

# **Project Dissertation**

**On**

**“Major Factors Influencing Customer Decision while  
purchasing Private Labels”**

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## CERTIFICATE FROM THE INSTITUTE

This is to certify that the Project dissertation titled '**Major Factors Influencing Consumer's Decision while Purchasing Private Labels**', is a bona fide work carried out by Mr. Kartik Nair, of MBA 2015-17 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

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## DECLARATION

I, Kartik Nair, student of MBA 2015-17, of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42, declare that the Summer Internship report on '**Major Factors Influencing Consumer's Decision while Purchasing Private Labels**', submitted in partial fulfilment 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 the best of my knowledge.

This report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

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Kartik Nair

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## EXECUTIVE SUMMARY

Although India represents one of the lesser developed modern retail markets globally, the story of private label retail has been secular, and holds much significant promise for the future. Moreover, this segment is now at the cusp of a revolution. Lessons from other countries where private labels have done really well indicate that private label growth in a country is likely to accelerate when market share enters a 5%-8% range. Indian private label penetration is nicely placed in this range. Growth potential for private labels is synonymous with the growth of modern retailing and these private label brands have become the margin generators for many retailers. Most of the e-commerce companies which relies on commission from sellers for their revenue had started producing their own private labels for profitability.

This major aim of this project is to understand the factors which influence consumers' decision to buy private label brands. The major consumer factors which have been considered here in this project are Value Consciousness, Price Consciousness and Quality Consciousness. Spearman's Correlation test and Multiple regression analysis is performed on data collected from 154 respondents. Based on the literature study, seven hypotheses were formulated and were validated using the test results. To further broaden the scope of this project we have included store image as a variable to better understand the importance of the various situational factors and in particular how crucial are aspects like service by sales person catering to the customers in these retail shops. The dependent factors considered in this project are intention to purchase, attitude to purchase and purchase of private label brands. The results of this project have ramifications for the private labels in understanding the customers in a better way. It would also help to identify major factors among the three (Value Consciousness, Price Consciousness and Quality Consciousness) which are influential in the buying decision of a customer. The private labels are seen as growth vehicle which can drive the sales because of which many retailers have launched their own labels. Many retail stores have launched a common private label brand to capitalize on the huge opportunities using private labels. The regression analysis helps us to understand the extent to which these factors can be attributed to the buying decision of the customer and the correlations test helps us identify the pattern followed by the factors with respect to each other. All the hypothesis were validated using the test results and were on expected lines except the one based on Quality consciousness which shows the earlier held view of label brands of being a cheaper as well as not as good in quality as name brands alternative. But other factors were positively influencing the purchase of the labels.

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## **1. Introduction**

The retail scenario is developing, in a quick way, as innovation empowers customers to develop an interest in new items with expanded understanding through online business sites and limited time exercises by different retail chains pushing their private labels forcefully. Private Label speaks for a huge open door for retailers to drive margin, separate products, and serve buyers' wide and evolving tastes. In a situation where the financial wellbeing of a nation remains a central issue, private brands assume a critical part to keep up a balance regarding quality and value of merchandise and items. In European nations, private labels have a value share of 36.7% and 47.1% of unit deals. Late patterns suggest a nonstop development in the private label brands. For most retailers, 20-30 percent of general deals originated from private labels. Customer durables, staples and home care fragments are driving the private labels. Be that as it may, in India, exceptional styles, good quality and open costs, all work for private brands. Advertisers and retailers additionally feel it the pricing, which is lower than national brands, is a major preferred standpoint for private mark products. Other than these driving components, acknowledgment among buyers and rising inflation has supported the interest of private brands. Excitement, popularity and openings are the key strengths driving the private labels in India.

The business of private names in India has seen a sharp upward slope with offline and also online retailers drawing in assets to reinforce their development. There has additionally been a community exertion in this space with retailers stocking private mark brands of industry contenders at their stores. The matter of private names in India has seen a sharp upward grade with disconnected and additionally online retailers drawing in assets to reinforce their development. There has likewise been a community oriented exertion in this space with retailers stocking private label brands of industry contenders at their stores.

In the previous two decades, private label brands have demonstrated a major increment which has impacted customers' shopping and buy practices everywhere throughout the world and furthermore empowered private labels to wind up noticeably aggressively against brands, created by makers. Today retailers with their private names have entered into practically each and every product, endeavouring to pull in and catch expanding number of buyers and have their piece of the pie expanded too. The developing significance of private mark marks additionally affected producer-retailer connections by expanding and fortifying buying behaviour of retailers. The development of private labels was primarily because of the requirement for shoppers to cut and spare expenses amid the monetary downturn, also because of the extension of huge retailers and due to the advancement of more developed and refined private label brands which cost higher.

Private labels assume real importance in enhancing retailers' benefit, customers' fascination, differentiation strategy and loyalty building limit. These brands have been by and large made and positioned to meet customer price desires, in any case, have plainly advanced for the duration of the time. A large portion of private now offers more inventive, high calibre and fragmented products which have a tendency to end up being like name brands.

Past researchers have recognised many variables driving purchaser excitement to buy private brand products, which includes socio-demographic factor. They also consider buying of private brands is mostly affected by shoppers' demeanours towards private brands items and their mental and behavioural associates. Also, it is as of now decided that shoppers' penchant for buying private labels brands rely upon certain buyer distinction factors, and certain purchaser observations and in addition the level of customer learning about the item class (Richardson et al., 1996). Clients' encounters with the retailer also significantly assume huge part on buying private brands too, which incorporates in itself store condition, format, perceived picture of the retailer.

## 2. Objectives

The objectives of the project are:

- To execute literature analysis consumers' personal characteristics – price consciousness, quality consciousness, value consciousness, influence on attitude towards private label brands; store image's influence to buy private names; demeanours and intention's to buy impact on the purchase of private labels.
- To create theoretical structure and build hypotheses.
- To gather essential information by means of an online survey about components impacting attitude towards private brands, intention's to buy them and purchase of private labels.
- To perform investigations on exact outcome of gathered information utilising SPSS statistical instrument.
- To figure out what impact consumer and store image components have on attitude towards private name brands, intention to buy them and purchase of private marks.
- To look at the private labels regarding store imae, intention to purchase and purchase of private label brands.

### **3. Methodological approach**

This research follows the concept of deductive quantitative research. After investigation of existing writing upon the subject 154 polls were gathered through online survey so as to do the quantitative research. The hypothesis is derived after exhaustive examination of different writing sources upon the significant point, which are statistically tried by Spearman's correlation tests and various regression tests. Various regressions tests were performed so that to look at the quality of impact between dependent indicators on independent factors. The hypothesis comprises of writing survey part which gives a review of existing reviews and different sources covering the idea of private label brands, hypothetical defence of how researched buyer singular attributes and store image impact the state of mind towards private labels, intention to purchase and genuine purchase t of these brands. Procedure some portion of proposal introduces the hypothetical model for research and theories improvement. It likewise clarifies instruments for information acquiring, gives test definition, information gathering and examination techniques. In the exact research part the critical computations and after effects of executed research are talked about hypotheses testing choices and reply to research address.

## 4. Literature review

### 4.1 The concept of private label brand

Discernments about private-label brands are ideal around the globe, however value offers are not correspondingly circulated; they are substantially higher in areas like Europe, North America and Australia. Private-label achievement is most grounded in product driven, high-buy classifications and those where purchasers see little separation. Private-label development ordinarily comes to the detriment of little and average sized brands, while classification pioneers remain moderately protected. Retail union and the extension of the markdown configuration are key drivers for private-label development in created markets. Private label battles to pick up buyer confide in Asia and the Centre East, where buyers are savagely label steadfast. Over the globe, private-label deals and offers are most grounded in product determined, high-buy classes and those where customers see little separation, for example, paper products and a few prescriptions and cures like headache medicine. Be that as it may, the meaning of a product differs enormously over the world. In created markets like the U.S., Europe and Australia, this incorporates products, for example bread and eggs. In India, nonetheless, products incorporated are particularly neighborhood, for example, ghee, rice, and atta flour used to make bread".(Nielsen Worldwide Private labels Report November 2014)

. As rule makers acknowledge delivering private label brands for retailers keeping in mind the end goal to achieve scale economies in their creation and appropriation, use the abundance of limit and increment deals without encountering promoting costs and in addition actualizes value segregation methodology as a result of picture separation between labels marked. Different writing sources utilize diverse names for private label brands, for example, store brands, retailer brands, private label marks or other brands. These all allude to a similar sort of brands – created by retailers. For this review the title of private label brands or private names was been utilized.

Private label brands are portrayed as ordinarily more multi-tactile in nature in contrasting and label brands and generally rely on upon rich purchaser experience to affect their image value. In past circumstances a recognizable crevice as far as quality level was seen between private label and label products. Today this crevice has essentially limited since private label products' quality level is considerably higher than it was some time recently. Private names now have a tendency to be steadier, particularly in product classifications with less product development. This move was impacted additionally by the reality it merchants contracting for private label generation are more watchful about controlling and reviewing the quality and

have their acquirement forms made strides. Private label brands have extended extraordinarily through the classes which have prompted expanding acknowledgment by more customers. The all the more great private label products will show up available, the all the more anxiously customers will pick them over a higher-estimated label brands. Be that as it may, since shoppers still require the certification for product quality, label marks still exist in the business sectors. They are required particularly by those shoppers who don't have room schedule-wise, open door, or capacity to consider elective alternatives at the store.

#### **4.2 Factors influencing purchase private label brands**

In writing found to date a significant number buyers' individual elements are distinguished that relate with private brand inclinations. Belizzi et al. (1981) has executed the early scholastic research through which the purchaser state of mind and reaction to private mark brands were explored and turned out to be lower in quality, glory and dependability than name brands. Additionally, they were observed to be for the most part bought by low-pay family units. In any case, today private names are considered by more buyers what indicates it purchasers perceive different esteems than thing's cost also. Past explores talk about a few variables driving customers' ability to buy private name items.

Baltas et al. (2007) has underlined the significance of socio-statistic elements, for example, family unit pay, the quantity of youngsters in the family unit, sexual orientation, age, and so forth., Burton et al. (1998), later taken after by Jin and Suh (2005), have recognized the significance of psychographic (perceptual) elements, which include factors, for example, esteem cognizance, mindfulness, value quality obstructions, self-savvy customer recognitions, and so on. In addition, the investigation of Baltas et al. (2007) has given confirmation it instruction level and salary both have huge effect on private mark brands inclination suggesting it individuals with more prominent wage and better training are more private names inclined. The review has dismissed the old generalization of private name mark purchaseers being extensive groups of lower financial status.

Moreover, it showed it good assessments of private brand labels as far as quality, value, picture, bundling, and interchanges are emphatically connected with utilization rates of theirs. The most grounded connection is it of value rating, inferring it the quality change of private names is especially powerful in making shopper request recommending it makers can never again expect it private marks are recently modest choices purchased primarily by individuals who can't manage the cost of name brands (Baltas et al., 2007). Later investigation of Martinez and Montaner (2008) has closed it socio-socioeconomics are not sufficiently effective in distinguishing private name mark customers, however the psychographic qualities are significantly more identified with this conduct which affirmed before done review by Jin and Suh (2005). Diallo et al. (2013) highlighted the expanding significance of store picture figure the impression of private name brands of specific retailers. They have accentuated it

because of the expanding nature of private mark items, variables identified with picture must be considered in private name mark buy conduct. In writing found to date a significant number buyers' individual components are distinguished that relate with private label inclinations. The early scholarly research through which the purchaser disposition and reaction to private label brands were examined and turned out to be, lower in quality, distinction and unwavering quality than label brands. In addition, they were observed to be for the most part obtained by low-salary family units. Be that as that may, today private brands are considered by more buyers what indicates that buyers perceive different values than thing's cost also. Past inquires about talk about a few components driving buyers' eagerness to buy private label. Baltas et al. (2007) has stressed the significance of socio-statistic elements, for example, family wage, the quantity of youngsters in the family unit, sexual orientation, age, and so on. In addition, the investigation of Baltas et al. (2007) has given proof that training level and salary both have noteworthy effect on private label brands inclination suggesting that individuals with more prominent pay and better instruction are more private labels inclined. The review has ignored the old generalization of private label purchasers being expansive groups of lower financial status. Moreover, it showed that great assessments of private label brands as far as quality, value, picture, bundling, and interchanges are emphatically connected with utilization rates of theirs. The most grounded relationship is that of value rating, inferring that the quality change of private labels is especially viable in making purchaser request recommending that makers can at no time in the future accept that private labels are recently shoddy choices purchased essentially by individuals who can't manage the cost of label brand. They have stressed that because of the expanding nature of private label items, components identified with picture must be considered in private label purchase conduct and purchase of private label brands (impacted by state of mind towards and intention to buy them).

### **4.3 Independent consumer individual factors**

In writing found to date a significant number buyers' individual elements are distinguished that relate with private label inclinations. Belizzi et al. (1981) has executed the early scholastic research through which the purchaser state of mind and reaction to private label brands were explored and turned out to be lower in quality, glory and dependability than name brands. Additionally, they were observed to be for the most part bought by low-pay family units. In any case, today private names are considered by more buyers what indicates it purchasers perceive different esteems than thing's cost also. Past explores talk about a few variables driving customers' ability to buy private name items. Baltas et al. (2007) has underlined the significance of socio-statistic elements, for example, family unit pay, the quantity of youngsters in the family unit, sexual orientation, age, and so forth., Burton et al. (1998), later taken after by Jin

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#### **4.3.1 Price consciousness**

The lower costs of private label brands with respect to name brands are most every now and again foreseen as real offering point and along these lines value consciousness as a buyer calculate is explored first terms of impact to acquiring of private names. Examine ponders have concluded up it as total extra cash diminished, the offer of private name brands expanded with no adjustment in general level of saw nature of an item. This remembers it the loss of salary shapes consumer acquiring conduct to purchaseing a greater amount of private label brands, which of their cost consciousness increment. In addition, Burton et al. (1998) have likewise recognized it cost is the most essential explanation behind obtaining private names. It is, consumers who have better demeanors towards private name brands are to a great degree cost cognizant basically limiting different calculates label assessments. The investigation of Sinha and Batra (1999) closes it customers are more value cognizant in item classifications in which they see more serious danger of procurement and value shamefulfulness by a name label. Year after similar creators have researched



private name buying conduct crosswise over twelve distinctive item classifications and have shown it cost consciousness specifically expands private label brands buy and is most grounded indicator (Batra and Sinha, 2000). Another examination has noted it value affectability has a positive and huge association with private name inclination (Baltas et al., 2007). This further proposes it private name brands deals development might be because of expanding value consciousness, notwithstanding the quality upgrades it private labels have as of late made (Sinha and Batra, 1999). Private name brands are a decent case where there can be gigantic value contrasts in a few classifications between various brands. Despite the fact that cost may at no time in the future be the essential thought while purchasing private name label, the greater part of private names don't have an exceptional cost. In this manner, it is foreseen it bring down cost will keep on being a critical basic leadership prompt and a variable which builds the normal value utility of private label.

#### **4.3.2 Value consciousness**

Prior area has explored the significance of cost in acquiring private labels. Be that as it may, cost may likewise be foreseen all the more comprehensively. As recognized by the investigation of Burton et al. (1998) consumers likewise may consider the proportion of value gotten to cost paid for a thing, and they are in this manner esteem cognizant. Private name brands have their quality enhanced essentially as of late and more customers acknowledge them conveying great quality yet at the same time a much lower cost. Furthermore, therefore they give a decent incentive to cash paid, contrasted with name brands. Also, there it can be expected that cost is not by any means the only yet rather one of the components which are considered while choosing which item to buy. Early writing recognizes that esteem is characterized by consumers in various routes – for some it is a low value, others see an incentive as the advantages they get from the items they buy or the quality they get for cash they pay, and what they get for what they give (Zeithalm, 1988). Some different definitions show it buyers get an incentive from looking at between their normal advantages of an item and the penances they need to make for those advantages to be guaranteed. Later research additionally finish up it aim to buy a brand is emphatically affected by the apparent fiscal yield, in conjunction with the view of item quality. What's more, along these lines esteem cognizance is an imperative driver of private labels obtaining. To the extent it speaks to the worry for paying low value subject to some quality limitation, it might decide buyers' inclination to depend on signals as the premise of their judgments. Besides, the present rivalry amongst producers and retailers to hold the esteem cognizant portion gives extraordinary importance to the

attention on esteem awareness in examining the impact it prompts have on impression of the hazard inalienable in picking a private labels. It is additionally expected it esteem cognizant customers have the basic thought processes to be a keen customers by amplifying the incentive for cash of their purchases. Both item classifications emphatically affected private labels state of mind and gave more grounded effect than value consciousness.

#### **4.3.3 Quality consciousness**

As said before in this research, quality is another essential variable of settling on the choice to buy private labels brands. Private labels are as yet seen to have bring down quality than labels brands, regardless of the change happening in purchasers' psyche. Nature of an item is, obviously, basic to quality-conscious buyers. Quality consciousness then debilitates buyers from acquiring private labels brands, on the grounds that, such brands are seen to be substandard in the quality. Another explore conveyed a couple of years after the fact finished up it consumer state of mind towards quality clarifies customer decision of private label and when buyers are more delicate to quality than to value, the main time they would pick private labels brand is, whether it is situated as great other option to label item. In this manner the quality-conscious consumers are less disposed to buy a private labels and albeit private labels have an enhancing picture in the label set, quality conscious customers still have negative states of mind towards these brand. Contemplates propose it in spite of private labels brands deals development in the previous decades, these brands still have not picked up a solid quality picture. Despite the fact that observation private labels brands is enhancing throughout the years, quality conscious customers still have negative mentality towards private labels brands, which is one reason to reject them. The distinctions in finishes of different reviews increment the interest of testing the quality awareness idea and state of mind towards private labels brands of value conscious buyers in Indian label set. Store picture discernment

The investigation of Ailawadi and Keller (2011), as referred to by Diallo et al. (2013), has noted it store picture intently identifies with customer seeing somehow retailer's exercises and its image value, and in this manner is it a critical element. Similar creators pass on store picture as consolidated of various traits of a retailer, including shopping condition, administrations gave, item range and grouping, and also stock. As noted by many reviews, store picture can't be changed momentarily once it exists. As it were, customers have a steady observation about a store domain, administrations gave, and nature of items offered by a specific store or store chain. Several

conceptualizations of store picture have been proposed in writing in past research. These conceptualizations have changed after some time, demonstrating the challenges experienced in characterizing the develop. After a profound investigation of existing writing on store picture six measurements have been resolved it cover and underline the regular components over these changed conceptualizations of store picture. The six measurements are worker benefit, item quality, item choice, climate, comfort and costs/esteem.

An exploration of Grewal et al. (1998) has built up the presence of a positive connection between store picture discernment and buy aim, guaranteeing it consumer's goal to buy an item can be affected by the store in which an item is sold well beyond the esteem they see the item itself offers. Those signals are labels being two sorts – extraneous (store picture or item's cost) and inborn (smell or fixings) of an item. Store picture, as an outward signal, can then be as a determinant nature of private labels which additionally shapes obtaining conduct towards it. purchasers put more accentuation on such outward signs as labels, value, bundle, outline or store's personality than then harder-to-process inborn prompts, since they are all the more effectively perceived, incorporated and deciphered. This proposal researches the private labels brands which consumers can specifically identify with specific retailers. store air impacts saw nature of private labels brands. On the off chance that a store situation and appearance is discovered engaging by consumers, store's representatives are dressed suitably, additionally give high administration level, the nature of private labels brands of this store will more probable be ascribed with high caliber. Moreover, the review gave confirm, it buyer's demeanor towards private labels brands and view of private labels quality are impacted by store picture measurements, for example, store air and quality.

#### **4.4 Dependent factors**

##### **4.4.1 Attitude towards private labels and intention to purchase them**

This sub-section in a matter of seconds examines shoppers' attitude towards private label brands and goal to buy them. Both of these elements are subject to each other and furthermore vital for genuine buy conduct of private labels. All the more particularly, attitude towards private labels encourage in this proposition is researched as impacted by before examined purchaser components – value cognizance, esteem awareness, quality cognizance.. The aim to buy private labels is surveyed as to its association with store picture and mentality towards private label brands. A concentrate of this review is on customer's states of mind towards private labels and

aim to buy them all in all instead of in a specific item classification.

#### **4.4.2 Attitude towards private labels**

A mentality itself is usually comprehended as an arrangement of convictions, encounters, and emotions, which shape one's propensity to carry on in a provided guidance and way. Taking after this comprehension, the investigation of Burton et al. (1998) portrays a mentality towards private label brands being seen as an inclination to respond in either an ideal or ominous path because of products, buy or oneself assessments, corresponded with private name products or emphatically affecting the purchase private label. On a general level, inspirational disposition towards a question goes about as a noteworthy precursor of one's aim to carry on absolutely – for a situation of this review – to expect purchase ing private labels. Measuring of this mentality towards these brands are valuable since it enables retailers and products supervisors to perceive how states of mind change over timeframe, as opposed to depend on deals data. Customers may have uplifting demeanor towards private labels due their eagerness to pay least costs (i.e., value awareness), or because of them needing to get the most extreme proportion of value gotten to the cost paid (i.e., esteem cognizance), or have negative state of mind since they see it bring down cost is a label of poor or substandard nature of products (i.e., quality cognizance). As of now talked about before in this review, private name brands have confronted negative assessments as far as mentality towards them, for example, low quality products built for low-wage buyers and seen to be as shabby choices for name brands. The paper by Huang and Huddleston (2009) decides it this negative state of mind is changing as retailers grow their private label arrangements and dispatch higher quality and esteem productss, which additionally prompts customers creating more grounded inclinations and more great mentalities towards them in most products classes.

A disposition itself is generally comprehended as an arrangement of convictions, encounters, and sentiments, which shape one's inclination to act in a provided guidance and way. Taking after this comprehension, the investigation of Burton et al. (1998) portrays a state of mind towards private label brands being seen as an inclination to respond in either an ideal or horrible path because of products, buy or oneself assessments, corresponded with private name products or decidedly affecting the purchase private label. On a general level, inspirational state of mind towards a protest goes about as a noteworthy forerunner of one's goal to carry on positively – for a situation of this review – to plan purchasing private label. Measuring of this disposition towards these brands are gainful since it enables retailers and products directors to perceive how states of mind change over timeframe, instead of depend on

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#### **4.4.3 Intention to purchase private label brands**

Marketing managers much of the time utilize information on the aim to buy an item when settling on key choices about recently propelling and existing private label product in the market. An expectation to purchase a product as a rule is identified with buyer's penchant to purchase this items or a brand later on and don't change to some other brands. Shoppers may expect to buy a specific private label brand since they see the brand offers the correct value quality connection or different advantages, for example, a great value picture. In this regard, intention to buy private marks would lead straightforwardly to purchase of those brands. In any case, expectation to buy private brands is a projection later on, while purchase of those brands is an activity. Basically, all else being equivalent, customer's intention to buy private labels may impact the purchase of them.

## 5. Research Problem

Considering the importance of the private label brands, retailers need to know the qualities of the purchase of this kind of products. A more exhaustive learning of customers more inclined private label marks doubtlessly add to enhancing of brand position in the market. As noted before in this postulation private label brands are demonstrating a quick increment in worldwide markets and in addition in India and thusly the scholarly and business enthusiasm for this sort of brands has been quickly expanding as of late too . Private labels keeps on developing as retailers turn out to be more complex advertisers and keep on building on the energy of private labels by offering all the more excellent products Therefore label brands proprietors and makers see private label marks as developing focused risk in the commercial center and in this way it is basic that organizations comprehend the requirements and activities of their clients. There are many impacts behind purchasers' choices of picking one brand over another. With the goal for brands to remain focused in the market, both retailers and producers need to comprehend the key variables driving shoppers' choice to buy some brand. In this way the investigation of these principle components benefits both retailers and label brands proprietors. Initially, furnishing retailers with better information of how extend their higher edge private brands deals. Furthermore, allow the producers of label brands with a superior comprehension of how to battle the expanding development of private labels crosswise over various classes. To finish up, the customer and store image variables impact on buy of private labels are not generally researched in Indian market and brand managers of both private and label brands need comprehension of which parts of their brands to stress so as to catch more shoppers and by this expansion their offers in the market.

## 6. Hypotheses development

This research means to test the accompanying hypothesis which were developed in the wake of breaking down existing sources in writing and contemplating the key discoveries. The model proposes seven hypothesis which are tried in the accompanying observational research some portion of a research.

The primary hypothesis is built considering value consciousness as purchaser elements and its connection with demeanor towards private mark brands. Cost cognizant customers concentrate solely on paying low costs of acquiring items and because of retailers' private label brand's having lower costs than name brands, cost conscious purchasers will have an inspirational state of mind towards them and they will be more private label brand inclined. Past reviews have likewise proposed value consciousness being a most grounded indicator for better state of mind towards private label brand's. Accordingly it is proposed that:

**H1. Price consciousness will positively influence attitude towards private label brand.**

The second hypothesis endeavors to test the connection between the value consciousness and attitude towards private label brand's. As noted in writings, private label brand's have accomplished incredible quality change as of late and more buyers acknowledge them conveying great quality yet a much lower cost, thus great valuer, contrasted with name brands. Past research distinguishes that the goal to purchase a brand is unequivocally affected by money sacrifice, seen by customer together with the apparent nature of a product (Jin and Suh, 2005) and value awareness is a critical driver of private label brand's buying. Considering this the proposed hypothesis is:

**H2. Value consciousness has a positive influence on attitude towards private label brand's.**

The accompanying hypothesis covers the impacts of quality consciousness on attitude towards private label brand's. Quality-concerned purchasers are more averse to pick private label brand's since this sort of brands are as yet seen to convey mediocre quality. In spite of the fact that private label brand's have an enhancing picture in the market, quality cognizant purchasers would at present have negative demeanor towards it..

**H3. Quality consciousness positively influences the attitude towards private label brand's.**

The fourth hypothesis includes the store image figure as the impacting energy to the intention to buy private label brand's. In literature this element has been generally given as an extraneous prompt, which fills in as surrogate marker of quality to purchasers. In this way store image recognition is as an indicator of private label brand's view on quality and

motivating conduct to buy private label brand's. Also, in this manner it is suggested that:

**H4. Better consumer perception of store image will positively influence intention to purchase private label brand's.**

Buyer attitudes toward private label brand's were regularly negative when this sort of brands' offers begun. This disposition is presently enhancing as retailers are presenting new higher esteem included private label brand items. Enhanced nature of private label brand items has lead buyers to create more grounded inclinations for private label brand's in most product classifications. Considering this, the accompanying hypothesis is developed along these lines.

**H5. Better attitude towards private label brand's will positively influence intention to purchase private label brand's.**

**H6. Better attitude towards private label brand's brands will positively influence purchase of private label brand's.**

The last hypothesis of this research activity looks to test compelling connection between the purchase expectation of private label brand's and the genuine buying pattern of private label brand's. Intention to buy is credited to purchaser inclination to purchase the brand later on and not considering changing to different brands (Wu et al., 2011). Purchase intention has been broadly portrayed in writing as an indicator of consequent purchasing activity and the idea was observed to be unequivocally connected with normal conduct. In this regard this it is proposed that.

**H7. Intention to purchase private label brand's will positively influence purchase of private label brand's**



## **7. Methodology**

### **7.1 Theoretical framework**

Keeping in mind the end intention to decide the connection of buyer individual qualities components with demeanor towards private labels brands, store image's impact on attitude to buy private labels, mentality's connection with intention to buy private label brands and intention's to purchase with the purchase of private label the reasonable model was built. The exploration show recognizing six buyers (price consciousness, value consciousness, , quality consciousness) elements which impact the mentality towards private labels brands and store image affecting intention to buy them. Demonstrate envisions it demeanor towards private labels will influence the expectation to buy them, which therefore will affect real buy conduct of private label brands. Through out the study private label brands have been referred to as private label brand's.

### **7.2 Data collection and sample**

The specimen frame it is utilized for the research is non-probability convenience sampling. This examining strategy has been picked considering of the exploration plausibility opportunities: the absence of general extension qualities and restrictions of talking in the stores. Accordingly, respondents of the research just barely mirror the general circumstance of the purchaser and store image variables affecting the state of mind towards private label brand's, intention to purchase private label brand's and purchase of private label brand's of significant Indian retailers. The essential information for research is gathered through online study utilizing self-regulated survey. This looking over strategy has been picked considering its accommodation and additionally time and monetary advantages web based fielding gives. The survey utilized for this examination is mysterious, which comprises of shut end sort inquiries with conceivable reaction choices gave. All reaction choices are built utilizing five-point Likert scale, which gives plausibility to express respondent's level of concurrence with a better articulation. This sort of addressing was picked in view of its reasonableness for research analysis and further utilize.

### **7.3 Research Design**

A quantitative correlational overview research is led for this study. "The hypotheses were developed in the wake of breaking down existing literature sources and hence a deductive research technique applies for this review. The quantitative research strategy is picked because of quantitative information gathering technique permitting

testing hypothesis gotten from hypotheses which additionally empower the examination of correlational connections between factors. This exploration intends to decide the impact of shopper components – vprice consciousness, quality consciousness, value consciousness, on attitude towards private label brand's and store image influence on intention to buy private label brand's. Basically, regardless of whether the connections of those components exist and how solid they can be clarified by proposed hypothetical model. Quantitative kind of research includes numerical assessments of factors and endeavors to look for continuous reactions into specific inquiries keeping in mind the end goal to test the acknowledgment of dismissal of developed hypothesis. When utilizing shut end inquiries in quantitative sort of an examination it is guaranteed all reactions are institutionalized and defilement of them is stayed away from. In addition, in most ideal situation, picked quantitative technique for research empowers hypothesis of the key discoveries to general populace which depend on the examination aftereffects of research test. In this examination outline the causal strategy is utilized as it incorporates connections examination among factors while utilizing correlation and regression analysis.

#### **7.4 Data analysis methods**

When all essential research information were gathered by means of online questionnaire, the appropriate responses were sent out to SPSS statistical too for examination keeping in mind the end goal to test the hypotheses which will be either affirmed or rejected. It is imperative, that information would not contain any mistakes or missing values. It was obliged by online survey that answers for all inquiries must be given with a specific end goal to present the reactions.

The exact research analysis gives the overview of respondents outlined and classified as per demog variables. This gives the perspective of how illustrative respondents test is. The speculations are inspected and tried utilizing Spearman's correlation test, multiple regression models for distinguishing the qualities of impactss. Empirical Research Results.The taking after piece of the postulation – experimental research comes about – gives the most huge counts performed utilizing gathered essential information gathered through online survey. It likewise outlines the examination procedure and factual measures utilized for results' elucidation which additionally prompts noting how buyer singular qualities and store picture calculate impact the disposition towards, intention to purchase and purchase of private label brand's of significant Indian retailers. Keeping in mind the end goal to answer this question, seven hypotheses were developed which are tried and the outcomes are given further in this research. Altogether the 154 reactions were

gathered and every one of the reactions were utilized as a component of investigation.

## 8. Demographic variables analysis

The questionnaires were responded more by male than by female. Female consists 35.7% (55 responses) while male respondents were 64.3% (99 responses).

Table 1.1 Demographic variables analysis (Gender)

<b>Gender</b>				
	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Female</b>	<b>55</b>	<b>35.7</b>	<b>35.7</b>	<b>35.7</b>
<b>Valid Male</b>	<b>99</b>	<b>64.3</b>	<b>64.3</b>	<b>100.0</b>
<b>Total</b>	<b>154</b>	<b>100.0</b>	<b>100.0</b>	

Table 1.2 Demographic variables analysis (Age)

<b>Age</b>				
	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid 21.00</b>	<b>3</b>	<b>1.9</b>	<b>1.9</b>	<b>1.9</b>
<b>22.00</b>	<b>5</b>	<b>3.2</b>	<b>3.2</b>	<b>5.2</b>
<b>23.00</b>	<b>31</b>	<b>20.1</b>	<b>20.1</b>	<b>25.3</b>
<b>24.00</b>	<b>28</b>	<b>18.2</b>	<b>18.2</b>	<b>43.5</b>
<b>25.00</b>	<b>30</b>	<b>19.5</b>	<b>19.5</b>	<b>63.0</b>
<b>26.00</b>	<b>44</b>	<b>28.6</b>	<b>28.6</b>	<b>91.6</b>
<b>27.00</b>	<b>8</b>	<b>5.2</b>	<b>5.2</b>	<b>96.8</b>
<b>28.00</b>	<b>4</b>	<b>2.6</b>	<b>2.6</b>	<b>99.4</b>
<b>29.00</b>	<b>1</b>	<b>.6</b>	<b>.6</b>	<b>100.0</b>
<b>Total</b>	<b>154</b>	<b>100.0</b>	<b>100.0</b>	

Age wise, all respondents of the online questionnaire are between 21 and 29 years old. As provided in Table 15, the majority of respondents are having an age of 26 years (28.6%). The second biggest respondents' category is of 23 year old (20.1%). All the respondents belong to the below 30 age group and most of them are part of 23-26 age group category.

## 9. Descriptive Statistics

Before starting the hypotheses testing and regression analysis the short summary of descriptive statistics is provided in Table 11, which identifies the basic characteristics of data and summary of measurements. It can be noted it respondents have strongest pattern for value consciousness and has the highest mean.

Table 2 Descriptive statistics

		Price Consciousness	Quality Consciousness	Value Consciousness	Store Image	Attitude Towards Private labels	Intention to purchase private labels	Private labels purchase
<b>N</b>	<b>Valid</b>	154	154	154	154	154	154	154
	<b>Missing</b>	0	0	0	0	0	0	0
	<b>Mean</b>	2.4123	2.4253	2.5368	2.4558	2.7182	2.8442	2.9221
	<b>Median</b>	2.0000	2.5000	2.3333	2.2000	2.6000	3.0000	3.0000
	<b>Mode</b>	1.50	1.00	2.33	1.60	2.40	3.00	3.00
	<b>Std. Deviation</b>	1.09684	1.09333	1.16927	1.0789	.85302	.80950	.97298

### 9.1 Correlational analysis: Relationship between variables

Spearman's correlation test was performed in order to determine the existence of the relationship between attitude towards private label brand's and independent consumer variables – price consciousness, quality consciousness, value consciousness. The relationship was assessed using Spearman's rank correlation coefficient, since this correlation method is better for data it is not normally distributed.

#### 9.1.1 Relationship between price consciousness and attitude towards private label brand's

While evaluating the relationship between the two variables – price consciousness and attitude towards private label brand, the Spearman's coefficient of 0.267 ( $p=0.000<0.01$ ) was calculated which shows it there is a relationship among price consciousness and attitude towards private label brand and H1 can be confirmed. Calculation provided in Table 5.

Table 3 Correlation between quality consciousness and attitude towards private label brand

<b>Correlations</b>			<b>Quality conscious ness</b>	<b>Attitude towards private labels</b>
<b>Spearman's rho</b>	<b>Quality consciousness</b>	<b>Correlation Coefficient</b>	<b>1.000</b>	<b>.246**</b>
		<b>Sig. (1-tailed)</b>	<b>.</b>	<b>.001</b>
		<b>N</b>	<b>154</b>	<b>154</b>
	<b>Attitude towards private labels</b>	<b>Correlation Coefficient</b>	<b>.246**</b>	<b>1.000</b>
		<b>Sig. (1-tailed)</b>	<b>.001</b>	<b>.</b>
		<b>N</b>	<b>154</b>	<b>154</b>

\*\* . Correlation is significant at the 0.01 level (1-tailed).

#### **9.1.4 Relationship between store image and intention to purchase private label brand**

While testing the influence of store image on intention to purchase private label brand's, the Spearman's coefficient was calculated as 0.398 ( $p=0.000 < 0.01$ ), which identifies it there is a positive relationship between store image and intention to purchase private label brand's, and thus H4 predicting it there will be a positive relationship between these two variables cannot be rejected.

Table 4 Correlation between store image and attitude towards private label brand's

<b>Correlations</b>			<b>Store image</b>	<b>Attitude towards private labels</b>
<b>Spearman's rho</b>	<b>Store image</b>	<b>Correlation Coefficient</b>	<b>1.000</b>	<b>.398**</b>
		<b>Sig. (1-tailed)</b>	<b>.</b>	<b>.000</b>
		<b>N</b>	<b>154</b>	<b>154</b>
	<b>Attitude towards private labels</b>	<b>Correlation Coefficient</b>	<b>.398**</b>	<b>1.000</b>
		<b>Sig. (1-tailed)</b>	<b>.000</b>	<b>.</b>
		<b>N</b>	<b>154</b>	<b>154</b>

\*\* . Correlation is significant at the 0.01 level (1-tailed).

### 9.1.5 Relationship between intention to purchase private label brand's and attitude towards private label brand's

In determining the presence relationship between dependent variables – intention to purchase private label brand's and attitude towards private label brand's, the Spearman's coefficient of 0.630 ( $p=0.000<0.05$ ) was calculated which shows it there is a strong positive relationship between attitude towards private label brand's and intention to purchase private label brand's (since  $0.630>0.01$ ), therefore H5 with assumption of positive relationship between these two variables can be confirmed.

Calculation provided in Table 7.

Table 5 Correlation between attitude towards private label brand and intention to purchase private label brand's

<b>Correlations</b>			<b>Attitude towards private labels</b>	<b>Intention to purchase private labels</b>
<b>Spearman's rho</b>	<b>Intention to purchase private labels</b>	<b>Correlation Coefficient</b>	1.000	.630**
		<b>Sig. (1-tailed)</b>	.	.000
		<b>N</b>	154	154
	<b>Attitude towards private labels</b>	<b>Correlation Coefficient</b>	.630**	1.000
		<b>Sig. (1-tailed)</b>	.000	.
		<b>N</b>	154	154

\*\* . Correlation is significant at the 0.01 level (1-tailed).

### 9.1.6 Relationship between purchase of private label brand's and attitude towards private label brand's

While testing the existence relationship between dependent variables – purchase of private label brand's and attitude towards private label brand's, the Spearman's coefficient of 0.485 ( $p=0.000<0.01$ ) was calculated indicating it there is a positive relationship between attitude towards private label brand's and purchase of private label brand's. It enables H6 with assumption of positive relationship between these two variables to be confirmed. Calculation provided in Table 8.

Table 6 Correlation between attitude towards private label brand and purchase of private label brand's

<b>Correlations</b>			<b>Private labels purchase</b>	<b>Attitude towards private labels</b>
<b>Spearman's rho</b>	<b>Private labels purchase</b>	<b>Correlation Coefficient</b>	<b>1.000</b>	<b>.485**</b>
		<b>Sig. (1-tailed)</b>	<b>.</b>	<b>.000</b>
		<b>N</b>	<b>154</b>	<b>154</b>
	<b>Attitude towards private labels</b>	<b>Correlation Coefficient</b>	<b>.485**</b>	<b>1.000</b>
		<b>Sig. (1-tailed)</b>	<b>.000</b>	<b>.</b>
		<b>N</b>	<b>154</b>	<b>154</b>

\*\* . Correlation is significant at the 0.01 level (1-tailed).

### 9.1.7 Relationship between intention to purchase private label brand's and purchase of private label brand's

In determining the relationship between dependent variables – purchase of private label brand's and intention to purchase private label brand's, the Spearman's coefficient is 0.886 ( $p=0.000<0.01$ ) providing evidence it there is a strong positive relationship between intention to purchase private label brand's and purchase of private label brand's. Considering this correlation test's results, H7 can be confirmed. Calculation provided in Table 21.

Table 7 Correlation between intention to purchase private label brand's and purchase of private label brand's

<b>Correlations</b>			<b>Intention to purchase private labels</b>	<b>Private labels purchase</b>
<b>Spearman's rho</b>	<b>Intention to purchase private labels</b>	<b>Correlation Coefficient</b>	<b>1.000</b>	<b>.886**</b>
		<b>Sig. (1-tailed)</b>	<b>.</b>	<b>.000</b>
		<b>N</b>	<b>154</b>	<b>154</b>
	<b>Private labels purchase</b>	<b>Correlation Coefficient</b>	<b>.886**</b>	<b>1.000</b>
		<b>Sig. (1-tailed)</b>	<b>.000</b>	<b>.</b>
		<b>N</b>	<b>154</b>	<b>154</b>

\*\* . Correlation is significant at the 0.01 level (1-tailed).



## **10. Hypotheses testing: Multiple Regressions**

After determining the correlational relationships between independent (price consciousness, value consciousness, quality consciousness, store image) and dependent (attitude towards private label brand's, intention to purchase private label brand's, purchase of private label brand's) variables, the strength of influences are tested using multiple regression analyses.

First regression analysis is carried out to determine the strength of influence between independent consumer variables – price consciousness, quality consciousness, value consciousness and dependent variable – attitude towards private label brand's. Second regression analysis is implemented to examine influence of two variables – intention to purchase private label brand's and attitude towards private label brand's – on purchase of private label brand's variable. The third regression analysis seeks to measure the influence of attitude towards private label brand's on intention to purchase private label brand's. The fourth one examines the impact of store image on intention to purchase private label brand's. Regression analysis enables to determine correlational relation type and mathematically describe the average values' of dependent (consequence) variable relation with one or several independent (causal) variables' values, and also to predict the value of dependent variable. As for first regression analysis the dependent variable is attitude towards private label brand's,. For the second and fifth analysis, the dependent variable is purchase of private label brand's. For the third and fourth regression analysis, the dependent variable is intention to purchase private label brand's. All three dependent variables are interval (scale), since respondents were asked to evaluate their level of agreement in a scale of 1 to 5 (Likert scale) while answering the mentioned questions

Before proceeding with regression analysis, it is important to make sure it the evaluation scales are reliable. Since variables included in regression models are correlated (as investigated in previous chapter), they are suitable for further analysis. It is important to note it for multiple regression analysis the normal distribution of a sample is needed. However, this study does not comply with the requirement and keeping in mind it not all human attributes or behavioral events are normally distributed, the regressions are further performed.

### **10.1 Regression analysis: consumer factors' impact on attitude towards private label brand's**

The multiple regression analysis completed keeping in mind the end goal to decide the amount of an impact customer factors (price consciousness, quality consciousness, value consciousness) have on one's attitude towards private label brand's. The yield of this

regression analysis is given in Table 22. With a p-estimation of .001, this model is measurably critical ( $p < 0.01$ ). The R-squared is 0.212, which means that 21% of the fluctuation of attitude towards private label brand's is represented by the factors in the model. It merits saying that the estimation of R-squared is very low and hence shows it indicators required in the model – price consciousness, value consciousness, quality consciousness – accounts 21% for the changeability of attitude towards private label brand's factors. It remembers that attitude towards private label brand is affected by different components which are not included in this model.

The coefficients for each of the factors (see Table 22) demonstrate the measure of progress one could expect in attitude towards private label brand's given a one unit change in the estimation of it variable (given that every other variable in the model are held consistent). Researching every variable as far as impact to ward variable that would be normal a attitude of 0.046 in mentality towards private label brand's for each one unit increment in value consciousness ( $p = 0.614 > 0.01$ ). The increase of 0.11 in attitude towards private label brand's would be normal, if quality consciousness would be expanded by one unit ( $p = 0.187 > 0.01$ ). An expansion of 0.427 in demeanour towards private label brand's would be normal if value consciousness would be expanded by one unit ( $p = 0.00 < 0.01$ ). Be that as it may, just a single variable – value consciousness – is factually noteworthy, while the others are most certainly not. The executed stepwise regression has given even lower R-squared of 0.186 with huge factors – quality consciousness and value consciousness . Consequently so as to have the most extreme conceivable R-square for the model it was chosen to incorporate all factors into the last model. Regarding quality of an impact, factors – and quality consciousness – have scored the most elevated, while price consciousness and value consciousness – the least. Taking after the analysis of multiple regression, it can be concluded utilizing formula:

**Attitude towards private label brand = 0.046 \* Price consciousness + 0.427 \* Value consciousness – 0.11 \* Quality consciousness**

Table 8.1 Regression model summary: consumer factors influence on attitude towards private label brand's

Dependent variable and model coefficients		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
Attitude towards private label brand	(Constant)	2.012	0.167		12.077	0

<b>R<sup>2</sup>=0.202</b>						
<b>F= 12.661</b>	<b>Price consciousness</b>	<b>0.046</b>	<b>0.091</b>	<b>-0.059</b>	<b>-0.505</b>	<b>0.614</b>
<b>p=.000</b>	<b>Quality consciousness</b>	<b>-0.11</b>	<b>0.083</b>	<b>-0.141</b>	<b>-1.327</b>	<b>0.187</b>
	<b>Value consciousness</b>	<b>0.427</b>	<b>0.101</b>	<b>0.586</b>	<b>4.25</b>	<b>0</b>

Table 8.2 Regression model summary: consumer factors influence on attitude towards private label brand's

<b>Model Summary</b>									
<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>	<b>Change Statistics</b>				
					<b>R Square Change</b>	<b>F Change</b>	<b>df 1</b>	<b>df 2</b>	<b>Sig. F Change</b>
<b>1</b>	<b>.450<sup>a</sup></b>	<b>.202</b>	<b>.186</b>	<b>.76957</b>	<b>.202</b>	<b>12.661</b>	<b>3</b>	<b>150</b>	<b>.000</b>

**a. Predictors: (Constant), Value consciousness, Quality consciousness, Price consciousness**

## 10.2 Regression analysis: attitude towards private label brand's and intention to purchase private label brand's impact on purchase of private label brand

The second regression analysis decides impact of two factors that is intention to purchase private label brand's and attitude towards private label brand's – on the purchase of private label brand's variable. The yield of this regression analysis is given in Table 23. This model is statistically significant. ( $p=0.000 < 0.01$ ). The R-squared is 0.774, which means it roughly 77% of the fluctuation of procurement of private label brand is represented by the variables predictors – attitude towards private label brand's and intention to purchase private label brand's – in the model

Table 9.1 Regression model summary: attitude towards private label brand's, intention to purchase private label brand's and purchase of private label brand

<b>Coefficients<sup>a</sup></b>								
<b>Dependent variable and model coefficients</b>	<b>Potential indicators, recognized by multiple regression</b>	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>t</b>	<b>Sig.</b>	<b>Collinearity Statistics</b>	
		<b>B</b>	<b>Std. Error</b>	<b>Beta</b>			<b>Tolerance</b>	<b>VIF</b>
<b>Purchase of private label brand</b>		<b>.066</b>	<b>.142</b>		<b>.465</b>	<b>.643</b>		

<b>R<sup>2</sup>=0.774</b>	<b>Intention to purchase private labels</b>	<b>1.206</b>	<b>.067</b>	<b>1.003</b>	<b>18.087</b>	<b>.000</b>	<b>.486</b>	<b>2.05</b>
<b>F=259.239, p=0.000</b>	<b>Attitude towards private labels</b>	<b>-.211</b>	<b>.063</b>	<b>-.185</b>	<b>-3.332</b>	<b>.001</b>	<b>.486</b>	<b>2.05</b>
<b>a. Dependent Variable: Private labels purchase</b>								

Table 9.2 Regression model summary: attitude towards private label brand's, intention to purchase private label brand's and purchase of private label brand

<b>Model Summary</b>									
<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>	<b>Change Statistics</b>				
					<b>R Square Change</b>	<b>F Change</b>	<b>df1</b>	<b>df2</b>	<b>Sig. F Change</b>
<b>1</b>	<b>.880<sup>a</sup></b>	<b>.774</b>	<b>.771</b>	<b>.46514</b>	<b>.774</b>	<b>259.239</b>	<b>2</b>	<b>151</b>	<b>.000</b>
<b>a. Predictors: (Constant), Attitude towards private labels, Intention to purchase private labels</b>									

Regression coefficient of factors given in the Table 11 above – attitude towards private label brand's and intention to purchase private label brand's – are measurably noteworthy ( $p=0.000<0.01$ ) and ( $p=0.001<0.01$ ). In this regression equation a constant is close to 0, in light of the fact that the ascertained value is near zero and statistically insignificant. The examination of regression results demonstrate that would be a lessening of 0.211 in purchase of private label brand's if attitude towards private label brand's would increment by one unit. Also, if intention to purchase private label brand's would increment by one unit it would be normally be a significant noteworthy increment of 1.206 in purchase of private label brand's. It is vital to note that intention to purchase has higher powerful coefficient than attitude towards private label brand.

Considering all specified above the regression equation for purchase of private label brand is:

$$\text{Purchase of private label brand's} = -0.211 * \text{Attitude towards private label brand's} + 1.206 * \text{Intention to purchase private label brand's}$$

Tolerance column shows it independent variables are weakly related to each other and there is no multicollinearity: tolerance value is more than 0 (if its zero, it would mean it a variable does not affect at all to dependent variable prediction). "Variance inflator factor" or VIF is directly related to Tolerance measure – the bigger it is the more are the independent variables related to each other. Usually the variable is too multicollinear, if  $VIF>4$ . In this case, the variables are not multicollinear and therefore this regression equation is reliable.

### 10.3 Regression analysis: attitude towards private label brand's impact on intention to purchase private label brand's

The third regression analysis demonstrates the effect of attitude towards private label brand's to intention to purchase private label brand's. The yield of this regression analysis is given in Table 24. The model is significant ( $p=0.000<0.01$ ), however the R-squared is 0.286 which flags just around 28% of the variability of intention to purchase private label brand's is represented by the attitude towards private label brand's factors.. Be that as it may, positively there are different variables which have affect on aim to purchase private label brand's instead of attitude towards them just, since the inconstancy explanation of intention to purchase private label brand's is to a great degree low.

Table 10.1 Regression model summary: attitude towards private label brand's and intention to purchase private label brand's

Coefficients <sup>a</sup>								
Dependent variable and model coefficients	Potential indicators, recognized by multiple regression	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1		1.265	.223		5.679	.0		
Intention to purchase private label brand's <i>R<sup>2</sup>=0.286, F=60.821, p=0.000</i>	Attitude towards private labels	.610	.078	.535	7.799	.0	1.000	1.000

**a. Dependent Variable: Private labels purchase**

Table 10.2 Regression model summary: attitude towards private label brand's and intention to purchase private label brand

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.535 <sup>a</sup>	.286	.281	.82498	.286	60.821	1	152	.000

**a. Predictors: (Constant), Attitude towards private labels**

### 10. 4 Regression analysis: Store image impact on intention to purchase private label brand

Very comparative circumstance as previously has been resolved while measuring the effect of store image on intention to purchase private label brand's. The yield of this regression analysis given in Table 25. The model is noteworthy ( $p=0.000<0.01$ ), all things considered, the R-squared of 0.064 cases the reality it store image can be relied upon to anticipate just around 7% of the changeability of intention to buy private label brand's. While the effect is very solid, it is relied upon to have increment of 2.377 in intention to purchase private label brand's if store image would increment by one unit. In any case, this would clarify a little fluctuation of dependent variable and along these lines it can't be guaranteed that intention to purchase private label brand's is firmly affected by store image and there are surely other compelling elements which are not part of this model. Multicollinearity has not been assessed in this model of regression analysis.

Table 11.1 Regression model summary: store image and intention to purchase private label brand's

Coefficients <sup>a</sup>								
Dependent variable and model coefficients	Potential indicators, recognized by multiple regression	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
Intention to purchase private label brand's R <sup>2</sup> =0.064, F=10.437, p=0.000		2.377	.158		15.062	.000		
	Store image	.190	.059	.253	3.231	.002	1.000	1.000

a. Dependent Variable: Intention to purchase private labels.

Table 11.2 Regression model summary: store image and intention to purchase private label brand's

Model Summary									
Model	R	R Squared	Adjusted R Squared	Std. Error of the Estimate	Change Statistics				
					R Squared Change	F Change	df1	df2	Sig. F Change
1	.253 <sup>a</sup>	.064	.058	.78564	.064	10.437	1	152	.002

a. Predictors: (Constant), Store image

## 10.5 Regression analysis: store image impact on intention to purchase private label brand's

In the wake of performing regression analysis for all constructed hypotheses it was chosen to perform one additional regression which measures the strength of influence of store image and intention to purchase private label brand's on the purchase of private label brand's. This model has raised astounding outcomes. Other than the model being statistically significant ( $p=0.000<0.01$ ) the R-square of 0.691 has recognized that 70% of the inconsistency of the purchase of private label brand's is represented by the store image and intention to purchase private label brand factors incorporated into the model.

Table 12.1 Regression model summary: store image, intention to purchase private label brand's and purchase of private label brand's

Model	Potential predictors, identified by multiple regression	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1		.968	.144		6.712	.000		
	Store image	-.054	.042	-.060	-1.292	.198	.960	1.042
	Intention to purchase private labels_1	.752	.041	.841	18.216	.000	.960	1.042
<b>a. Dependent Variable: Private labels purchase</b>								

## 11. Hypotheses Testing Conclusions

A brief summary of hypothesis testing:-

Table 13 Summary of hypothesis test results

No.	Hypothesis	Decision	Correlation coefficient	B
1	Price consciousness will positively impact attitude towards private label brand's	Confirmed	0.267	0.046
2	Value consciousness has a positive impact on attitude towards private label brand's.	Confirmed	0.424	0.427
3	Quality consciousness will negatively impact attitude towards private label brand's	Negatively	0.246	-0.11
4	Better consumer perception of store image will positively impact on intention to purchase private label brand's.	Confirmed	0.398	0.752
5	Better attitude towards private label brand's will positively impact intention to purchase private label brand's	Confirmed	0.63	0.61
6	Better attitude towards private label brand's brands will positively impact purchase of private label brand's	Confirmed	0.485	0.61
7	Intention to purchase private label brand's will positively impact purchase of private label brand's	Confirmed	0.866	1.206



## 12. Discussion and conclusions

### Key findings

- This research endeavors to incorporate consumer individual and store image factors into a strong research system to better comprehend buyers' attitude towards private label brand's, expectation to buy private label brand's and purchase of private label brand's in Indian market. A vital theoretical contribution of this review is finding the relative significance of the factors on state of mind towards private label brand's, intention to buy private label brand's and purchase of private label brand's.
- The review has demonstrated distinctive customers' individual factors have diverse impact on attitude towards private label brand's. It reliably indicated value consciousness and price consciousness decidedly impact the state of mind towards private label brand's, while quality consciousness's impact on the demeanor is negative.
- Value consciousness has the most noteworthy impact on buy of private label brand's buy as opposed to price consciousness. In any case, the most grounded effect of significant value consciousness can't be bolstered by the discoveries of this ace proposition look into. It proposes that value matters, yet different variables like esteem awareness are likewise significant.
- Private label brand use is especially connected with price consciousness, low quality consciousness, and value consciousness. Intriguing outcomes were raised by regression analysis, which has indicated price consciousness has the smallest impact towards private label brand's in a given model when contrasting and different variables and can't be finished up to be a most grounded indicator, as it was expected. This supports the conclusion of Sheinin and Wagner (2003) it price has no effect on attitude towards private label brand's since private label brand's are seen as okay classes and customers are not slanted to settle on price-based evaluative decisions.
- Quality consciousness is negatively associated with the attitude towards private label brand's. multiple regressions has likewise attitude a negative impact of quality consciousness on attitude towards private label brand's

guaranteeing, purchasers of private label brand's join little significance to quality or quality concerned consumers still don't have an inspirational state of mind towards private label brand's and see them to have inferior quality. There are still a few purchasers who consider private label brand's have lower quality than name brands and hence they are being rejected.

- From the research we can induce that store image decidedly impacts the intention to buy private label brand's. Indeed, even with little clarification of changeability of intention to buy private label brand's variable the store image has demonstrated a solid positive impact. So there is positively no need to have store image prevented as an indicator from claiming intention to buy private label brand's and this ought to be in psyches of store supervisors dealing with what picture their store conveys in buyers' brains.
- Store image has a immediate and positive association with the purchase intention. This has critical ramifications for retail administrators and manufacturers. Customer's goal to buy an item can be impacted by the store in which the item is sold well beyond the esteem they see the item offers.
- The intention to buy of private label brand's was observed to be decidedly related by the store image as well as by the attitude towards private label brand. This positive connection and impact was additionally recognized by regression analysis, be that as it may, in this review the intention to buy private label brand's can not be clarified by attitude towards private label brand's. Mentality towards private label brand was observed to be very related with purchase of private label brand. The most grounded effect, of course, was observed to be between intention to buy of private label brand's and the genuine purchase of private label brand's.
- Intention to purchase private label brand's is altogether more grounded indicators of the purchase of private label brand's in comparison with store images impact on the purchase of private label brand's and along these lines it signals that retailers ought to more concentrate on expanding the intention to purchase private label brand's and the variables affecting this as opposed to put exertion on expanding the image of a store.

### 13. Conclusion

- This exploration endeavors to coordinate shopper individual and store picture variables into a strong research structure to better comprehend customers' demeanor towards private label brand, expectation to purchase private label brand and purchase of private label brand in Indian
- Literature audit has given a strong foundation to building a model for better understanding of how customer and store picture variables impact person's decision of private name marked items. Writing has moved from stressing the cost as the principle indicator of acquiring of private names to researching more psychographic and socio-statistic components impacting the purchase conduct of private name mark.
- The model developed for this research has proposed connections with shopper purchase of private brand: the positive impact of price consciousness, value consciousness and mentality towards private brands label; the negative impact of quality consciousness on state of mind towards private name brand; the positive impact of store image on the aim to purchase private name brand; the positive impact of attitude towards private label brand on intention to purchase private name brand and purchase of private name brand and intention to purchase private label brand positive impact on purchase of private label brand.
- It was determined that buying of private label brand is very much impacted by intention to buy private label brand as opposed to attitude towards private label brand which recommends brand managers ought to concentrate on components affecting the intention to buy their brands.
- Results of this research are important to both retailers and producers, since retailers' ought to be keen on knowing their buyers and seeing how the market has created, while makers, whose market position is debilitated by private label brands, need to know the sections that are not pulled in to private label brands and in this way create procedures to hold them."
- With a specific end goal to attract more shoppers to buy private labels retailers ought to be concentrating most on overhauling these brands' items quality

and emphatically communicating it. brand managers of private labels ought to position those brands to be as dependable, non-risky and confident, so that having one of them would include a customer in a positive shopping routine and he would be charmed to discover them in the vast majority of categories he generally buys.

## **14. Limitations and further research**

Two or three impediments of this postulation could be considered for future research and has a ton of potential research options. Most importantly, the specimen is illustrative and it can't be summed up to the general sentiment across the nation. The non-representativeness is because of information accumulation strategy used – online collection of responses and because of the widely fragmented held by the people, which make it difficult all the aspects. The present research has considered private label brands purchaseing at a general level. In future experiments, it would hold much importance to check whether individual association of customer with any particular merchandise or the stores, and in addition situational components have an impact on choice to purchase a private label brands. And every one of the assessments then done, need to mull over the private label brands generally purchased. This kind of reviewing ought to be likewise done in the stores. Culturally diverse correlation of the model would give more precise translation and increment in the overall fit of the model. With respect to future research the conceivable effect of situational components influencing purchaseer purchaseing process could be considered so as to improve the examination and have all the more nice discoveries about impacting powers while shopping. At last, the future research could include a part of first trial of private label brands and dissect whether the experience in the wake of attempting another private label brands has any effect on further purchase conduct of those brands.

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