## CONTENTS

**Chapter 1: Introduction**

1.1 Retailing process 1

1.2 Managing a retail store chain 2

1.3 Classification of retail formats 4

1.4 Private label brands or store brands 6
   1.4.1 Background 6
   1.4.2 History 7
   1.4.3 New developments 9
   1.4.4 Branding trends 10
   1.4.5 Consumer perception 10
   1.4.6 Retailers mindset and goals 12
   1.4.7 Store brands creation factors 14

1.5 Retail industry in India 18
   1.5.1 Background 18
   1.5.2 Policy landscape 19
   1.5.3 Challenges to Indian retail sector 26
   1.5.4 Major Indian retailers 28
   1.5.5 Popular retail format in India 30
   1.5.6 Private label brands in India 36
   1.5.7 Indian retail reforms- new policy 37
   1.5.8 Pros and cons of Foreign retail in India 38

1.6 Perception 46
   1.6.1 Definition of perception 46
   1.6.2 Factors influencing perception 49

**Chapter 2: Review of literature** 51

**Chapter 3: Scope of research work** 117
3.1 Rationale of study

Chapter 4: Formulation of the problem
4.1 Objectives
4.2 Hypothesis
4.3 Limitations

Chapter 5: Methodology
5.1 Sampling
5.2 Research instrument
5.3 Sample collection
5.4 Analysis of data
5.4.1 Data Preparation
5.4.2 Logging the data
5.4.3 Checking data for accuracy
5.4.4 Developing database structure
5.4.5 Entering data into computer
5.4.6 Applying statistical tools
5.5 Statistical tools
5.5.1 Mean
5.5.2 Standard deviation
5.5.3 Paired T test
5.5.4 Duncan MRT

Chapter 6: Result
6.1 Frequency analysis
6.1.1 Awareness of private label brand
6.1.2 Ranking of stores
6.1.3 Frequency of purchase
6.1.4 Reasons for purchase
6.1.5 Friends influence 135
6.1.6 PLB display 136
6.1.7 Helpful staff 136
6.1.8 Ranking of attributes 137
6.1.9 Ranking of attributes 138
6.1.10 Preferred category in clothing 139

6.2 Paired t test analysis 142
  6.2.1. Price 142
  6.2.2. Quality 143
  6.2.3. Value for money 143
  6.2.4. Number of buyers 143
  6.2.5. Variety 144
  6.2.6. High status 145
  6.2.7. Cheap & trendy image 145
  6.2.8. Exchange benefits 146
  6.2.9. Compromise on quality 146
  6.2.10. Complaint handling 147
  6.2.11. Innovative products 148

6.3 Gender analysis 149
  6.3.1. Price 149
  6.3.2. Quality 153
  6.3.3. Variety 155
  6.2.4. Secondary Factors 157

6.4 Income analysis 161
  6.3.1. Price 161
  6.3.2. Quality 163
  6.3.3. Variety 166
  6.2.4. Secondary Factors 168

6.5 Education analysis 170
  6.5.1. Price 170
6.5.2. Quality 173
6.5.3. Variety 175
6.5.4. Secondary Factors 177

6.6 Occupation analysis 180
   6.6.1. Price 180
   6.6.2. Quality 182
   6.6.3. Variety 184
   6.6.4. Secondary Factors 186

Chapter 7: Conclusion 188
   7.1. Perception of Private label brands 189
   7.2. Perception based on gender 192
   7.3. Perception based on income 194
   7.4. Perception based on education 195
   7.5. Perception based on occupation 196
   7.6. Implications 198
   7.7. Areas for future research 199

Appendix 1 201
Appendix 2 205
References 208
Papers published: Article 1 216
Papers published: Article 2 239