CHAPTER 4: FORMULATION OF THE PROBLEM

4.1. OBJECTIVES OF THE STUDY

The study attempts to achieve the following objectives:

I. To study the perception of retail store brands (private labels) of the Indian consumers in the apparel industry.

II. To compare the consumer perception of Retail Store Brands vis-a-vis the National brands in the apparel industry.

III. To identify differences in perception of consumers regarding private label brands on the basis of demographics and socio economic factors.

4.2. HYPOTHESES

The study shall test the following hypotheses:

H1: There is no difference in perception of consumers between national brands and private label brands

H2a: There is no difference in the perception of consumers regarding private label brands and national brands on the basis of gender

H2b: There is no difference in the perception of consumers regarding private label brands and national brands on the basis of income

H2c: There is no difference in the perception of consumers regarding private label brands and national brands on the basis of education
H2d: There is no difference in the perception of consumers regarding private label brands and national brands on the basis of occupation

4.3. LIMITATIONS OF THE STUDY

The study was conducted with the following limitations:

I. Lifestyle retail stores are an emerging phenomenon in Indian cities. Though a part of life in western countries, these stores are still at nascent stage in India. Consumers are still habitual of shopping in shops situated in their vicinity.

II. Mall culture and the concept of “shopping for everything” under one roof picked up only after 2000. Thus the past learning for the purpose of study is limited to these few years. Further, lifestyle retail stores are a common phenomenon in metros, so the study will be undertaken in Delhi and NCR only.

III. The managers of the stores were not interested in giving me any information on the private label brands owned by them. They were too sceptical about my taking information about their brand. Pantaloons rithala store threw me out and Shopperstop manger frisked me thoroughly.