played an important role. Concerning the more direct effects of organized retail on different types of commerce, it has failed to impact the sales of small kirana stores, there have been some cases of its minor effect, but no major change has been observed. A French study reflects that the impact of organized malls and supermarkets is especially strong over non-specialized stores; stores that use normalized sales methods; generalist stores; very small stores operating on their survival limits; stores located near hyper-marts and with no alternative goods. In India, a study (Radhakrishnan, 2003) verified that, in the food sector, the most affected stores are precisely the smaller stores: small areas, few employees and low sales volume and the isolated stores i.e., stores that do not develop partnerships with other retailers. Concerning retailer's perceptions about problems in commerce, studies developed in India show that the most mentioned motives for crisis are, in the first place, related to political decisions. Retailers agree that their own competitive attitude, behavior and the relations they share with customers are among the causes for problems associated with commerce. However, in their opinion, these are not the major causes. In terms of the important competitive factors of organized retailers, traditional retailers feel lower prices, products assortment and better adaptation to consumer shopping habits. Concerning the way they analyze themselves, they identify the attendance, easy access, flexible timings and the close relation with customers as their main advantages; in terms of their main weakness, they mention the small dimension, less variety, and smaller lot size. Indian experience so far has been mixed, with the hyper-marts facing the challenges of high rents, weak infrastructure and lack of trained manpower, companies like Vishal Mega-mart and Subhiksha, have closed, and even big players like Shoppers Stop, Future Group, are facing the heat.

Objective of the Study

The study aims to critically examine the consumer behaviour associated with hyper mart environment, as the marketing strategy can be formulated on the basis of the findings, which can influence the competitive advantage.

1. To understand the buying behavior of customers at Patanjali stores.
2. To understand the relation between the customer psyche and purchase decisions.
3. To ascertain the relationship between purchase decisions and demographic profile of Patanjali customers.

Research Methodology

The survey was conducted in the Patanjali stores in Delhi/NCR. The data has been collected from 358 consumers, who were given the questionnaire, after their shopping from the retail outlets, the data was collected using judgmental sampling and analysis was done using SPSS. Chi square analysis has been used for data analysis.

Findings and Analysis

Most of the shoppers are accompanied by their partners, and they seldom shop alone.

In order to identify the relation between the sex of consumers and the purchase behaviour, the following hypothesis was formulated:

H_0: The proportions of male and female shoppers are not same in Patanjali stores.

H_1: The proportions of male and female shoppers are same in Patanjali stores

Analyzing the output, table1 it was observed the significance value is .oo6, which is less than 0.05, hence the null hypothesis gets rejected.

	Value	**Asymp Sig(2 sided)**
Pearson Chi-square	**06.68**	**.006**
Likelihood ratio	**7.286**	**.068**

Table-1:- The proportion of male and female shoppers is same in Patanjali stores

The finding illustrates the importance of sex, and the buying behaviour, it was believed that most of the purchasers are females and they shop alone, the study shows, one in two shoppers is a man. The male partner does not influence the decision to purchase; it’s a myth that women who shop with their partners spend 35-50% more than when they shop alone. In order to identify the relation between the shopping behaviour of consumers and the quantum of purchase, the following hypothesis was formulated:

H_O: Spouse is not involved in purchase decisions

H_1: Spouse is involved in purchase decisions

Analyzing the output, table 2 it was observed the significance value is .oo5, which is less than 0.05, hence the null hypothesis gets rejected.

	Value	**Asymp Sig(2 sided)**
Pearson Chi-square	**06.68**	**.005**
Likelihood ratio	**7.286**	**.068**

Table-2:- Females accompanied by male partners spend 35 - 45% more than when they shop alone.

It shows that there is a significant relation between the male spouse and the quantum of purchase in India, at organized retail outlets, a large number of purchase decisions, which women are apprehensive of taking alone, are done, because of the male spouse accompanying her. It also solves the problem of holding the stuff and transporting it to home. Shoppers spend time to read the product details.

To identify the relationship between the times spent in getting the details about the product, and the buying behavior.

H_0: Shoppers do not spend time in reading the product details.

H_1: Shoppers spend time in reading the product details.

From output table 3 it has been observed that the significance value is 0.015 which is less than .05. Therefore the null hypothesis gets rejected

	Value	**Asymp Sig(2 sided)**
Pearson Chi-square	**06.68**	**.015**
Likelihood ratio	**7.286**	**.068**

Table-3:- Shoppers spend 2-4 minutes, on an average in each category, before they buy the products.

Shoppers spend 2-4 minutes, on an average in each category, before they buy the products.

The percentage of grab- and – go shoppers is just 10%. Buyers need information, before they buy, and reading the product details is the most accessible information in the store.

Style of shopping influences the purchase of new products and private labels.

To identify the relationship between style of shopping and the purchase of new products and private labels, the following hypothesis was formulated.

Style of shopping influences the purchase of private labels, and newly introduced products, consumers are finding it difficult to spare time for shopping, they behave like cavemen hunters, who were focused in their approach, consumers who are fast and efficient lay a low priority for the purchase of private labels, and products they are not familiar with, due to time constraint and the pressure both from work and family, they remain focused on the brands they trust, instead of investing time on trying out new products or private labels.

Un-planned shopping trip, and the purchase of new products and private label.

To identify the relationship between unplanned shopping trip and purchase of Patanjali products, the following hypothesis was formulated.

H_0: Unplanned shopping trip has no influence on the purchase of Patanjali products .

H_1: Unplanned shopping trip influences the purchase of Patanjali products

From output table 4 it has been observed that the significance value is 0.011 which is less than .05. Therefore the null hypothesis gets rejected

	Value	**Asymp Sig(2 sided)**
Pearson Chi-square	**06.68**	**.011**
Likelihood ratio	**7.286**	**.068**

Table-4:- Unplanned shopping trip influences the purchase of Patanjali products

Trust on salespeople and push by salesmen influences the purchase of Patanjali products, to identify the relationship between the trust the customer has on salespeople and the amount of push on the purchase, the following hypothesis was formulated.

H_0: Trust and push by salespeople has no influence on the quantum of purchase..

H_1: Trust and push by salespeople influences the quantum of purchase.

From output table 5 it has been observed that the significance value is 0.033 which is less than .05. Therefore the null hypothesis gets rejected.

	Value	Asymp Sig (2 sided)
Pearson Chi-square	**06.68**	**.033**
Likelihood ratio	**7.286**	**.068**

Table-5:- Trust and push by salespeople influences the quantum of purchase.

The amount of trust the customer has on the salesperson, influences the purchase amount, slight push, or recommendation, influences the customer and it results in increased purchase, especially the ones which are new for the consumer. We can conclude, that the professionally trained salesperson, who can earn the trust of customers, and have a genuine concern for the problems the customer faces and the ways to provide a solution can influence the sale of new products and private labels.

Time spent on browsing is not related to the quantum of purchase.

To identify the relationship between the time spent on browsing and quantum of purchase, the following hypothesis was formulated.

H_0: Amount of time spent on browsing is not related to the quantum of purchase.
H_1: Amount of time spent on browsing is related to the quantum of purchase.

From output table 6 it has been observed that the significance value is 0.033 which is less than .05. Therefore the null hypothesis gets rejected.

	Value	Asymp Sig(2 sided)
Pearson Chi-square	**06.68**	**.033**
Likelihood ratio	**7.286**	**.068**

Table-6:- People, who spend time on browsing, will buy the least.

People, who shop alone, browse the most and buy the least. Women who shop with their spouse browse the least, and buy the most. Youngsters and men and women without partners, are more interested in window shopping, not in buying, they take the advantage of cool interiors, and have little intention to purchase.

Physical evidence is not related to quantum of purchase.

To identify the relationship between the physical evidence and the quantum of purchase, the following hypothesis was formulated.

H_0: Physical evidence is not related to the quantum of purchase of Patanjali products.
H_1: Physical evidence is related to the quantum of purchase of Patanjali products.

From output table 7 it has been observed that the significance value is 0.064 which is more than .05. Therefore the null hypothesis gets accepted.

	Value	**Asymp Sig(2 sided)**
Pearson Chi-square	**06.52**	**.064**
Likelihood ratio	**7.358**	**.069**

Table-7:- Physical evidence is not related to the quantum of purchase.

Indian consumers love chaos, great navigation and neat shelf display, do not affect the quantum of purchase, people expect value for money, and that over takes other aspects like neat shelf display, and navigation tools, Shelf display is important, but less than a great deal or price discount.

Ads do not influence the female buying behaviour,

To identify the relationship between the brand preference between the males and females, the following hypothesis was formulated.

H_0: Ads do not influence the female buying behaviour.
H_1: Ads affect female buying behaviour.

From output table 8 it has been observed that the significance value is 0.061 which is more than .05. Therefore the null hypothesis gets accepted.

	Value	Asymp Sig(2 sided)
Pearson Chi-square	**06.67**	**.061**
Likelihood ratio	**7.323**	**.064**

Table-8:- Men buy by brand, and females by product format.

Men prefer to go by brands, they don't care much about the pack size or product format, they are only concerned about the brand, they would go for a smaller sized pack of their favourite brand, instead of another brand of bigger size.

Research Insights

The research supports belief that consumers at Patanjali stores expect value for money, they are not allergic to chaos, love to shop in groups, a legacy of hunter gatherer, who hunted in groups, collects information before taking the purchase decision, and when alone spends time window shopping, enjoys the free hospitality provided, even for affluent men, with higher disposable incomes, price is n important factor, that encourages impulse purchase, instead of physical evidence. Men prefer to buy branded products price comes second, and females go for pack size and product format. It's the categories that re bought on impulse, not brands, and shoppers spend most amount of time in chocolate aisle. The study emphasizes the fact that the consumer is more important than the environment of the store.

Conclusion

The success of Patanjali Mega marts has been a result of drawing the crowd which cuts across the different demographic layers, and not restricted to the elite. The image of Baba Ramdev and the products being herbal or organic have been the factors behind its phenomenal success. In the past, the female shopper was considered to be more important than the male counterpart, the study shows the importance of male shopper, and how not only the shopping environment, but the shopper too is constantly evolving, and hence it becomes important to decode his behaviour, in the modern shopping format. Most of the Patanjali stores have an ayurvedic doctor, who prescribes medicines, without charging the fees; this attribute has become a major reason to attract the customers.

References

1. Ailawadi, K., & Keller, K. (2004). Understanding retail branding: Conceptual insights and research priorities. Journal of Retailing, 80(4), 331-342.

2. Ailawadi, K., Neslin, S., & Gedenk, K. (2001). Pursuing the value-conscious consumer: Store brands versus national brand promotions. Journal of Marketing, 65(1), 71-89.

4. Baltas, G., (1997). Determinants of store brand choice: A behavioral analysis, Journal of Product and Brand Management, 6(5), 315-324.

5. Baltas, G., & Doyle P. (1998). An empirical analysis of private brand demand recognising heterogeneous preferences and choice dynamics. The Journal of the Operational Research Society, 49(8), 790-798.

6. Bawa, K., & Shoemaker, R. (2004). The influences of free sample promotions on incremental brand sales. Marketing Science, 23(3), 345-363.

7. Bellizzi, J., Krueckeberg, H., Hamilton, J., & Martin, W. (1981). Consumer perceptions of national, private, and generic brands. Journal of Retailing, 57(4), 56-70.

8. Bhuian, S. (1997). Marketing cues and perceived quality: Perceptions of Saudi consumers towards products of the U.S., Japan, Germany, Italy, U.K., and France. Journal of Quality Management, 2(2), 217.

9. Bitner, M.J. (1990). Evaluating service encounters: The influences of physical surroundings and employee responses. Journal of Marketing, 54(2), 69-82.

10. Blair, M., & Innis, D. (1996). The influences of product knowledge on the evaluation of warranteed brands. Psychology & Marketing, 13(5), 445-456.

11. Boulding, W., & Kirmani, A. (1993). A consumer-side experimental examination of signaling theory: Do consumers perceive warranties as signals of quality?. Journal of Consumer Research, 20(1), 111-123.

12. A C Nielson (2005) " The Power of Private Labels in Europe" An Insight in to Consumer Attitude (accused on September 1,2009) A C Nielson 2003, 2006, 2008

13. Batra, Rajeev, Sinha, Indrajit (2000). Journal of Retailing, 76(2), Summer, pp. 175-191. Bauer, R. A.

14. (1967). "Consumer Behavior as Risk Taking," pp. 22- 33 in D. F. Cox (Ed.), Risk Taking and Information Handling in Consumer Behavior. Boston, MA: Harvard University Press.

15. Bellizzi, Joseph A., Harry F. Krueckeberg, John R. Hamilton, and Warren S. Martin (1981).

16. "Consumer Perceptions of National, Private, and Generic Brands," Journal of Retailing, 57(4), pp.56-70.

17. Cunningham, I., Hardy, A., & Imperia, G. (1982), Generic brands versus national brands and store brands. Journal of Advertisin g Research, 22(5), 25-32

18. Dhar, Sanjay K. and Steven J. Hoch (1997). "Why Store Brand Penetration Varies by Retailer," Marketing Science, 16 (3), pp. 208- 227.

19. Dunn, Mark G., Patrick E. Murphy, and Gerald U. Skelly (1986). "The Influence of Perceived Risk on Brand Preference for Supermarket Products," Journal of Retailing, 62(2), pp. 204-17.

20. Dunne, D., & Narasimhan, C (1999). The new appeal o f private labels, Harvard Business Review, 77(3), 41-52.

21. Global Institute. Hoch, Stephen J. and Shumeet Banerji (1993). "When Do Private Labels Succeed?" Sloan Management Review, 34(4), Summer, pp. 57-67.

22. SLivesey F. and P. Lennon (1978). "Factors Influenceing Consumers' Choice Between Manufacturer

23. Brands and Retailer Own Brands,"European Journal of Marketing,12(2), pp. 158-170.

24. Mintel (2005), own label food and drink – UK Mintel International Group Ltd, London

25. Quelch, J & Harding, D (1996). Brands versus private labels: Fighting to win. Harvard Business Review, 74(1), 99-109.

26. Rothe, James T. and Lawrence M. Lamont (1973). "Purchase Behavior and Brand Choice

27. Determinants," Journal of Retailing, 49(3), pp. 19-33.

28. Shannon, R., & Mandhachitara, R, (2005). Private label grocery shopping attitude and behaviour: A cross –cultural study, Bran d Management, 12(6), 461-474.1,2,3. Source: Study conducted by The Heinrich Böll Stiftung – a Green Political Foundation from Germany.