Abstract

The growth of retail sector post globalization encouraged retailers and manufacturers to come out with multiple forms of brands. The resultant was the emergence of National brands and Private labels which led to immense competition between them. This led the brands to look for attributes to attract and retain customers. The current study aims to identify factors of National brands and Private labels which have an impact on the customer purchase intentions. It also attempts to understand the major drivers of footfalls in stores. The study attempts to relate the relation between National Brand and Private label sales with the customer counts, loyal customers and total sales generated in a store.

A structured questionnaire was prepared comprising multiple choice questions. Before putting them for final survey, the questionnaire was test with few respondents to check the ease of responding the questions. This was followed by collection of consumer data and analysis and interpretation of 1000 customers' data as per the survey plan. The analysis shows that the following parameters of National Apparel Brand were having significant relationship with purchase intention:

- Quality of garment
- Price point
- Physical appearance of garment
- Prestige of National Brand.
However the celebrity endorsing the national brand had insignificant relation with the customer purchase intentions.

In case of private labels, Price, celebrity endorsement are attributes of private label which have significant relationship with purchase intention while physical appearance, quality and prestige were insignificantly related with customer purchase intention. The study clearly brings out that National brands are the major drivers of footfall in a retail store. The study also brought out that a retailer should sell more National brands and they should be available across all the apparel categories. The retailers should conduct outdoor publicity of National brands in their store and place the national brands at the strategic position in the store display. The retailers however should not emphasize much on the presence of private labels in their store neither in the form of outdoor publicity nor through the display. The study also brought out that with the increase in private label sales penetration total sales decreased. These results indicate that national brands are the most important brands to increase overall sales and concentrating too much on the sales of private label beyond a certain level may result in less overall sales of various product categories.