

Project Dissertation Report on

**CONSUMER PERCEPTION AND
ATTITUDE TOWARDS THE PRIVATE
LABEL BRANDS**

Submitted By:

Deepika Nautiyal

2K16/MBA/12

Under the Guidance of:

Prof. Rajan Yadav



DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road Delhi 110042

DECLARATION

I, Deepika Nautiyal, student of MBA 2016-2018 at Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042 declare that the Dissertation Report on “Consumer Attitude And Perception Towards The Private Label Brands” has been submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me. The information and data given in the report is authentic to best of my knowledge. This report is not being submitted to any other university for award other Degree, Diploma and Fellowship.

Place:

Deepika Nautiyal

Date:

CERTIFICATE FROM THE INSTITUTE

This is to certify that **Ms. Deepika Nautiyal** student of Master of Business Administration Delhi School of Management, Delhi Technological University, has successfully completed her project under my supervision.

During this period, she worked on the project titled “Consumer Attitude And Perception Towards The Private Label Brands” in partial fulfillment for the award of the degree of Master of Business Administration.

To the best of my knowledge the project work done by the candidate has not been submitted to any university for award of any degree. Her performance and conduct has been good.

Signature of Faculty Guide

Signature of Head of the Department
(DSM)

Date:

(Prof. Rajan Yadav)

ACKNOWLEDGEMENT

I want to express my sincere gratitude to all those who made this project possible. Firstly I am thankful to the staff members and the faculty of Delhi School of Management for providing me with the opportunity of this dissertation study. Secondly I would like to thank my faculty guide Prof. Rajan Yadav for investing his precious time to discuss and criticize this study in depth, and explain the meaning of different concepts and how to think when it comes to problem discussions and theoretical discussions. My sincere thanks goes to my Institute and family, who supported and encouraged me.

Deepika Nautiyal
(2K16/MBA/12)

EXECUTIVE SUMMARY

Private label brands are all set to spoil the party for the national brands since recent times. Top multi brand retailers including shoppers stop, Lifestyle, Reliance trends, Hypercity and the Future value retail ltd plan to aggressively push own brands at par with established ones and the new ones.

Big Bazaar intends to promote its private labels as national brands and license it to other retailers where PLB contribute 20-25% of total sales. In this scenario PLB strategy is being the most preferred one to any retailer to survive in the industry.

This research was started by finding out benefits and possibilities in introducing private labels against national brands. For this, Big Bazaar India's biggest hyper market chain gave me the platform. Right from understanding various contributions made by private brands to various departments and their margins, which were very attractive. Finally through various data collection tools, data was analysed for proper understanding of the problem.

Few well known private brands of Big Bazaar keep showing great result and even competing with the national brands. The survey has been categorized into: apparels, grocery and consumer durables. On this fact plate, recommendations were designed to suit the applicability. Promoting private brands as similar to national brands will give positive results in terms of sales.

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CHAPTER 1: INTRODUCTION

1.1 Industry Profile

Retail Industry

The retail sector is now one of the fastest growing and developing industries in India. The retail industry of India is actually the third largest in the world, which is a good rank. The retail industry comprises of both the organized and unorganized sectors here, although in previous times the retail industry in India was mostly consisting of the unorganized sector only, consisting of mostly the small and medium grocery shops, medicine stores, commonly well known kirana stores in India; paan shop, sabzi mandis and so on similar pattern of small shops .

The retail industry is now gaining more and more popularity and it is also getting organize. The organized sector is largely concentrated in big cities with 90% or more retailing in India falling into the large unorganized sector.

As per the global retail development index of 2017 India has been ranked first in that. Which itself is quite a good achievement for India in the retail sector. Such rankings also help place India at a good position globally. India is basically backed by thr rise in the middle class population figures and an in increase has been seen in the spending of the customers of India. The country is said to have a high market potential as well as low risk in economic terms.

As per a recent finding and report by the famous Boston consulting group India is almost set to become the third largest consumer economy of the world which would be a global achievement.

Retail formats in India:

Format	Description	The Value Proposition
Branded Stores	The showrooms franchised or which are owned by a manufacturer or a producer.	Certified product quality. Complete options available for brand.
Specialty Stores	These pay attention to specific needs of the customers.	More options given to the consumer
Department Stores	Big stores format which hold a wide range of products, categorized into different groups like clothing, house holds, furniture, appliances, etc.	One stop shop solution for vareity of products.
Supermarkets	large self-service type of retail outlets	One stop shop solution which is catering to vareity of consumer needs
Discount Stores	Stores offering good discounts on the retail price , sells high volume of products	Prices are low
Hypermarket	Mostly found in the quieter parts of the city, combines a department store and a super market	Low prices, many choices present, also has cafeterias
Convenience Stores	Small format, self-service format. Generally found in the Crowded urban areas of a city	location is convenient and generally extended Operating hours.

Format	Description	The Value Proposition
Shopping Malls	enclosed with different formats of store retailers, under a single roof.	Mnay shops are adjacent to each other.

Major Retailers in India

Future Group: Headquartered in Mumbai, with more than 450 stores across the country Pantaloons is considered one of the largest retailers in India. It's growing at a good pace and is expected to reach about 30 million sq. ft by the year 2017.

Tata Group: it is one of the largest players in the indian retail industry, Tata group has its subsidiary Trent. Westside and Star India Bazaar both are operated by Trent. The tata group has some known retail ventures like titan industries, landmark and infinity retail also.

AV Birla Group: it is also quite popular in the Indian apparel retailing. Many brands for instance Louis Philippe, Van Heusen and Peter England are extremely popular among the people. It's also investing in other segments of retail. The group has a revenue of approximately US\$ 41 billion in year 2015.

SWOT analysis of retail industry

Strengths– benefit of Great financial banking is one major strength. This actually implies that the retailer has a good amount of capital nad can also apply for loans. The quality of the products that are developed for the cuistomers can also be an advantage for the retailers and they can make use of it. Some more strengths are: increasing number of Indian consumers, increasing in the population in india which is working and the aspiring middle class which has a will to purchase anything in produts and services.

Weakness– for analyzing the weakness of a retail company, it is genuine to look at the following ones. For instance lack of identity of a retailer that is it is not well

known among the public so the image is not so developed, implies weaker brand image, lack of good customer services, this can be major drawback because it is very essential to provide good customer services to keep the consumers happy and satisfied in retail sector also.

Opportunities– there are many opportunities present in this segment, with the government providing more FDI in retails there are good chances of development in the coming future. With the boom in increasing needs of consumers, sophistication in demand there are plenty of chances to grow. Increase in jobs, income level, purchasing power, new innovations and technologies all would work well for the future of retail industry.

Threats– Some of the major threats in the retail industry are that if there is a decline in the consumer needs, pricing competitions with the rivals and competitors that are present, recession, lack in human capital management, underdeveloped culture of shopping and the unorganized retailers.

Challenges that are faced by the Indian retail industry:

- The tax structure of India is such that it favors the smaller retail business
- Increased cost of real estate
- Dissimilarity that is present in the various consumer groups
- Restrictions and rules present in the Foreign Direct Investment
- Very few retail study options are present.

Emerging Trend

The upcoming sectors in retail mostly are food and grocery, electronics, apparel, e-commerce and lifestyle.

Incorporating technology in the organised retail segment has been something that has been considered for the past few years and times. Because with the use of technology better developments can take place in retail. Using laptops and computers for planning and management of merchandise, controlling the costs of inventory and also managing the supplies and replenishments of goods or products done electronically, inside store billing, etc. has drastically changed the face of the product retailing.

Now retail is growing at a fast pace and retailers are coming up with big formats and new formats for beating other competitors. Using strategies for improving store space, pricings, offers, products, merchandize vareity, assortment of products, etc.

Online retail business is considered as the next generation format which has high potential for growth in the coming future. And after the successful execution of running physical stores, retailers are now enetering into the new and exciting domain of e-retailing. The retail industry is all set to test itself on the online channel also by selling of the products and mercahndise through websites and internet. Majorily Food and grocery stores make up the largest section of the retail market in India.

1.2 OrganizationProfile

Big Bazaar of the Future Group

Founder and CEO Mr. Kishore Biyani leads the Future Group, which is one of the largest business houses in India with many businesses across the domain. Future Group group subsidiaries are present in many sectors for instance capital, consumer

finance, insurances, leisure and also entertainment, brand development, retail real estate development, retail media with retail forming the core business activity.

Future Group main aim is actually developing strong insights on the Indian consumers and then building businesses based on Indian ideas and practices, as mentioned in the group's core value which is that of 'Indian ness'.

Big Bazaar

Big Bazaar is an Indian retail store that was founded by Mr Kishore Biyani its parent organisation is the Future group . Big Bazaar operates mainly as a large chain of grocery stores, hypermarkets and discount department stores. Big Bazaar is also the parent chain of Food Bazaar , Fashion at Big Bazaar and eZone where at locations it is present all under a single roof, while it is said to be the sister chain of retail outlets for example the Brand Factory, Home Town, Central, etc.

Founded in 2001, Big Bazaar is one of the oldest and largest hypermarkets chain of India, housing about 250+ stores in over 120 cities and towns across the country. The basic customer segment of big bazaar is mostly the young and working professionals population of the country. It attracts high footfall of customers and provides attractive offers to its customers which also helps to create customer loyalty towards shopping at Big Bazaar.

The stores are designed in such a way at Big bazaar that they look crowded. It is also good in store displays, customer service is provided. Assortment of merchandise present at the stores, pricing mechanisms and locations at high traffic areas generally seen for Big Bazaar. These can be said as some of the strategies that are undertaken by Big bazaar to attain success and a huge customer base in the Indian market currently.

Benefits of Private Label Brand

- 1) Manufacturers' brands have a huge advertising budget built into their costing, a

private labeler is capable of buying those similar products and goods at a lower cost and can eventually sell them at a lower price and also at greater profits.

- 2) Also private labelers have a higher control over the various pricings and can also advantageously display their own brands for maximum impact. For example, a grocery store can quickly reduce the price of its own private-label brand in order to meet or beat a competitor's price. Or the grocery store can create a special point-of-purchase advertising display and/or give its brand predominant shelf space in order to boost sales.
- 3) When compared with similar brands, pricing is mostly low for the private label brands hence the benefit lies here.
- 4) It is the Manufacturers' brands and so it appeals and attracts the many of the bargain-conscious consumers. They do believe that they can get a better deal at private labels on most of the daily use products sold here.

An example of a private-label brand would be a supermarket product bearing a store label with a product's name. As already mentioned, retailers like PLBs because of their potential to increase store loyalty, chain profitability, control over shelf space, bargaining power over manufacturers.

FashionDept	FoodBazaar	Home	Fashion
Denims & T-shirts AFL, DJ & C	Staples PURE & FRESH	Utensils	Depot
Fabrics & Cut pieces AFL	Fruits & Vegetables	Furniture	Luggage carriers
Formal wear KNIGHTHOOD	Ready to cook TT	Electronics KORYO, SENSUI	
Casual wear DJ & C	Non food CM		
Party wear NYX	Species		
Ethnic wear SPUNK	Live kitchen		
Accessories RIA RITU			

1.3 Objective of the Study

Retailers themselves own, merchandise and sell brands under Private labels. These can be further categorized into three main brands as : store brands, store sub-brands and lastly the Umbrella brands. They are also called by other names for instance as the in-store or own brands, since they are owned privately. Private labels are unique to a certain retailer and they can be further divided into a number of segments where on the packaging the name of the retailer name is prominent and evident. They make their presence felt in many of the retail items present in India, which includes apparel, healthcare and furnishings products.

1. Finding out customer understanding of the private labels.
2. Identify the main factors that affect the customers' decision to whether purchase from private label brands in the various product segments: apparels, consumer durables and grocery.
3. Finding out what is the frequency of purchase of the customers of private brands in various segments.
4. Identify mostly commonly known brands of Big Bazaar.
5. To know if customers actively seek for new brands while shopping
6. Understanding private labels benefits and also understands how it can grow in the future.
7. Customer satisfaction level with private label brands.

CHAPTER 2: LITERATURE REVIEW

Abhishek & Koshy Abraham (2008) The distinct gap there is in the stages of quality between that of the private label and that of the national brand has greatly narrowed down; private labels' quality levels are more than ever before and also they are seen to be more consistent and perform without high levels of deviations. A simple way to improve the quality perceptions of private label brands was by using the method of feature differentiation i.e. which means the degree to which products comprise of different forms, various sizes or packaging. Retailers should increase their advertising budgets. Consumer's perception of quality is directly affected by consumers' perception of brands advertising expenditure.

Ailawadi & Keller (2004) analysis that store loyalty improvement could be attributed to facilitation in shopping by enabling customers to buy a single brand across a wide range of product categories. Consumers perceptions evaluated in terms of dimensions of store image, price & promotion, cross-category assortment & within category assortment can help develop strong & unique brand associations in the minds of consumers. They also influence the utilitarian & hedonic benefits that consumers feel they gain from retailers' patronage and then finally the price premium consumers will pay for the the extra amount of effort they will be willing to expend in order to shop the retailer and the retailer generally enjoys the loyalty.

For the various retail formats the relative importance of different image dimensions & of utilitarian versus hedonic utility generally varies , and also for the different consumer segments that exist, and even for the different type of purchase occasions that are present for the same consumer, thereby providing ample opportunity for the many retail brands to differentiate themselves from one another most of the time.

Baidaraj Debjani (2011) explores the changing face of apparel retail in India. Contribution of private labels to global sales is about 17% of retail sales and are growing at a rate of approximately 5% per annum. Private labels are created as the innovators of value and also for the maximization of profits in many premium and high end categories and for customer loyalty.

Retailers prefer private label brands owing to their own potential to increase store loyalty, profitability of the chain, control on the shelf space and bargaining power over the producers or manufacturers. Customers obvious reason for the growing popularity and the growth is the advantage of price over the national brands.

Beneke Justin (2009) has analyzed and understood the consumer perceptions of private label brands in the retail grocery sector of South Africa. There are consumers who are heavy and big purchasers of private label brands might not prove to be much more profitable in the long term when these consumers may be substituting and replacing a more pricey and expensive manufacturer brand with the lesser expensive private label option available.

The benefit of private label is actually the increase in profitability by the saving in the cost and increase in margins, increase towards the loyalty of the store and creation of a distinctive corporate identity there can be, increase in the bargaining leverage with suppliers and the chance to seize the upcoming ventures in the market. The attractive and elegant packaging of the goods serve the consumer needs of self esteem and that of a status. With reference to the factor of price, there can be lower cost of upcoming private label brand goods that act a test marketing in some of their own retail outlets, hence contributing to lower costs in research & development.

The main role of the product packaging is to captivate the attention of the consumer by breaking through the competitive clutter. The main demographic variables that matter were ineffective in determining propensity of an individual to purchase from the various private label brands. The most prominent of all variables was found to be income of the customer, revealing a direct relationship between income of customers and the affinity existing towards the most private label brands.

To create awareness and knowledge , all the retailers need to finalize proper advertising budget focusing on store brands as they are hardly advertised. Customers mainly choose private brands due to their price. There is a link between the income level of customers & choice of private label cola.

Private label colas are more popular in less affluent areas of the country. Premium colas have set up their brand images over the years based on the foundation of high amount of loyalty of the customers, which occupy a very prominent position in the minds of the customers whereas private label colas have negative effect of attitudes & unfavorable perceptions about the factors like for instance price, quality, taste, promotion etc. it proves that there exists general tendencies among customer to avoid them.

CHAPTER 3: RESEARCH METHODOLOGY

Problem definition: With respect to the private labels launched by Big Bazaar, the study is done in order to know the consumer perception towards private label brands and the segments focussed on are: apparels and consumer durables. The level of awareness about these products is also understood via this research.

Research Design: In this descriptive research, the research design is employed to satisfy the objectives

The researcher has no control over the various variable, descriptive research explains the characteristics of a given population which is under the study. Moreover, “while analytical research attempts to establish why it is that way or how it came to be, descriptive research may be characterized as simply the attempt to determine, describe or identify what,”.

An important different feature of a descriptive research in contrast to the other type of research studies that are present is the mere fact that although descriptive research can employ a number of variables just its one variable is required to conduct a descriptive study. The Three essential purposes of using the descriptive research study can be explained as following: describing, followed by explaining and then finally validating the research findings.

Descriptive study is generally closely associated with the observational type of study, but the study is just not limited with the method of collecting the observational data only. Surveys and the case studies both can be specified as popular data collection techniques that are widely used with the descriptive studies.

Main objectives include:

Customers' understanding of the private label brands that are present specifically for Big bazaar. Identifying important factors affecting customers' purchasing decision from private label brands in various different product segments: apparels, consumer durables and grocery. To know customers actively seek for new brands while shopping. Customer satisfaction level with private label brands

Sampling Plan:

- The Target Population: Individuals who are between the age group of 16 to 40 & above chosen as the target population for the study. The people under this age group are mostly the ones who are frequent visitors to Big Bazaar.
- Sampling Procedure: The sampling procedure used in the study is the simple random sampling. It implies that each sample in the population has an equal chance or opportunity to be picked up for the study.
- Sample Size: A sample of 110 customers is taken for this study.

Data Collection:

Data is the information which will be collected from various sources. It concerns with gather accurate information about the problem.

Data collection mode:

Method can be used to collect the relevant data, which are essential for the study : Googleforms.

Google Forms is a tool within Google Drive for creating online survey forms. It is not as feature-rich as other survey forms, but it does support basic data validation, basic skip logic, and a range of question types. Response to surveys are neatly and

automatically collected in Forms, with real time response info and charts. Or, take your data further by viewing it all insheets.

Data analysis: is done by graphs generated through google forms and also spss is used to analyze the importance of factors in 2 segments: apparels and consumer durables.

CHAPTER 4: CASE STUDY

4.1 Introduction to the Case

Private-label brand:

The manufacturers' cost consists of a huge budget of marketing, brand building and mainly advertising, this largely increases their costs. On the other hand a private label brand of a retailer can buy same products at a lesser cost and sell them at higher profits or margins and gain more advantage. They also have a higher control and say in matters of pricing and can increase the display and exposure of their brands in the stores to gain more benefits for themselves. And gain higher customer traffic for their own merchandise.

A retailer's merchandise mix is said to have product variety, depth and breadth.

The research involves identifying the awareness level about the private label brands among customers; consumers' interest in newly launched products and understanding the level of satisfaction by private labelers' products like Big Bazaar.

The factors affecting sales of products is divided into three sections: apparels, consumer durables and grocery. Since grocery is already quite popular at private brands, the factors like price, variety, brand and quality are analyzed for apparels and consumer durables.

4.2 Data Collection Sources

Statistics is a study of dealing with and interpreting large numbers .and not just dealing with one number.

Two ways in which required information can be collected are:

1. Census method or complete enumeration survey
Census method deals with investigation of the entire population. Under this method the data collected for each and every unit of the universe. This method provides more accurate and exact information as no unit is left out.
2. Sampling technique
Sampling is the process of learning about population on the basis of the sample drawn from it. Under his method a small group of the universe is taken out as the representative of the whole mass and the results are drawn. It is the method to make social investigation practicable and easy.

Types of data:

1. Primary data
Primary data is the data that has not been previously published , i.e. the data is derived from a new or original research study and collected at the source, e.g.in marketing primary data can be collected from the first hand users by means of survey or observation.
2. Secondary data
Secondary data is collected by someone other than the user. Common sources of secondary data may be from published records, internet, journals organizational records etc.

The technique used in this study is census method for primary data collection.

Data collection methods:

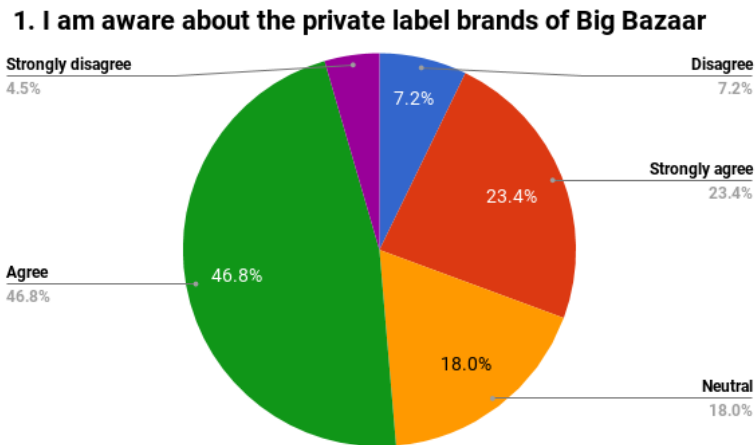
Primary Data: Data from customers

Secondary Data: The data was collected through various websites

Data collected from Indian customers =110

4.3 Data Analysis And Interpretation

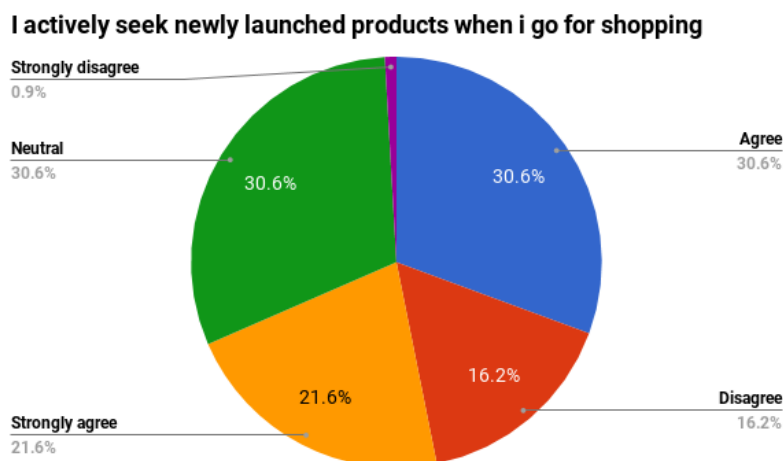
Qus1 I am aware about the private label brands of Big Bazaar



Interpretation:

Majority of customers are aware about the presence of private label brands of Big Bazaar. 46.8% agree and 23.4% strongly agree.

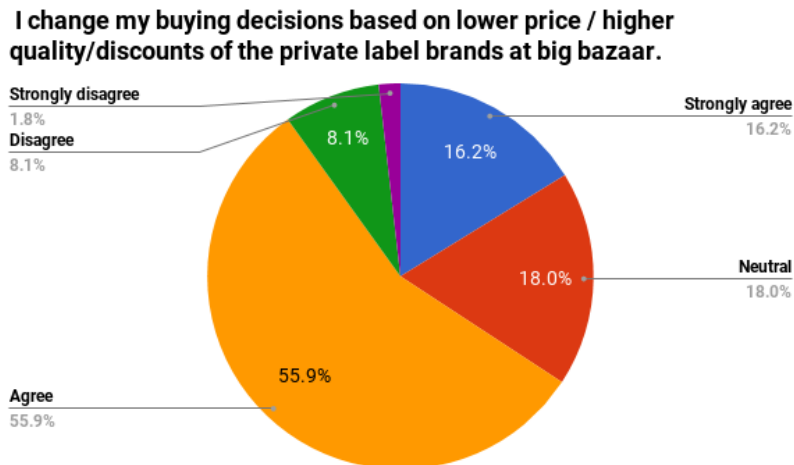
Qus 2. I actively seek newly launched products when I go for shopping.



Interpretation:

30.6% agree and 21.6% strongly agree that they seek for new products in the market. Shows customers are willing to experiment when they go out. Hence retailers do have the opportunity to launch new products

Qus 3. I change my buying decisions based on lower price/higher quality/ discounts of the private label brands at big bazaar.



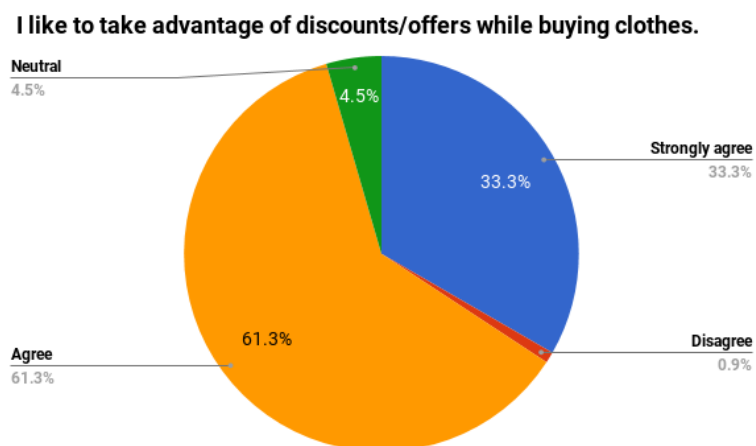
Interpretation:

55.9% consumers agree do change their buying decisions based on lower price and discounts and can be attracted towards offers provided about retailer brands.

APPARELS

Factor: price, brand, variety

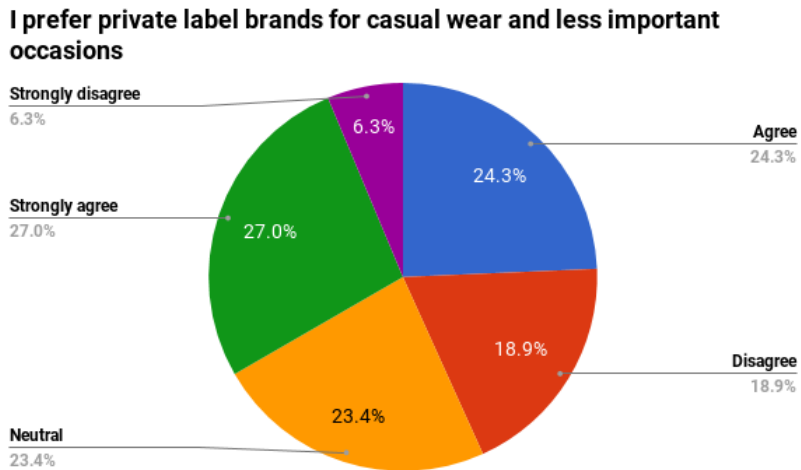
Qus 4 I like to take advantage of discounts/offers while buying clothes.



Interpretation :

Majority of the consumers prefer taking discounts and offers while buying apparels.

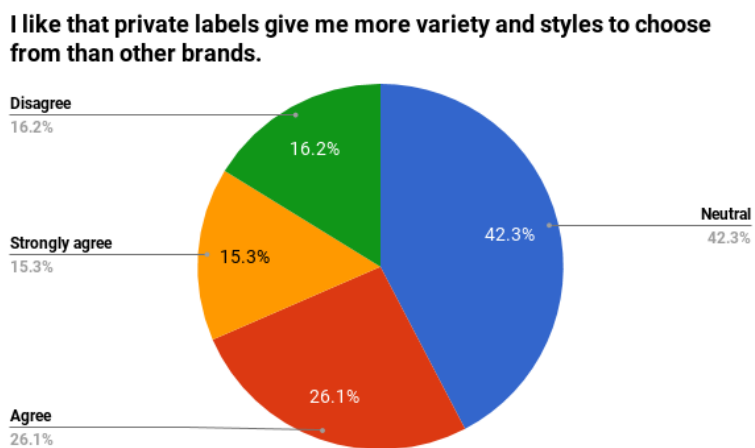
Qus 5. I prefer private label brands for casual and less important occasions.



Interpretation:

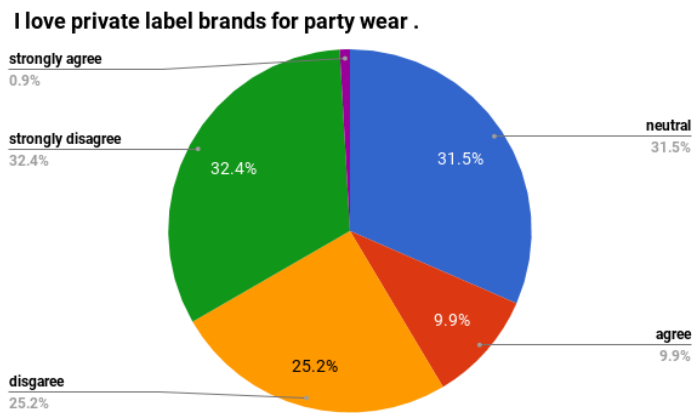
27% strongly agree and 24.3% agree that they prefer buying clothes from private brands for less important occasions. This is a segment where retailers need to focus on developing their brand name by efficient marketing and product quality to gain customer loyalty.

Qus 6. I like that private labels give me more variety and styles to choose from than other brands.



Interpretation: 42.3% consumers are neutral towards the variety in apparels in private label brands. We can interpret that maybe people are not affected seriously by variety in apparels at private label brands

Qus 7. I love private label brands for party wear.



Interpretation: 32.4 % strongly disagree and 25.2 % disagree that they prefer private label for party wear. People maybe brand conscious for clothes and retailers need to work on brand image for this segment.

Regression

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.073	2.330		2.178	.052
Low price	1.435	.277	.814	5.183	.000
brand	.240	.314	.123	.762	.462
variety	-.219	.263	-.129	-.833	.423

Values of beta suggests the influence and stength of independent variables (price, brand, variety) on (dependant variable) sales.

So we can say in apparels for the selected target group the order of importance of factors leading to purchase is: price, brand and variety. i.e. consumers are motivated by low price the most in this case.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.869 ^a	.755	.688	.78667

Adjusted R Square implies that the three variables have 68.8% effect on sales.

Correlation:

Correlations

		price	brand	variety	sales
Low price	Pearson Correlation	1	.288	-.043	.856
brand	Pearson Correlation	.288	1	.238	.327
variety	Pearson Correlation	-.043	.238	1	-.135
sales	Pearson Correlation	.856	.327	-.135	1

Price : positive correlation (.856) , strong relationship between price and sales. It is extremely important while purchasing apparels, low price is preferred

Brand: positive correlation (.327) moderately strong relationship between brand and sales, for purchasing apparels.

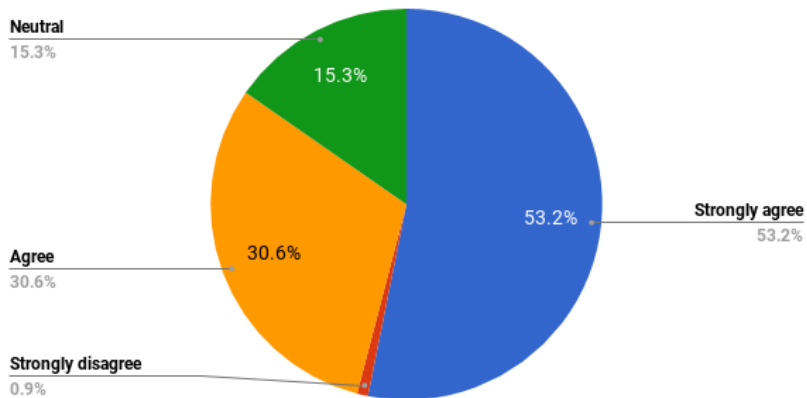
Variety: negative correlation,not a strong or important relationship between variety and sales

(if the value of Pearson’s coefficient r is close to one : This implies that there exists a strong relationship between the two variables. And that the changes in one variable are strongly correlated with changes in the second variable. If Pearson’s coefficient value of r is close to zero: This implies that there is a weak relationship existing between the given two variables. Hence changes in one variable are not actually correlated with changes in the second variable.)

CONSUMER DURABLES

Qus 8. They are expensive products so I should invest in the right brand, be it a national brand.

They are expensive products so I should invest in the right brand, be it a national brand.

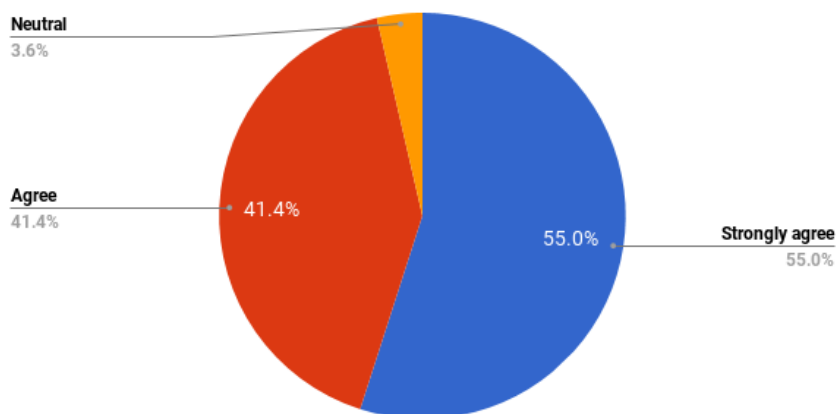


Interpretation :

53.2% consumers strongly agree that they believe in investing the right brand.

Qus 9. The brand reputation and reliability matters when I buy a washing machine, TV, fridge, etc.

The brand reputation and reliability matters when I buy a washing machine, TV, fridge, etc.

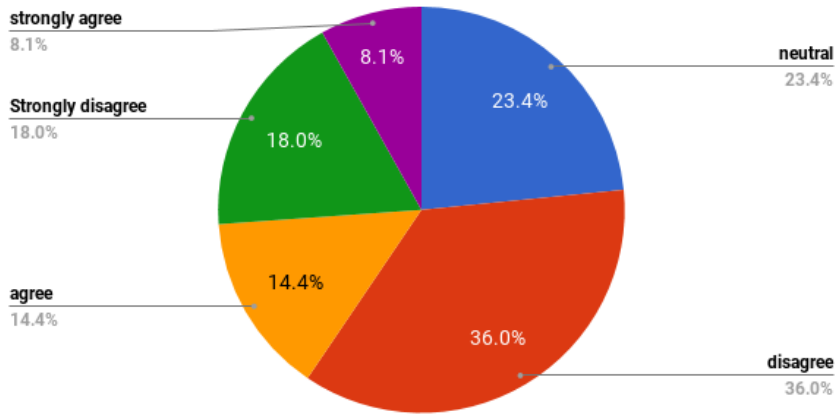


Interpretation :

Brand reputation is important for purchasing consumer durables.

Qus 10. Price is the most important factor while buying a washing machine, TV, fridge, etc.

Price is the most important factor while buying a washing machine, TV, fridge, etc.

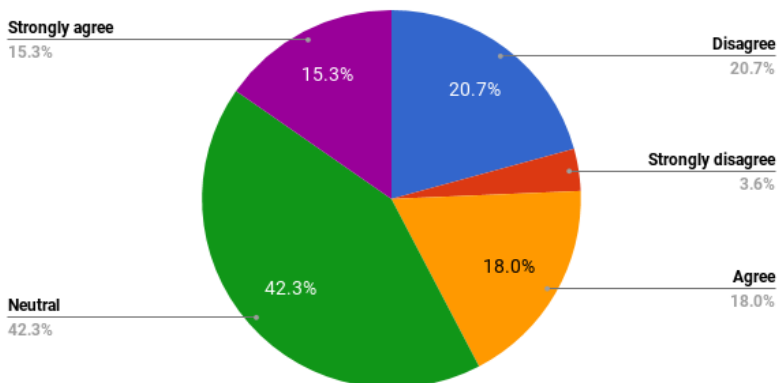


Interpretation :

36% customers disagree and 23.4% customers are neutral to the price while buying a consumer durable product.

Qus 11. I buy consumer durables from private labels because they give me best offers

I buy consumer durables from private labels because they give me best offers .



Interpretation: consumers are mostly neutral towards taking advantage of offers

Regression

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.698	.967		10.029	.000
	Low price	.108	.068	.141	1.576	.143
	Quality	.437	.143	.276	3.045	.011
	Brand	.735	.069	.891	10.595	.000

Dependent Variable: sales

Values of beta suggest the influence and strength of independent variables (price, brand, variety) on (dependant variable) sales.

So we can say in Consumer Durables for the selected target group the order of importance of factors leading to purchase is: brand, quality and low price. I.e. consumers are motivated by brand and quality more in this case.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.962 ^a	.925	.905	.30081

Predictors: (Constant), brand, price, quality

Adjusted R Square implies that the three variables have 90.5% effect on sales.

Correlation

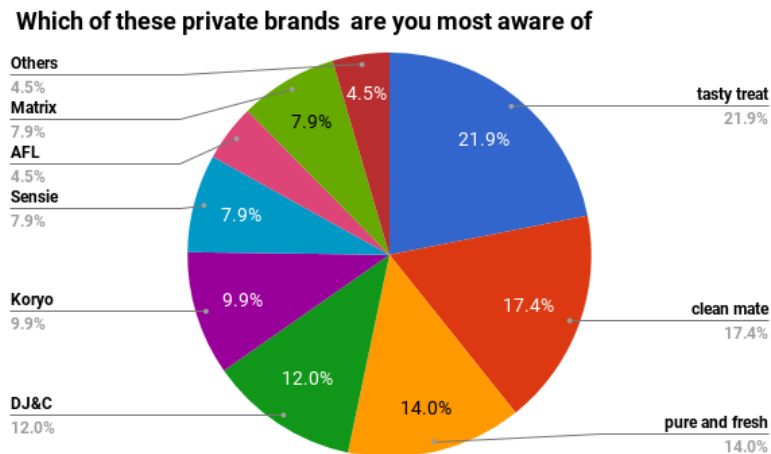
		price	quality	sales	brand
Low price	Pearson Correlation	1	-.392	.076	-.123
quality	Pearson Correlation	-.392	1	.395	.196
sales	Pearson Correlation	.076	.395	1	.928
brand	Pearson Correlation	-.123	.196	.928	1

Low Price : low correlation with sales (.076) , weak relationship exists between price and sales, it is not very important while purchasing . Low price has negligible affect on sales in consumer durables.

Brand: high correlation (.928) strong relationship exists between brand and sales while purchasing consumer durables.

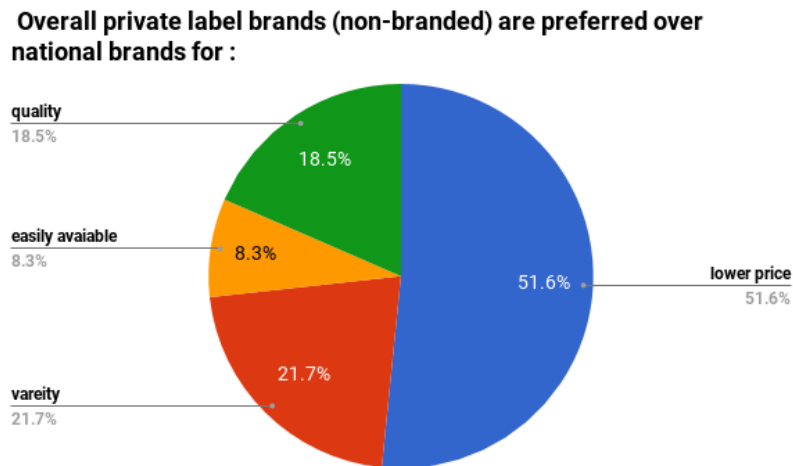
Quality: moderate correlation, important for purchasing

Qus. 12 Which of these private brands are you most aware of?



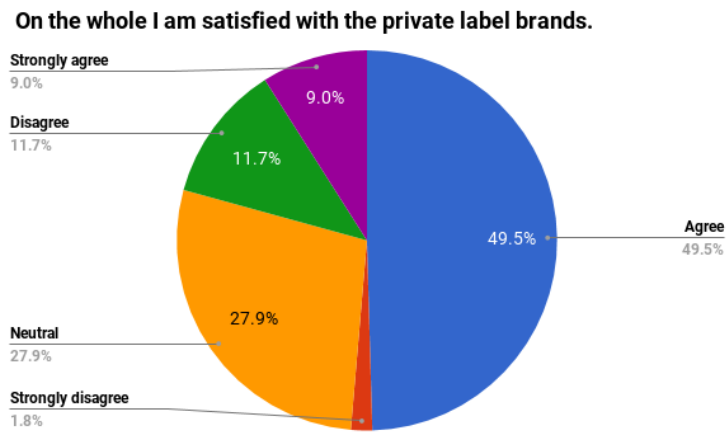
Interpretation : Customers are aware about major brands of Big Bazaar especially clean mate, tasty treat, pure and fresh, koryo and DJ&C.

Qus13. Overall private label brands (non-branded) are preferred over national brands for :



Interpretation : customers are mainly attracted to private labels for low price and variety.

Qus . 14. On the whole I am satisfied with the private label brands.



Interpretation: almost 50% customers agree that they are satisfied with private label brands.

4.4 Findings

- Most of the customers are looking for brand with lower price.
- Majority of the Customers are aware about the existence of private label brands at Big Bazaar. 46.8% agree and 23.4% strongly agree for it.
- Customers seek for newly launched products when they go for shopping, hence newly launched private label products do interest customers.
- For apparels: the important factor influencing the purchase is low price. Brand has a moderate effect.
- For consumer durables: customers give more importance to brand name and quality. Customers wouldn't compromise on brand, Low price is not the essential factor here.
- For apparels: the factors (low price, brand, variety) have 69% effect on sales while in consumer durables factors (low price, brand, quality) have about 90% effect on sales.
- The major known brand of Big Bazaar among customers include tasty treat, clean mate, pure and fresh in grocery. DJ&C in apparels and Koryo in consumer durables.
- Majority of the customers seem to be satisfied with private labels but there is still scope for their expansion and increasing customer satisfaction.

Suggestions:

- Retailers should understand the contribution of their brands in long term strategy.
- Clear understanding of supply side demand side for each category.
- This is the time to create a positive image of private brands for your customer which will lead to stronger brandloyalty.
- Greater freedom with pricing strategy to create own marketing plans.
- Consumer durables in private brand need to be promoted as national brand.
- Maintaining competitive pricing in apparels.
- Advertising in print/digital media is a good medium for promotions so this is the place where customers get aware of newbrands.
- Need more promotional activities to be sensed by the customers frequently.
- DJ & C should concentrate on providing latest models; styles comparative to national brands.

4.5 Limitations To TheStudy

- The customer feedback was collected via questionnaire so the respondents might not always provide the accurate and honestanswer.
- Respondents might not be fully aware of the reasons for choosing an answer if they lack some knowledge or lack of memory on the question asked.
- Certain questions might be interpreted differently by the respondents.
- Subjectivity error that is not acknowledged.

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ANNEXURES

Annexure 1: Questionnaire

Qus.1 Gender

Male

Female

Qus2. Occupation

employee

Business

student

others

Qus3. age group

16-21

22-31

32-40

40 & above

Qus. 4 Income

2-3 lpa

3-5lpa

5-8lpa

More than 8 lpa

Qus 5. I am aware about the private label brands of Big Bazaar

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

Qus6. I actively seek newly launched products when i go for shopping

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

Qus7. I am a brand conscious customer

Strongly disagree

Disagree

Neutral
Agree
Strongly agree

Qus8. I change my buying decisions based on lower price / higher quality/discounts of the private label brands at big bazaar.

Strongly disagree
Disagree
Neutral
Agree
Strongly agree

APPARELS

Qus9. I love it when I can buy clothes at the least price

strongly disagree
disagree
neutral
agree
strongly agree

Qus10. I like to take advantage of discounts/offers while buying clothes.

Strongly disagree
Disagree
Neutral
Agree
Strongly agree

Qus11. I prefer private label brands for casual wear and less important occasions .

Strongly disagree
Disagree
Neutral
Agree
Strongly agree

Qus12. I like that private labels give me more variety and styles to choose from than other brands.

Strongly disagree
Disagree
Neutral
Agree
Strongly agree

Qus13.I love private label brands for party wear .

strongly disagree

disagree

neutral

agree

strongly agree

Qus14. I purchase apparels from private labels .

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

CONSUMER DURABLES

Qus15 .They are expensive products so I get better value for money through private labels .

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

Qus16. They are expensive products so I should invest in the right brand, be it a national brand.

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

Qus17. The brand reputation and reliability matters when I buy a washing machine, TV, fridge, etc.

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

Qus18. Price is the most important factor while buying a washing machine, TV, fridge, etc.

Strongly disagree

disagree

neutral

agree
strongly agree

Qus19. I buy the product which gives me the best after sales service, warranty options.
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

Qus20. I buy consumer durables from private labels because they give me best offer .
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

Qus21. I feel private labels give me better quality in these products.
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

Qus 22. I purchase consumer durables frequently from private labels .
Strongly disagree
Disagree
Neutral
Agree
Strongly agree

Qus23. Which of these private brands are you most aware of
tasty treat
DJ&C
Koryo
Sensei
AFL
Clean mate
Pure & Fresh
Matrix
Others

Qus24. Overall private label brands (non-branded) are preferred over national brands

for :

Lower price

Better quality

More variety

Easily available

Qus25. On the whole I am satisfied with the private label brands.

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

ANNEXURE 2

TABLES

1. Gender

Male	57.7%
Female	42.3%

2. Occupation

Employee	53.2%
Student	36.9%
Business	5.4%
Others	4.5%

3. Age group

16-21	1.8%
22-31	60.4%
32-40	34.2%
40 and above	3.6%

4. Income

3-5 lpa	25.8%
5-8 lpa	45.6%
More than 8 lpa	28.6%

5. Apparels frequently purchased:

Strongly agree	17.6%
Agree	41.2%
Neutral	23.5%
Disagree	11.8%
Strongly disagree	5.9%

6. Consumer durables frequently purchased:

Strongly agree	13.6%
Agree	22.7%
Neutral	40.9%
Disagree	18.2%
Strongly disagree	4.5%