

ANALYSIS OF CONSUMERS' SATISFACTION AND REPURCHASE INTENTION TOWARDS STORE BRAND FOOD PRODUCTS IN CHENNAI

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ABSTRACT

Store brands are popping up everywhere, even outside the grocery channel. When it comes to how the products can help meet their home and family's needs, consumers are turning to private label in retail chains besides their food and drug. Specialty chains – such as those selling home, office products, hardware, domestic goods and others – are bringing to market a growing variety of outstanding store brand products that compete on equal terms with national brands.

1.1 INTRODUCTION

In recent years, the retail landscape in India has undergone significant transformation with the rapid growth of organized retail formats such as supermarkets and hypermarkets. One of the most notable developments within this sector is the increasing prominence of store brand food products, also referred to as private label brands. These products are developed, marketed, and sold exclusively by retailers under their own brand names and are often positioned as cost-effective alternatives to national brands while maintaining acceptable quality standards.

Consumer satisfaction plays a crucial role in determining the success of store brand food products, as it directly influences consumers' repurchase intention and long-term brand loyalty. Factors such as perceived quality, price competitiveness, packaging, availability, and trust in the retailer significantly affect consumer perceptions and satisfaction levels. As consumers become more value-conscious and quality-aware, their attitudes toward store brands have evolved from skepticism to growing acceptance, especially in urban markets.

Chennai, being one of India's major metropolitan cities, offers a dynamic and diverse consumer market for store brand food products. The city has witnessed substantial growth in organized

retail chains such as Reliance Smart, More, Spencer's, and Big Bazaar, which actively promote their own store brand food items. Understanding consumers' satisfaction and repurchase intention in this context is essential for retailers to formulate effective branding, pricing, and marketing strategies.

This study aims to analyze consumers' satisfaction and repurchase intention towards store brand food products in Chennai. By examining the key factors influencing consumer behavior and purchase decisions, the research seeks to provide insights into how store brands can enhance customer satisfaction, build trust, and encourage repeat purchases. The findings of this study are expected to be valuable for retailers, marketers, and policymakers in strengthening the competitive position of store brand food products in the Indian retail market.

1.2 STATEMENT OF RESEARCH PROBLEM

Competition is very high in today's modern marketplace. Making a decision to buy a product or service involves many processes. Therefore attempt is made to find out the most influencing factor which drive the customer to buy store brand food products in Chennai.

1.3 OBJECTIVES OF THE RESEARCH

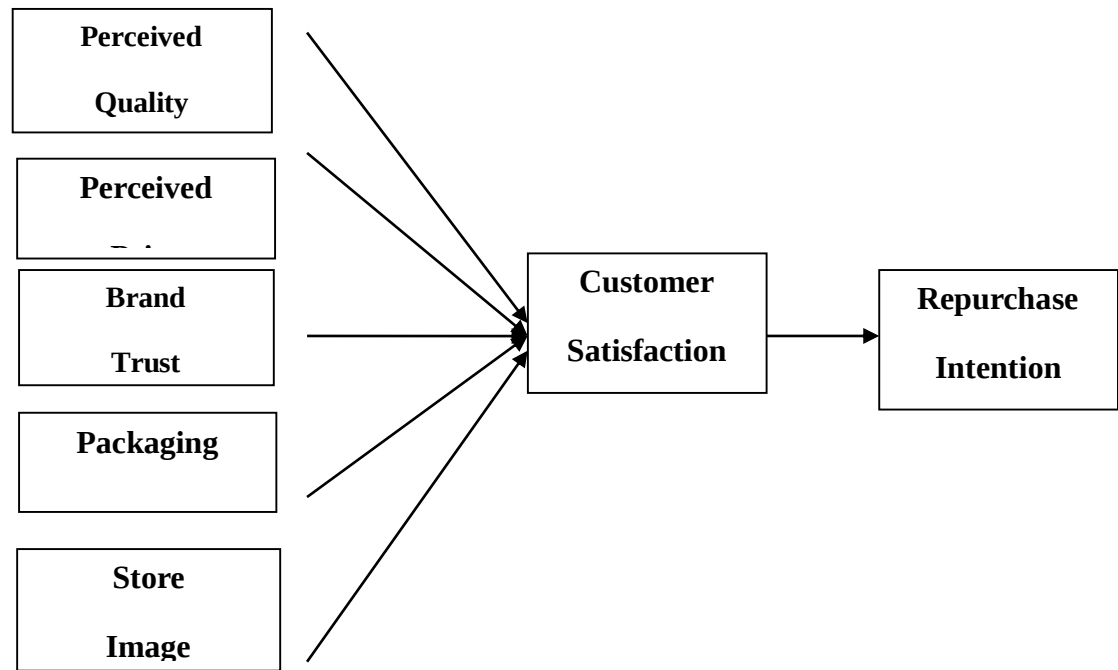
To evaluate the relationship among the satisfaction and repurchase intention towards on store brand food products in Chennai.

1.4 HYPOTHESIS OF THE RESEARCH

Hypothesis may be described as a proposition or a collection of propositions set forth as an explanation for the occurrence of some specified group of events either claimed only as a provisional hypothesis to guide inquiry or reorganized as highly probable in the light of known evidence.

- There is no significant relationship between Satisfaction and Repurchase Intention of consumers towards Store Brand Food Products.

1.5 RESEARCH MODEL



2.1 REVIEW OF LITERATURE

Bindiya Tater & Kishor John Bindiya (2025) The variables that affect students happiness with online purchases are measured in this directed study. Perception of positive educational outcomes, simplicity of use, utility, value, risk, trust, privacy and degree of internet literacy were all examined in the study. 415 eligible post-secondary students from colleges and universities participated in the survey, which used Google Forms to gather data. A validity test and a multi - regression test were used to analyse the questionnaire, and findings were good. According to the technology acceptance model internet usage and quantity of transaction are not as important predictors of repurchasing as trust, privacy and internet literacy.

Johan, Ivanna Syifa and Indriyani, Ratih (2020) The study examines that customers can now shop in a variety of methods, including online. Online shopping has grown in popularity worldwide due to the quick development of internet connections. Customers are gradually switching from offline to online purchasing due to many conveniences offered by internet retailers. The impact of e service value, and repurchase intention on Surabaya fashion online

websites is highlighted in this study. 115 respondents from Surabaya make up the samples. A non-random sampling technique is employed. The findings demonstrate that e - service significantly influences customer satisfaction, repurchase intention, etc., owners of online fashion business need to advertise their websites so that more customers are aware that they exist. Additionally business owners need to make online buying more comfortable and convenient for customers.

- Bindiya Tater & Kishore John (2025) Factors influencing online repurchase behaviour of Indian students Int. J. Internet Marketing and Advertising. Vol. 23, No.4, 2025.
- Johan, Ivanna Syifa and Indriyani, Ratih (2020) Measuring Intention on Fashion Online Shopping

RELATIONSHIP AMONG THE CONSUMERS' SATISFACTION AND REPURCHASE INTENTION TOWARDS STORE BRAND FOOD PRODUCTS

To analyse the relationship among the Satisfaction and Repurchase Intention towards Store Brand food products in Chennai.

H₀: There are no significant relationship between Satisfaction and Repurchase Intention towards Store Brand Food Products.

A Pearson product-moment correlation was run to determine the relationship between Satisfaction and Repurchase Intention towards Store Brand Food Products.

VARIABLES	N	'r' VALUE	P - VALUE	RELATIONSHIP	REMARKS	
					SIGNIFICANT	RESULT
Customer Satisfaction on Store Brand Products – Repurchase Intention towards Store brand food Products	150	0.922**	0.000	Positive	Significant	Rejected

****.** Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

As the P value is lesser than Sig. Value (0.01) in the above case, the Null Hypothesis is rejected. There is a large positive correlation (0.922) between Customer Satisfaction and Repurchase Intention towards Store Brand Food Products. The relationships between them is highly significant.

Hence, there is a significant relationship between the Customer Satisfaction and Repurchase Intention towards Store Brand Food Products.

3.1 CONCLUSION

Store brand food product have come a long way over the last three decades. They started with retailers wanting to offer cheaper substitutes. Retailing in India is still very primitive. The private label is winning acceptability and loyalty of the customers. The market of Store brand products in India is also witnessing enormous growth. Still growth of Store brand is slow when compared to national brand. To promote growth, retailers should adopt innovative marketing strategy to attract customers, offer consistent quality, maintain the brand promise and create increased awareness.

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