A Study on Consumer Perception Regarding Private Label Branding in India

Sunita Kumar (Corresponding author)
Department of Management studies, Christ University, Bangalore
sunita.kumar@christuniversity.in

Mohith Kothari
Zomato Media Pvt Ltd
Mohith.Kothari@zomato.com

Abstract
As majority of the present day consumers are considering brand as an important element in their choice of decision while purchasing, it is very important that sellers should capitalize on the type of brand that they are offering to the consumers. Both private labels and national brands have their own advantages and disadvantages over each other mainly in terms of pricing and quality factors. But the main motive the consumers are looking forward is to buy a product which would effectively satisfy their wants and needs. If they find a product which would satisfy their needs effectively, they would buy it irrespective of whether it is a private label or a national brand. Even the price of the product may not be a major factor in such a case. The study is mainly carried out to check the preference of the customers over the usage of private labels and national branded products to satisfy their needs and requirements. The study tries to differentiate between private labels and national brands. It checks the customer preference between private labels and national brands.
Keywords: Private Label Brands, National Brands, Customer Satisfaction

1. Introduction

The retail sector in India has undergone a paradigm change post 1991, i.e. liberalization, privatization and globalization. To understand this change we must get to the very genesis of retailing. Stephen Vargo & Robert Lusch in their journal of marketing titled "Evolving of a New Dominant Logic of Marketing" (2004), the origin of the term 'retail' in the modern sense came from the word 'Service Marketing' which meant value added service at customer touch point. The retail sector in India is divided into two parts. The organized retail and the unorganized retail. The organized retail including departmental stores, hypermarkets, supermarkets, specialty stores etc and unorganized retailing including the conventional kirana stores, corner shops, general stores etc. Thus, private label brands are found in the various formats of the organized retail. Therefore, private label brands are all those brands which are not owned by a manufacturer or a producer but by a retailer who get its goods made by a contract manufacturer. Private label brands are also called as store brands, distributor brands, me too brands and own labels. In the year 2011, the share of clothing and apparel was 31% to India's organized retail and private labels having only a five percent contribution to this. The reason behind this is that private label brands are still in their nascent stage of growth and are yet to gain acceptance in a market like India, where customers are brand conscious. The presence of private labels are found in food items like milk, eggs and bread and non food items like cups, plates, toilet tissues, trash bags, food storage etc. the fastest growing would be baby food, facial moisturizers and lipstick. Private labels also exist in segments of books and financial services. Apparels are the largest sector of private labels in the U.S.A. This paper primarily deals with consumer perception towards private label brands. The paper also takes an attempt to find out whether customer loyalty has been generated via private label shopping. Even though with their petite contribution to the retail market share, private labels are becoming increasingly competitive by the virtue of quality, prices and customer satisfaction as compared to national brands.

2. Growth of Private Labels

2.1 Global Perspective

In the early 20th century, manufacturers of branded products grew tremendously with the increasing use of branded products by consumers. With growing awareness, consumers preferred branded products to inferior quality products from local manufacturers. Led by Procter & Gamble (P&G), Unilever, Coca-Cola and Nestle to name a few companies, manufacturers during the century grew manifold and the products of these manufacturers became popular with consumers. To reach large groups of consumers and market their products effectively, these manufacturers used the electronic and print media. Increasing awareness of brands through advertising influenced the consumers' buying decision and brands soon became the symbol of quality, trust, affluence, image and lifestyle. As a result, manufacturers grew both in terms of value and volume.

2.2 Private Label's vs. Manufacturer Brands

PLs are growing by gaining customers and competing with national brands. According to an Ipsos MORI survey, "41% of consumers said they frequently drop store brands into their shopping carts these days versus 12% in 1991". National brands are not just ideally watching the growth of PLs but defending their growth through aggressive advertisements, innovation and targeting new segments. Ken Harris, MD, Cannondale Associates, Evanston opined that "Brands stand for something. Private label products do not generally lead with consumers; they are fast-followers of manufacturers. This gives brands an advantage"

2.3 Expansion of Private Labels

Despite tough competition from manufacturing and other retailers' brands, PLs are expanding to other markets. Though at a nascent stage, the market for PLs is positive in developing countries like China, India and Russia and is expected to grow with their strong economic growth in the coming decades. Retailers such as Safeway, Kmart, Sainsbury and Target, etc., are expanding their distribution channels in new markets. Retailer in partnership with other retailer, selling labels of one another in their stores. For instance, D&S in Chile sells labels of Safeway (US) as its premium products line. Retailers are also co-branding their labels with other manufacturers or retailers.

3. Literature review

Various studies and research has been done in the arena of private label and private label branding. To begin with, in the book by Kumar and Benedict (2007), the very origin of private labels began in the 1970s in the U.S.A. having a market share of 12%-34%. Also, 20% of sales in the markets are contributed by private labels. If seen from the aspect of growth, Asia has witnessed a 50% growth since the very inception of private labels. The authors also tell that there is a positive outlook and attitude towards private labels from regions like Western Europe, central and Eastern Europe, North America, South America, Australasia.

Apparel happens to have the largest sector in private labels with 45% of total unit sales in U.S.A , two years ago being 39% and five years ago having a contribution of 35%. Women's and child clothing having a 65% share. Private labels have also marked their presence in segments of books and financial services.

Globally there have been a sales worth of $1trillion dollars of private labels and studies show that two out of three consumers believe that private labels are good alternative to manufacturer brands.

It is a fact that private labels are cost low as compared to national brands. This led to a consumer perception that private labels are targeted for the poor and the lower middle class. As mentioned above prices of private labels are less as compared to national brands this led to a consumer assumption that private label brand shopping increases during recession or when the economy is low and private label brand shopping decreases when there is an expansion in the economy.

Profitability is measured by the profit generated per square foot. The margin of private labels is directly proportional to the market power the private label it has in the market. The introduction of private label brands leads to higher retail margins.

There is a certain amount of threat that the manufacturer brands have to go through with the presence of private labels in the market. Few steps that can be taken by manufacturers are
- Partner effectively
- Innovate brilliantly
- Fight collectively
- Create coining value propositions

It is also observed that many manufacturer brands become private label producers. They adopt dual strategy or become dedicated private label producers. The reason why they engage in this is the incentive of profitability which private label producers offer. It's like a 'narcotic' and is sustainable in the short run only.

Private labels 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. But Indian retail is extremely attractive for investors and it offers a proposition that can't be seen anywhere else in the world. Only in China and India can retail chains have as many stores as they have in the US. Private labels will have a huge role to play in this. As much as 50 per cent of Indian retail will be occupied by private labels. The question is not whether this will happen, but when? If the government opens up retail, we would see it happen within the next 10 or 15 years. At 50 per cent, they begin to saturate. If they try to occupy more than this, then consumers feel that there aren't enough choices. In countries such as Switzerland and the UK, private labels

Similarly in study by Thiel and Romaniuk (2009) private label brands and national brands differs once private labels have been purchased. Users of private label brands did not see them as being any less trustworthy than national brands. However, non-users of private labels did use trust to discriminate between the two types of brands, and tended to use negative attribute information to categorize the brands into groups. Regardless of experience, however, private labels form a subgroup in consumers' memory, with low price and low quality as

the main drivers of this categorization.

Vahie and Paswan (2006) found that the store atmosphere and store quality positively influence the perception of PLB's quality, whereas, the congruence between national brand and store image (NBSI) has a negative influence on PLB's quality. In comparison, the store quality, store convenience, store price/value, and the congruence between NB and PLB have a positive influence on the affective dimension of the PLB image, whereas, the congruence between NBSI has a negative influence.

Cheng and Wang (2007) attempts to investigate the differences of consumer perceptions on product quality, price, brand leadership and brand personality among national brands, international private labels and local private labels. It aims to use product categories as the moderator of the preceding perceptions. The findings revealed that on the whole national brands were perceived as significantly superior to international private labels, while international private labels were perceived as being superior to local private labels in terms of all perceptions except price perception. The findings also revealed that product categories moderated price and brand personality perceptions across the three brand types, while product categories failed to moderate the effect of the three brands types on quality and brand leadership perceptions. This research represents one of the few pioneer works that empirically investigate the aforementioned issues.

Zielke and Dobbelstein(2007) try to identify factors influencing customers' willingness to purchase new store brands. The paper develops a 3×3 design to investigate the impact of price and quality positioning on the willingness to purchase new store brands in five product groups. A total of 990 respondents completed a questionnaire about store brand perception, aspects of purchasing behavior and willingness to buy. Data are analyzed with analysis of variance and partial least squares. The paper finds that customers' willingness to buy new store brands differs between different product groups. It is lowest for product groups associated with high social risk. Accordingly, premium store brands are preferred for these categories. The influence of price is small and nonlinear. Furthermore, the attitude towards a specific store brand has a large impact on customers' willingness to purchase, while the attitude toward store brands in general is less important. The drivers influencing customers' attitude towards specific store brands depend on the respective product group. The results indicate that price is not the only factor influencing customers' willingness to buy new store brands. Therefore, the results encourage retailers to position store brands also in premium segments, especially for product groups where social acceptance is important. This paper differs from other papers in the literature in that it analyses factors influencing the success of new store brands. Furthermore, it analyzes many different potential influencing factors, namely product group, price and quality positioning, store brand perceptions, attitudes and aspects of purchasing behavior".

The growth of own label brands of products offered by supermarket chains is changing the "rules of the game" when managing fast moving consumer good products (Veloutsou & Moutinho, 2004). A lot is written on the development of these brands and the consumers' behaviour in regions where their use is widely spread, but not in other markets. This paper compared the importance of choice criteria when purchasing own label and national brands and the perceived characteristics of the products carrying store and manufacturer brands in two regions of the European Union where the development of own label brands is at a different stage, Greece and Scotland. The results indicate that own label and manufacturer brands have an overall different positioning; Greeks are less familiar with own label products and assess them somewhat differently than the Scots, while several own label related attributes may be good predictors of the loyalty to the supermarket.

Sheinin and Wagner (2003) says that as sales of store brands increase, retailers are shifting their store branding strategies by raising store brand prices, extending their store brand assortments to high-risk categories, and marketing store brands in high retail image formats. The purpose of the research is to explore the effects of these changes on consumers' judgments of store brands. The conceptual framework is derived from pricing, prospect, and information processing theories. It is tested in two experiments. The study finds that consumers' use of price information varies by decision-making context. In particular, price-based effects for store brands are moderated by the contextual factors of category risk and retail image.

According to Vaidyanathan and Aggarwal (2000), Current research on brand alliances has focused primarily on alliances between two known, national brands. However, there is significant benefit to both parties in an alliance between a national brand and a private brand. Such alliances are gaining importance in the industry but have not been studied by marketers. The basic question explored in this study is whether using a national brand ingredient can benefit a private brand without hurting the national brand. First, a theoretical framework to explain how consumers may react to such an alliance is presented. Next, an experiment was conducted which showed that a private brand with a name brand ingredient was evaluated more positively. However, the evaluation of the national brand was not diminished by this association. Implications and future research directions are discussed.

Sethuraman and Cole (1999) identify some managerially relevant factors that influence the size of the price premium that consumers will pay for national brands over store brands in grocery products. We define price premium as the maximum price consumers will pay for a national brand over a store brand, expressed as

the proportionate price differential between a national brand and a store brand. Overall, perceived quality differential accounts for about 12 percent of the variation in price premiums across consumers and product categories and is the most important variable influencing price premiums.

According to Baltas (1997), understanding the store brand buyer is a central issue for strategic brand management because of the increasing market shares of private label products. He offers an analytical framework and introduces a behavioral approach for understanding what makes consumers more responsive to store products. For the first time, he uses panel data in a choice model which is shown to explain actual behavior successfully. He identifies many important determinants of store brand proneness and yields clear implications for marketing managers of both national and retailer brands

Halstead and Ward (1995) say that "Private label brands may be in danger as a result of recent changes in the marketing strategies used by private label firms. The primary competitive advantage of private label brands, good quality at low prices, may be lost if private label firms continue to modify and expand how their brands are marketed. Specifically, changes in private label brands' advertising, packaging, sales promotion and product improvement strategies indicate that private label brands are moving closer than ever to manufacturer brand status. To the extent that these changes result in higher average retail prices and/or lower gross margins for retailers, the advantages of private brands to both consumers and distributors will diminish, illustrating that the historical "wheel of retailing" hypothesis may be applicable to private label brands. Investigates the aforementioned trends and provides suggestions for manufacturers and retailers for future brand management strategies.

3.1 Objectives
➢ To study the consumer perception of private label branding
➢ To determine the relationship between customer loyalty and private label branding
➢ To analyze the future of private label branding in India.

H1: Consumers will prefer national brands over private label brands
H2: consumer preference over PLB is dependent on the income level of the consumer
H3: The consumer is dependent on tools like word of mouth, advertisement, and promotions etc on the purchase of PLBs.

3.2 Research methodology
Study has been carried out to get the clarity of the objectives by interacting with customers and organized retailers. From the past research study it was observed that certain private label categories are doing extremely well in the market. This initiated the spark to know the growth rate of private labels in certain categories. As uniqueness was seen in certain private labels, it triggered the researcher to make an attempt to understand" the association of key variables driving the customers for store purchase. In response to the same, the above objectives were set for the study.

In the first phase, an exploration of factors driving the customers towards the stores has been studied. In the second phase, the association between the important variables such as quality number of categories, store name as private label name, innovative private labels, promotions and price differential between national brand and private labels on the store loyalty has been studied. The third phase focuses on the contribution of private label in terms of total sales and the growth rate of private labels in prominent sectors such as apparels.

3.4 Statistical tools
Data has been collected through primary and secondary sources as described above. The statistical tools such as correlation, Anova have been used.

3.5 Data Collection
Primary has been collected by a survey method through a structured questionnaire. A customer who comes out of the retail stores were approached for monitoring the questionnaire. Popular retail outlets like Shoppers Stop, Lifestyle, Westside, Pantaloons, were considered for the study .The secondary data was collected through news dailies, magazines, journals and internet

4. Data analysis

4.1 Objective - To study the consumer perception of private label branding: The questionnaire focused on measuring the consumer perception from different angle. There is no one single question to measure it objectively and hence combinations of all questions have been used to measure consumer perception. The calculated mean is 3.18 and standard deviation is 0.21. It is inferred that the consumer perception is neutral to positive although unable to exhibit string agreement toward positive perception.

4.2 Objective - To determine the relationship between customer loyalty and private label branding: The co-relation between "Loyalty for PLB" with "How often do you shop apparels" and "Overall customer loyalty" are cubic and details are as follows:-

Table 1:

Independent parameter	R	R Square	Adjusted R Square	Std. Error of the Estimate
How often do you shop apparels	.333	.111	.093	.435
Overall customer loyalty	.517	.267	.252	.395

Table 2:

Independent parameter	Type	Sum of Squares	Df	Mean Square	F	Sig.
How often do you shop apparels	Regression Residual Total	3.440 27.608 31.048	3 146 149	1.147 .189	6.065	.001[*]
Overall customer loyalty	Regression Residual Total	8.302 22.746 31.048	3 146 149	2.767 .156	17.764	.000[*]

Table 4:

Independent parameter		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
How often do you shop apparels	x x** 2 x** 3 Const	-.210 .269 -.056 3.085	.903 .406 .055 .582	-.522 3.378 -3.004	-.233 .664 -1.025 5.301	.816 .508 .307 .000
Overall customer loyalty	X x** 2 x** 3 Const	2.302 -.620 .054 .514	.555 .190 .020 .501	5.315 -8.802 3.927	4.146 -3.268 2.650 1.027	.000 .001 .009 .306

The graph is shown as follows:-

Fig. 2

Fig.3

From figure 1, it can be observed that shoppers who shop for 1, 2 and 3 times are loyal to private brands. And those who shops more than 3 times are not loyal to private brands. From figure 2, it can be observed that shoppers, who are loyal to any brands in general, are also loyal to private brand like any other brand.

➢ **To analyze the future of private label branding in India**.
    From all these analysis points, the trend is clearly visible that the future of private label branding in India is bright although only those who maintain the loyalty either through quality or price will survive.

4.3 Hypothesis testing:

H1: Consumers will prefer private label brands over national brands

There is no one single question which conveys whether PLB is more preferable over national brand. Hence, the combinations of questions 4, 5, 6, 7, 8 and 11 have been taken. The final combination "Overall preference of

PLB" is having mean 3.13 and SD 0.30. It conveys that there is preference towards PLB although strong preference cannot be derived.

Table 5:

Questions	Mean	SD
4.Recommendation by others lead you to purchase PLB	2.95	1.38
5. Do advertisements persuade you?	3.11	1.01
6. Do PLB's fit in today's society?	3.58	0.93
7. Does peer pressure influence you?	2.55	0.97
8. Are all want's satisfied by plb ?	3.15	1.26
11. Willing to experiment?	3.45	1.35
Overall preference of PLB	3.13	0.30

H2: Consumer preference over PLB is not dependent on the income level of the consumer

The following table shows the one way Anova analysis of consumer preference on the income level of the consumer. The p value is not significance at 5% and hence null hypothesis is accepted and we can infer that consumer preference over PLB is not dependent on the income level of the consumer.

Table 7:

	N	Mean	SD	F	Sig.
<Rs20000	33	3.121	0.3267	1.72	0.165
Rs20000- 40000	6	3.55	0.3391		
Rs40,000-60000	7	3.3	0.4203		
>Rs60000	104	3.164	0.4921		
Total	150	3.177	0.4565		

H3: The consumer is dependent on tools like word of mouth, advertisement, and promotions on the purchase of PLBs

There is no single question which proves or disproves this hypothesis. Hence, the combinations of questions 4 and 5 have been taken for analysis. The final combination "WOM and Advertisement" is having mean 3.03 and SD 0.77. It conveys that the consumer is dependent on tools like word of mouth, advertisement, and promotions on the purchase of PLBs although strong preference cannot be derived.

Table 6:

Questions	Mean	SD
4.Recommendation by others lead you to purchase PLB	2.95	1.38
5. Do advertisements persuade you?	3.11	1.01
Overall preference of PLB	3.13	0.30

4.4 Managerial implication

Normally customers in the market are of two types: the first type of customers give more weightage towards quality and are ready to pay a higher price to get that quality in the product. The second type of customers looks for a reasonable quality product at a reasonably lower price. The latter takes the decision based on the availability of the product and price. The former takes the decision based on national advertisements and brand name. It is more (feasible to rope the second type of customers by introducing substitute products of national brands of reasonable quality at a lower price by retailers. Whereas, the former customer can be attracted by developing premium quality product by the retailer to counter attack the national brand.

Through this study we can suggest retailer what are the different factors which influence consumer to buy particular brand and how retailer can mold consumer to buy private label brands. We can also suggest strategy to increase private labels sale.

5. Conclusion

From the above mentioned literature's we can come to the conclusion that national brands are undertaking efforts to be in level with the increasing market share that the private label brands are capturing. Also various factors are at play when a consumer is purchasing private label brands some of which include atmospherics, personality associated with the brand etc.

The consumer perception is neutral to positive although unable to exhibit string agreement toward positive perception. The shoppers who shop for 1, 2 and 3 times are loyal to private brands. And those who shops more than 3 times are not loyal to private brands. The shoppers, who are loyal to any brands in general, are also loyal to private brand like any other brand. There is preference towards PLB although strong preference

cannot be derived. The one way Anova analysis of consumer preference on the income level of the consumer infers that consumer preference over PLB is not dependent on the income level of the consumer. The consumer is dependent on tools like word of mouth, advertisement, and promotions on the purchase of PLBs although strong preference cannot be derived.

References

Aaker, D.A., &Keller, K.L.(1990). Consumer evaluations of brand extensions. *Journal of Marketing* 54 (1), 27-41.

Ailawadi, K.L.(2001). The retail power-performance conundrum: What have we learned. *Journal of Retailing* 77, 299-318.

Anselmsson, J., & Johansson, U. (2007). Corporate Social Responsibility and the positioning of grocery brands. *International Journal of Retail and Distribution Management*. 35(10), 835‐856.

Baker, J., Grewal, D., Parasuraman, A.,(1994). The influence of store environment on quality and store image. *Journal of the Academy of Marketing Science,* 22 (4), 328-339.

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

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.

Batra, R., Sinha, I.(2000). Consumer-level factors moderating the success of private label brands. *Journal of Retailing* ,72 (2), 175-191.

Bearden, W.O., Etzel, M.J., 1982. Reference group influence on product and brand purchase decisions. *Journal of Consumer Research*,9, 183-194.

Berman, B., Evans, J., & Mathur, M. (2011). *Retail management: A strategic approach* (11th ed.). New Delhi : Pearson Publication

Davies, G. (1998). Retail brands and the theft of identity. *International Journal of Retail and Distribution Management,* 26 (4), 140-146.

Davies, K. (2006) The Boots Group PLC: Rethinking the formula, In: Dawson, J., Larke, R.and Mukoyama, M. (Eds.) *Strategic issues in international retailing ,* London: Routledge.

Kumar, N., &Steenkamp, J. (2009) *Private label strategy: how to meet the store brand challenge*. Boston: Harvard Business School Press.

Levy, M., Weitz, B., & Pandit, A. (2008). *Retailing management* (6th ed.). New Delhi: Tata McGraw-Hill.

Lincoln, K.,&Thomason, L.(2007).*Private label : Turning the retail brand threat into your biggest opportunity*.Boston, Massachusetts:Harverd Business School Press.

Narasimhan, C., & Wilcox, R. (1998). Private labels and the channel relationship: A cross-category analysis. *Journal of Business*, 71(4), 573-600.

Pradhan, S. (2011). *Retailing management: Text & cases* (3rd ed.). New Delhi: Tata McGraw-Hill.

Richardson, P.S., Dick, A.S., & Jain, A.K. (1994). Extrinsic and Intrinsic Cue Effects on Perceptions of Store Brand Quality. *Journal of Marketing*, 58 (4), 28-36.Retrived from EBSCOhost.

Sayman, S., Hoch, S., & Raju, J. (2002). Positioning of store brands. *Marketing Science*, 21(4), 378-397.

Shannon, R., & Mandhachitara, R., (2005). Private label grocery shopping attitude and behaviour: A cross-cultural study. *Brand Management*, 12(6), 461-474.

Sprott, D., & Shimp, T. (2004). Using product sampling to augment the perceived quality of store brands. *Journal of Retailing*, 80(4), 305-315.

Sayman, Serdar. (1998). "Positioning of Store Brands," unpublished doctoral dissertation, The Wharton School, University of Pennsylvania.

Szymanski, D., & Busch, P. (1987). Identifying the generics-prone consumer: A meta-analysis. *Journal of Marketing Research*, 24(4), 425-431.

Tarzijan, J., (2004). Strategic effects of private labels and horizontal integration. *International Review of Retail, Distribution and Consumer Research,* 14(3), 321-335.

Teas, R.K. (1993). Expectations, performance evaluation, and consumers' perceptions of quality. *Journal of Marketing*, 57(4), 18-34.

Taylor,David.(2006).Readability.info.Retrievedfromhttp://www.readability.info/uploadfile.shtml

Whelan, S., & Davies, G. (2006). Profiling Consumers of Own Brands and National Brands. *Journal of Retailing and Consumer Services*, 13(5), 393‐402

Wolinsky, A. (1983, October). Prices as signals of product quality. *Review of Economic Studies*, 50(163), 647-658.

Zeithaml, V.A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22. DOI:10.1057/palgrave.pb.6000057

The IISTE is a pioneer in the Open-Access hosting service and academic event management. The aim of the firm is Accelerating Global Knowledge Sharing.

More information about the firm can be found on the homepage:
http://www.iiste.org

CALL FOR JOURNAL PAPERS

There are more than 30 peer-reviewed academic journals hosted under the hosting platform.

Prospective authors of journals can find the submission instruction on the following page: http://www.iiste.org/journals/   All the journals articles are available online to the readers all over the world without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. Paper version of the journals is also available upon request of readers and authors.

MORE RESOURCES

Book publication information: http://www.iiste.org/book/

Academic conference: http://www.iiste.org/conference/upcoming-conferences-call-for-paper/

IISTE Knowledge Sharing Partners

EBSCO, Index Copernicus, Ulrich's Periodicals Directory, JournalTOCS, PKP Open Archives Harvester, Bielefeld Academic Search Engine, Elektronische Zeitschriftenbibliothek EZB, Open J-Gate, OCLC WorldCat, Universe Digtial Library , NewJour, Google Scholar