CHAPTER- 6

Survey Says!

FINDINGS
### Chapter VI

#### Findings

**6.1 Discussion & Summary**

**Income**

- It has been found from the *Income* analysis of the respondents buying **FMCG (Atta)**, that respondents with less income groups (below 20000) or average income group (20001-30000) buy more local brand **Atta** than the higher income group. There were 126 respondents from the income group below 20000, out of which 74 respondents (58.7%) buy local brand **Atta** whereas 52 respondents (41.3%) prefer to buy national brand Atta. It has also seen that there has been a shift in the trends of buying of national brand Atta with the increase in income. It was proved with Chi square at 95% confidence level.

- It has been found from the *Income* analysis of the respondents buying **Apparel (Jeans)**, that 35.5% respondents out of total 62 respondents prefer to buy local brand **Jeans** whereas 64.5% out of 62 respondents with income group less than 20000 prefer to buy national brand Jeans. It has also seen that there has been a shift in the trends of buying of national products with the increase in income. It was proved with Chi square at 95% confidence level.

- It has been found from the *Income* analysis of the respondents buying **Consumer Durables (TV)**, that 135 respondents (84.9%) out of 159 prefer to buy local brand **TV** whereas 24 respondents (15.1%) out of 159 respondents with income group less than 20000 prefer to buy national brand TV. It has also seen that there has been a shift in the trends of buying of national products with the increase in income group of 20001 to 30000 and 30001 to 40000. However, in case of income group of 40001 to 50000, there was no such trend seen. It was proved with Chi square at 95% confidence level.

**Gender**

- It has been found from the *Gender* analysis of the respondents buying **FMCG (Atta)**, that 48.5% male respondents buy local brand Atta and 51.5% male respondents buy NB Atta, whereas 56.3% females buy PLB Atta on the other
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hand 43.7% females buy NB Atta. It was proved with Chi square at 95% confidence level.

• It has been found from the Gender analysis of the respondents buying Apparel (Jeans), that out of 293 respondents, 102 male respondents buy local brand jeans whereas 148 male respondents buy national brand whereas 16 female respondents prefer to buy local brand Jeans on the other hand 27 female respondents prefer to buy national brand Jeans. Within the local brand jeans category male and female buy 86.4% and 13.6% respectively on the other hand in the national category jeans male and female buy 84.6% and 15.4% respectively.

• It has been found from the Gender analysis of the respondents buying Consumer Durables (TV), that out of 237 male respondents, 170 respondents (71.7%) buy local brand TV where as 67 respondents (28.3%) prefer to buy national brand. On the other hand out of 47 female respondents, 13 female respondents (27.7%) prefer to buy PLB TV where as 34 respondents (72.3%) buy NB TV. From the result it is clear that majority of female prefer to buy national brand TV whereas majority of males prefer to buy local brand TV. It was proved with Chi square at 95% confidence level.

Age

• It has been found from the Age analysis of the respondents buying FMCG (Atta), that respondents below the age of 30 and between 31-40 years buy PLB Atta but there has been a shift towards NB Atta with increase in the age category 41-50, 51-60 and above 60. Out of 70 respondents below 30 years of age, 49 respondents (70%) prefer to buy local brand whereas 21 respondents (30%) opted to buy national brand Atta. It was proved with Chi square at 95% confidence level.

• It has been found from the Age analysis of the respondents buying Apparel (Jeans), that respondents below the age of 30 buy 46.7% local brand jeans and 53.3% national brand Jeans. In this age group there is no major difference in selecting jeans between PLB and NB. It is also noted that there has been a shift
towards NB Jeans with increase in the age category 31-40, 41-50, 51-60 and above 60. It was proved with Chi square at 95% confidence level.

- It has been found from the Age analysis of the respondents buying Consumer Durables (TV) that there are 48 respondents below the age of 30, out of which 43 respondents (89.6%) buy local brand where as 5 respondents (10.4%) prefer to buy national brand. On the other hand there are 31 respondents within the age group of 31-40, out of which 27 respondents (87.1%) prefer to buy national brand TV whereas 4 respondents (12.9%) chosen to buy local brand television. There are 169 respondents within the age group of 41-50, out of which 124 respondents (73.4%) prefer to buy local brand television whereas 45 respondents (26.6%) chosen to buy national brand television. Respondents within the age group of 51-60, purchase 77.3% national brand TV whereas 22.7% buy local brand TV. However, respondents above age 60 buy national and local brand TV equally. It was proved with Chi square at 95% confidence level.

Profession

- It has been found from the profession analysis of the respondents buying FMCG (Atta), that student and government servant are purchasing both PLBs and NBs in almost equal numbers whereas private servants prefer to buy national brand Atta. On the other hand businessmen prefer to purchase PLB brand Atta. It was proved with Chi square at 95% confidence level.

- It has been found from the Profession analysis of the respondents buying Apparel (Jeans) that student, private servant and businessman prefer to buy NB Jeans as compared to PLB Jeans. On the other hand in a case of government servant there is no big difference or trend was noted as their buying for PLBs and NBs Jeans was found 53.2% and 46.8% respectively which is evident that there is no major shift in buying of government servant. It was proved with Chi square at 95% confidence level.

- It has been found from the profession analysis of the respondents buying Consumer Durables (TV), that 137 student (81.5%) out of 168 student respondents prefer to buy PLB brand TV whereas 31 students (18.5%) prefer
national brand TV. In case of private servant and government servant there has been a shift in trend towards national brand TV as 55.1% and 82.1% respectively. On the other hand in case of businessman there was almost equal percentage of PLB and NB 48.7% and 51.3% respectively. It was proved with Chi square at 95% confidence level.

Educational Qualification

- It has been found from the educational qualification analysis of the respondents buying FMCG (Atta), that undergraduate and professionals are purchasing PLB Atta whereas post graduates prefer to buy national brand Atta. On the other hand respondents with higher secondary qualification buy in equal numbers both PLB and NB brand Atta. It was proved with Chi square at 95% confidence level.

- It has been found from the educational qualification analysis of the respondents buying Apparel (Jeans) that undergraduate prefer to buy PLB Jeans 56.4% and 43.6% prefer to buy national brand Jeans and on the other hand professionals and post graduate prefer to buy national brand Jeans 72% and 65% respectively. It is found that with increase in qualification there is a trend of buying national brand Jeans. Within the post graduate category 34.2% respondents prefer to buy local brand jeans whereas 65.8% respondents prefer to buy national brand jeans. However, respondents with higher secondary education buy local brand jeans and national brand jeans 57.1% and 42.9% respectively. It was proved with Chi square at 95% confidence level.

- It has been found from the educational qualification analysis of the respondents buying Consumer Durables (TV), that 89.8% undergraduate respondents prefer to buy PLB TV and 10.2% respondents prefer to buy NB TV and on the other hand professionals and post graduate prefer to buy national brand TV 69.8% and 62.9% respectively. It is found that with increase in qualification there is a trend of buying national brand TV. Within the post graduate category 37.1% respondents prefer to buy local brand TV whereas 62.9% respondents prefer to buy national brand TV. However, respondents with
higher secondary education buy national brand TV only. It was proved with Chi square at 95% confidence level.

- It was found from the **Family Size** analysis that, singles (Means only person in the family) are the major purchasers of local products and all other family size groups are more or less in equal proportion purchasing the local or national brands. It was proved with Chi square at 95% confidence level.

- It was found from the **Marital Status** analysis that, separated are major purchasers of local products while single and married buy these product majorly in equal proportions. It was proved with Chi square at 95% confidence level.

### 6.2 Interpretation (National Brand)

**Brand Awareness**, EFA was conducted and following factor were extracted from the data. Following statements were clubbed together to form first factor brand awareness with some characteristics of brand come to my mind quickly, The brand I use is my first choice among the available brands. In this study we found out that brand awareness plays a significant role in consumer buying. Hence, similar to the study conducted by **Hoeffler & Keller (2002)** point out that brand awareness is a key factor towards purchase decision of national brand products.

**Price and Quality (Value for Money)** was the second factor with price difference of the product. The product from this brand appears to be durable. The product of this brand has very good service facilities. In this study we found out that price and quality plays a very important role in buying decision of national brand products. Similar to the study done by **Batra and Sinha (2000)**, it is proved that price and quality association is a key factor which plays an important role while making purchase decision of national brand products.

**Loyalty** was the third factor with I am very committed for repeat purchase of the product of this brand. I will buy products of this brand even if its price has increased. It is found from this study that loyalty is a significant factor in consumer buying national brand products from organized retail. Loyalty is of two type i.e. short term and long term loyalty. Similar study done by **(Jones & Sasser, 1995)** have also
proved that long term loyal customers will make repeat purchase and will not buy products of other brands even if there is a superior choice available for the same product.

**Buying Intention** the fourth factor had, I shall choose best merchandise among alternatives available. Kotler (2003) suggest, that person’s attitudes and unpredictable situations will surely influence buying intention. Person’s attitudes include personal preferences to others and obedience to others’ expectation and unpredictable situations indicate that consumers change buying intention when such a situation arises (Dodds et al., 1991).

**Peer Influence** was the fifth factor with following statements, I buy products of this brand on my friend’s recommendations, I generally receive good recommendations about the product of this brand, I do not miss an opportunity to tell others about the product of this brand. In this study it is proved that there is no effect of peers towards purchase of national brand products. However, a similar study done by J. Anand Christopher (2013) contradicts with the finding of this study.

**Promotion** the next factor had, the product of this brand has complimentary product combination, the product of this brand has good fitted combination, there is free coupon on product purchase of this brand. One intuitive explanation of this phenomenon is that retailers face a complex balancing act while setting PLBs promotions with respect to NBs (Steiner, 2004).

**Lastly, Acceptability and Frequency of Purchase** had The product of a brand which satisfy my need is acceptable to me, If I need the same product again, then this brand would be my first choice. This is proving herewith that if consumers are more familiar with brand then chances of purchase frequency will increase (Shannon, 2005).

Hence the following hypotheses were proved with the confirmatory factor analysis:

- ✔ Brand awareness is a significant factor for consumer buying for National Brands (NBs).
- ✔ Price and quality is a significant factor for consumer buying for National Brands (NBs).
✓ Loyalty is a significant factor for consumer buying for National Brands (NBs).
✓ Buying intention is a significant factor for consumer buying for National Brands (NBs).
✓ Promotion is a significant factor for consumer buying for National Brands (NBs).
✓ Acceptability and frequency of buying is a significant factor for consumer buying for Private Label Brands (PLBs) and National Brands (NBs).

National Brand (NBs)-TV it has been found that brand awareness positively influences the buying intention and acceptability and frequency of purchase of buyers of national brand TV. Promotion and price and quality (value for money) influence positively the acceptability and loyalty of the buyers of national brand TV. However, buying intention has no affect on acceptability and frequency of purchase. On the other hand acceptability and frequency of purchase has no affect on loyalty for consumers buying national brand TV. Also, price & quality has no affect on loyalty for national brand TV.

National Brand (NBs)-Jeans, it has been found that brand awareness and promotion influence on buying intention of buyers of national brand Jeans. Acceptability and frequency of purchase and price and quality (value for money) influence on loyalty of national brand Jeans buyers. On the other hand, promotion, buying intention and brand awareness have no affect on acceptability of national brand Jeans buyers.

National Brand (NBs)-Atta it, has been found that brand awareness positively influence buying intention and acceptability of customers buying national brand Atta. Price and quality (value for money) positively affect loyalty of buyer buying national brand Atta. Promotion and buying intention has no affect on acceptability of national brand Atta. Acceptability and frequency of purchase has no affect on loyalty of national brand Atta buyers.

6.3 Interpretation (Private Label Brand)

Brand Awareness was the first factor with I can recognize this brand quickly among other competing brands. Some characteristics of brand come to my mind quickly, The brand I use is my first choice among the available brands, The brand which I use has
created a distinct image in my mind. This is proved in the finding of this research that brand awareness is a significant factor towards decision making of private label purchase (Hoyer & Brown, 1990).

**Peer Influence** was the second factor with, while making product purchase the behavior of salesman was very helpful, I buy products of this brand on my friend’s recommendations, I generally receive good recommendations about the product of this brand, I do not miss an opportunity to tell others about the product of this brand. Peer influence plays a significant role towards PLB product decision making (Childers and Rao, 1992).

**Buying Intention** was the third factor with, I will recognize the need of product or brand before buying. Purchase intention was the probability of consumer to buy a product (Burton, Lichtenstein, Netemeyer, and Garretson, 1998) or one’s conscious plan to make an effort to procure a product in future. Buying intention plays a significant role towards decision of private label buying.

**Acceptability and Frequency of Purchase** was the fourth factor with, I prefer to buy product of my choice from store, when I need it, If I need the same product again, then this brand would be my first choice. To protect brand awareness from loyal customers and/or increase brand awareness in new customers, new brand distinctiveness should be repeatedly introduced. Consumers tend to make their buying decision based on expected satisfaction from a product (Vahie, 2006).

**Promotion** was the fifth factor with, The product of this brand has complimentary product combination, The product of this brand has good fitted combination, There is free coupon on product purchase of this brand. Based on the previous research, if a consumer is looking for a specific product of a PL brand they may purchase other PL products offered in store. This is where sales and promotions come into play; as mentioned by Kumar and Steenkamp, 2010 to secure purchases of the store’s PL’s over the NB’s. The retailers started using in-store promotions to promote PLBs using a “me-too at a cheaper price” which may result in winning the sale, receiving bigger profit margins and maybe increasing store/PL brand loyalty.
Price & Quality (Value for Money) was the sixth factor with, the product appears to be durable. Price and quality which has been taken as a factor called value for money plays a significant role towards decision making of private label purchase. This is proved with the similar study done by Rosen (1984) that overall quality of private label product helps in increasing the repeat purchase.

Loyalty was the seventh factor with, I will buy products of this brand even if its price has increased. Customer satisfaction finally results in store loyalty and the same has been proved in the similar study done by (Pepe, 2011). This research also proves that loyalty is a significant factor towards decision making of private label products in organized retailing.

Private Label Brand (PLBs)-TV it has been found that brand awareness, peer influence, price & quality and promotion positively influence the buying intention of buyers towards private brand TV. Also brand awareness and price & quality positively influence the acceptability and frequency of purchase of private brand TV. Promotion is not influencing the acceptability of private brand TV. Also, it is found that acceptability and buying intention of PLB TV buyers is not contributing towards loyalty.

Private Label Brand (PLBs)-Jeans, it has been found that brand awareness and peer influence positively influence buying intention of consumers buying private brand Jeans. On the other hand, value for money, promotion in not influencing buying intention of respondents buying local brand jeans. It is also found that promotion, brand awareness and buying intention have no major contribution towards acceptability and frequency of purchase. A very significant finding is that price & quality (value for money) makes consumers more loyal towards purchase of PLB jeans. Also, acceptability and frequency of purchase and buying intention does not influence on Loyalty for Private Label Brand Jeans.

Private Label Brand (PLBs)-Atta it has been found that brand awareness influence on Buying Intention for private label Atta. Further, peer influence, price & quality, and promotion have no affect on buying intention of respondents towards private brand Atta. Promotion, brand awareness and buying intention positively affect the
frequency of purchase and acceptability of private brand Atta. Price and quality (value for money), buying intention and acceptability and frequency of purchase positively affect the loyalty of private brand buyers of Atta.

Hence the following hypotheses were proved with the confirmatory factor analysis:

Thus, the model proves the following Hypothesis.

✓ Brand Awareness has Positive effect on Buying Intention.
✓ Peer influence has Positive effect on Buying Intention.
✓ Promotion has Positive effect on Buying Intention.
✓ Promotion has Positive effect on Acceptability and frequency of Purchase.
✓ Brand Awareness has Positive effect on Acceptability and Frequency of Purchase.
✓ Promotion has Positive effect on Acceptability and frequency of Purchase.
✓ Value for Money (Price and Quality) has positive effect on Loyalty.
✓ Acceptability and Frequency of Purchase has Positive effect on Loyalty.

6.4 Conclusive Findings (NBs & PLBs)

Following is summary of findings in the tabular format for all seven variables and three product categories adopted in this research. The short form of all the variables used in the table and its full form is given below for the understanding and its complete meaning.

6.4.1 Buying Intention (Dependent Variable)

<table>
<thead>
<tr>
<th>S No.</th>
<th>Buying Intention by Product Category</th>
<th>Private Label Brands (PLBs)</th>
<th>National Brands (NBs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Buying Intention for Jeans</td>
<td>BA and PI</td>
<td>BA</td>
</tr>
<tr>
<td>2</td>
<td>Buying Intention for TV</td>
<td>BA, PI and PQ</td>
<td>BA and PQ</td>
</tr>
<tr>
<td>3</td>
<td>Buying Intention for Atta</td>
<td>BA, PQ</td>
<td>BA</td>
</tr>
</tbody>
</table>
It has been found that brand awareness and peer influence positively influence buying intention of consumers buying private brand Jeans. Also, the brand awareness affects buying intention of consumers for national brand jeans. It is found brand awareness, peer-influence, price & quality and promotion positively influence the buying intention of buyers towards private brand TV. It is found that brand awareness influence on Buying Intention for private label Atta

6.4.2 Loyalty (Dependent Variable)

<table>
<thead>
<tr>
<th>S No.</th>
<th>Loyalty by Product Category</th>
<th>Private Label Brands (PLBs)</th>
<th>National Brands (NBs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Loyalty for Jeans</td>
<td>PQ</td>
<td>BA</td>
</tr>
<tr>
<td>2</td>
<td>Loyalty for TV</td>
<td>AFP</td>
<td>AFP and PQ</td>
</tr>
<tr>
<td>3</td>
<td>Loyalty for Atta</td>
<td>PQ, BI and AFP</td>
<td>PQ</td>
</tr>
</tbody>
</table>

It is found that price & quality (value for money) makes consumers more loyal towards purchase of PLB jeans. Brand awareness makes consumer loyal towards NB jeans. Acceptability and frequency of purchase makes consumer loyal for of private label brands TV.

6.4.3 Acceptability and Frequency of Purchase (Dependent Variable)

<table>
<thead>
<tr>
<th>S No.</th>
<th>Acceptability &amp; FOP by Product Category</th>
<th>Private Label Brands (PLBs)</th>
<th>National Brands (NBs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Acceptability &amp; FOP TV</td>
<td>BA and PQ</td>
<td>BA, P and PQ</td>
</tr>
<tr>
<td>2</td>
<td>Acceptability &amp; FOP for Atta</td>
<td>P, BA and BI</td>
<td>BA</td>
</tr>
</tbody>
</table>

BA- Brand Awareness & Image, PQ- Price & Quality (Value for Money), PI- Peer Influence , P- Promotion, BI- Buying Intention, L- Loyalty, AFP- Acceptability & Frequency of Purchase