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STUDY OF SHOPPER'S ATTITUDE TOWARDS PRIVATE LABELS IN DUBAI**DR. TANMAY PANDA****PROFESSOR****BITS****PILANI - DUBAI CAMPUS****DUBAI****K. TEJA PRIYANKA YADAV****STUDENT****DEPARTMENT OF COMPUTER SCIENCE****BITS****PILANI - DUBAI CAMPUS****DUBAI****ABSTRACT**

The present study is analysing the Shopper's attitude towards the private Labels in Dubai. It finds that the deciding factors like quality, durability, freshness of the content, shelf life and provisions for exchange etcetera play a major role in influencing the shoppers to choose a particular brand. Pricing is the only strategy that seems to be working out in favor of the store brands in Dubai, as of now. 41 percent of the shoppers have cited cheaper prices as the sole reason they purchase store brands. There are only two retail giants offering store brands pertaining to Electronics – First 1 (Carrefour) and Lulu Electronics. Spinneys offer maximum range for bakery goods and yet does not make relatively that great revenue for its store brands. For clothes, as well, there are only two retail giants offering store brands namely – N1 (Carrefour) and Lulu Clothes. Factors like proximity of the retail stores or the strategic location seems to offer more footfalls to the retail stores like in the case of Lulu Hypermarkets that are in densely to heavily populated resident areas of Dubai. Carrefour owns the maximum store brands for a single retailer in Dubai. It offers 8 store brands namely – Carrefour, Carrefour 1, Carrefour discount, Carrefour kids, First 1, N1, Carrefour Bio and Carrefour Light. All of Union Co-op stores' store brands have ranked as the best sellers barring a few products, a rare feat for any retail stores considered as part of the thesis in Dubai. Although Choithrams offers only two store brands, they both are among the best sellers for their retail chain. There is not much option between store brands when it comes to the kids segment. Segments like sports equipment, home needs like plumbing equipment, are untapped by all the retailers in Dubai except for Carrefour. Shoppers seem to be drawn towards retail stores for discounts as the products offered under a discount are purchased by 59 percent of the respondents of the survey. 57 people think that the store brands meet their expectations in terms of factors like 'value for money', 'quality/durability', 'after sales service/provision for exchange', 'shelf life' and the store brands competitiveness with the main stream brands in terms of them being 'trendy/comfortable'. 51 people out of the 100 shopper's surveyed state that they wish to recommend the store brand to friends and relatives. 63 shoppers who were surveyed have expressed the view that they believe there is enough room for overall improvement of a store brand. For a store brand to be successful, it is not only essential that the product offer value for money but also that it be competitively priced when compared against the main stream, already established premium products.

KEYWORDS

shopper's attitude, private labels.

INTRODUCTION

A private label is understood as a product line which is owned, controlled, merchandised and sold by a specific retailer in its own stores. Private label is sometimes also called store brands. Store brands were earlier defined as "generic" foods, packed in plain logo-less brown bags that have over the years undergone a sea change into carrying distinct logos and brand names on their packages. Private label goods and services are available in a wide range of industries from food to cosmetics. They are often positioned as low cost alternatives to regional, national or international brands, although recently some private label brands have been positioned as "premium" brands to compete with existing "name" brands. Beginning with abysmally low market share and having to compete with mainstream, already established brands in quality, price and varied range of products, private labels over the years have come a long way to account for a sizable percent of sales in the present day.

GROWTH OF RETAIL IN DUBAI

Dubai, located strategically between the continents of Asia, Africa and Europe has acted as an important port of trade since the medieval ages. Over the years, it has grown into an international city with a population of over 2 million people from around 190 countries that are involved actively in the trade and business that occurs here. With a growing economy, post the oil boom, Dubai has undergone a sea change from being a small desert port to one of the world's most attractive cities for investments in real estate, retail and tourism. The then ruler of Dubai, Sheikh Rashid Bin Saeed Al Maktoum threw open the gates of Dubai for business opportunities to the firms abroad with the idea of 'free trade zone', in 1995 that lured the multi national firms with a bounty of opportunities, including duty exemption.

The evolution of retail sector in Dubai goes hand in hand with the progress that the UAE has achieved in the past 40 years. While the nation was a port of call for trade in the region, it was principally serving as a market intermediary initially; goods from the East and West being shipped in before they reached end users in distant markets that could be easily accessed through sea from the UAE. Over the years, the retail industry evolved to largely meet the needs of the domestic population; and the showcase was rather limited to everyday necessities. A strategic growth shift occurred in the 1970s when the booming Japanese electronics industry found ideal partners in some of Dubai's older trading houses. This set in motion an electronics boom, which ruled the retail trade for nearly a decade with buyers from rest of the region realizing that they could make a fast business gain by shopping in the UAE. Simultaneously, the UAE also became the hub for gold trade, a premier position that the nation continues to uphold to this day. BMI, a research firm based in UAE estimated that the retail market will grow from some 79.3 billion AED in 2011 to 105.4 billion in the next four years.

Today, there's a market capital of 200 million AED being invested in Dubai. The fledgling modern retail (including food services) sector has created as many new jobs as the construction sector. Over 8 per cent of Dubai's population is engaged in retailing. The growth of the Dubai economy is now manifesting itself in the growing purchasing power of its citizens. A 10% to 12% increase in the economy's disposable income is also reflecting itself in the way goods and services are bought and sold.

IMPORTANCE OF RETAIL IN DUBAI ECONOMY

A strong and vibrant retailing industry has the potential to provide the required impetus to agricultural growth through value-added food processing, handicrafts and small and medium enterprises, thereby indirectly creating millions of new jobs annually. According to Dubai Statistics Center report in 2009, Retail

contributes to nearly 30% of the growth in GDP and also, the output is worth 150 billion AED. The private label industry has registered a whopping 11 per cent growth in value terms across the Middle East over the last year, which is significantly higher than a global average of 5 per cent, according to a report by The Nielsen Company, the world's leading marketing information company. In fact, the United Arab Emirates constantly ranks in the top twenty countries in retail investment attractiveness amongst emerging markets of the world.

PRIVATE LABELS

The rise in the market share of Private Label products is one of the most intriguing retail success stories of the past few years. Private Label's market share has been growing at twice the rate of famous brands' market share over the last several years and the Private Label industry is worth an estimated US\$ 1 trillion. Private label brands is the name used in the United States for retailers' own brands, while in the UK they're known as own brands, and in Australia they are called home brands. With the help of their own Private labels, retailers can compete on price against other bigger, pre established brands and thus make significant profits in addition to increasing their market share and revenues owing to the increased sales. Thus, the private label segment is quite a promising segment for retailers who wish to increase their sales, market share, revenues and thus profit.

STATEMENT OF THE PROBLEM

Despite their popularity and increasing market share in the US and Europe, private labels still lag behind in creating their own market share while competing against established premium brands in Dubai. It is taking more time for the private label strategy to catch up in Dubai, which happens to be one of the booming retail markets in the world, than it has taken in other countries. This research aims to explore the reasons for the slack in the growth rate of Private Labels in Dubai and determine the causes, if any and also offer suggestions to overcome the shortcomings in order to initiate the market growth of Private labels in Dubai.

REVIEW OF LITERATURE

Many earlier studies detail the areas such as branding and positioning of retail malls, and various variables influencing may be due to brand preference, amenities available in the malls, factors which are influencing the consumers to attract towards malls. The empirical studies find out whether size, location, amenities available, infrastructure, convenience and Cineplex in suburban malls do matter in attracting the shoppers.

Prof. S.L. Gupta and Tripat Kaur in their article "Exploring the trends of retail formats in India – A study of shopping malls" published in Indian Journal of Marketing, July, 2007 have studied the malls and established the relationship between the shoppers' behaviour and various attributes/indicators of apparel stores in the malls, which influence them. The relationships between the retailers (dealing in multi-brand retail outlets and exclusive outlets) and indicators, which retailers feel important in selecting target customers have been analyzed. The hypothesis tested for differences in different formats revealed that significant difference is found in all the indicators dealing in multi brand outlets of apparel of exclusive brands of apparel.

Kumar and Leone (1988) find a significant impact of promotions on stores switching/traffic. However, it is unlikely that consumers would keep track of weekly promotions on a multitude of categories in all the stores in their neighborhood. (Bucklin and Lattin 1992) show that retail promotions in any one category do not directly influence a consumer's store choice decision, but they indirectly affect where the category is purchased.

Consumers' perception of the breadth of different products and services offered by a retailer under one roof significantly influence store image. The benefits of a wide assortment are clear, first, the greater the breadth of product assortment, the greater the range of different situations in which the retailer is recalled and considered by the consumer, and therefore the stronger its salience. (Keller 2003) salience is the most basic building block for a brand. Second, the one-stop shopping convenience that a broad product assortment enables is becoming more important than ever for today's time-constrained consumer (Messinger and Narasimhan 1997) putting pressure on retailers to broaden their assortment. Third, consumers regularly shop at more than one store, and, as noted earlier, they may purchase a category in the store that they are visiting based on in-store assortment and marketing mix activities whereas they would otherwise have purchased it in another store.

In the wake of review of the literature of the earlier studies, it can be understood that the studies carried out on the retail sector have not covered issues relating to private labels in Dubai. These studies are either done on a different socio-ethnic, or when the organized retailing yet to take its shape in true form. The studies conducted on a related topic either studied in a different country or the study is not similar to the dimensions chosen by the researcher.

SIGNIFICANCE OF THE STUDY

Nearly everybody buys Private Label goods. Of every US\$100 spent around the world, US\$17 is spent on Private Label and the industry is worth an estimated US\$1 trillion. Private label growth is outpacing that of manufacturer brands, and 'Private Label' as a whole can be viewed as the biggest "brand" in the world. In fact, sales of Wal-Mart's private brands are worth more than Unilever's, PepsiCo's and Coca-Cola's brands put together. If you are a brand manufacturer competing for shelf space, pricing of products and the resultant market share are daunting tasks and cannot be achieved without several efforts.

Private labels were primarily introduced to provide a low cost alternative to the low and middle income sections who cannot afford to spend money on branded products and hence the need arose to offer products at competitive prices without compromising on the quality. Several attractive offers were provided like seasonal sales and steep occasional discounts that have managed to draw the low and middle income segment to purchase the private labels. It has been observed that over the years, even the consumers from higher income groups are taking to private labels in comparison to the earlier days when the higher income groups would stick to branded products with the notion that anything that is offered at a lower price must be of inferior quality. Simultaneously, it has also been noticed that private labels have gone beyond their original purpose to provide low-cost alternatives to the national brands.

Private labels are increasingly becoming bigger than their initial purpose. With the advent of time, more number of shoppers are inclined towards stepping out of the conservative mindset of shopping only established brands and are venturing into trying out private labels which are competent with the established brands in quality, pricing, value for money, durability and every other decisive factor. Even global retailers such as Wal-Mart, Carrefour and others are essentially increasing their focus on private labels to accommodate the changing shoppers' needs and demands and also increase their market revenue from the sales.

SCOPE OF THE STUDY

The study limits itself to the study of store brands only, in Dubai, spread over retail industry covering food –beverages, clothes and other consumer durables.

OBJECTIVES OF THE STUDY

1. To identify the private labels of the retail giants such as Carrefour, Lulu, Spinneys, Choithrams and Union Co-op stores in Dubai.
2. To study the evolution and growth of store brands in Dubai.
3. To identify the shoppers' perception and attitude towards different store brands in Dubai.

METHODOLOGY

In order to study the topic the data and information are needed from primary and secondary sources. The primary data were collected through questionnaire from the shoppers in Dubai.

A sample size of 100 shoppers was made at random from different stores. The collected data and information were analyzed using simple percentage calculation, histograms and pie charts. The secondary data were collected from various research papers, articles published in the various magazines, journals, business newspapers, periodicals and websites of the retail malls.

DATA ANALYSIS AND FINDINGS

1. There are many firms playing in the retail sector in Dubai. Refer Table 1 below:

Retail Store	Presence	Catering to	Size/ Volume/ Space	History & Remarks
Carrefour	Many outlets spread across Dubai	All segments	- Hypermarkets in all City Centres - 4-5 Carrefour express, a supermarket format store	French Giant, operates through Majid Al Futtaim group, largest in volume of sale and space
Lulu	Many outlets spread across Dubai	All Segments	- 2-3 hypermarkets - few supermarkets	Indian owned, attracts most Indian buyers, present in all GCC countries
Spinneys	Many outlets spread across Dubai	All Segments	- 13 Supermarkets	Egypt based, present in all GCC countries
Choithrams	Many outlets spread across Dubai	All Segments	- 15 supermarkets	Established in 1944 in West Africa, spread across 60 countries in the world
Union Cooperative	Many outlets spread across Dubai	All Segments	- 8 Supermarkets	Established in 1971 in the UAE
Geant	1 outlet in Dubai	All Segments	- 1 Hypermarket present in Ibn Batuta Mall, Dubai - 4 Geant Easy, supermarkets	French retailing giant Groupe Casino, fifth largest retail chain in the world
Al Madina	Many outlets spread across Dubai	All Segments	- 39 supermarkets	Established in 1971, present only in UAE
Al Manama	Few outlets spread across Dubai	All Segments	Mostly Supermarkets and 2-3 Hypermarkets	Present in Dubai, Ajman and Sharjah
Al Maya/ Citi Mart	Few outlets spread across Dubai	All Segments	Mostly Supermarkets	Indian Owned, not able to attract premium segment

Table 1: The various retailers operating in Dubai Market

2. It was found that Carrefour, Lulu, Spinneys, Choithrams and Union Cooperative stores have their own private labels which are well established, as enlisted below:

Retailers	Private Label	Product Line/ Product
Carrefour	Carrefour	Hand sanitizer, Body gel, Nail polish remover, Disposable aluminum foil, Air tight containers, Sanitary napkins, Cotton ear buds and Petroleum jelly
	N1	Mineral Water, Salt, Women's apparel, Men's clothes
	Carrefour Bio	Organic foods
	First 1	Electronics and Stationery items
	Carrefour Light	Bakery and Frozen foods
	Carrefour kids	clothes, food and toiletries
	Carrefour discount	Wafers, Honey, Cookies, Coffee, Tea, Chips, Roasted Nuts, Biscuits and Muesli
Lulu	Carrefour 1	Groceries and Toiletries
	Lulu groceries	Groceries
	Lulu clothes	women, men and kids
	Lulu electronics	Electric kettle, Coffee maker, Juicer, Mixer, Blender, Hair straightener and electric shaver
Choithrams	Lulu toiletries	Soaps and Detergents
	Lulu bakery/frozen foods	Bread, Cakes and meat
Spinneys	Choithrams bakery/frozen foods	Bread, bun, Meat and Canned items
	Choithrams groceries	Groceries
Union	Spinneys bakery	Bread and buns
	Spinneys frozen foods	Pizza bases, Meat etc
	Union groceries	Groceries
	Union frozen foods	Canned items
	Union toiletries	Soap and Detergents
	Union utilities	Disposable products and Kitchen ware containers

Table 2: Table depicting various private label brands of Retail Giants in Dubai Market

DATA ANALYSIS AND INTERPRETATION

1. HOW OFTEN YOU VISIT THE STORES?

Stores	Often	Sometimes	Rare	Never
Carrefour	55	27	14	4
Lulu	43	22	28	7
Spinneys	35	22	30	13
Choithrams	30	22	31	17
Union Co-op	34	15	33	18

Table 3: Table depicting the frequency of shoppers' visiting selected Retail Stores.

KEY FINDINGS

- Carrefour** – Carrefour is the second biggest retail giant in the world, next only to Wal-Mart. Since it opened its first stores in Dubai in 1995, Carrefour has steadily grown to capture the maximum market in the retail sector in Dubai. According to the statistics of the survey, 55 percent state that they visit Carrefour 'Often'. The reasons that can be attributed to explain the realized trends are the location of the stores, the varied range of the products offered, the pricing, quality of the products offered etc. Carrefour is located in almost all the malls of Dubai except Dubai Mall and this could be attributed as one of the prime reasons why it receives that many footfalls.
- Lulu** – Lulu Hypermarket with 9 branches all over Dubai got the second best preference by our respondents as their choice of retail stores to visit when they want to purchase something. It is the choice of 43 percent of the shoppers who visit the stores 'often'. The reasons owing to this could be the location of the stores and also the pricing of the products amongst other reasons that attract shoppers like seasonal sales and discounts etc. Lulu Hypermarket is a rare feature in the shopping malls of Dubai; it is located in crowded resident areas like Karama, Al Quasis and Deira.

3. **Spinneys** – Spinneys has 13 stores all over Dubai and has ranked the third best preference by the respondents of this survey. Spinneys offer diverse range of products from Bakery, frozen foods, groceries, butchery to pharmacy. 35 percent of the shoppers have voted for Spinneys as the stores they visit ‘often’. Spinneys haven’t yet opened its store in most of the densely populated resident regions of Dubai while it caters to the needs of moderately populated areas like International City and Jumeirah. Pricing is another factor that influences shoppers to visit the stores in addition to the strategic location.
4. **Choithrams** – Choithrams caters to the needs of the shoppers in Dubai from 15 stores spread all over the City from Silicon Oasis till Jumeriah. It remains the choice of 31 percent of the respondents as the stores they visit ‘often’. Choithrams offers butchery, bakery, groceries, home needs, beauty and health products, frozen foods section, fresh vegetables and fruits section. The reasons for these trends can be attributed to reasons like pricing and range offered for certain products, the two factors that influence a shopper’s decision to visit a particular store in addition to the location of the stores.
5. **Union Co-op** – With 8 stores across Dubai, Union Co operative stores remains the choice of 34 percent of the respondents of this survey who mention that they visit the stores ‘often’. The reasons for the above realized trends can be attributed mainly to store locations; it is not strategically located in all the resident regions across Dubai. While it caters to the needs of a few resident areas, there are potential regions that haven’t been tapped yet.

2. PREFERENCE TOWARDS STORES AND ITEMS

	Often	Sometimes	Rare	Never
Groceries	61	21	15	3
Electronics	31	19	15	35
Bakery	39	14	22	25
Garments	29	20	22	29
Stationery	42	27	22	9
Frozen foods	36	23	32	9
Anything that is offered on discount	59	17	19	5

Table 4: A Table depicting the frequency of Shoppers’ purchasing various items like Groceries, Bakery, Frozen Foods etc.

3. SHOPPERS’ ATTITUDE TOWARDS STORE BRAND EXTENSIONS OF CARREFOUR

Stores	Store brands	Store brand extension	I have heard about them but never purchased them	I have purchased them	I have never heard about them
Carrefour	Carrefour Bio	Organic foods – Rice	30	36	33
		Pasta	25	22	54
		Nutritious pulses	34	21	45
		Cereals	18	13	69
		Low carb foods	15	44	41
	Carrefour Light	Fibrous grains	41	33	26
		Frozen foods – pizza bases,	12	80	8
		Cheese	40	48	12
		Canned products	14	70	16
		Yogurt	39	50	11
		Meat	10	80	10
	First 1	Ice creams	30	57	13
		Steamer	12	26	62
		Heater	40	48	12
		Iron Box	44	16	40
		Coffee maker	10	15	75
		Toaster	10	31	59
		Juice extractor	30	57	13
	Carrefour discount	Microwave	18	12	70
		Wafers	35	40	25
		Honey	27	22	51
Cookies & Biscuits		19	27	54	
Carrefour kids	Coffee & Tea	13	18	69	
	Pasta, Cereal and biscuits	55	25	20	
	Toiletries	61	29	10	
Carrefour 1	Clothes	57	35	8	
	Rice	16	74	14	
	grains	18	70	12	
	Water	13	80	7	
	Oil	20	66	14	
N1	Clothes	30	49	21	
	Footwear	25	60	15	
	Women’s Accessories	34	46	20	
Carrefour	Hand sanitizer	34	45	21	
	Body gel	45	29	26	
	Disposable aluminum foil	51	25	24	
	Air tight containers	37	23	40	
	Sanitary Napkins	34	14	52	
	Petroleum jelly	17	8	75	

Table 5: A Table depicting the frequency of Shoppers’ purchasing various Private Labels owned by Carrefour

4. SHOPPERS' ATTITUDE TOWARDS STORE BRAND EXTENSIONS OF LULU

Stores	Store brands	Store brand extension	I have heard about them but never purchased them	I have purchased them	I have never heard about them
Lulu	Lulu electronics	Electric kettle	43	31	26
		Coffee maker	13	23	64
		Juicer	15	55	30
		Mixer	8	12	80
		Hair Straightener	41	44	15
		Electric shaver	23	41	36
	Lulu clothes	Women's apparel	13	66	21
		Men's clothes	30	24	23
		kids garments	15	55	30
	Lulu Groceries	Rice	12	81	8
		Oil	23	66	21
		Pulses	9	80	1
		Spices	18	67	15
		Tea & Coffee	17	70	13
		Nuts	9	82	9
		Oats & Cereal	25	56	9
		Water	23	71	6
	Lulu toiletries	Floor cleaners	13	65	22
		Hand sanitizer	20	57	23
		Fabric Softener	5	65	30
		Detergent	14	70	16
		Shampoo	12	65	23
		Soaps	15	67	18
	Lulu bakery/ frozen foods	Bread	12	81	7
		Cakes	23	66	11
		Pizza	17	70	13
		Meat	13	80	7

Table 6: A Table depicting the frequency of Shoppers' purchasing various Private Labels owned by Lulu

5. SHOPPERS' ATTITUDE TOWARDS STORE BRAND EXTENSIONS OF CHOITHRAMS

Stores	Store brands	Store brand extension	I have heard about them but never purchased them	I have purchased them	I have never heard about them
Choithrams	Choithrams bakery/ frozen foods	Bread - French, Garlic, wheat, milk, fruit	22	61	17
		Zaatar and hummus,	30	51	19
		Doughnuts	17	70	13
		Sandwiches	21	66	13
		Frozen foods – pizzas, fries and parathas	18	65	17
	Choithrams groceries	Meat and sea food	11	70	19
		Rice	12	81	8
		Pulses	15	75	10
		Wheat	17	70	13
		Indian spices	21	66	13
		Grains	19	74	7
		Grams	9	82	9

Table 7: A Table depicting the frequency of Shoppers' purchasing various Private Labels owned by Choithrams

6. SHOPPERS' ATTITUDE TOWARDS STORE BRAND EXTENSIONS OF SPINNEYS

Stores	Store brands	Store brand extension	I have heard about them but never purchased them	I have purchased them	I have never heard about them
Spinneys	Spinneys bakery	Bread	18	77	5
		Doughnuts	30	41	29
		Pies	17	50	33
		Muffins	11	83	6
		Cakes	9	83	8
		Pastries	25	53	22
		Croissant	21	53	16
		Sandwich	24	56	20
	Spinneys frozen foods	Roasted chicken	27	60	13
		Pizzas and pizza bases	18	51	31
		Meat balls, nuggets	30	41	29
		Hash browns	32	35	33
		fries	20	60	20
		sandwiches	29	53	18
		Meat & sea food	7	71	22

Table 8: A Table depicting the frequency of Shoppers' purchasing various Private Labels owned by Spinneys

7. SHOPPERS' ATTITUDE TOWARDS STORE BRAND EXTENSIONS OF UNION CO-OP STORES:

Stores	Store brands	Store brand extension	I have heard about them but never purchased them	I have purchased them	I have never heard about them
Union Co-op stores	Union groceries	Rice	13	77	10
		Sugar	11	83	6
		Oil	9	83	8
		Water	13	72	15
		Nuts	31	40	29
		Spaghetti, Macaroni, Vermicelli	12	19	69
		Tomato paste	34	51	15
	Union frozen foods	Chicken	15	76	9
		Canned items	25	56	19
		fries	20	65	15
		Mixed vegetables	10	85	5
	Union Toiletries	Toilet roll	14	78	8
		Antiseptic	25	52	23
		Hand Sanitizer			
		Detergent	13	70	17
		Soap			
		Washing Powder	12	67	21
		Bleach	10	72	18
	Union Utilities	Fabric Softener	12	43	45
		Disposable products	18	73	9
		Aluminium foils, trays, roll	14	78	8
Kitchen ware containers		18	58	24	

Table 9: A Table depicting the frequency of Shoppers' purchasing various Private Labels owned by Union Co-op Stores

8. REASONS FOR PURCHASING THE ABOVE SELECTED PRIVATE LABELS:

Reasons	Percentage of Shoppers' who've selected the particular reason
Cheaper prices	41
Quality	15
Durable	11
Discount on products when purchased in bulk	33

Table 10: A Table depicting the reasons and the percentage of Shoppers' that cited these reasons

9. RATING OF VARIOUS STORE BRANDS BASED ON KEY FACTORS

	Value for money	Quality/Durability	Offered with warranty/ freshly made	After sales service/ exchange provision	Trendy/comfortable fit
Groceries	18	15	14	-	-
Carrefour 1					
Carrefour Bio	5	5	14	-	-
Carrefour Light	9	9	14	-	-
First 1	16	22	14	-	-
Union	27	25	20	-	-
Lulu	25	24	24	-	-
Electronics	45	50	55	50	-
Carrefour					
Lulu	55	50	45	50	-
Bakery					
Carrefour	14	14	9	-	-
Spinneys	44	45	50	-	-
Lulu	9	10	14	-	-
Union	20	18	16	-	-
Choithrams	13	13	11	-	-
Frozen foods	13	12	15	-	-
Carrefour					
Choithrams	16	15	15	-	-
Lulu	17	23	30	-	-
Union	20	20	20	-	-
Spinneys	34	30	20	-	-
Garments	65	60	-	50	70
Carrefour					
Lulu	35	40	-	50	30

Table 11: A Table depicting the shoppers' satisfaction based on various factors of the store brands owned by a selected few retail stores.

10. OVERALL OPINION ABOUT THE STORE BRAND

1.	Do you feel the store brand meets your expectation?	YES	57	NO	43
2.	Will you recommend this store brand to friends and relatives?	YES	51	NO	49
3.	Is there any room for improvement of the store brand?	YES	63	NO	36

Table 12: A Table depicting the overall opinion of the Shoppers' about the store brands (private labels) owned by selected few retail stores.

KEY FINDINGS

1. Deciding factors like quality, durability, freshness of the content, shelf life and provisions for exchange etcetera play a major role in influencing the shoppers to choose a particular brand.
2. Pricing is the only strategy that seems to be working out in favor of the store brands in Dubai, as of now. 41 percent of the shoppers have cited cheaper prices as the sole reason they purchase store brands
3. There are only two retail giants offering store brands pertaining to Electronics – First 1 (Carrefour) and Lulu Electronics.
4. Spinneys offer maximum range for bakery goods and yet does not make relatively that great revenue for its store brands.
5. For clothes, as well, there are only two retail giants offering store brands namely – N1 (Carrefour) and Lulu Clothes.
6. Factors like proximity of the retail stores or the strategic location seems to offer more footfalls to the retail stores like in the case of Lulu Hypermarkets that are in densely to heavily populated resident areas of Dubai.
7. Carrefour owns the maximum store brands for a single retailer in Dubai. It offers 8 store brands namely – Carrefour, Carrefour 1, Carrefour discount, Carrefour kids, First 1, N1, Carrefour Bio and Carrefour Light.
8. All of Union Co-op stores' store brands have ranked as the best sellers barring a few products, a rare feat for any retail stores considered as part of the thesis in Dubai.
9. Although Choithrams offers only two store brands, they both are among the best sellers for their retail chain.
10. There is not much option between store brands when it comes to the kids segment.
11. Segments like sports equipment, home needs like plumbing equipment, are untapped by all the retailers in Dubai except for Carrefour.
12. Shoppers seem to be drawn towards retail stores for discounts as the products offered under a discount are purchased by 59 percent of the respondents of the survey.
13. 57 people think that the store brands meet their expectations in terms of factors like 'value for money', 'quality/durability', 'after sales service/provision for exchange', 'shelf life' and the store brands competitiveness with the main stream brands in terms of them being 'trendy/comfortable'
14. 51 people out of the 100 shoppers surveyed state that they wish to recommend the store brand to friends and relatives.
15. 63 shoppers who were surveyed have expressed the view that they believe there is enough room for overall improvement of a store brand. For a store brand to be successful, it is not only essential that the product offer value for money but also that it be competitively priced when compared against the main stream, already established premium products.

SUGGESTIONS

1. Retailers should consider not compromising with the quality of a store brand while continuing to offer the store brand at a competitive price.
2. Retailers should consider working out innovative ways to improve the brand image of store brands.
3. Retailers should offer seasonal discounts for improving the revenues of store brands.
4. Retailers should understand that in order to compete with an established brand, the store brand must be competent not just in price but in other major factors like quality, durability, looks, provisions for warranty and exchange and after sales service etc.
5. Retailers can study the success stories of Private Labels in the European countries and the United States in order to obtain a set of guidelines and learn how to implement the strategies that ensure the success of a private label.

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