Chapter 5

Major Findings and Conclusions

The previous chapter discussed the analysis and results of consumer data & store data. The results tested the hypothesis developed for the study.

This chapter summarizes the major findings of the study. It also presents the conclusions and recommendation for the National Brand and private Labels.

At the end of the chapter the limitations and scope of future Research work are indicated.

5.1 Findings

The analysis and hypothesis testing brought out results for which the major findings are presented below.

The major findings of the study are:

- The quality of Private label apparel does not have any impact on the Purchase intentions of customers.

- The quality of National brand apparel impacts Purchase intentions of customers.

- The Celebrity endorser of Private label apparel has an impact on Purchase intentions of customers.

- The Celebrity endorsers of National Brand apparel have no impact on Purchase intentions of customers.
• The Price discount of Private label apparel results in more purchase intention.

• The Price discount of National Brand apparel results in more purchase intention.

• The Physical appearance of Private label apparel does not have any impact on the Purchase intentions of customers.

• The Physical appearance of National Brand apparel has impact on Purchase intentions of customers.

• The Perceived prestige of Private label apparel does not have any impact on Purchase intentions of customers.

• Perceived prestige of National Brand apparel has a positive impact on Purchase intentions of customers.

• There is a significant difference in the footfall generated by National Brand and Private label

• A retailer with large number of National Brand significantly impacts the customer footfall.

• Presence of National Brand in multiple apparel categories in a retail store significantly impacts the customer footfall.

• Outdoor publicity of National Brand significantly impacts the customer footfall.
• Strategic display of National Brand in Store display window significantly impacts the customer footfall.

• A retailer with large number of Private label does not have any impact on the customer footfall.

• Presence of Private label in multiple apparel categories does not have any impact on the customer footfall.

• Outdoor publicity of Private label does not have any impact on the customer footfall.

• Strategic display of Private label in Store display window does not have any impact on the customer footfall.

• There is a significant positive relationship between department National Brand sales penetration and department customer count.

• There is no significant relationship between department Private label sales penetration and department customer count.

• There is a significant positive relationship between department National Brand sales penetration and loyal customer.

• There is no significant relationship between department Private label sales penetration and department customer count.

• There is a significant positive relationship between department National Brand sales penetration and total sales.

• There is no significant positive relationship between department Private label sales penetration and total sales.
The above mentioned finding leads to conclusions and recommendations for the National Brand and Private label manufacturer which are presented in next section.

5.2 Conclusions and recommendations

The National Brands and the Private label manufacturers i.e. the Retailers have found out answers to their specific questions as given below.

These answers will help them in devising their business strategies in terms of product attributes.

- Which extrinsic attributes of Private label impacts purchase intentions of customer?

  Price discount and celebrity endorsement are those extrinsic cues of Private label that has an impact on the customer purchase intentions

- Extrinsic attributes of National brand that has an impact on purchase intentions of customers

  Price discount and Perceived brand Prestige were found to be the extrinsic attributes of National brand that has an impact on the purchase intentions of customer

- Intrinsic attributes of National brand that has an impact on the purchase intentions of the customers

  Quality and Physical appearance were found to be the intrinsic attributes of National brand that has an impact on the purchase intentions of the customer
• Which intrinsic attributes of Private label impacts purchase intentions of customer.

None

• Of the National Brand and Private label, who is the major driver of footfall in a retail store.

➢ National Brand

• Is there is significant difference between the footfall generated by National brand and footfall generated by Private Labels.

➢ Yes

• Which aspect of National Brand has an impact on store footfall.

➢ A retailer with large number of National Brand significantly impacts the customer footfall.

➢ Presence of National Brand in multiple apparel categories in a retail store significantly impacts the customer footfall.

➢ Outdoor publicity of National Brand significantly impacts the customer footfall.

➢ Strategic display of National Brand in Store display window significantly impacts the customer footfall.

• Which aspect of Private label has an impact on store footfall.

➢ None

• What is the relationship between sales penetration of National brand and customer count?

➢ positive relationship
• What is the relationship between sales penetration of Private label and customer count?
  ➢ No relationship

• What is the relationship between National brand sales penetration and loyal customer?
  ➢ positive relationship

• What is the relationship between sales penetration of Private label and loyal customer?
  ➢ No relationship

• What is the relationship between sales penetration of National brand and total sales?
  ➢ positive relationship

• What is the relationship between sales penetration of Private label and total sales?
  ➢ No relationship
The above findings shows that the manufacturers of National Brands should give emphasis on quality & Physical appearance as intrinsic attributes and Price discounts & perceived prestige as extrinsic attributes as these four attributes in a National Brand impacts purchase intentions of customers.

The celebrity endorsing a National Brand does not have any impact customer purchase intentions.

Thus while developing their product strategy focus should be on these four product attributes as the customers of National brands purchase intention is driven by these parameter,

However the Retailers who own a private label should give emphasis on the price discount and celebrity endorsing the private label as these attributes of private label were found to have an impact on the customers purchase intentions of a private label.

The private labels customer purchase intentions are not driven by quality, perceived prestige and physical appearance; hence they should not focus much on these attributes while developing their product strategies.
The retailer should understand that the footfall generated in the retail store is because of the National Brand and not because of his private labels.

The Retailer should have large number of National brands and should be available across all apparel product categories in order to attract the customer footfall in the retail store.

The retailers should also conduct outdoor publicity about the National brands in the store to attract footfall. The Retailer should also put emphasis on strategic display of National Brands in Store display windows so as to inform the shoppers about the presence of National Brands in their store.

However the Retailers should not emphasis much on a large number of private labels and should not promote the private labels through displays or outdoor publicity as such activities will not help the retailers to attract footfalls in the store.

The store data also supported the fact that the retailer should emphasize more on National Brands rather than private labels. The study concluded that National brands are the key brands for enhancing overall customer traffic in a retail store and focusing on increasing private label sales beyond a certain level result in less customer traffic.

The result indicated that overall private label sales penetration does have a significant negative impact transaction by loyal customer.

Since the retail price for private label brand is lower than national brand counterparts, so consumers switching purchases from national brand to private label brands will have lower average transaction amount.

The result indicated that as private label sales penetration increased overall total sales decreased.

These results indicate that national brands are key brands for enhancing overall sales and focusing on increasing private label sales beyond a certain level may result in less overall sales.
5.3 Limitations of the Study

The study was limited to the impact of only five attributes of National brand and Private label on customers was studied. There are various other attributes also which bears an impact on the customer purchase impact but they were not in the purview of this study. The following attributes were not part of the study:

Extrinsic brand attributes

- Store Image
- Country of origin
- Use imagery
- User Imagery
- Brand Personality
- Brand Trust
- Brand Satisfaction
- Brand attitude
Intrinsic

- Style
- Design
- Features
- Color
- Care requirement
- Durability

There are large number of cities with retail activity in terms of number of malls, mall space available and retail sales generated.

But due to constraints in collecting data from other cities, the data collection was limited to Delhi, Mumbai, Chennai, Bangalore and Hyderabad.

The collection of store data was limited to only three Multibrand outlets like Pantaloon, Shoppers Stop and Westside. Other Multibrand outlets like Lifestyle, Max, Globus were not covered in the study.

The data was gathered from those stores which agreed to share the data.

The size of customer sample survey for the research study was one thousand consumers across five cities which is a very small sample considering the population of India and potential consumers of apparel.
5.4 Future Research Directions

The current Research collected consumers data related to impact of National Brand and Private label on customer purchase intention, customer footfalls, customer count, loyal customers and total sales generated.

The data was collected from one thousand customers of apparel from five cities with almost equal proportion of male and female with varied age group, occupation and income level.

Also the data was collected from retail stores which analyzed footfall generated by different forms of brand/labels.

The cross sectional analysis of data related to following parameters can be conducted with the demographic variables as part of future research work:

- Purchase intention
- Footfall
- Customer count
- Loyal customers

Another area of future research could be conversions, loyalty generated by National brand and private label customers.

The research in the area of loyalty with reference to Price premiums by National Brand and private label customers could be an area of research study in future.