

**THE EFFECTIVENESS OF STORE BRAND  
PRODUCTS TOWARDS CUSTOMERS AT  
CARREFOUR SRI PETALING IN YEAR 2008**

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**Submitted in Partial Fulfillment  
Of the Requirement for the  
Bachelor of Business Administration  
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

**2008**

## **ACKNOWLEDGEMENT**

Alhamdulillah for giving me the strength, courage, inspiration and patience to complete this study. There are many people who have been very helpful in contributing their time, energy and expertise for the preparation this thesis.

First and foremost, I would like to take this opportunity to express my sincere and deepest gratitude to my advisor, Professor Madya Tuan Haji Jamaludin bin Haji Bujang for his guidance, encouragement, ideas, suggestions and also for his concern in the preparation and completion of his research. I would also like to thank my second advisor, Encik Jasmi for his comments, ideas, and encouragement in improving this research. Besides, a million thanks to my research lecturer, Puan Rozita Bt Haji Nair for giving me the supports and precious advises as guidance to complete this research.

Furthermore, I would like to express my gratitude to the Store Director of Sri Petaling CARREFOUR, Mr. Victor Chan for allowing me to complete my on-job training at Sri Petaling CARREFOUR. My appreciation goes to all the staffs of Sri Petaling CARREFOUR as well as the Sales Division Manager, Miss Foo Sak Wai and as my supervisor who gave me the access, ideas and suggestions, cooperation and invaluable in relation to the relevant information gathered for this project paper to be completed successfully.

I would like to extend my special thanks to all respondents in his study for their willingness to spend a little for their valuable time, sincere cooperation and patience in taking part to fill and answer the entire questionnaire. In

addition, I would like to thank my parents and family members who gave me full support directly and indirectly to me throughout the completion of this study.

Last but not least, I would like to thank all my friends and colleagues who had helped me morally and for being involved from the beginning until after I completed this study.

In addition, special thanks to all the librarians of Universiti Teknologi Mara, Melaka regarding their warmest corporation by giving me the chance to make further research and references there.

Lastly, thank you very much once again, to everyone who I had already mentioned or accidentally forgotten, for your sincere cooperation and May Allah SWT bless you all.

Thank you,

Emylia Bt Mohd Khairuddin

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April 2008

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## **CHAPTER ONE: INTRODUCTION**

### **1.1 INTRODUCTION**

#### **1.1.1 Store Brand**

Store brands have an important role in retail strategy due to their increasingly important strategic role for retailers. Therefore, understanding the store brand buyer behavior is a critical issue for marketers and researchers alike.

Intensive competition, fast technological innovation in the retail industry has had a considerable impact on the management of the retail industry in developing and executing new competitive marketing strategies. One of the most commonly implemented marketing strategies of retailers has been the introduction of their own retail (private label or store) brands. "Store brands" or "private label" refer to merchandise that carry wholesaler's or retailer's own brand name or a brand name created exclusively for that particular wholesaler or retailer. In this study, store brand products are defined as the "...products owned and branded by the organizations whose primary objective is distribution rather than production (Schutte 1969).

The growth and penetration of the store brand sales is not a coincidence and is expected to continue (Reda, 1995). It may be argued that the popularity of the store brands are due to a set of interrelated factors including concentration in retailing (well- organized large supermarket chains), which enables retailers to develop their own brands, changes (reduction) in consumer's loyalty levels towards established brands names, and relatively improved consumer's attitudes toward store brands partially due to significantly improved quality of store brand