ANALYSIS OF RETAILERS' BRAND EQUITY AND ITS CONSEQUENCES ON CONSUMERS' INTENTION TO PURCHASE PRIVATE LABELS- A STUDY OF SELECT INDIAN HYPERMARKETS

A thesis submitted to the University of Hyderabad in partial fulfillment for

the award of the degree of

DOCTOR OF PHILOSOPHY (Ph.D.)

in

MANAGEMENT

By

RAMULU BHUKYA

Under the Guidance of

Dr. SAPNA SINGH

SCHOOL OF MANAGEMENT STUDIES
UNIVERSITY OF HYDERABAD

JUNE, 2017

DECLARATION

I, **Ramulu Bhukya**, hereby declare that the thesis entitled, '**Analysis of Retailers' Brand Equity and Its Consequences on Consumers' Intention to Purchase Private Labels- A Study of Select Indian Hyper Markets'**, submitted by me under the guidance and research supervision of **Dr. Sapna Singh** is an original and independent research work. I also declare that it has not been submitted previously in part or in full to this University or any other University or Institution for the award of any degree or diploma.

Place: Hyderabad RAMULU BHUKYA

Date: Regd. No.11MBPH14

CERTIFICATE

This is to certify that this thesis entitled, '**Analysis of Retailers' Brand Equity and Its Consequences on Consumers' Intention to Purchase Private Labels- A Study of Select Indian Hyper Markets'**, submitted by **RAMULU BHUKYA**, Research Scholar enrolled for Ph.D. programme at the School of Management Studies, University of Hyderabad, is a bonafide work done under my guidance and supervision.

The thesis has not been submitted previously in part or in full to this or any other University or Institution for the award of any degree or diploma.

Research Supervisor **Dean**

(Dr. Sapna Singh) **(Prof. B. Rajashekhar)**

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Ramulu Bhukya

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List of Abbreviations

PL: Private Labels

RAw: Retailer Awareness

RAsso: Retailer Associations

PRQ: Perceived Retailer Quality

RL: Retailer Loyalty

Fem: Familiarity

PPQ: Perceived Private Labels Quality

PV: Perceived Value

IBEF: Indian Brand Equity Foundation

CAGR: Compound Annual Growth Rate

FICCI: Federation of Indian Chambers of Commerce

PwC: Pricewaterhouse Coopers

FMCG: Fast-Moving Consumer Goods

GRDI: Global Retail Development Index

EFA: Exploratory Factor Analysis

CFA: Confirmatory Factor Analysis

SEM: Structural Equation Modelling

PCA: Principal Component Analysis

RAI: Retailer Associations of India

MMR: Mumbai Metropolitan Region

NCR: National Capital Region

CR: Composite Reliability

AVE: Average Variance Extracted

MSV: Maximum Shared Squared Variance

ASV: Average Shared Squared Variance

χ2: Chi-square

GFI: Goodness-of-fit Index

AGFI: Adjusted Goodness-of-Fit Index

CFI: Comparative Fit Index

IFI: Incremental Fit Index

NFI: Normed Fit Index

RFI: Relative Fit Index

TLI: Tucker Lewis Index

RMSEA: Root Mean Square Error of Approximation

CHAPTER-I

INTRODUCTION

Private labels have gained attraction of researchers in recent times due to their immense growth in span of very short time. These are the products or services manufactured by a third party and offered at company under its brand name. However, these are available exclusively only within the stores of its promoters but are not outside. Nowadays, private labels are found in every organised retail stores, irrespective of their size in the market place. Today, most of the modern retailers are involved in private labels activities and trying hard for success of their private labels in order to increase their market size. While the total market size of Indian retail industry is gaining momentum continuously, the arena of private labels continues to scale new heights each year. In fact, Indian private labels market will grow five times in next three years to reach US$ 15 billion from US$ 3.2 billion by 2020. With a projection like this, the market size of Indian private labels will be poised well than its counterpart economies. However, Indian retail industry is still under-branded and has lower penetration in many product categories. Hence, it makes immense sense for retailers to examine how consumers patronage their private labels and why do so. The penetration of private labels is highly dependent on growth of modern retail and overall market size of the country's total retail. Thus, the growth of private labels depends on the growth of modern retail and which, further depends on the growth of total retail sector.

1.1. Indian Retail Industry

Today, the Indian retail industry is one among the top five retail markets in the world, which accounts for approx. 15 percent of the country's gross domestic product (GDP). While the market size of total retail is growing leaps and bounds, on the other hand, modern retail continues to scale new heights. This phenomenal growth in total retail will become a driving force for the growth of the modern retail. Currently, the total market size of Indian retail is around US$ 725 billion, and is expected to reach US$ 950 billion by end of the year 2018 at 13-14 percent of compound annual growth rate (IBEF, 2017). Indian retail industry has potential scope for the of growth organised retail in future, since more than 85 percent of the total retail sector is still under the control of unorganised kiraana shops and roadside petty stores. This will help the penetration rate of modern retail to further extent in the economy.

Until 2010, the arena of the supermarkets and hypermarkets (accounts for more than 5 percent of the total retail industry) were limited to only tier-1 and tier-2 cities. However, the scenario has been changed to tier-3 cities too. Today, major retail-chains of the country have come and opened their outlets even in suburban centres. Indian retail industry has transformed immensely over the past two decades. The expected growth is to the tune of $725 billion by 2017 at a Compounded Annual Growth Rate of 7.5 per cent. It is estimated that Indians' expenditure on food is 35 per cent of their income when compared to the 25 per cent in China. The amount that Indian population spends on food consumption in a year is precisely US$ 991 billion. It is projected that this number would touch $3,584 billion by 2020, of which about $900 billion will be food expenditure alone (Daboo. J, 2013). Projections on the organised market are pegged at $100 billion by 2017 at a CAGR of 26 per cent. Of this again, the Food & Grocery segment largest retail category responsible for approximately 70 per cent of the market (Daboo. J, 2013). In the backdrop of a rapidly growing Indian retail industry, fast-moving consumer goods (FMCG) under private labels have displayed remarkable steadiness and potential. As per Nielsen, the private-label market in India is expected to develop fivefold which is USD half billion by 2015. With such projections about the market, it can be safely assumed that India's private-label sector is in much better state compared to its equivalents in other emerging economies. Organised retail too is growing at 20 per cent per year, owing to the rapid spread of shopping centres and malls propelled by a growing middle class. These growth prospects have drawn global majors to Indian shores who are opening establishments in India. India opened overseas investment into retail, the supermarket sector to be precise, in September 2012. Since then, the retail landscape is host to much foreign investment, which further augmented market size to new heights.

1.2. Market Size of Indian Retail

Consumer spending in India is expected to touch $3.6 trillion (about ₹240 trillion) by 2020 owing to vigorous economic growth and increasing household incomes. This pushes India's share in global consumption to 5.8% which is more than double the present levels. India's retail sector is expected to grow to $1.1-1.2 trillion by 2020. This is double the $630 billion registered in 2015 at a compound annual growth rate (CAGR) of 12% according to the joint report by FICCI and PwC.

In the year 2000, the size of India retail market was worth of $ 204 billion and doubled it to $424 bn over a period of a decade i.e., 2010. Further it recorded a 150 percent growth rate in next five years and reached $ 600 billion till 2015 and is expected to double it and reach to $

1300 billion by 2020. Over all, Indian retail market is said to be witnessing a 9.2 percent of compound Annual Growth Rate (see Figure 1.2.1). The retail sector in India is emerging as one of the largest and fastest growing sectors in the economy. It is expected to grow to US $ 1.3 trillion by 2020 with a CAGR of 9.7 percent between 2000 and 2020. If the same scenario continues for few years, Indian retail sector will become one of the largest retail markets in the world by 2025. The overall Indian retail sector would grow 9 per cent in 2016-17 suggests a report by Booz & Co and RAI, with organised retail increasing at 24 per cent or thrice the speed of traditional retail (which is anticipated to expand at 8 per cent). This forecast is seconded by Deloitte who anticipates organised retail, which constitutes 8 per cent of the total retail market, will secure a bigger piece of the Indian retail market. Various estimates peg organised retail at 20 per cent of the overall retail space by 2020 and subsequently, penetration of modern retail in India is expected to gain in momentum.

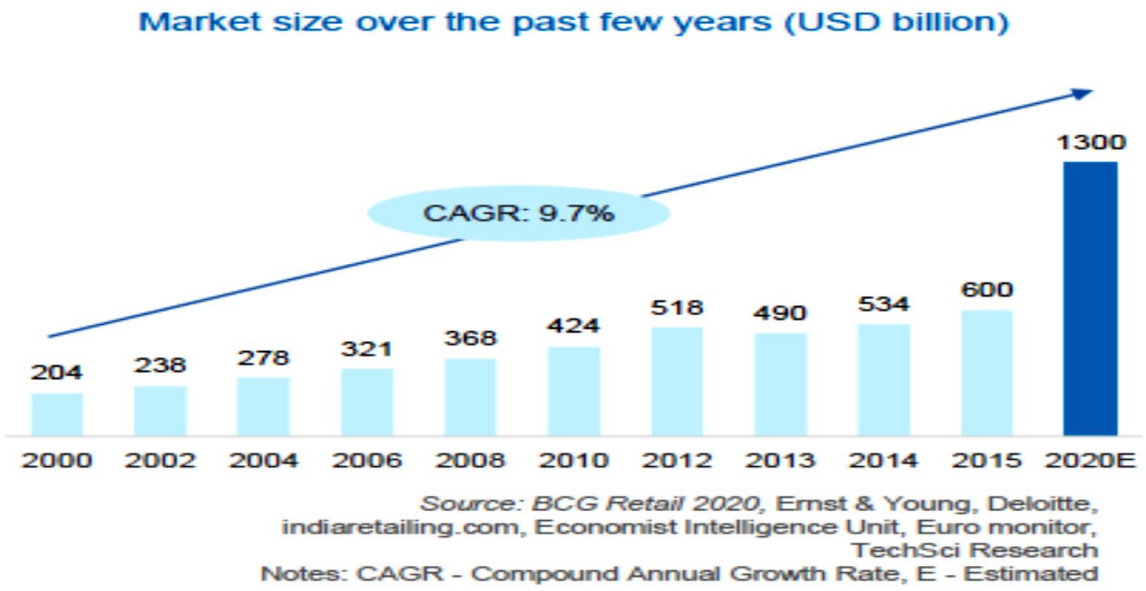


Figure 1.2.1: Market Size of Indian Retail over 2000-2020

1.3. Penetration of modern retail in India

The Indian modern retail is seen a tremendous growth in recent period, especially in metropolitan, tier-2 and tier-3 cities. The changing patterns of life style, increased income, and

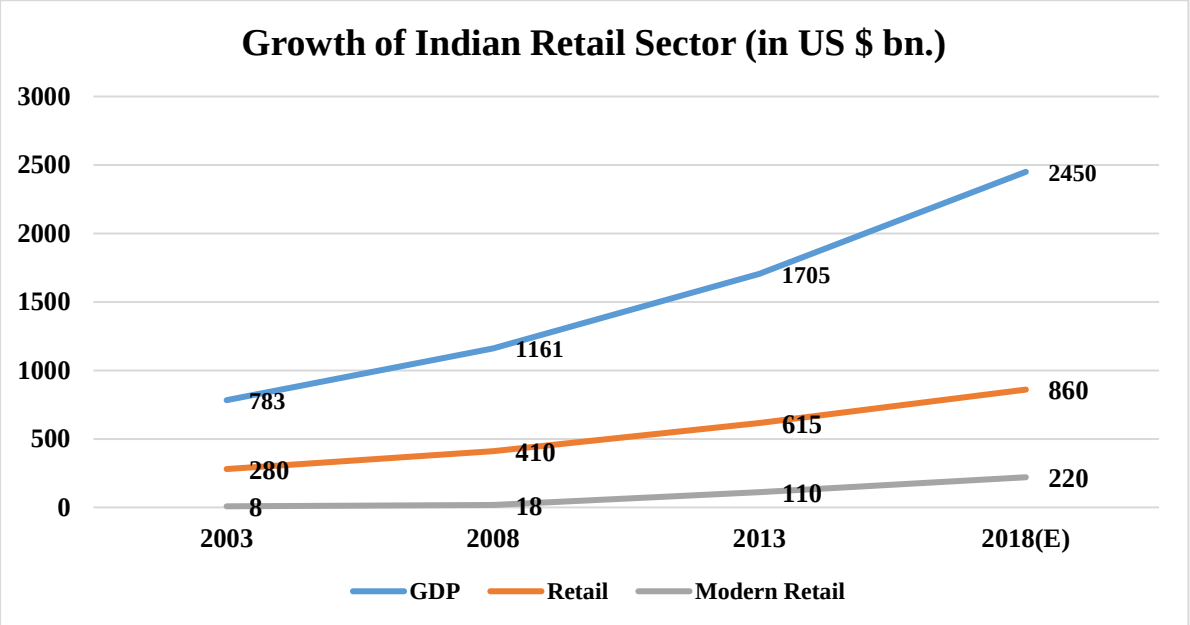
added spouse income have fuelled the growth of modern retail penetration in India (see Figure 1.3.1). If the Indian economy goes well without any unexpected disturbance, modern retail will reach the worth of 1/4th of the total Indian retail by end of the year 2018 (see Table 1.3.1).

Table 1.3.1: Growth of Indian Retail Sector (in US $ bn.)

	2003	2008	2013	2018(E)
GDP	783	1161	1705	2450
Retail	280	410	615	860
Modern Retail	8	18	110	220

Source: Technopak and GOI Retail estmates-2018

The market size of modern retail in 2003 was just of $8 billion, which reached to $110 billion, over a decade of time i.e., 2013 and, which is further expected to double its size and will reach to $ 220 billion by 2018. It is witnessing a tremendous and fastest growth rate compared to total retail market in India.



Source: Technopak estimates, GOI

Figure 1.3.1: Growth of Modern Retail in Indian retail Sector over GDP

1.4. Penetration of Total Retail in Indian Top Urban Markets

Retail in Indian urban markets is witnessing a tremendous growth since last few years irrespective of categorise. According to a recent report jointly published by property consultant

Knight Frank India and Retailers Association of India (RAI), the total retail across top six Indian urban market is expected to reach ₹ 7,16,900 crore from the current ₹ 4,53,900 crore. The six urban markets in their study include- Bangalore, Chennai, Delhi NCR, Hyderabad, Mumbai Metropolitan Region (MMR), and Pune. However, Mumbai Metropolitan Region has the highest penetration of modern retail with a market size of ₹ 1, 41,500 crores in 2016 and is expected reach ₹ 2, 24,300 crores by end of 2019. Next to MMR, modern retail is expanded well in Delhi NCR with a market size of ₹ 1, 21,800 crores in 2016 and is expected to reach ₹1, 91,900 crores by the end of 2019 (see Figure 1.4.1).

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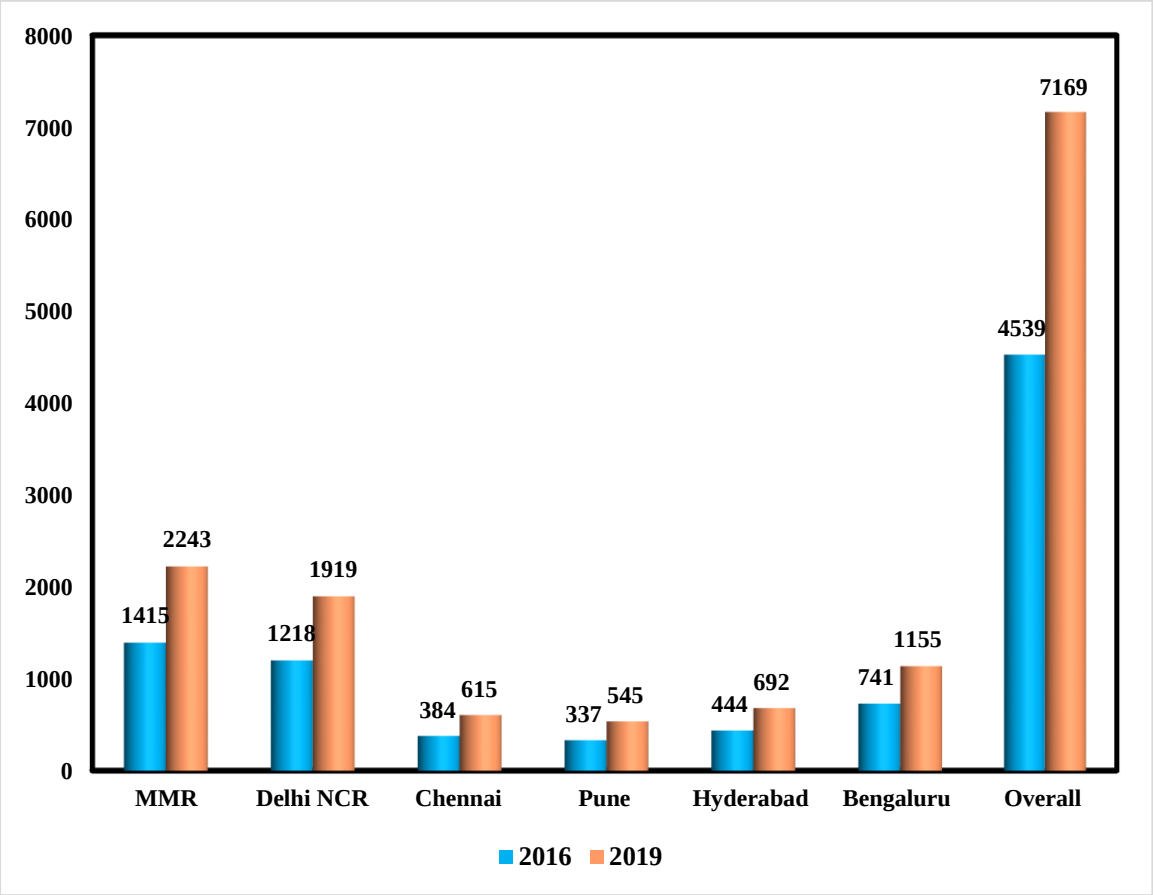


Figure 1.4.1: Market Size of Modern Retail across top six Indian urban markets

Source: Knight Frank India Research and RAI-2017.

1.5. Penetration of Modern Retail in Indian Urban Markets

As the Indian retail sector is growing at higher scale, the modern retail is also witnessing a sharp growth across six top urban markets in recent times. The market size of modern retail in India is expected to double in size in three years to ₹ 1,71,800 crore from the current ₹ 87,100

crore across the top six retail markets (Knight Frank India and RAI, 2017). Irrespective of categorise, penetration of modern retail in Indian urban markets is growing leaps and bounds since last few years. Though total retail market size is higher in Mumbai MMR, however , Delhi NCR has higher penetration of modern retail in terms of market size worth of ₹ 39,000 crore in 2016 and is expected to reach ₹ 63,000 crore by 2019. Whereas the penetration of modern retail in MMR was worth of ₹ 19,400 crore in 2016 which will double its size (₹ 38,100 crore) by 2019 (see Figure 1.5.1).

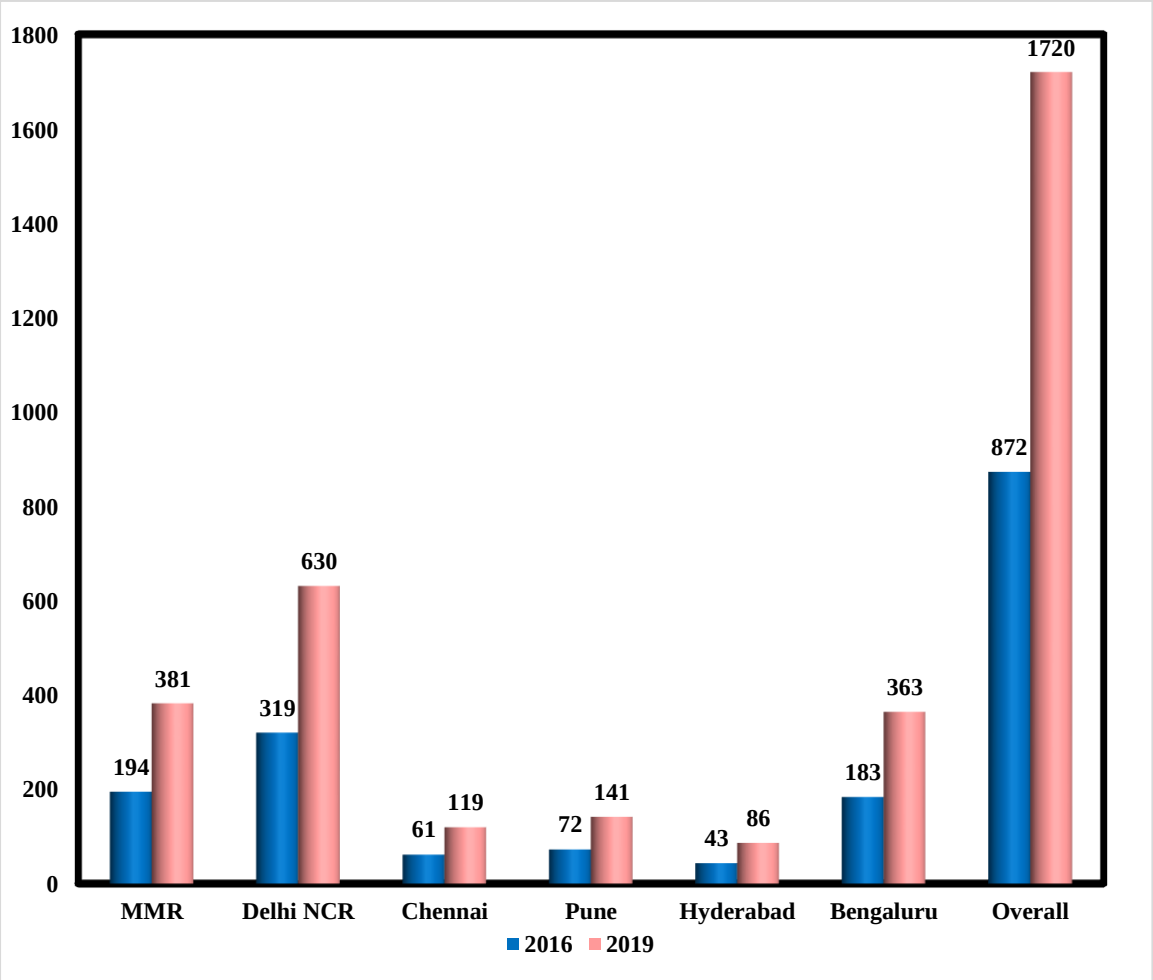


Figure 1.5.1: Size of Modern Retail in Top Six Indian Urban Markets: 2016-19(E)

Source. 1: IRA and Knight Frank India (2017)

1.6. Growth of Modern Retail in top Indian Urban Markets

According to a recent study jointly conducted by Retailers Association of India (RAI) and Knight Frank India, modern retail in top Indian urban markets is penetrated at an average growth of 19 percent of total retail in 2016, which will reach to 24 percent by 2019. As for as

each city is concerned, Delhi NCR has highest growth in penetration of modern retail with an average of 26 percent of total retail in 2016 and is estimated to reach 33 percent by 2019. Similarly, the growth of modern retail in Bengaluru is at an average of 25 percent in 2016, which will reach 31 percent by 2019. Likewise, Delhi NCR and Bangalore, the modern retail is growing at a pace in other urban markets include Pune, Chennai, Mumbai Metropolitan Region and Hyderabad. It indicates that, modern retail is recording a steep growth in India since last few years (see Figure.1.6.1).

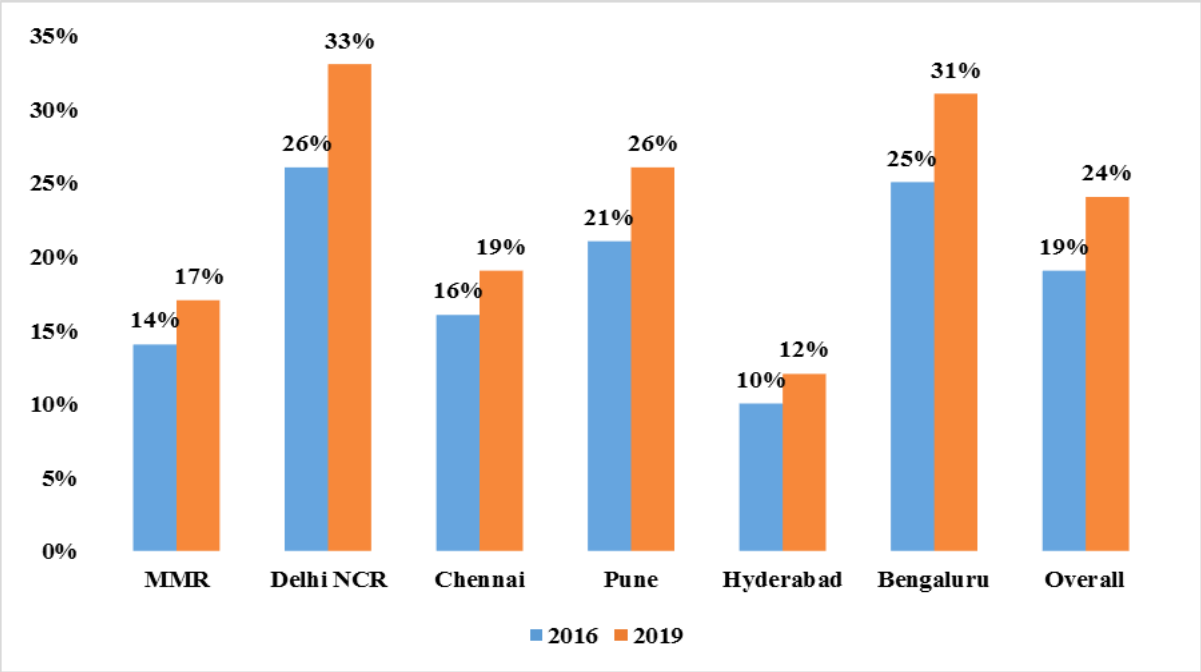


Figure 1.6.1: Growth of Modern Retail in Top Indian Urban Markets; 2016-19(E)

Source. 2: IRA and Knight Frank India (2017)

1.7. Global Retail Development Index (GRDI)

According to a recent research report by AT Kearney on Global Retail Development Index-2016, India occupied 2nd position in terms of retail development in the world. The index is drawn based on scores of four indicators namely; market size, country risk, market saturation, and time pressure. Each parameter carries 100 points and given 25 percent, weightage to each parameter in calculating overall score. Thus, on a 100-point scale, India scored 71 points and stands next position to China, which stood first by scoring 72.5 points (see Fig. 1.7.1). The retail demand in India is increasing due to mainly increase in urbanization, middle-class expansion, and increase in woman workforce, dual income, and shift in life styles. India's retail sector is almost reached a maturing stage. However, there is a potential scope for development

of modern retail further and will see a new height of growth. In recent years, consumers' spending has been risen drastically due to rise in their income levels and thus sharp rise in their purchase power. This helps in patronizing of modern retail in India. Today, India became the potential destination for FDI for foreign investors and opening new retail stores.

2016 Global Retail Development Index™

2016 rank	Country	Market size (25%)	Country risk (25%)	Market saturation (25%)	Time pressure (25%)	GRDI score	Population (million)	GDP per capita, PPP	National retail sales ($ billion)
1	China	100.0	61.2	36.2	92.5	72.5	1,372	14,190	3,046
2	India	53.7	54.3	75.8	100.0	71.0	1,314	6,209	1,009
3	Malaysia	81.2	83.4	23.5	50.4	59.6	31	26,141	93
4	Kazakhstan	56.4	37.3	61.9	70.2	56.5	18	24,346	48
5	Indonesia	64.3	38.9	50.2	68.9	55.6	256	11,112	324
6	Turkey	85.9	46.4	31.9	53.1	54.3	78	20,277	241
7	United Arab Emirates	95.2	100.0	1.3	18.0	53.6	10	66,997	69
8	Saudi Arabia	91.2	64.9	21.3	31.5	52.2	32	53,565	109
9	Peru	47.3	52.8	50.4	57.2	51.9	31	12,077	70
10	Azerbaijan	33.9	30.8	80.9	59.3	51.2	10	18,512	17

Figure 1.7.1: Global Rankings of Retail Development-2016

Source: AT Kearney

1.8. Retail Formats

Based on the size and merchandising capacity, retailing activities take place majorly under four formats. These include, Departmental store, Super markets, Hypermarkets and Speciality store (see Figure 1.8.1).

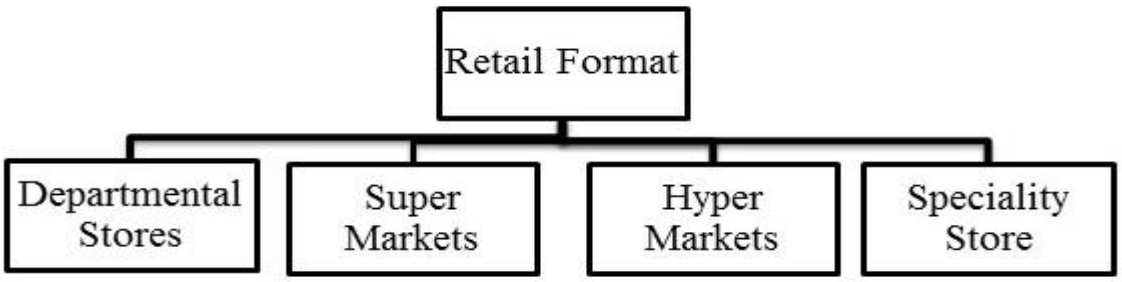


Figure 1.8.1: Retail Formats

Under the Departmental stores format category, Pantaloons has more than 105 stores, Westside operates 90 stores, Shoppers Stop has 66 stores, and Reliance Retail launched Reliance Trends in this format and currently has more than 100 stores across India.

Under the Hypermarkets format of retailing, Big Bazaar has 512 stores, Spencer's Hyper, Aditya Birla's More and Reliance are the key players.

Under Supermarkets format, Aditya Birla's More has 1735 stores, Spencer's Daily has 134 stores, Reliance Fresh has 700 stores, and Big Bazaar has 512 stores.

Under Speciality stores format, Titan has 430 stores, Tanishq has 174 stores. Croma, E-Zone, Bajaj Electronics are the key players.

1.9. Future of Indian Retail Sector

The Indian retail market is projected at US$ 1.3 trillion by 2020, indicated Mr KV Thomas, Consumer Affairs Minister. Both Future domestic as well as foreign retail players are poised for tremendous growth, he said. He further revealed that consumer behaviour is undergoing a major transition owing to westernisation in shopping vis-a-vis online shopping and direct selling.

Penetration of modern retail in India is quite poor when compared to developed and emerging economies. In the US, Singapore and Malaysia, the share of modern retail is 84%, 71%, and 53% respectively. On the other hand, it stands at only 19% of total retail spending in the National Capital Region, Mumbai, Chennai, Bengaluru, Pune and Hyderabad cumulatively. The degree of penetration in India could be even lower as the presence of modern retail in smaller cities and rural areas is relatively insignificant. By 2019, the share of modern retail in these top six cities would probably amount to a quarter of the total retail spending.

Although the share of modern retail penetration in the country is not flattering, there is still a lot to cheer as consumer spending patterns and increasing disposable income levels continue to evolve at a fast pace.

Although the share of modern retail penetration in the country is not flattering, there is still a lot to cheer as consumer spending patterns and increasing disposable income levels continue to evolve at a fast pace.

The present market is marked by dynamism largely because of the number of international brands making headway into it. In the meantime, prevailing brands are endeavouring to keep abreast of the growth in the sector by reinventing ways of doing business. Nonetheless, scope for growth of modern retail in the top six retail markets in India is vast and untapped. Currently, the total retail market size in the top six retail markets of the country amounts to ₹4,539 bn and this is projected to reach ₹ 7,168 bn by 2019. Out of the total retail spending in the top six retail markets of the country, modern retail amounts to ₹ 871 bn and this is projected to reach ₹1,718 bn by 2019. MMR and Hyderabad have the lowest penetration of modern retail at 14% and 10%, respectively, despite having a sizeable consumer base.

1.10. Private Labels

Precisely, private labels may be defined as products created and branded by a retail chain and made available only through those retail outlets alongside other branded products. Private labels as a trend began in the 1980s when national brands started taking in increased profits by raising their price bars more rapidly than their raw material cost (Kahn and McAlister 1997). Whether we are in Beijing or Brussels, consumers around the world are buying Private Labels. (Jane B. Perrin, 2006). In fact, holistically speaking, private labels sand as the biggest brand in the world (Lincoln and Thomassen, 2008). Private labels or store brands are usually owned, controlled, and put on sale only by retailers (Sethuraman and Cole, 1999) or retail chains (Baltas, 1997; Veloutsou, Gioulistanis, & Moutinho, 2004).The rising prices of national brands drove consumers towards private labels. The market share of private labels serves as a measure of the retailers' market power and private label penetration. (Martos-Partal, M, 2012). While there is a gap in estimates of overall private label market share by a statistical service, adequate data exists in specific categories to conclude that the share of PLs is not just substantial but also on the rise. In an effort to withstand the private label onslaught, many national brand manufacturers including Philip Morris, Procter & Gamble, Kodak, and Nabisco have either slashed prices and/or chnaged promotional strategies to safeguard their market share.

1.11. Scenario of Private Labels

Private labels exist across a spectrum of product segments including food, healthcare, apparel, general merchandise, furnishings and niche products such as deodorants and fragrances. The trend is quite big internationally when compared to its nascency in India. Europe, for instance, registers massive private label sales at 45% of the total sales. The US, however, stands at 25%.

1.11.1. India

The penetration of private labels in emerging countries is still at nascent stage when compared to the private labels markets in developed nations. The share of private labels in India constitutes for approx. to a 7-8 per cent of total organised retail. However, it is estimated to record a higher growth rate in next few years. Growth of private labels greatly depends on penetration of modern retail. However, modern retail depends on the total retail market size in the country. The total market size of Indian retail is worth of US$ 725 billion in 2017, which will reach US$ 1 trillion by 2020. Whereas, currently the market size of modern retail is worth of US$ 72.5 billion in 2017, which will reach US$ 150 billion by 2020 (see Figure 1.11.1).

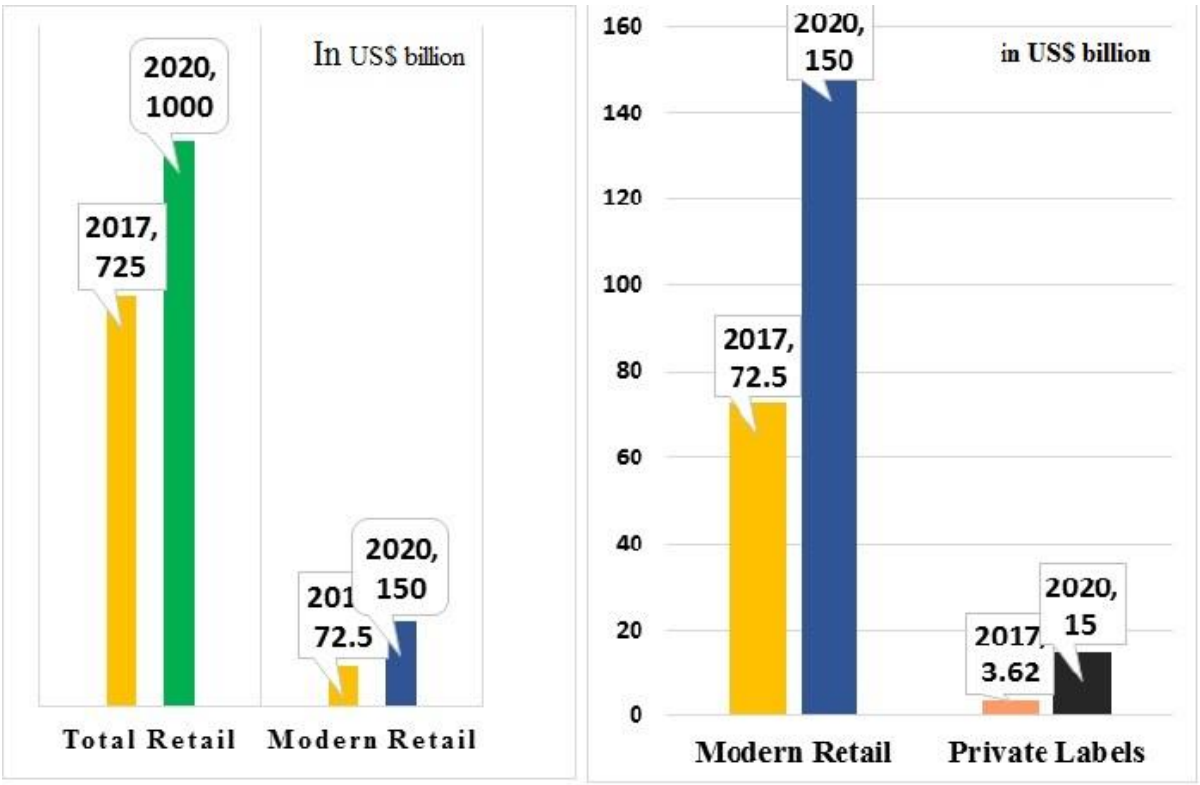


Figure 1.11.1: penetration of Private Labels in India: 2017-20(E)

Source: IBEF, 2017

The market size of private labels is witnessing a tremendous growth since last few years. Currently, the market size of private labels is growing at an average 5 percent of total modern retail, which amounts to US$ 3.62 billion and will reach to US$ 15 billion by 2020, which will be a 10 percent of total market size of modern retail in the country. Most of the retailers maintain private labels, which give them margins between 20-30%. In the food business in particular, these margins mean huge business. A large number of modern retailers including Future Group, to Reliance Retail to Aditya Birla have entered the market with their own private labels.

In their hypermarket format, Reliance Retail's private labels amount to 15% of the market. On the other hand, Big Bazaar's Tasty Treat represents a considerable portion of the business in the branded and packaged food category. This category is gaining at 70 percent according to newspaper reports.

Today, the progress of private labels is the hot news for marketers and retailers. Private Labels started as a strategy to provide consumers with low-priced alternatives to branded products. The retailer stands to benefit from positioning the private labels alongside the leading national brand in the same segment. In effect, the retailer is forming a close substitute to the prominent national brand.

Market research firm Nielsen suggests that if all Indian retailer private labels were to be grouped under one umbrella, it would result in the third-largest FMCG supplier in modern trade (see Figure 1.11.2). Nielsen puts forward that private labels' purchase has grown particularly in categories wherein the tangible difference between private label and manufacturer brands perceived by shoppers is minimal. Private label is a phenomenon, which has taken the retail arena by storm. Nielsen's Terron says that as shopping assumes the role of 'weekend family getaway', and offers functional benefits of increasing choice, offers and promos, impulse expenses would become the norm that can strain the domestic budget. The same report estimates a five time growth in the expenditure on private labels. Private brands in India are responsible for close to 5% of modern trade FMCG sales compared with 1% in China. Modern trade, on the other hand is less than 10% of overall FMCG sales in India, compared with the almost 70% in China.

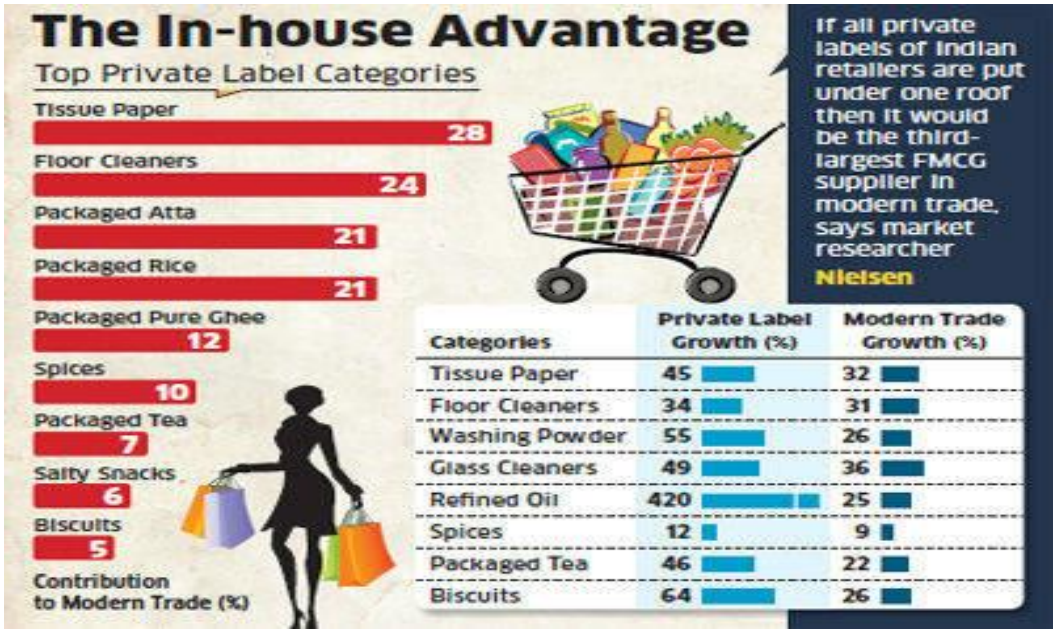


Figure 1.11.2: Growth of Private Labels

Source: Nielsen group, (2016)

Retailers opine that there exists potential. In Big Bazaar outlets for instance, private labels sell more than others in more than a dozen product segments. Other examples are Aditya Birla Retail's More and Spencer's Retail, wherein private labels outsell national brands in select categories, and especially in the food and homecare segments at that. Private labels are in fact easily priced lower than other brands as considerable savings accrue on marketing and distribution.

1.12. Evaluation of Private Labels

Private labels as a trend began in the 1980s when national brands started taking in increased profits by raising their price bars more rapidly than their raw material cost. Currently, the market size of private labels is growing at an average 5 percent of total modern retail, which amounts to US$ 3.62 billion and will reach to US$ 15 billion by 2020, which will be a 10 percent of total market size of modern retail in the country. This is mostly due to continued economic expansion and retail growth. It appears that the phenomenon has just begun, with organized retail held at 5 percent of the market and poised to grow to 14 to 18 percent by 2015. By the same year, 65 million households are expected to patronize organized retail, implying over 300 million shoppers. Several retailers are in keen pursuit of establishing private labels in fresh foods, home products, apparels, cosmetics, and appliances. India can be considered an

unbranded market. Branded players in most categories, account for 10 percent of the total market, compared to 40 to 60 percent in other markets. This is quite a singular phenomenon indicating the brands of tomorrow in India will be none other than retailer brands. Owing to families remaining focused on low-cost products, private label brands continue to thrive in the grocery sector. 2008 was the year in which private labels acquired popularity owing to rising concern over the economy and mounting food prices. Though prices stabilized in 2010-11, consumers continued to prefer lower-cost items. A trend that is expected to linger, Private label have become more acceptable to the mainstream customer. Studies indicate that 8 out of 10 consumers are price conscious which is reflected in brand scrutiny while in contrast, they seek private labels for the best deals and lowest prices. Private labels continue to forge ahead in innovation and value and may not be taken too lightly. Meanwhile, data reflects that is the relatively small group of heavy buyers who make up the bulk of private label sales (about 62 percent). Manufacturers, who can offer coupons while delivering on the brand promise can prevent customer migration.

1.13. Advantages and Disadvantages of Private Labels

Generally, any product or service comes with certain advantages and disadvantages. Similarly, private labels have various advantages and disadvantages too. Few among the advantages are, private labels are available exclusively only at store of that particular retailer and allow for product differentiation, freedom in pricing strategy, yields better margin and bring brand loyalty and increase brand equity. On the contrary, private labels are prone to inventory risk, incur higher R&D and marketing expenses, and if private labels fail, will create a negative brand image, and hence lower the brand equity (see Figure.1.13.1).

Table 1.13.1: Advantages and Disadvantages of Private Labels

Advantages	Disadvantages
➢ Exclusivity & Differentiation	➢ Prone to Inventory risk
➢ Bring Customer Loyalty	➢ Higher R&D expenses
➢ Better Margin	➢ Higher marketing expenses
➢ Better control in deliveries	➢ No markdown or return allowance from branded suppliers
➢ Boost Brand Equity	➢ If product fails, will create negative image
➢ Freedom in pricing strategy	➢ Issues in quality control
➢ Increase bargaining power with national brands	➢ Complexity in production & imports

1.14. 10 P's of Private Labels

1. **Product:** quality is equal to national brand.
2. **Partnership:** work in extra mile in terms of support, marketing, merchandising, etc.,
3. **Planogram:** ensuring every product leads to sales and profit, delist the slow movers.
4. **Packaging:** reflect quality and performance of overall brand & from inside as first impression, as 70% of purchase decision only at pop.
5. **Pricing:** provides the high perceived value to customer without leaving profit.
6. **Position:** position mark the one that you want to compete directly against.
7. **Push:** let the branded player spend money to develop category awareness, once customer in store, retailer have major impact.
8. **Personnel:** Same person promoting branded as well as PLs
9. **Promotion**: by display and through features to gain customer attention.
10. **Pride:** take pride in your brand, treat it and market it with the respect it deserves

There are many significant growth triggers driven the growth of private labels brands in India. Few among them are;

i. Price lower than national brands
ii. Up-to-date styles,
iii. Top-notch quality,
iv. Accessible prices.

The triggers are similar in the Western market too. However, retail markets in the West are mature and private brands often supersede national brands in such markets. Private labels are gaining significance in the developing markets as well. In India, acceptance towards private label brands is increasing. Consecutively penetration is on the rise especially in the apparel, consumer durables, home care, and FMCG segments. India is considerably under-branded there is still a lot of scope for growth in each category. Private label come into the story here and the prospects seem promising.

Table 1.14.1: National Brands vs Private Labels

National Brand	Private Labels
Almost everyone recognizes the names of the leading nationally branded coffees. Millions of dollars are spent advertising these products, making them easier to sell.	Retailers have control over their pivotal product, and that means over their business.
People can choose between various familiar labels.	It is the only way to be able to market high quality products, if a retailer so choose.
A buyer interviewing a private label salesman and a national brand salesman is likely to have more confidence in the latter, all other aspects of their presentations being equal.	Retailer save substantially in product cost and these savings can be spent on anything including higher product quality.
National brands have consistent control over quality.	Retailers have no competition for the brands that they carry. No one can trade on their name legally. This is a strong motivational plus for their salespeople
The nationally branded companies help promote sales with and for you, albeit sales for their own brand.	With the exclusive brand retailer can, if he wish, enters the entire Out-of- Home market supply
Nationally branded products are generally available in constant supply from local wholesalers with short lead times on ordering	A retailer can sell the mystique as well as the real quality of brand, enabling him to achieve a higher average selling price (though many operators make the mistake of selling their private label for a lower price than the national brands).

1.15. Purpose of launching Private Labels

Launching private labels will benefit both the retailers and customer in different ways. However, retailer will be benefitted more when compared to customers. These include;

1.15.1. Greater Margins

Production of Private label goods is much cheaper than branded goods and as there is not much in terms of advertising and marketing expense, they offer a dual advantage to the retailer in profit margins. A majority of branded goods make margins in the range of 6-12 percent.

1.15.2. Higher Customer Loyalty

As the number of private label offerings increase and there is an increased assurance of quality, an augmented sense of loyalty would be engendered in the customer base. This loyalty is the direct consequence of an affinity with the retailer brand, which denotes that the retailer may build itself well on the development of private label brands. In the long run therefore, private labels can prove to be important means for retailers to strengthen their positioning and thus draw target customers to their outlets.

1.15.3. Greater Scope for Uniqueness

Private labels also offer retailers an opportunity to add unique products in their supply chains that have not been branded before. Therefore, if retailers can successfully appease local consumer preferences through top quality private labels, they can differentiate themselves from their neighbours and stand out as destination stores. Ultimately, it is a win-win situation for the producers too who get a chance to exhibit their produce.

1.15.4. Advantage of pricing over national brands

Retailers promoting a private label enjoy the added benefit of pricing freedom, because of which they are cheaper than brand leaders. For instance, in USA, a few private labels are 25 percent less expensive than leading brands. In addition, in case of an owned private label, the retailer has the freedom to carve out a tailored marketing strategy and control stock inventory accordingly. This ownership over all the stages of a product supply chain gives the retailer high flexibility in pricing.

1.15.5. Best-seller during economy downturn

Private labels are expected to flourish in the current financial context as economically tied consumers' perception of the products as a cheaper option transforms. The price advantage of private labels leads customers to believe that these products score better even during an economic meltdown, and further that this newly acquired market share would hold forth even as the recession recedes. Even after the economy bounces back, consumers will seek products

marked at lesser prices but still offering the same quality, that too when backed by a retail name of a trusted national or regional player.

1.16. Life Cycle of Private Labels

Like any other branded products, private labels also tend to follow life cycle, which begins with nascent stage and prone to reach maturity after crossing transition stage. In the very beginning son after launching them, retailers focus primarily on price than quality to acquire customer base who are price-sensitives. In fact, private labels are offered at lower price than the branded products available in the same product category in the market. At this stage, retailers try to introduce private labels with due care. In the next stage, it enters into transition stage, where primary focus laid on the quality with marginal increase in price (see Figure 1.16.1).

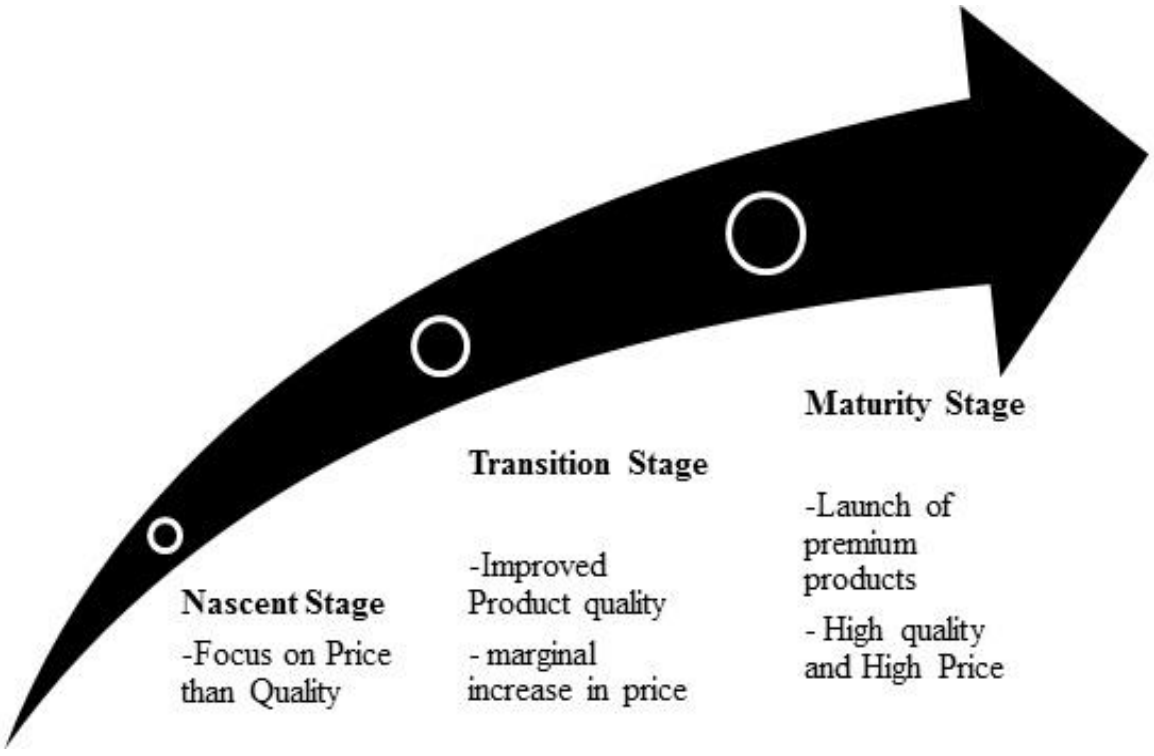


Figure 1.16.1: Life Cycle of Private Labels

In the transition stage, retailers invest much on the activities improving quality of the private labels. In this stage, private labels fetch good margins for retailers who introduce them in the market place. This stage continues for longer time until reaching saturation point in the market. To overcome this problem, retailers launch premium products ranges by focusing on high

quality at high price. In this stage, the prices of private labels are almost equal or greater than national brands and therefore reach to maturity stage and become prone to face competition from national brands. After this stage, the survival of private labels is greatly depends on the trade-off between its price and quality when compared to national brands available in the same category.

1.17. Private Labels in India

In tandem with the growing retail sector, private labels or store brands are a growing trend in the Indian organised retail market. Though shoppers have been gravitating towards private labels well before the economic slowdown, the slowdown actually contributed to the increased pace of this shift, thus positively impacting the private label sales of almost all large retailers like Reliance Retail, Aditya Birla Retail, Bharti Wal-Mart Retail, Infiniti Retail, Pantaloons Retail, Shoppers Stop etc. that own private labels. This migration may not be connected only to price play, (considering that the average private label in India is priced 51 per cent below national brands), but may be ascribed to other factors like enhancement in product quality, packaging betterment, presentation and retail experience that private labels have graduated to offer. Compounding this is the fact that many product categories like mobile phones, small home and kitchen appliances, etc. were traditionally ruled by brands, but large-scale commoditisation over the last few years has largely diminished the power of the brand. Interestingly, consumers will get to observe the intensified competition between national brands and private labels or store brands in the years to come. Private labels will continue to thrive as a sorely obvious symbol of retailers' growing grip over consumers and the supply chain. By lessening the power of traditional brands, private labels are certainly and gradually diluting a key avenue through which manufacturers could influence consumers, and in turn, their clout with retailers. Although private labels are a recent phenomenon in the Indian retail space, their inherent benefits are pushing their acceptance and progress. Private labelling as a trend is catching up fast among Indian retailers such as Big Bazaar, Reliance retail, Spencer's and Aditya Birla's augmented by the fact that consumers seek quality products at affordable prices. Besides, rapid technological and socio-economic changes have strongly influenced consumer buying behaviour over the last decade, compelling retailers to innovate and create new brands (private brands) across various price points to engage more buyers at stores. Asa result, they have not only formed new labels but have personalised and localised products to

appeal to Indian tastes. A Nielsen study indicates that foodstuff governs the private label market at 76 per cent of total sales. Packaged grocery, for example, dominates this scene and secures 53 per cent of total sales. While segments within the foods category such as packaged rice, packaged atta (wheat), and pure ghee have generated largest sales, a few private label segments are selling stronger than their modern trade equivalents. In the non-food category, household cleaners lead at 48 per cent of private labels. Personal care, fabric care and the general category are other segments are a significant piece of the pie that is non-food private label sales.

Most of private labels can be seen in food and apparel segments as the margin is little higher when compared to other product segments. Products from food segment fetches 20 percent of margin whereas apparels gives 40 percent margin.

Most retailers have come out with private labels in every category of products being sold in a departmental store or hypermarket. For most retailers, 20-30 per cent of overall sales come from private brands.

1.17.1. Big Bazaar

Big Bazaar, a retail division of Future Group is one of the largest and oldest retail chains in India. It has presence in all the formats of retailing including hypermarkets, departmental stores, speciality stores, discounted stores, and supermarkets. Currently, it operates more than 250 stores in 118 cities and towns across the India. The speciality stores run by Big Bazaar are including Food Bazaar, Fashion at Big Bazaar (FBB), e-Zone, Brand Factory, Home Town, and Central. It has introduced private labels in several product line of various categories. One of such successful private labels is ‘Tasty Treat’, which is the largest selling brand in fast moving consumer goods segment. However, Big Bazaar is offering products under this brand, which suit tastes and preferences of those particular regions. These products include, juice, cookies, flavoured milk, tomato ketchup, noodles biscuits and cornflakes (see Figure 1.17.1).

Figure 1.17.1: Private Labels of Big Bazaar under the name Tasty Treat

. Currently, Big Bazaar offers private labels in seven different categories, which include snack under 'Tasty Treat', groceries under 'Golden Harvest'; 'Fresh & Pure', oral care products under 'Care Mate', cleansers under 'Clean Mate'. According to Big Bazaar executives, "private labels mean a 15% savings in retailer margin, 7% in distributor margin, and 5 percent % in marketing cost, which translates to 27% net savings which is transferred to the customer thus ensuring higher sales even in categories without extremely high demand."

It also created private labels in personal care segment under the brand, 'Sach' and offers products like toothpaste. Similarly, Big Bazaar is offering private labels in home care segment under the name of 'Caremate' and offering various products. It offers private labels in fashion and consumer durables too. Big Bazaar follows the below-the-line kind of instore promotion to attract and increase consumer base.

1.17.2. Reliance Retail

Reliance Retail is one among largest and fasted growing retail chains in India with having presence in both the retail formats of supermarkets and hypermarkets under the names of Reliance Fresh and Reliance Trend, Reliance Super and Reliance Hyper. It has also presence in speciality store under the brand of Reliance Digital. Today, Reliance retail has more than 800 stores across the country. It has come up with private labels in many categories. Compared to a number of its rivals, which have a two-tier private label strategy (economy and standard); Reliance has now adopted a three-tier approach, adding a premium level at the top. These three-tier include 'Reliance Select', 'Reliance Value', and 'Reliance Premium' (see Figure 1.17.2).

The Reliance Premium range was relatively limited, but the packaging did a good job of communicating the benefits of the product over its lower-priced counterparts (such as the origin of the rice and the fact that it had been aged 1 year).

Figure 1.17.2: Private labels of Reliance Retail

Obviously, because Reliance is so well- known in India it has an advantage in terms of being able to stretch the existing brand into new areas - such as premium private labels and Reliance retail gets almost one-fifth of total revenue from private labels alone.

1.17.3. Spencer's Retail

Spencer's Retail Limited is a one of the leading multi-format retail chains in India. It has presence in 200 stores including 30 large store across 45 cities in India. It is also considered as one of the oldest retail chain in India as it introduced modern retail store to Indian consumers in 1920 and, then the hypermarket format in 2001. Spencer's retail is also involved very much in offering private labels across the categories including food, personal care, apparels, and home needs (see Figure 1.17.3).

Figure 1.17.3: Private Labels of the Spencer's

Private labels at Spencer's are offered under the brands 'Spencer's Smart Choice', 'Tasty Wonders', 'Clean Home' and 'Maroon'. The best-selling private labels include rice, instant noodles, cereals, pulses, biscuits, beverages, cookies, wafers, spices, dry fruits, pickles, honey, sauces, breakfast cereals, breads and jams.

Spencer's also has introduced private labels in personal care segment, which include baby care, hand wash, tissue papers, face wipes and etc. its private labels in home needs include detergents, toilet cleaners, dish wash , floor cleaners. Likewise, Big Bazaar, Spencer's also offers pickles with customized flavours to the tastes and flavours of regional customers. For the instance, Spencer's pickles especially, with southern Indian flavour got wider range of customers' acceptance over the country.

1.17.4. Aditya Birla's more

Aditya Birla Retail Limited has entered in to Indian retailing under the brand '**more**' in 2007 by acquiring Trinetra, a south Indian based retail chain. Since then it expanded its retail chain across the country in both the formats of retail- supermarket and hypermarket. Likewise reliance retail, it also has implanted a three-tier private labels strategy under the names of 'more select', 'more Choice' and 'more Value' (see Figure 1.17.4).

Figure 1.17.4: Private Labels of Aditya Birla's More

More offers its private labels widely in different categories range from groceries to apparels, home needs, electricals, and electronic gadgets (see Figure 1.17.5).

Products	
Apparels - Men/ Women	Home Decor Products
Audio and Video	Home Needs and Home Upkeep
Live Bakery/ Imported food, general merchandise	Footwear and accessories
Beverages	Toys
Books and Audio	Video Products
Computer	Accessories
Crockery	Infant and Children's Apparels
Cookware	Information Technology Products
Do it yourself and Auto Accessories	Large White Appliances
Electronics	Luggage
FMCG Products	Mobile Phone and Accessories
Footwear	Personal Care and Cosmetics
Frozen and Dairy Products	Processed Food
Fresh Fruit and Vegetables	Prepared Food
Fresh Non Vegetarian	Ready to Cook/Prepared Food
Fitness	Small White Appliances
Furniture	Sporting Goods
General Merchandise	Packaged and loose Staples
Home Care Products	Stationery

Figure 1.17.5: Products offered by Aditya Birla's More

1.18. Private Labels of Indian Retailers

All the major retail chains in India are introduced their private labels in various categories of products. There are numerous retailers engaged in the activities of promoting private labels, however only limited retailers become able to make them successful which include Future Group, Reliance Retail, Aditya Birla's More, Spencer's and so on (see Table 1.18.1).

Table 1.18.1: Private Labels of Indian Retailers

Aditya Birla Retail's more.	**Bharti Retail Easyday-Wal-Mart**
More (Staples)	Great Value (Grocery)
Blue Earth (Apparels)	George (apparel)
True (Footwear)	Home Trends (Home Furnishing)
Future Group	Mainstays (Plastic Containers)
	Kid Connection (toys, clothing)
Dairy Pure (dairy Products)	**Reliance Retail**
Tasty Treat (Processed Food)	Reliance Select
Sach (Toothpaste)	Reliance Value
Ektaa (Community Food)	Reliance Premium
Premium Harvest (Staples)	**Spencer's**
Fresh n Pure (Dairy Products)	Smart choice (Food and Groceries)
Cleanmate (Homecare)	Tasty wonders (breakfast cereals, snacks and savouries)
Caremate (Personal Hygiene)	Maroon (Home Essential) and etc.

1.19. Future of Private Labels

The total market share of private labels in India will scale to new heights in the next few years. The market size of private labels is witnessing a tremendous growth since last few years. Currently, the market size of private labels is growing at an average 5 percent of total modern retail, which amounts to US$ 3.62 billion and will reach to US$ 15 billion by 2020, which will be a 10 percent of total market size of modern retail in the country. Most of the retailers. The total market share of private labels in India will scale to new heights in the next few years. The market size of private labels is witnessing a tremendous growth since last few years. Currently, the market size of private labels is growing at an average 5 percent of total modern retail, which amounts to US$ 3.62 billion and will reach to US$ 15 billion by 2020, which will be a 10 percent of total market size of modern retail in the country. Most of the retailers maintain private labels. Price becomes a major driving force for the growth of private labels, which is about to a 20-30 percent lower than the national brands. Retailers exert it as a big advantage for them over national brands. The sophistication and concentration of the retailers across the India determines the share of their private labels. The penetration rate of private labels is seen higher in the economies where retail is more in organised status. Whereas in case of India, the penetration of private labels is still at nascent stage due to highly fragmented retail sector, where about to an 85 percent of the total retail is under the control of unorganised small kiraana shops and road side stalls. However, the increased working women population, diversified lifestyles, dual income fuelled the growth rate of modern retail in India in recent years. Retailers must see the market size of unorganised sector as a source of opportunity and try to grab it to the possible extent they can. Since private labels are in nascent stage, currently retailers use lower pricing strategy to with the branded products. However, to capture higher penetration rate, retailers should work on increasing the quality of private labels. Private labels are positioned at lower price initially. However, as the market matures, retailers increase prices over the period by focusing more on improving in quality. The improvement in quality will help retailers to launch premium categories in private labels, which will bring greater loyalty and then higher brand equity for the retailers.

1.20. Significant of the Study

The significant growing of private labels has gained the attraction of retailers and markets in recent times. As the retailer is the responsible for the success of private labels, he must be aware of consumers' perceptions, purchase intention towards private labels to survive in the huge competitive market place. From the consumers' standpoint, previous studies have failed to explain the determinants of consumers' perceptions towards private labels and their consequences on consumers' intention to purchase private labels. Due to the growing importance of private label brands, conceptual and empirical research has expanded its focus beyond manufacturer brands to investigate these phenomena more deeply. More specifically, research on private labels addresses consumer proneness to purchase private labels compared to manufacturer brands and is related to the variables influencing consumers' attitude and preferences toward private labels and their consumption. Although the link between brand equity and purchase intention examined thoroughly in marketing literature, however these factors are not well developed within the private label literature, nor are their relationships and influence measured in an integrated framework.

Hence, to address these issues, the present study adopts the well accepted consumer-based brand equity model by using Aaker (2003) brand equity elements, which would explain how consumers' perceptions are affected by retailers' brand equity and ultimately how these perceptions affected consumers' intention to purchase private labels.

1.21. Statement of Problem

The importance of brand equity to a firm and its consequences have been well-documented by previous literature (Simon & Sullivan, 1993; Bello and Holbrook 1995; Yoo et al., 2000; Kim, 2004; Ailawadi & Keller 2004; Atilgan., 2005; Kotler, 2006; Pappu & Quester 2006; Tong.X and Hawley, 2009; Rastogi, D. P, 2013). From these studies, brand equity has been found to increase market share of a retailer and thus allows him to gain a prie advantages over competitors (Simon & Sullivan, 1993) and affect consumers' purchase intentions (Kim, Kim, & An, 2003; Pappu, Punj & Hillyer, 2004; Quester, & Cooksey, 2005; Chen, P., and Huang, 2012). From the consumers' standpoint, previous studies have failed to explain the determinants of consumers' perceptions towards private labels and their consequences on

consumers' intention to purchase private labels. As the retailer is the responsible for the success of private labels, he must be aware of consumers' perceptions, purchase intention towards private labels to survive in the huge competitive market place.

1.22. Structure of the Thesis

The entire thesis has been divided and presented into five chapters, which are interlinked with each other in such a way to make the thesis more meaningful.

Chapter I: Introduction

The chapter-one gives an overview of the research study. It provides the current scenario of Indian Retail sector, emergence, and growth of private labels in Indian and global contexts. It presents the information about private labels of various large retail chains available in the Indian urban market place. It discusses the characteristics, advantages, and disadvantages of private labels. This chapter also briefs the scope and significance of the study, statement of research problem and research questions.

Chapter II: Review of literature and Conceptual Framework

Chapter-two presents an extensive literature review pertaining to the research problem. It provides the literature related to brand equity and its elements- retailer brand awareness, retailer brand associations and retailer brand loyalty that have been gathered from previous studies and reviewed thoroughly. Similarly, literature related perceived private labels price, perceived private labels quality, perceived private labels value, and the final dependent variable intention to purchase private labels have been reviewed and identified research gaps. Based on these gaps a conceptual framework has been developed. This chapter also provides objectives of the study and the development of hypotheses based on conceptual model.

Chapter III: Research Methodology

Chapter-three explains the research design and the methods adopted to carry out present study in such a way the study follows logical and scientific manner in answering the research objectives. It provides the detailed information about the data collection tools and techniques,

sources of data, statistical tools, and techniques used for data analysis. It also provides justification for sample size for main study and the results of pilot study at the end.

Chapter IV: Data Analysis and Results

Chapter-four deals about the data analysis and results. Entire analyses has been divided and presented in six sections. Section-A provides information about demographical profile pertaining respondents and preliminary analysis. Section-B presents consumers' perceptions about private labels. Section-C provides analyses related to extracting conceptual factors by applying exploratory factor analysis (EFA). Section-D presents the analyses related to validation of conceptual factors by applying confirmatory factor analysis (CFA). Section-E provides analysis pertaining to hypotheses testing corresponding to each brand equity elements and their consequences on each factors by applying structural equation modelling (SEM). Finally, Section-F presents, testing and validating the comprehensive proposed integrated structural model and the analysis related to consumers' most preferred retailer brand is mentioned at the end of the chapter.

Chapter V: Findings and Conclusions

Chapter-five summarizes the findings derived out of the results from analysing data in previous chapter and gives adequate conclusions. It also discusses suggestions and recommendation based on findings and conclusions of the study in the form of theoretical, managerial, and methodological implications. It also states the limitations of the study and directs avenues for future research at end of the chapter.

CHAPTER-II: REVIEW OF LITERATURE

The present chapter presents an extensive literature review pertaining to the research problem. It provides the literature related to brand equity and its elements, namely, retailer brand awareness, retailer brand associations, and retailer brand loyalty. Similarly, literature related private labels familiarity; perceived private labels quality, perceived private labels value and the final dependent variable intention to purchase private labels have been reviewed and identified the research gaps with the help of thorough literature review. Based on these gaps a conceptual framework has been framed and hypotheses have been developed based on this conceptual model.

2. Introduction

There are quite a few studies available in the area of private labels; however, the context was mostly focused in European countries and the United States (Boutzouki et al., 2008). The published research on consumer behaviour related to private label products is extended in countries where the penetration level is high (e.g., Morris, 1979; Uncles and Ellis, 1989; Halstead &Ward, 1995; Hogan, 1996; Dick, Fain, and Richardson, 1997; Burt and Davis, 1999; Boutzouki et al., 2008). On the contrary, in countries like India, where the penetration level is low, the research on this subject is limited (Veloutsou et al., 2004), hence author is required to review a broad range of Western literature related to brand equity and its consequences on consumers' perceptions and purchase intentions toward private label to stimulate the generation of research questions.

After reviewing available literature pertaining to research area thoroughly, the researcher is able to identify 8 factors which are relevant to the research objectives of the study. These 8 constructs include Brand equity elements- Brand Awareness, Brand Association, Perceived quality and Brand loyalty, Perceptions- Private labels familiarity, perceived private labels quality, perceived private labels value and ultimately intention to purchase private labels. A conceptual model has been developed with the help of identified constructs and then the conceptual and operational definitions of these constructs have been defined (see Tables 2.8.1; Table 2.8.2).

2.1. Retailer Brand Equity

The overall performance of any brand can be measured in terms of the brand equity does it carry in the market. It is over and above the real financial assets of the firm or company. There are millions of brand exist in the globe but only few of them have risen as power brand. Firms invest heavily in brand building activities which fetch brand equity to the firm. Firms see it as a continuous activity to assess it brand equity it does carry in the market. Keller (1993) points out that, "There is both an indirect and a direct approach to measuring customer-based brand equity. The indirect approach tries to identify potential sources of such equity, whereas the direct approach focuses on consumer responses to different elements of the firms marketing program. The implications of customer-based research suggest that measures of customers brand perceptions are accurate reflections of brand performance in the marketplace." In Aaker's view brand equity is "A set of assets and liabilities linked to a brand, its name and symbol that adds to or subtracts from the value provided by a product or service to a firm and/or to that firms customers." Pappu and Quester (2006) defines, retailer's equity is a multidimensional concept formed from brand awareness, brand associations, perceived quality, and brand loyalty. The brand equity of the retailer helps in increasing the private labels sale as the retailer becomes a brand in itself emphasizing the private labels also to be treated as a brand in the mind of the customer (Rastogi, D. P, 2013). Building retailer brand equity leads to consumers being willing to pay (Bello and Holbrook 1995). When consumers perceive a retailer's name more positively, the retailer becomes more relevant to the consumers choices. According to Simon, (1993), "Brands with high equity allow a firm to charge a premium price as well as garner a larger market share in relation to competitors." Further, Keller, (2002), has divided brand equity into two separate elements, such as brand awareness and brand associations. Among several brand equity models available in the literature, Aaker's Brand equity elements have been used widely to analyse the consequences of Retailers' brand equity on consumers' perception and in turn their purchase intention towards private labels. The concept of brand equity was tested empirically in a number of previous studies. Few among them were (Simon & Sullivan, (1993); Bello and Holbrook, (1995); Yoo et al., (2000); Kim and Kim, (2004); Ailawadi and Keller, (2004); Atilgan et al., (2005); Kotler and Keller, (2006); Pappu and Quester, (2006); Tong.X and Hawley, (2009); Rastogi, D. P, (2013).

2.1.1. Aaker's Brand Equity Model

Aaker (1991, 1996) postulates that the brand equity of a brand can be measured by using five dimensions including Brand Awareness, Brand Associations, Perceived quality, Brand loyalty and other proprietary brand assets such as patents, trademarks, and channel relationships. However, among these five brand equity dimensions, the first four are used to evaluate brand equity from perspectives of customers, as they could able to understand the reactions to the brand based on these four dimension (Donthu, 2001; Thomas, 2002; and Dyna at al., 2005). Thus, the brand equity model consists of four elements developed by Aaker has become popular in measuring the customer-based brand equity.

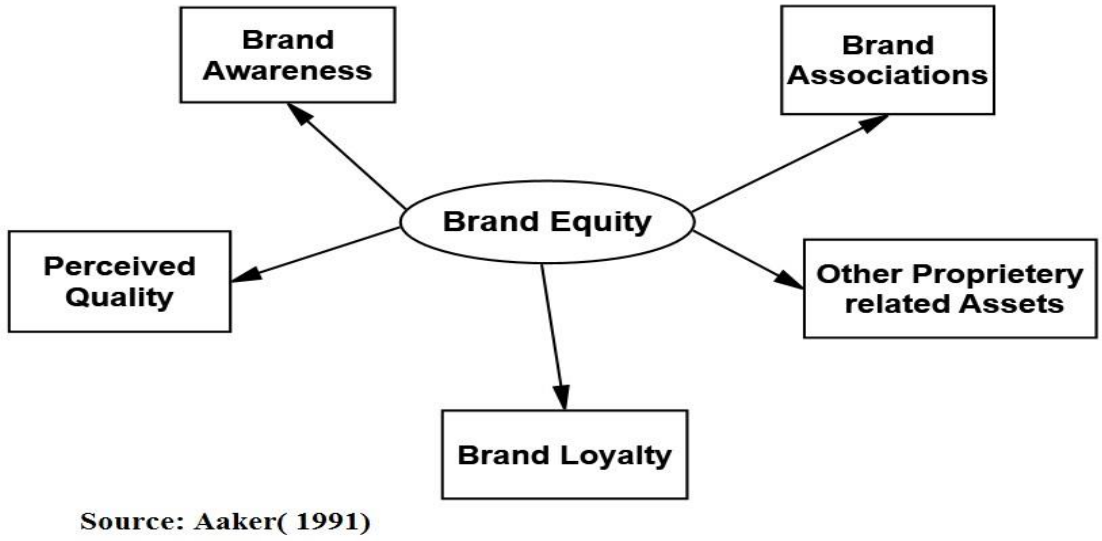


Figure 2.1.1: Brand Equity Model adopted from Aaker, (1991)

2.2. Purchase Intention

Purchase intention refers to the likelihood of consumers to purchase a product or service. It became becomes an important concept in marketing and gained attraction of many researchers (Morrison, 1979; Thomas, 2002; Kennedy, 2008). "Predicting purchases rests on the stage earlier than actual purchase, and is referred to as intention to purchase" (Howard and Sheth, 1969, Kotler and Armstrong, 2012), it is a measure of the willingness to buy a product (Dodds,

William B., and Grewal, D., 1991) and has also been operationalized as the probability that a consumer will purchase a product or service (Kamins, M. A., and Marks, L. J., 1991). Purchase intention plays a critical role in predicting consumer purchase behaviour and it has been widely used as a predictor of subsequent purchase. (Fishbein and Ajzen, 1975; Thompson, 2003; Hansen, 2005; Stampe anja and Maria, 2013). The focus on purchase intention is both managerially and theoretically valuable. (O'Cass, A., and Lim, K., 2002).

2.3. Private Labels

Precisely, private labels may be defined as products created and branded by a retail chain and made available only through those retail outlets alongside other branded products (Sethuraman and Cole, 1999). The private label phenomenon started in the 1980s when national brands were steadily increasing profits by increasing their prices at a faster rate than the cost of raw materials (Kahn and McAlister, 1997) and numbers of attempts have been made to identify the characteristics of private label buyers (Richardson, Jain and Dick, 1996).

Private label products in those earlier days were usually objectively and perceptually far inferior in quality to manufacturer brands, and purchased by people that were very price sensitive by temperament or need. In more recent times, however, objective private label quality has improved and become more important relative to price in private label trial and value for money perceptions (Hoch, S. J., & Banerji, S., 1993; Richardson, P. S., Dick, A. S., and Jain, A. K.,1994; Richardson, P. S., Jain, A. K., and Dick, A.,1996; Sprott, D. E., and Shimp, T. A.,2004; Shannon, R., and Mandhachitara, R.,2005; Olson, E. L.,2012). Retailers strategically use their own brands (private labels). Most retailers use private labels as a value-led alternative to national brands. (Liu, T. C., & Wang, C. Y., 2008). Private labels can be offered by a retailer under the name of his brand or by any other unique name. They allow the retailer to differentiate its offerings from competing retailers, although often without the support afforded manufacturers brands. Today, when considered holistically, private label is the biggest brand in the world (Lincoln and Thomassen, 2008). Retailers use manufacturer brands to generate consumer interest, patronage, and loyalty in a store and then introduce their private labels to grab the sales from customers. Manufacturer brands operate almost as ingredient brands that wield significant consumer pull, often more than the retailer brand does. At the same time, retailers compete with manufacturers for consumer pull to increase their relative market power and their share of the total channel profit pie (Steiner, 1993). In doing so, they may sell some of their own brands because they allow the retailer to differentiate its

offerings from competing retailers, although often without the support afforded manufacturers brands.

2.4. Brand equity elements and purchase intention

An enhanced brand equity of a firm will have positive influence on consumers' purchase behavior (Aaker 1991; Farquhar 1989; Guerrero et al. 2000; Keller 1993). Tolba and Hassan, (2006) discussed in their book that, the brand equity of a firm has a direct influence on consumers' brand preference and intention to purchase a product or service of that brand and thus, brand equity helps an individual to expect a greater level of assurance in purchase decision (Aaker 1992, 1996; Keller 2003).

2.4.1. Retailer Brand Awareness

Brand awareness is the first and critical component of brand equity (Aaker, 1991; Keller, 1993), it plays a significant role on purchase intention because consumers incline to buy a familiar and well known product (Keller, 1993; Macdonald, E. K., & Sharp, B. M., 2000). Brand awareness will help consumers to identify a brand from its competitors and make decision to purchase (Percy, L., & Rossiter, J. R. (1992). Likewise, if a brand with higher brand awareness will have a greater market share and a superior quality estimation (Dodds, et al., 1991; Grewal, et al., 1998). Previous studies have examined the impact of brand awareness on consumers purchase intention (e.g., Erdem & Swait, 2004; Ashill, N. J., & Sinha, A., 2004 ; Hsin Kuang Chi et.al.2009; Chang, H. H., & Liu, Y. M., 2009; Jalilvand, M. R., Samiei, N., & Mahdavinia, S. H., 2011) and found that higher the brand awareness, higher the purchase intention. Moreover, it is significantly and positively related to perceived quality (Monero, 1990; Dodds & Grewal, 1991; Wall, Liefeld & Heslop, 1991; Grewal, Krishnan, Baker & Borin 1998; Monore, Lo, 2002; Ashill, N. J., & Sinha, A., 2004; Lin, 2006; Hsin Kuang Chi et.al.2009; Chang, H. H., & Liu, Y. M., 2009) and will reduce perceived risk. Therefore, brand awareness has been found to have a positive effect on consumers'' intention to purchase a particular brand (Jalilvand and Mahdavinia, 2011). Hence, it is assumed that Retailers brand awareness will have impact on consumers' familiarity with the private labels, perceived quality, perceived value and finally intention to purchase private labels.

2.4.2. Retailer Brand Associations

Brand associations are another important component of brand equity (Aaker, 1991; Keller, 1993). Aaker (1991) recommended that brand associations create positive attitudes and feelings among consumers and could provide them value by providing a reason for consumers to buy the brand. In the previous studies (Ashill, N. J. and Sinha, A., 2004; Chang, H. H. and Liu, Y. M., 2009; Mohammad Reza et al, 2011) it has been shown that brand associations have a positive effect on Purchase intention. Thus, when it applies to this study, it is assumed that retailers holding more brand-associated consumers will have impact on consumers purchase intention towards private labels by increasing familiarity, perceived quality, perceived value, and decreasing perceived risk towards private labels.

2.4.3. Perceived Retailer Quality

This is another critical dimension of brand equity (Aaker, 1991). Perceived quality is not the actual quality of the product but the consumer's subjective evaluation of the product (Zeithaml, 1988, p. 3). "Perceived means that the customers decide upon the level of quality, not the company" (Ogenyi omar, 2009). Similar to brand associations, perceived quality also provides value to consumers by offering them with a reason to buy and by differentiating the brand from competing brands. Perceived quality and brand loyalty has effect on purchase (Hsin Kuang Chi et.al. 2009). Familiarity and quality perceptions have some bearing on purchasing intentions (Magnusson et al. 2001; Magnusson et al. 2003; Eda Atilgan, et al., 2005; Smith & Paladino, 2010). "Quality and price, which are the two most important criteria for the selection of private label products" (Chaniotakis, I. E., Lymperopoulos, C., & Soureli, M., 2009). Perceived quality has a positive effect on perceived value (Monore, 1990; Chang, T. Z., & Wildt, A. R., 1994) and purchase intention towards private labels (Monore, 1990; Ashill, N. J. and Sinha, A., 2004; Chang, 2006; Wu 2006; Chang, H. H. and Liu, Y. M., 2009; Mohammad Reza et al., 2011). Hence, it is assumed that retailer perceived quality would have impact on perceived quality, perceived value, and purchase intention towards private labels.

2.4.4. Retailer Brand Loyalty

Brand loyalty is the most important dimension of brand equity and it is what determined the best consumers purchase intention (David, A. Aaker., 1991; Jung, J., & Sung, E., 2008). Brand

loyalty can be measured in two dimensions: affective loyalty and action loyalty. Affective loyalty is a specific brand preference from accumulative satisfaction to previous using experiences. However, affective loyalty just represents that a repurchase intention. It does not mean that consumers will take purchase action. It is very hard to say that consumers hold brand loyalty (Jacoby & Chestnut, 1978; Oliver, 1999; Kan, 2002). Action loyalty indicates that consumers not only have preferences to a specific brand but also perform purchase action repetitively, and become an action inertia (Jacoby, J., & Chestnut, R. W., 1978; Oliver, R. L., 1999; Kan, 2002, Lin, 2005; Chi, H. K., Yeh, H. R., & Yang, Y. T., 2009). Perceived quality and brand loyalty act as a mediator between brand awareness and purchase. (Hsin Kuang Chi et.al.2009). Brand Loyalty has a positive effect on Purchase intention (Chen, 2002; Judith and Richard 2002; Ashill, N. J. and Sinha, A., 2004; Wu, 2007; Chang, H. H. and Liu, Y. M., 2009; Mohammad Reza et al., 2011) and it is because of store loyal consumers develop attitudes of trust to the store and become familiar with private label brand products. (Dick, A., Jain, A. & Richardson, P., 1995). Thus it is assumed that store loyalty will have effect on private labels familiarity and perceived quality, perceived risk and private labels purchase.

2.5. Consumers' Perceptions and Purchase Intention

There are a few studies examined the influence of brand equity on purchase intention (e.g., Kim, Kim, & An, 2003; Pappu, Punj & Hillyer, 2004; Quester, & Cooksey, 2005; Chen, C. C., Chen, P. K., & Huang, C. E. 2012) and found that brand equity has a significant impact on purchase intention. Based upon these studies, it is assumed that retailers' brand equity will have impact on consumers purchase intention towards private labels.

Previous studies (for eg. Richardson et al., 1996; Grewal et al., 1998; Sirohi, N et al., 1998; Groth, 2001; Magnusson et al. 2001; Magnusson et al. 2003; Ho , 2007; Smith & Paladino 2010; Dursun, et al, 2011; Olson, E. L.,2012 and Rastogi, D. P, 2013) found that consumers purchase intention towards Private labels depends on consumer perceptions i.e., degree of perceived quality, level of perceived risk, the level of consumer familiarity with private labels and perceived value. Further, literature related to these constructs are discussed below.

2.5.1. Familiarity towards Private Labels

Alba and Hutchinson (1987) defined familiarity as "the number of product related experiences that have been accumulated by the consumer." Previous studies (Alba and Hutchinson, 1987;

Coupey et al. 1998; Sderlund, 2002) have acknowledged the significance of familiarity in context of purchase behaviour. According to the previous studies by Alba and Hutchinson, (1987); Johnson, (1984); and (McNeill and Wyeth, 2011), "Consumers who are familiar with a certain product category possess superior knowledge about products within this category, including the brands available on the market, the attributes of different products available and how these attributes affect performance. This allows them to easily comprehend, and process information, as well as to categorize the given information with less effort. Therefore, customers incline to choose a product or service of a brand which they are familiar with it rather than an unfamiliar brand. Hence familiarity plays a critical role in decision making process." According to Rastogi, D. P, (2013), the prior knowledge about a brand will increase consumers' reliability towards products and services offered by that brand by minimizing their perceived risks factor. Thus, familiarity should have an effect on consumers' behavioural intentions because consumers with a high degree of familiarity are provided with a different frame of reference for evaluations compared to consumers with a low level of familiarity, making them better able to distinguish between respectively good and poor performance of a product. (Bettman and Park, 1980; Sderlund, 2002). Moreover, the consumers prefer to purchase a product, which with they have got well familiarity (Pea et al., 2002). Familiarity and quality of food products will have some bearing on purchasing intentions (Magnusson et al. 2001; Magnusson et al. 2003; Smith & Paladino 2010). Consumers tend to buy the products they are familiar with (Macdonald & Sharp, 2000) and it could affect consumers perceptions and influence their intention to purchase (Kamins, M, 1991; Hsin, et.al.2009). The result of the (Dursun, et al, 2011) study indicates that the familiarity with private labels has a significant effect on consumers' intention to purchase private labels. Therefore, this study assumes that consumers' familiarity with private labels will have effect on perceived value and which then ultimately on consumers' intention to purchase private labels.

2.5.2. Perceived Private Labels Quality

Zeithaml (1988), asserts that "the perceived quality can be conceptualized as the consumers' global judgment of the brand or product's overall excellence or superiority." Aaker (1991) notes that perceived quality affects consumer perceptions of product or brand attributes and brand purchase. Moreover, perceived quality has been shown to significantly influence consumer intentions and proneness to purchase private label products (Richardson et al., 1996; Bao et al., 2011). Similarly, consumer loyalty toward private label products is also influenced

by perceived quality (Richardson et al., 1996; Bao et al., 2011). Keller, (2002) states that perceived quality has positive effect on brand purchase decision.

Private label perceived quality is a factor that has been evolving with consumers, traditionally perceiving private label brands to be of lower quality (Dick et al., 1995), but recently with a quality that matches or even exceeds that of manufacturer brands (De Wulf et al., 2005).

When a private label brand is linked with a specific retailer, consumers may perceive it as an implied guarantee, and offers better quality based on the brand image that particular retailer brand carries the minds of consumers.

Based on this, it is proposed that when consumers perceive private label products to be of higher quality, their loyalty, and purchase intentions are higher.

2.5.3. Perceived Private Labels Value

According to Zeithaml, (1988) and Sweeney, (2001), "Perceived value is the consumers overall assessment of the utility of a product, based on perceptions of what is received and what is given. How consumers perceive value is subjective, because it is the evaluation of the trade-off between what is received and what is given, and consumers are thus likely to value different things"(Hansen, 2005). Previous studies (Dodds et al., 1991; Chang, T. Z., & Wildt, A. R. 1994; Grewal et al., 1998; Groth, 2001; Eggert and Ulaga, 2002) suggest that purchase intention can be influenced by perceived value. The consumers with time-pressure will find private labels as value for money option (Scott & Karen, 2001). On the other hand, researcher like, Ho, (2007) emphasizes that "the higher the perceived quality and perceived value of the private brands, the higher will be the buying intentions." Thus, it is assumed that the perceived private labels value would have effect on consumers' intention to purchase private labels.

2.6. Previous studies and Hypotheses Development

The previous research studies related to brand equity concept have set and testes various hypotheses in different context. Researcher reviewed literature pertinent to present research study extensively and gathered various hypotheses framed and tested under different settings and context (see Table. 2.6.1).

Table 2.6.1: Hypotheses from previous studies

Hypotheses	Author
Brand Awareness has positive effect on Perceived Quality	(Dodds, et al., 1991; (Hsin Kuang Chi et.al.2009; Grewal, Krishnan, Baker & Borin 1998; Monore, 1990; Dodds & Grewal, 1991; Wall, Liefeld & Heslop, 1991; Lo, 2002; Lin, 2006.
Brand Awareness has positive effect on Purchase intention	(Hsin Kuang Chi et.al.2009) (Keller, 1993; Macdonald, E. K., & Sharp, B. M. ,2000) (Percy, L., & Rossiter, J. R. (1992). (Jalilvand, M. R., Samiei, N., & Mahdavinia, S. H. (2011), Ashill, N. J., & Sinha, A. (2004).. , Chang, H. H., & Liu, Y. M. (2009).
Brand Association has positive effect on Purchase intention	(O'Cass, A., & Lim, K. (2002) (Mohammad Reza Jalilvand; Neda Samiei; Seyed Hessamaldin Mahdavinia, 2011), Ashill, N. J. and Sinha, A. (2004). Chang, H. H. and Liu, Y. M. (2009).
Perceived Quality has positive effect on Purchase intention	Chang (2006); Wu (2006); Monore (1990)
Brand Loyalty has positive effect on Brand Familiarity	McNeill and Wyeth (2011); (Mohammad Reza Jalilvand; Neda Samiei; Seyed Hessamaldin Mahdavinia, 2011)
Brand Loyalty has positive effect on Perceived Quality	Chen (2002), Wu (2007); Judith and Richard (2002)
Brand Loyalty has positive effect on Purchase intention	(David, A. A. (1991); (Jung, J., & Sung, E. (2008); (Mohammad Reza Jalilvand; Neda Samiei; Seyed Hessamaldin Mahdavinia, 2011), Ashill, N. J. and Sinha, A. (2004). Chang, H. H. and Liu, Y. M. (2009).

2.7. Conceptual and Operational Definition of Constructs

The definitions of the eight constructs are defined conceptually in general and operationally in particular to the study. Different studies carried out in the past defined these eight constructs conceptually well and meaningful (see Table 2.8.1 and Table 2.8.2). Based on these definitions, operational definitions of each constructs have been defined.

2.8. Research Gaps

1. Though, many studies are available in the area of private labels but most of them are from the context of European and the western countries, however, very less studies are in Indian context although the penetration of private labels is growing leaps and bounds in India.
2. Although many studies are on private labels in European and western countries, however, their focus was mostly on only knowing consumers' perceptions and attitudes towards private labels. Very few of them discussed about the effect of consumers perceptions on their purchase intention.
3. There are quite a few of studies addressed the research related to the effect of brand equity on consumers purchase intention. However, they found only direct effect between them but precisely failed to address the consequences of brand equity on consumers' perception, which stimulate purchase intentions.

   Therefore, to fill the above research gaps, this study develops a hypothetical research model (see Figure 2.10.1) and tests it, in order to explain how well the retailer brand equity affects consumers' perceptions towards private labels, and then how these perceptions affect consumers' intention to purchase private labels.

Table 2.8.1: Conceptual Definitions of the Constructs

Construct	Conceptual Definition	Source
Brand Equity	"Set of brand assets and liabilities linked to a brand, its name, and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers."	(Aaker,1991)
Brand Awareness	"The strength of a brand's presence in consumers' minds."	(Aaker,1991)
Brand Associations	"The underlying value of a brand name of retailer often in the set of associations- it's meaning to people."	(Aaker,1991)
Perceived Retailer Quality	"It is a consumers' judgment about a product's overall excellence or superiority, which is sold by a retailer."	(Zeithaml, 1988)
Retailer Brand Loyalty	"The attachment that a customer has to a retailer".	(Dodds, et al.1991)
Familiarity with Private labels	"The extent of a consumer's direct and indirect association with a brand."	(Aaker,1991)
Perceived Private Label's Quality	"It is a consumers judgment about a products overall excellence or superiority owned and sold by a retailer."	(Zeithaml, 1988)
Perceived Private Labels' Value	"The consumers overall assessment of the utility of a product, based on perceptions of what is perceived and what is given."	. (Aaker,1991)
Private Labels Purchase Intention	"The Likelihood of a consumer purchasing a product."	(Dodds, et al.1991)

Table 2.8.2: Operational Definitions of the Constructs

Construct	Operational Definition
Brand Equity	"Set of brand assets and liabilities linked to a brand, its name, and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers."
Brand Awareness	"The strength of a brand's presence in consumers' minds"
Brand Associations	"The underlying value of a brand name of retailer often in the set of associations- it's meaning to people."
Perceived Retailer Quality	"It is a consumers' judgment about a product's overall excellence or superiority, which is sold by a retailer."
Retailer Brand Loyalty	"The attachment that a customer has to a retailer".
Familiarity with Private labels	"The extent of a consumer s direct and indirect association with private labels."
Perceived Private Label's Quality	"It is a consumers' judgment about private labels' overall excellence or superiority owned and sold by a retailer."
Perceived Private Labels' Value	"The consumers overall assessment of the utility of private labels, based on perceptions of what is received and what is given."
Private Labels Purchase Intention	"The Likelihood of a consumer purchasing private labels."

2.9. Proposed Hypothetical Research Model

Based up on the gap emerging out of existing literature, the hypothetical research model is developed and formulated hypotheses in line with the objectives of the study. The expected directions of hypotheses, which are potential to be proved shown in the model. Hypotheses from H1a- H1d, H2a- H2d and H3a- H3d are the unproven ones in the literature, which are expected to be proved in this study (see Figure 2.10.1)

2.10. Research Questions

1. How does retailers' brand equity affect consumers' perceptions towards private labels in India? in turn
2. How do consumers' perceptions affect their purchase intentions towards private labels?
3. How does retailers' brand equity affect consumers' purchase intention towards private labels in India?
4. How much do the select retailers have brand equity in India?
5. How do consumers perceive private labels in India?

Conceptual Research Model

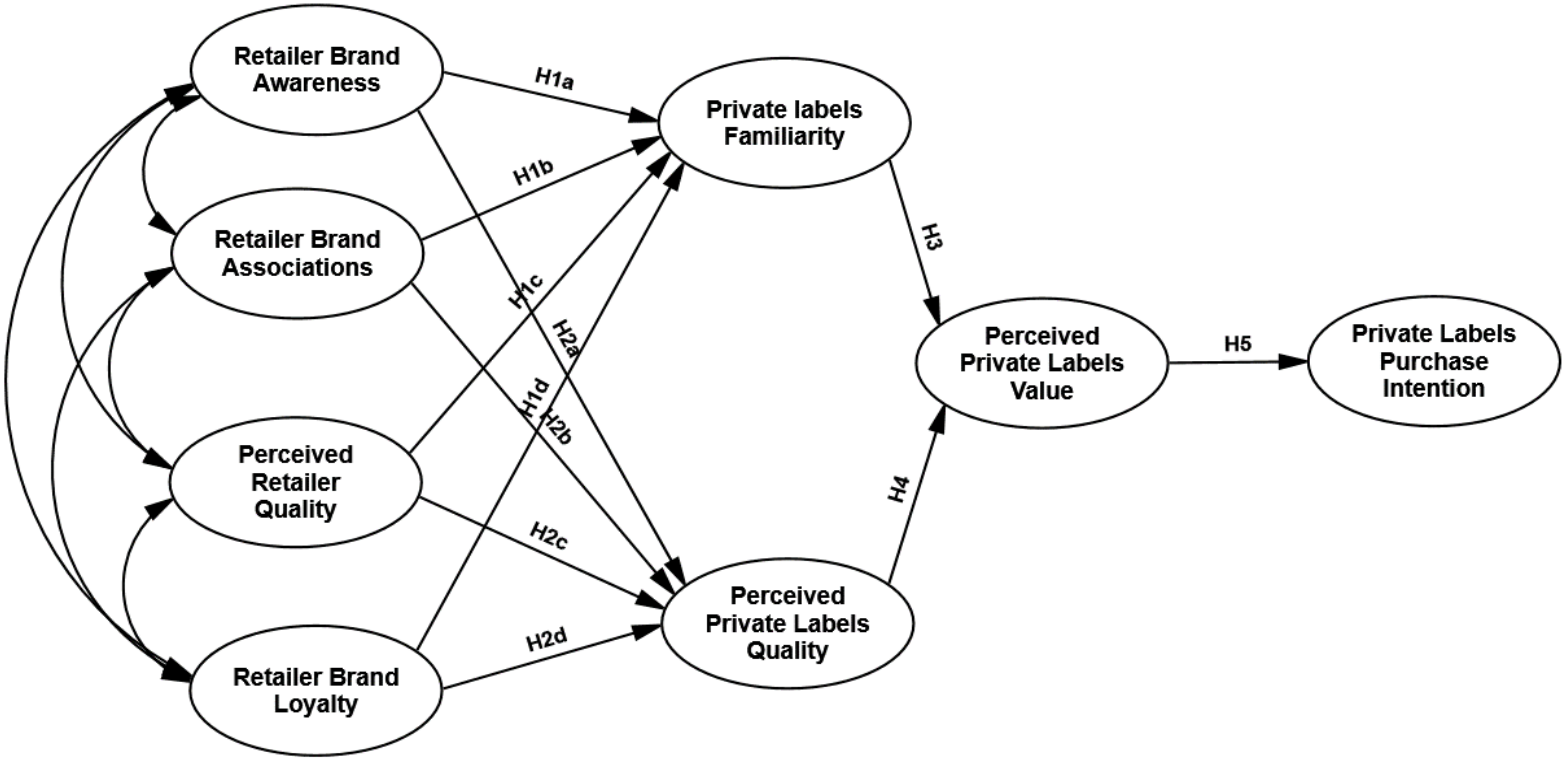


Figure 2.10.1: Conceptual Hypothetical Research Model

CHAPTER- III
RESEARCH METHODOLOGY

3. Introduction

Research methodology collectively presents all the basic beliefs, underlying concepts, ideas, and methods utilized for data collection, da compilation, data analysis (Saunders et al., 2009). It includes research objectives, hypotheses, research design, source of data, data collection tools and techniques, sampling methods and techniques, data analysis tools and techniques employed to analyse the concept of retailer brand equity and its consequences on consumers' perception towards private labels and ultimately on their intention to purchase private labels. The present chapter provides comprehensive details of the research methodology used for the study. It also provides justification for sample size for main study and the results of pilot study along with reliability and validity analysis.

3.1. Objectives of the Study

Broad Objective: To analyse the concept of retailer brand equity and its consequences on consumers' intention to purchase private labels

Specific Objectives:

1. To analyse the effect of Retailers' brand equity elements on consumers' familiarity towards Private Labels
2. To examine the effect of Retailers' brand equity elements on consumers' perceived private labels quality.
3. To analyse the effect of consumers' familiarity towards private labels on their perceived private labels value.
4. To examine the effect of consumers' perceived private labels quality on their Perceived private labels value.
5. To analyse the effect of consumers' perceived private labels value on their intention to purchase private labels.

3.2. Hypotheses of the study

H1: Retailers' brand equity elements have a positive effect on consumers' familiarity towards Private Labels.

H1a: Retailers' brand awareness has a positive effect on consumers' familiarity towards private labels.

H1b: Retailers' Brand association has a positive effect on consumers' familiarity towards private labels.

H1c: Retailers' Perceived quality has a positive effect on consumers' familiarity towards private labels.

H1d: Retailers' Brand loyalty has a positive effect on consumers' familiarity towards private labels.

H2: Retailers' brand equity elements have a positive effect on consumers' Perceived private labels quality.

H2a: Retailers' Brand awareness has a positive effect on consumers' Perceived private labels quality.

H2b: Retailers' Brand association has a positive effect on consumers' Perceived private labels quality.

H2c: Retailers' Perceived quality has a positive effect on consumers' Perceived private labels quality.

H2d: Retailers' Brand loyalty has a positive effect on consumers' Perceived private labels quality.

H3: Consumers' familiarity towards private labels has a positive effect on their Perceived private labels value.

H4: Consumers' perceived Private labels quality has a positive effect on their Perceived private labels value.

H5: Consumers' Perceived Private labels value has a positive effect on their intention to purchase private labels.

3.3. Research Design

Research design is considered as the blueprint of the proposed research study. It constitutes the procedures for the collection, measurement, and analysis of data. It is the plan and structure of investigation so conceived as to obtain answers to research questions. It addresses both the structure of the research problem and the plan of investigation used to obtain empirical evidence on relations of the problem (Cooper and Schindler, 2003). Studies can be classified into various types based up on the nature and requirements of the research methodology used in the studies. The selection of appropriate research design is an important task for researchers because it plays a crucial role in effectiveness of the research work. Generally, research studies are broadly categorised into two types- qualitative and quantitative research, then exploratory research, descriptive research, explanatory /causal research (Yin and Zikmund., 2002; Cooper and Schindler., 2003).

3.4. Explorative and Descriptive Research Designs

The primary and fundamental objective of an explorative research is to provide in-depth insights and to help the researcher to understand the research problem properly. Researchers apply it to develop a new approach by getting additional information and in-depth insights. Where as in descriptive research, it is used to give the description of the research questions, nature of data, characteristics of the samples, type of statistical analysis carried out, summary of the research output and so on,.

In explorative research design, the nature of primary data is qualitative, with a small and non-representative sample. According to Burns and Bush (2002), "the exploratory research is appropriate when background information is required about a certain research area, when the concepts and terms need a definition or the problem needs clarifying." The objective of descriptive research is to test the hypotheses framed based on conceptual framework and examine the relationships between the variables. The major difference between exploratory and descriptive research is that descriptive research is characterized by prior formulation of specific hypotheses, information needed is clearly defined, and the research process is formal and structured. This kind of study requires a large set of samples representing the population. Since

the data is of quantifiable in nature, quantitative statistical tests have been applied to analyse the data and answering the research question by interpreting results.

The present study follows both the research designs. It is of exploratory nature of study, since it is aimed to understand and explore the perceptions of consumers towards private labels and an attempt was made to find out the relationship between retailers' brand equity and consumers'' perception towards private labels. It is of descriptive nature of the study, since it collected primary data from consumers and made the analyses out of that and described the research outputs, findings and conclusion drawn from the results of the analysis.

3.5. Deductive Research vs. Inductive Research

Based up on the nature of the research inquiry, studies are designed under two categories;

i. Deductive reasoning approach and
ii. Inductive reasoning approach

The deductive research flows from broader general theory to a specific observation. On the other hand, inductive research approach is moves from specific observation to broader generalizations and theories. The former is also called as top-down approach while later is also called bottom-up approach. However, the inductive approach involves a certain degree of uncertainty. Deductive research allows research to frame a hypothesis on the ground of the theory, while the later research is flexible in nature where it does not require any pre-determined theory. The present research follows deductive reasoning research approach since it tries to analyse the concept of retailer brand equity and its consequences on consumers' intention to purchase private labels. The study focuses on effect of retailer brand equity on consumers' perception towards private labels and which in turn on intention to purchase private labels. It tries to analyse the underlying relationship drawn conceptually between retailers' brand equity and consumers' perceptions towards private labels. Potential testable hypotheses have been framed based on conceptual model and tested it on primary data gathered from the field.

3.6. Research Process

Carrying out any research study is not such a simple and easy task. It follows several logical and scientific methods to answer the inquiry made by researcher in a chronological process. Similarly, the present study also follows all the necessary steps and research methods to answer the objectives derived out of identified research gaps (see Fig 3.6.1).

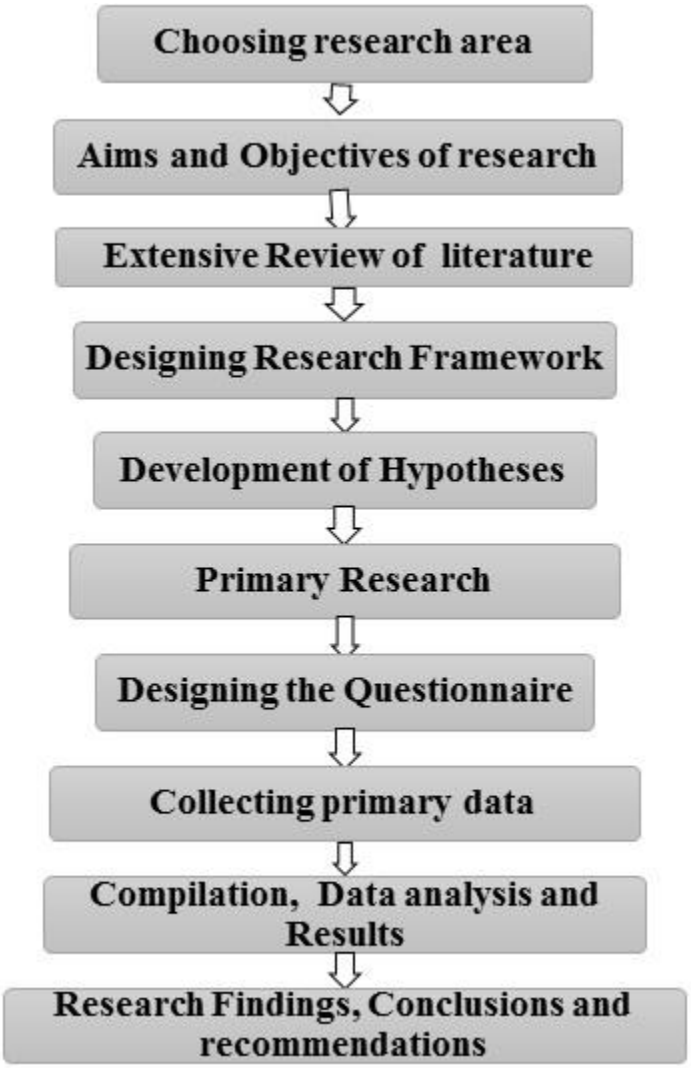


Figure 3.6.1: Research process followed in the study

3.7. Sampling Design

3.7.1. Population of the study

The population for this study are all the consumers who visit super markets and buy products in India. Since it may not be possible to include all the consumers across the country into the study, sampling method has been followed to choose the required size of sample by applying suitable sampling techniques and methods.

3.7.2. Unit of Sample

Individual consumer who visits super markets and buy products is considered as a unit of sample for the study. Since there are big number of retailers operate their retail chain stores in India, only 4 major retailers who are engaged actively in private labels have been taken into the study. They are; Spencer's Retail, Big Bazar, Aditya Birla's more mega store, and Reliance Retail. So four major cities have been selected as source for collecting samples. The cities are; Bangalore, Chennai, Delhi NCR and Hyderabad.

3.8. Size of Samples

Different authors suggest different criteria to determine the sample size and that depends up on the nature and data requirement of study. As the proposed study is aimed to analyse the direct and indirect relationship among the constructs, a high-end statistic technique like Structural equation modelling is required to analyse the data. To apply this data analysis technique, there should be more than 200 samples required (Snoj, B., Korda, A. P., & Mumel, D., 2004). According to Kelloway, (1998), for every variable a minimum of ten units of sample should be included. According to this criterion, the present study has 30 variables, which means at least the size of sample should be 300. But this has been targeted to collect 1200 samples across four metropolitan cities, which is greater than the suggested criteria of sample size (see Table 3.8.1)

3.8.1. Target sample plan

After evaluating various sample determination criterions suggested by different researchers, a total of 1200 samples have been set target for this study spread across four metropolitan cities, namely, Bangalore, Chennai, Delhi NCR and Hyderabad with 300 samples from each cities as shown in the target sample plan (see Table 3.8.1).

Table 3.8.1: Target Sample Plan

	Bangalore	Chennai	Delhi NCR	Hyderabad
BIG BAZAAR	75	75	75	75
more. MEGASTORE	75	75	75	75
RelianceMART	75	75	75	75
spencer's hyper	75	75	75	75
Total	**300**	**300**	**300**	**300**

3.9. Sampling Technique

Numerous sampling techniques are available for researchers to choose the target sample. These are primarily classified under two categories- probabilistic sampling techniques and non-probabilistic sampling techniques. Researchers apply any of these sampling technique based on nature, characteristics, and scope of the population the study covers. If a study covers entire the population, researcher may go for census study and if unable to cover entire population, he may go for sampling method by adopting either method of sampling techniques. In general, most of the social sciences researches fall under sampling study rather than census study.

The present study follows Mall Intercept Method, a non- probabilistic sampling technique to choose the sample.

3.9.1. Mall intercept method

In recent years, Mall Intercept Method has been emerged as one of the most popular method of sampling technique in marketing and consumer related research studies. Most of the studies (approx. 90 percent) in western and European nations follow mall intercept method to choose the samples and it is now spreading across the other nations too. The reason behind using this method is that,

i. lower administration cost
ii. greater control
iii. Flexibility in conducting various experiments and etc.

The present study applied this method of sampling technique to choose the sample. The Primary data have been collected from the consumers visiting retail stores of select large retail chain spread over four metropolitan cities in India, namely Bangalore, Chennai, Delhi NCR and Hyderabad. These large retail stores include Big Bazaar, More megastores, Reliance trends and Spencer's hyper.

Consumers are approached at exit of each retail store premises and requested to participate in the survey. Like any other non-probabilistic sampling methods, it also has a limitation of low response rate. Researcher approached more than 2000 consumers and could able obtain valid responses from only 1020 respondents which show almost a 50 percent of response rate.

3.10. Data collection instrument

A questionnaire has been developed by adopting and modifying existing ones, which suits the requirement of the study. It comprises list of questions related to demographical characteristics of respondents and list of statements related to relevant constructs- Retailer Brand equity elements (Retailer awareness, Retailer associations, Perceived retailer quality and Retailer Loyalty), Consumers' perceptions related to Private labels familiarity, perceived quality, perceived value and their purchase intention towards private labels. Responses are collected on Likert type scale anchoring from 1-Strongly disagrees to 5- strongly agree.

3.11. Questionnaire Design

It is indeed to use a questionnaire in most of the survey-based studies to collect primary data from target sample respondents, especially in social sciences research. The result of any study is largely dependent on the questionnaire used to collect data. Designing questionnaire is a critical and an important task in the research process. Researcher should be cautious enough while designing questionnaire, especially a careful emphasis should put on framing statements, wording questions, taking only appropriate variables, which represents intended factor or measures.

By keeping all these criterions in mind, researcher has put enough efforts while designing questionnaire and due care has been taken while constructing scale.

3.12. Items and Measures

The present study has 30 items, which are sourced from various studies carried out previously after reviewing extensive existing literature relevant to the research area. These thirty items measure eight factors, namely retailer brand awareness, retailer brand associations, perceived retailer quality, retailer brand loyalty, private labels familiarity, perceived private labels quality, perceived private labels value and finally intention to purchase private labels.

Among these eight factors, four represents retailer brand equity elements and rest represents consumers' perceptions towards private labels and ultimately purchase intention.

Retailer brand equity elements have been measured by using 15 items, among these, retailer brand awareness has 4 indicators, retailer associations have 3 indicators, perceived retailer quality has 4 indicators, and retailer loyalty has 4 indicators.

Similarly, private labels familiarity has three indicators, perceived private labels quality has four indicators, perceived private labels value has three indicators, and the ultimate dependent variable construct has four items. Thus put all together, the scale has 30 items (see Table.3.12.1).

The questionnaire has been designed in such a way to record responses by using Likert type 5-point rating scale. De Vaus, (2002) suggests that Likert scale is an appropriate measurement scale since it provides more comparative information than either a nominal, ordinal or interval scale and the range of values are even familiar to most of the respondents (Graziano & Raulin, 2000). The point One indicates strongly disagree while five indicates strongly agree, where three, a midpoint indicates neither agree nor disagree.

Table 3.12.1: Items and Measures of the Scale

Items and Measures		Source
Brand Awareness		**Adopted and modified from Aaker, 1991; Keller, 1993); Rossiter and Percy (1987).**
1.	"I am aware of this retailer Brand (RAw1)".	
2.	"Some characteristics of this retailer come to my mind quickly (RAw2)".	
3.	"I can recognize this retailer quickly among other competing brands (RAw3".	
4.	"I am familiar with this retailer brand (RAw4)".	
Brand Associations		**Adopted and modified from Aaker, 1991; Keller, 1993); Rossiter and Percy (1987).**
5.	"This retailer has very unique brand image, compared to competing brands (RAsso1)".	
6.	"I like and trust the products, which are sold in this retailer store only (RAsso2)".	
7.	"I like the brand image of this retailer (RAsso3)".	
Perceived Quality		**Adopted and modified from Aaker, 1991; Keller, 1993); Rossiter and Percy (1987).**
8.	"Products from this retailer would be of very good quality (PRQ1)".	
9.	"The retailer offer products with excellent features (PRQ2)".	
10.	"I trust the quality of products from this retailer (PRQ3)".	
11.	"I get always quality products from this brand (PRQ4)".	
Brand Loyalty		
12.	"I consider myself to be loyal to this retailer (RL1)".	

13.	"I am still willing to buy products from this retailer even if its price is a little higher than that of its competitors (RL2)".	**Adopted and modified from**
14.	"I will keep on buying products from this retailer as long as it provides me satisfied products (RL3)".	**Aaker, 1991; Keller, 1993); Rossiter and Percy (1987).**
15.	"When buying groceries, this retailer would be my first choice (RL4)".	
Private Labels Familiarity		
16.	"I prefer to always shop at the store that I feel familiar with (Fem1)".	**(Alan Dick, Arum Jain and Paul Richardson, 1995; Author)**
17.	"I am very familiar with the various store brand grocery items available in the marketplace (Fem2)".	
18.	"I have much usage experience with store brand grocery items (Fem3)".	
Perceived Private Labels Quality		
19.	"Quality is an important criterion when I buy private label food products (PPQ1)".	**(Levy, S., & Gendel-Guterman, H., 2012)**
20.	"There is a great difference in overall quality between National Retailer and private label products (PPQ2)".	
21.	"There is a significant difference in ingredient's nutritional value between national and private label products (PPQ3)".	
22.	"The purchase of private labels is risky because the quality of private labels is inferior (PPQ4)".	
Perceived Private Labels Value		
23.	"When I buy the private label food products, I would ensure that I am getting my money's worth (PV1)".	**(Jaffar, S. N., & Lalp, 2012; Alan Dick, et al. 1995; Author)**
24.	"Store brand grocery items offer great value for money (PV2)".	
25.	"I always check prices at the supermarket among private labels brands to ensure I acquire the best value for money product (PV3)".	
26.	"I feel good when I use private labels food products (PV4)".	
Intention to Purchase Private Labels		
27.	"I like to purchase the private label food products in the near future (PI1)".	**(Jaafar, S. N., & Lalp, P. E., 2012; Author)**
28.	"I will recommend others to purchase Private label food products (PI2)".	
29.	"I will try to purchase private label products (PI3)".	
30.	"I will purchase private label products (PI4)".	

3.13. Justification for Sample Size

Justification-1: According to Hair et al., (2010), "Five subjects for one variable" would work as a rule of thumb while determining required sample size to run factor analysis. As the present consists 30 items, a total of 150 of sample (30 x 5) = 150, could be enough for the study. However, the study has included 1020 samples, which fulfils minimum requirement of sample size and exceeds it.

Justification-2: Hair et al., (2008) suggest that when using the Structural Equation Modelling (SEM) approach for testing the conceptual model, the determination of sample size is greatly depends up on the characteristics and complexity of the model.

- **Criteria Suggested-1:** If an SEM model is with constructs having more than three observed variables in each, and hold item communalities greater than 0.6, in this case a total of 150-200 sample size can be adequate to test the model.
    - ✓ **Criteria fulfilled in the study:** The SEM model in this study has constructs with more than three variables in each and hold item communalities greater than 0.6. Therefore, according to this criterion, the executed study has more than suggested number of sample size.

- **Criteria Suggested-2:** when the items are with lower communalities or else higher numbers of unidentified factors with lower than three items exist in a model, then a minimum of 300 or more sample would be required.
    - ✓ **Criteria fulfilled in the study:** This criteria is also fulfilled because the present study has sample size (n) = 1020 which is more than suggested criteria.

- **Criteria Suggested-3:** If there are number of factors equal or more than six and some of them are with lesser than three indicator items, the size of sample should be greater than 500.
    - ✓ **Criteria fulfilled in the study:** The present study has more than six factors. Hence, the sample size should be more than 500. Since the present study sample size (n) = 1020, this criteria is also fulfilled.

3.14. Data analysis tools and Techniques

The study has used appropriate statistical tools and techniques to test the hypotheses corresponding to the objectives of the study. Different statistical tests are applied to analyse the primary data based on the suitability and requirement of the analyses. These tests include descriptive statistics is used to elicit primary information about the sample. Exploratory factor analysis is used to know the convergence of the constructs. Confirmatory factor analysis is used to ensure the validity of the constructs. Finally, structural equation modelling is used to test the hypotheses by using statistical tools SPSS 21v and AMOS 20v.

Table 3.14.1: Data Analysis Tools and Techniques

Objectives	Hypotheses	Data Analysis Techniques	Data Analysis Tools
1	H1a,H1b,H1c and H1d	Exploratory Factor Analysis(EFA), Confirmatory Factor Analysis(CFA), Structural Equation Modelling(SEM)	SPSS 21v and AMOS 20v
2	H2a,H2b,H2c and H2d		
3	3		
4	4		
5	5		

3.15. Exploratory Factor Analysis

Exploratory Factor Analysis (EFA) is used vividly by researchers for the purpose of condensing or reducing the items or variables from a large set of variables and forms a smaller set of new, composite dimensions or factors with a minimum loss of information. However, the present study uses Exploratory Factor Analysis (EFA) to detect the structure of the factors and correlations between the variables.

3.15.1. Factor Extraction Method

There are various factor extraction methods are available in SPSS, every method has its own purpose and advantages. They give similar kind of results in most of cases; however, they differ in terms of their nature of mathematical expressions and design. Among all the available factor extraction methods, Principal Component factor Analysis (PCA) is a popular method of extraction used by many researchers mainly in the area of social sciences research. The main reason behind using this method is that, it allows researchers to predict information in simple

way by summarizing most of the original information given in large set and makes them in minimum number of factors. At background of Principal Component Analysis method of extraction, the set of all correlated variables get break into subsets depends on degree of correlation among them and are called principal components. The present study uses Principal Component Analysis as a method of factor extraction.

3.15.2. Factor Rotation Method

Hair et al., (2008) define the term 'rotation' as exactly what it implies to. However, there are various rotation methods are available in SPSS, only two major methods of rotations are in usage widely, namely "orthogonal rotations" and 'oblique rotations'. Each method has its own purpose and advantages; they all try to make each factor highly responsive to a small subset of items. In orthogonal rotations method, data are reduced as uncorrelated factors and when it comes to oblique rotations method, data are reduced as correlated factors. Varimax is the best orthogonal rotation method used widely by the most of researchers. It considers the rotated loadings, which maximize each factor's squared loadings variance. In line with this, the present study used Varimax rotation method to extract factors.

3.15.3. Steps in conducting Exploratory Factor Analysis

Exploratory Factor Analysis involves various steps and procedures. For achieving better results, suitable methods should be chosen at every step (see Table. 3.15.1).

Table 3.15.1: Steps in Conducting Exploratory Factor Analysis

Step-1: Decide the for purpose of factor analysis	✓ Objectives of factor analysis ✓ Variables included in the factor analysis ✓ Appropriate sample size
Step-2: Preliminary data analysis	✓ Correlation matrix ✓ sample adequacy test ✓ Internal consistency of the scale items
Step-3: Decide the method of factor extraction	Decide the most appropriate extraction method from list ✓ Principal Component Analysis ✓ Unweighted Least Squares ✓ Generalized Least Squares ✓ Maximum Likelihood ✓ Principal Axis factoring ✓ Image factoring ✓ Alpha Factoring
Step-4: Decide the method of factor rotation	Decide the most appropriate rotation method from list ✓ Varimax ✓ Promax ✓ Quartimax ✓ Equamax ✓ Direct Oblimin
Step-5: Decide the number of factors to be extracted	✓ Kaiser's or Latent root criterion ✓ Caterll's scree plot ✓ A priori Criterion ✓ Mixed criteria approach
Step-6: Interpret the factors	✓ Experiment with inclusion and exclusion of cross loading variables ✓ Compare multiple analysis to identify patterns in the data and develop a consensus about variable factor
Step-7: Model Assessment	✓ Reliability(Cronbach's alpha) ✓ Content, Convergent, Discriminant and Criterion-related validity

3.15.4. Factors to Extraction Criteria

Factors can be extracted precisely based on three popular criteria, which are used widely in social sciences research. These include,

- ✓ Kaiser's criterion,
- ✓ scree test criterion, and
- ✓ Priori criterion.

Among these three criterions, Kaiser's criterion has gained wide attraction from researchers. Under this criterion, the factors bearing eigenvalue greater than 1, only considered as a factor. The reason behind this criterion is that if an eigenvalue of a factor with 1 or above could able to explain a substantial amount of variation by that factor (Field, 2005). The present study uses Kaiser's criterion to extract the number of factors.

3.16. Confirmatory Factor Analysis (CFA) or Measurement model

According to Brown, (2006) and Austin,(2000, the "Confirmatory Factor Analysis is a powerful statistical tool for examining the nature of and relations among latent constructs (e.g., attitudes, traits, intelligence, clinical disorders) in contrast to its analytic cousin, exploratory factor analysis. CFA is part of the larger family of methods known as structural equation modelling (SEM) and plays an essential role in measurement model validation in path or structural analyses When conducting SEM, researchers often first evaluate the measurement model (whether the measured variables accurately reflect the desired constructs or factors) before assessing the structural model." As noted by Thompson (2004), "It makes little sense to relate constructs within an SEM model if the factors specified as part of the model are not worthy of further attention" (p.110).

3.16.1. Fit Indices for Measurement Model

A model is to be said fit, when it meets certain threshold values of various fit indices (Hair et al., 2010). Among them, most commonly used are, Chi-square- $\chi 2$, Adjusted Goodness-of-Fit Index (AGFI), Comparative Fit Index (CFI), Goodness-of-fit Index (GFI), Incremental Fit Index (IFI), Normed Fit Index (NFI), Relative Fit Index (RFI), Tucker Lewis Index (TLI), and the Root Mean Square Error of Approximation (RMSEA) (see Table 3.16.1).

Table 3.16.1: Recommended Fit indices thresholds

Fit Indices	Recommended Values
$\chi 2$(df, N) and p-value	Insignificant but significant p-value can be expected
$\chi 2$/df	2-5
GFI	= .90
AGFI	= .80
NFI	= .90
CFI	= .90
IFI	= .90
RFI	= .90
TLI	= .90
RMSR	= 0.06
RMSEA	= 0.06

3.17. Validity of Measurement Model

Joppe (2000) states that, "Validity governs whether the research truly measures what it is meant to and how truthful the results of the research are." A measurement model is said to be valid when it fulfils different validity criteria, such as content validity, construct validity, content validity, convergent validity, and discriminant validity.

3.17.1. Content Validity

The content validity cannot be measured either numerically or statistically, but can be assessed by taking help of experts' opinion, and respondents' feedback on content used in the questionnaire for measuring constructs. As far as the present study is concerned, content validity of the questionnaire has been ensured with the help of experts' opinion and feedbacks from customers before proceeding for collecting primary data.

3.17.2. Construct validity

According to Hair et al., (2010), "the construct validity refers to which a set of measured items actually reflects the theoretical latent construct of those items are designed to measure." Construct validity is said to be established when it fulfils the content validity, convergent validity and discriminant validity.

3.17.3. Convergent Validity

Convergent validity refers to existence of internal consistency between and among the items within a construct. In contrast, convergent validity is said to have established when a strong correlation exists within the items of a construct and weak correlations are with the items of other constructs. Composite reliability (CR) and the average variance extracted (AVE) are the two methods used to assess convergent validity. For this, the composite reliability of a construct must be greater than the average variance extracted of that particular construct. Moreover, the composite reliability and average variance extracted of a construct must be greater than 0.70 and 0.50 respectively.

Table 3.17.1: Recommended criterions for Reliability Analysis and Convergent validity

Reliability	Convergent Validity
(CR > .70)	(CR > AVE), where AVE >.50

3.17.4. Discriminant Validity

Discriminant validity refers to criterion that, how well a construct is different from others. In contrast, a construct is said to be free from discriminant validity, when it has lower correlations with other constructs and the highest correlation with itself. This can be assessed by using the inter-construct correlation matrix. Discriminant validity can also be assessed by examining the variance extraction method. Under this method, the Average Variance Extracted (AVE) of each factor must be greater than its Maximum Shared Squared Variance (MSV) and Average Shared Squared Variance (ASV) (see Table 3.17.2).

Table 3.17.2: Recommended criterions for Discriminant Validity

Discriminant Validity
ASV < AVE > MSV

3.18. Structural Equation Modelling (SEM)

Structural Equation Modelling (SEM) has been synthesized from the concept of multiple regression analysis and it combines a series of many equations into one integrated structural model (Hair et al., 2008). The theory behind structural equation modelling is that, it represents a structural relationship between and among the factors. The measurement model becomes base for structural model once the validity criterions are fulfilled. For this study, structural equation modelling is used to examine the structural and causal relationship between and among brand equity elements and consumer perceptions towards private labels components and which in turn on their intention to purchase private labels.

3.18.1. Model fit assessment of SEM

An assessment of model fit for structural equation model is similar to a measurement model. It is always better to use more than a single fit statistics. Hair et al., (2008) recommends that one must ensure the fit statistics for the model such as, an absolute fit index, an incremental fit index, and the badness-of-fit index. The model fit of structural model can also be assessed by using the method of comparing model fit indices between structural model and measurement model. A structural model is said to have better fit when there is no difference between the values of various fit indices.

3.18.2. Testing Hypotheses

The hypotheses pertain to each objectives of the study have been examined by applying structural equation modelling on the hypothetical research model. The hypotheses are accepted only when an individual parameter estimate of each hypothetical path is significant at 5 percent level of significance and the value of critical ratios is of 1.96 or greater.

3.19. Pilot Study

In any social sciences research study, before proceeding for a final data collection, it is very common to conduct a pilot study to assess reliability and validity of the scale. It is very important and useful exercise for conducting a valuable research study (Ticehurst, 2000). Most of the research studied in social sciences conduct pilot study before to main study in order to

ensure the reliability and validity of the scale used for data collection. Kriel, (2006) suggests that the pilot study helps researchers in assessing flexibility and compatibility of the questionnaire used for data collection.

A pilot study has been conducted prior to finalizing questionnaire by collecting a total of 120 samples from consumers spread across various retail store located in Hyderabad by applying mall intercept method of sampling technique to choose the respondent.

3.19.1. Reliability Statistics for Pilot study

Cronbach's alpha statistics is a common method used widely by researchers to assess the reliability of the instrument. According to Cohen et al., (2007), "the validity as the term that refers to accuracy of primary data, relevance and accuracy of the questions included the questionnaire and accuracy of the conclusion. In other words, it expresses whether the variables are measured as accurately as claimed by the researchers or not." Validity and reliability of the scale can also be ensured by examining the authenticity and the trustworthiness of the data during the time of data collection.

Hair et al. (2007) suggests that, a scale with the Cronbach's alpha value of .70 and higher gives the good reliability. The reliability of the pilot study was assessed by applying Cronbach's alpha and found a value of .869, which is higher than the value recommended by Hair et al. (2007) (see Table 3.19.1). Therefore, the scale is found reliable to proceed for collecting final data.

Table 3.19.1 : Reliability Statistics for Pilot Study data

Cronbach's Alpha	N of Items
.869	28

To ensure higher reliability of the scale, researcher followed another method too. Total number of items have been split into two parts with14 items into each and checked the value of Cronbach's Alpha by Slit-Half method. The coefficient value of Cronbach's Alpha for part 1 was found as 0.815 and a value of 0.801 was found for part 2 of the scale (see Table. 3.19.2). In both the methods, scale has been found reliable for authentic results. Hence, further analyses have been carried.

Table 3.19.2: Reliability Statistics Spilt-Half Method for Pilot Study data

Cronbach's Alpha	Part 1	Value	.815
		N of Items	14
	Part 2	Value	.801
		N of Items	14
	Total N of Items		28
Correlation Between Forms			.539
Spearman-Brown Coefficient	Equal Length		.700
	Unequal Length		.700
Guttman Split-Half Coefficient			.700

3.19.2. Kaiser-Meyer-Olkin Measure of Sampling Adequacy test for Pilot Study

Researchers use Kaiser-Meyer-Olkin Measure of Sampling Adequacy test to know the sample adequacy for running factor analysis. Generally, the value varies between zero and one. Factor analysis is inappropriate when the value of KMO is zero. It indicates that the sum of partial correlations is large relative to the sum of correlations, indicating diffusion in the pattern of correlations. Factor analysis is more appropriate when this value closer to one. It indicates that the patterns of correlations are relatively compact and so factor analysis can yield distinct and reliable factors." Kaiser (1974) classified acceptability of KMO values into five categories. "The value greater or equal to 0.5 is just acceptable. The values between 0.5 and 0.7 are mediocre, the values between 0.7 and 0.8 are good, values between 0.8 and 0.9 are great, and values above 0.9 are superb." In this study, a value 0.760 of KMO was found, which falls into the range of being good (see Table. 3.19.3). Hence, the data is found appropriate to carry out factor analysis.

Table 3.19.3: KMO and Bartlett's Test for Pilot study data

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.760
Bartlett's Test of Sphericity	Approx. Chi-Square	3676.653
	Df	465
	Sig.	.000

3.20. Sample distribution across the region and retailers

To achieve the targeted sample size, researcher has consulted and requested to more than 2000 consumers across four metropolitan cities to participate in the study. Initially, among them almost a total of 1365 respondents have accepted to participate in the survey which shows a 68 percent of response rate, later only 1185 have filled the questionnaires which shows a 59 percent of final response rate. After obtaining all the 1185 answered questionnaires, screened them properly and found 165 questionnaires invalid due to left more than 4 questions unfilled. Finally, 1020 valid and fully filled questionnaires were considered for data analysis (see Table. 3.20.1).

When it comes to region wise, the researcher was able to obtain 242 questionnaires form Bangalore, 256 questionnaires from Chennai, 240 questionnaires from Delhi NCR, and reaming 282 questionnaires from Hyderabad.

Table 3.20.1: Cross-tabulation of Region-wise Sample distribution

			Region				Total
			Bangalore	Chennai	Delhi NCR	Hyderabad	
Retailer Brand	Big Bazar	Count	72	51	59	81	263
		% within Region	29.8%	19.9%	24.6%	28.7%	25.8%
	More	Count	54	62	63	65	244
		% within Region	22.3%	24.2%	26.3%	23.0%	23.9%
	Reliance	Count	53	69	63	71	256
		% within Region	21.9%	27.0%	26.3%	25.2%	25.1%
	Spencer's	Count	63	74	55	65	257
		% within Region	26.0%	28.9%	22.9%	23.0%	25.2%
Total		Count	242	256	240	282	1020
		% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

CHAPTER-IV

DATA ANALYSIS AND RESULTS

4. Introduction

This chapter deals about the analysis and results of primary data. The entire analyses has been divided and presented into six sections. Section-A provides the analyses related to demographic characteristics of the respondents and preliminary analyses. Section-B provides analyses related to consumers' perceptions towards private labels. Section-C presents the analyses extracting conceptual factors by applying exploratory factor analysis (EFA). Section-D presents the analyses related to validation of conceptual factors by applying confirmatory factor analysis (CFA), confirmed and ensured various validity of measurement model. In Section-E, analysis pertaining to testing hypotheses corresponding to brand equity elements and their consequences on each factors by applying structural equation modelling (SEM) and finally testing the comprehensive and proposed integrated structural model conceptualized by the author. Most preferred retailer brand of consumers also mentioned at the end of the chapter.

SECTION-A: DEMOGRAPHIC CHRACTERISTICS AND PRELIMINARY ANALYSIS

4.1. Demographical Characteristics of Respondents

The findings of this study have been based on the responses given by a total of 1020 shoppers collected at various stores located across four metropolitan cities- Bangalore, Chennai, Delhi NCR and Hyderabad. This section presents the demographical characteristics of the respondents.

4.1.1. Gender

Over 1020 respondents, a 57 percent are male and another 43 percent are female respondents (see Table 4.1.1). Thus, this study has consisted a well gender composition of the consumers.

Therefore, the inferences drawn from this study would have positive implication and could be useful to understand the pulse of the shoppers in the private labels market.

Table 4.1.1: Gender profile of the respondents

	Frequency	Percent	Cumulative Percent
Male	580	56.9	56.9
Female	440	43.1	100.0
Total	1020	100.0	

4.1.2. Educational Qualifications

Over a total of 1020 respondents, a 36 percent were undergraduates and remaining 64 percent were graduates and post-graduates (see Table 4.1.2). Thus, the study covers an excellent composition of consumers holding all levels of educational qualification. Therefore, the conclusions and inferences drawn out of the findings of this study would have positive implications and will be useful to understand the pulse of the shoppers in the private labels market.

Table 4.1.2: Educational Qualifications of the respondents

	Frequency	Percent	Cumulative Percent
Under graduation	364	35.7	35.7
Graduation	446	43.7	79.4
Post-Graduation	210	20.6	100.0
Total	1020	100.0	

4.1.3. Age Profile of the respondents

Over the total of 1020 respondents, approximately 21 percent are in the age group of below 25 years. A 45 percent are in the age group between 26 and 45 years. A 19 percent of are in the age group between 46 and 55 years, and an another 15 percent were in the age group of 56 years and above. Thus, the present study covers an excellent composition of customers with all age groups (see Table 4.1.3). Therefore, the conclusions and inferences drawn out of the findings of this study would have positive implications and will be useful to understand the pulse of the shoppers in the private labels market.

Table 4.1.3: Age Group Profile of the respondents

	Frequency	Percent	Cumulative Percent
Below 25 Years	210	20.6	20.6
26-45Years	463	45.4	66.0
46-55 Years	193	18.9	84.9
56 Years and Above	154	15.1	100.0
Total	1020	100.0	

4.1.4. Income Profile of the respondents

Over the total of 1020 respondents, approximately a 13 percent are in the income group below ₹30,000. A 20 percent of are in the income group between ₹30,001 to ₹ 40,000. An another 36 percent of are in the income group between ₹40,001 to ₹ 50,000 and rest of 31 percent are in the income group between ₹50,001 and above. Thus, the present study covers an excellent customer's composition with all levels of income groups (see Table 4.1.4). Therefore, the conclusions and inferences drawn out of the findings of this study would have positive implications and will be useful to understand the pulse of the shoppers in the private labels market.

Table 4.1.4: Income group profile of the respondents

	Frequency	Percent	Cumulative Percent
Below ₹30,000	136	13.3	13.3
₹ 30,001 to ₹ 40,000	201	19.7	33.0
₹ 40,001 to ₹ 50,000	370	36.3	69.3
₹ 50, 001 and above	313	30.7	100.0
Total	1020	100.0	

4.1.5. Region-wise respondents

Over a total of 1020 respondents, approximately a 24 percent of shoppers were from Bangalore region, a 25 percent of shoppers were from Chennai region, another 23 percent of shoppers were from Delhi NCR region and remaining approx. 28 percent of shoppers were from Hyderabad region (see Table 4.1.5). Thus, the present study covers a well composition of customers from different regions. Therefore, the conclusions and inferences drawn out of the findings of this study would have positive implications and will be useful to understand the pulse of the shoppers in the private labels market.

Table 4.1.5*: Region-wise profile of the respondents*

	Frequency	Percent	Cumulative Percent
Bangalore	242	23.7	23.7
Chennai	256	25.1	48.8
Delhi	240	23.5	72.4
Hyderabad	282	27.6	100.0
Total	1020	100.0	

4.1.6. Frequency of Store Visits

Over a total of 1020 respondents, approx.16 percent of customers prefer to visit stores on daily basis. A 32 percent of customers prefer to visit stores on weekly basis (i.e., 327). An approx. 35 percent of customers prefer to visit stores on bi-monthly basis (i.e., 361), and remaining approx. 16 percent of customers visit stores once a month. Thus, the present study covers customers with all levels of store visit preferences (see Table 4.1.6). Therefore, the conclusions and inferences drawn out of the findings of this study would have positive implications and will be useful to understand the pulse of the shoppers in the private labels market.

Table 4.1.6: Frequency of Store Visits

	Frequency	Percent	Cumulative Percent
Daily	166	16.3	16.3
Weekly	327	32.1	48.3
Bi-Monthly	361	35.4	83.7
Monthly	166	16.3	100.0
Total	1020	100.0	

4.1.7. Gender-wise Frequency of Store visits

An attempt has been made to know how frequently male and female customers visit stores. These are categorised into four levels namely, daily, weekly, twice a month, and monthly. Majority of the female customers prefer to visit stores either daily or monthly basis. On the other hand, most of the male customers prefer to visit stores either weekly or bi-monthly basis (see Table 4.1.7).

Table 4.1.7: Gender-wise frequency of store visits

		Gender		Total
		Male	Female	
Daily	Count	88	78	166
	% within Gender	15.2%	17.7%	16.3%
Weekly	Count	197	130	327
Twice a Month	Count	210	151	361
Monthly	Count	85	81	166
	% within Gender	14.7%	18.4%	16.3%
Total	Count	580	440	1020
	% within Gender	100%	100%	100%

4.1.8. Region-wise store visits

The study attempted to know how frequently shoppers belong to various regions visit stores. Frequency of store visits have been categorised into four levels namely, daily, weekly, twice a month, and monthly basis. As a whole, majority of the respondents prefer to visit stores either weekly or bi-monthly month basis. However, when it comes region wise, most of the shoppers from Chennai region visit stores on daily basis. Whereas, in Hyderabad region, most of shoppers visit stores on weekly basis. Most of the shoppers of Delhi NCR region visit stores bi-monthly basis. However, most of the shoppers from Bangalore visit stores on monthly basis (see Table 4.1.8).

Table 4.1.8: Cross-tabulation of Region wise frequency of retail stores visits

		Region				Total
		Bangalore	Chennai	Delhi NCR	Hyderabad	
Daily	Count	36	61	41	28	166
	% within Region	14.9%	23.8%	17.1%	9.9%	16.3%
Weekly	Count	75	76	76	100	327
	% within Region	31.0%	29.7%	31.7%	35.5%	32.1%
Twice a Month	Count	84	83	90	104	361
	% within Region	34.7%	32.4%	37.5%	36.9%	35.4%
Monthly	Count	47	36	33	50	166
	% within Region	19.4%	14.1%	13.8%	17.7%	16.3%
Total	Count	242	256	240	282	1020
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%

4.1.9. The last purchase of private labels

Over a total of 1020 respondents, a 27 percent of shoppers have previous purchase experience of private labels within a span of last 2 days. Approx. 30 percent of shoppers have previous purchase experience of private labels within a span of a week ago. A 22 percent of shoppers have previous purchase experience of private labels within a span of half a month ago, and remaining 21 percent of shoppers have previous purchase experience of private labels within a span of a month ago (see Table 4.1.9). Thus, the present study covers the customers with various private labels purchase experience. Hence, the conclusions drawn from this study could have positive implications and will be useful to understand the pulse of the shoppers in the private labels market.

Table 4.1.9: When was the last private labels purchase

	Frequency	Percent	Cumulative Percent
Within last 2 days	276	27.1	27.1
Week ago	303	29.7	56.8
Half a month ago	226	22.2	78.9
Month ago	215	21.1	100.0
Total	1020	100.0	

4.2. Preliminary Analyses

Before proceeding for main analysis, preliminary analyses were carried out to ensure the validity and reliability of the scale used for the study

4.2.1. Reliability Analysis for main study

According to Bryman and Bell (2007), "the stability of the measurement of a variable is established if the measure gives same values or the values with little variation are computed repeatedly. Therefore, redoing the same calculation and getting similar values with less variation proves that the method being used for the data collection is reliable." Reliability can be measures by using various methods such as Cronbach's' alpha coefficient, reset method, split-half method, parallel method, and Richardson method. However, most of the researcher use Cronbach's' alpha, a well-accepted method to assess reliability of the scale.

The value of Cronbach's alpha coefficient found for this study was 0.885, which is higher than the threshold recommended by Nunally, (1978). Therefore, the scale can be said to have achieved reliability and is reliable for proceeding further analysis (see Table 4.2.1).

Table 4.2.1: Reliability Statistics for main study

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.884	0.885	28

To ensure higher reliability of the scale, researchers follow Spilt-Half method, a complementary method to Cronbach's alpha. For the present study, total number of items have been split into two parts i.e., 14 items into each and checked the value of Cronbach's Alpha by applying Slit-Half method. The value of Cronbach's Alpha found for part 1 was 0.824 and a value of 0.850 was found for part 2 of the scale (see Table 4.2.2). In both the methods, scale has been found reliable. Hence, further analyses have been carried out on the primary data obtained with the help of this scale.

Table 4.2.2: Reliability Statistics Split-Half method

Cronbach's Alpha	Part 1	Value	.824
		N of Items	14
	Part 2	Value	.850
		N of Items	14
	Total N of Items		28
Correlation Between Forms			.509
Spearman-Brown Coefficient	Equal Length		.674
	Unequal Length		.674
Guttman Split-Half Coefficient			.673

4.2.2. Item-Total Correlation

For the purpose of initial assessment and purification of the scale, total item correlation is used. Various cut-off points are adopted by various studies. According to Maltby (2007), Brzoska (2010) and Cristobal et al. (2007), the corrected item-total correlation should be > 0.3. However, Loiacono et al. (2002) suggested that the corrected item-total correlation should be

> 0.40. The corrected item-total correlations of all the items in present study are greater than the suggested cut-off points (see Table 4.2.3). Hence, the scale used for this study can be considered as optimal enough for carrying out further analysis.

Table 4.2.3: Item-Total Statistics

Items	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
RAw1	.429	.659	.869
RAw2	.429	.768	.869
RAw3	.409	.731	.870
RAw4	.440	.755	.869
RAsso1	.411	.642	.870
RAsso2	.398	.625	.870
RAsso3	.377	.517	.871
PRQ1	.429	.758	.869
PRQ2	.436	.768	.869
PRQ3	.431	.723	.869
PRQ4	.407	.725	.870
RL1	.422	.629	.870
RL2	.411	.658	.870
RL3	.389	.665	.870
RL4	.430	.694	.869
Fem1	.444	.612	.869
Fem2	.462	.629	.869
Fem3	.427	.536	.869
PPQ1	.526	.621	.867
PPQ2	.523	.687	.867
PPQ3	.502	.669	.868
PPQ4	.562	.736	.866
PV1	.386	.415	.871
PV2	.388	.800	.870
PV3	.397	.809	.870

4.2.3. Descriptive Statistics

Descriptive statistics are carried out to know the mean and standard deviation of respective items. All the 28 items have a mean between the range of 2.8 and 3.3, which shows that respondents agreements with corresponding to the statements. The mean and standard deviation all 28 items are shown in Table 4.2.4.

Table 4.2.4: Descriptive Statistics

Items	Mean	Std. Deviation
RAw1	3.27	1.257
RAw2	3.33	1.330
RAw3	3.27	1.456
RAw4	3.26	1.464
RAsso1	2.98	1.225
RAsso2	2.88	1.281
RAsso3	2.87	1.343
PRQ1	2.91	1.350
PRQ2	3.01	1.397
PRQ3	3.00	1.367
PRQ4	2.92	1.333
RL1	2.89	1.298
RL2	2.92	1.303
RL3	2.80	1.416
RL4	2.94	1.366
Fem1	3.28	1.300
Fem2	3.34	1.240
Fem3	3.36	1.336
PPQ1	3.18	1.298
PPQ2	3.04	1.379
PPQ3	3.19	1.350
PPQ4	3.21	1.356
PV1	2.91	1.502
PV2	3.18	1.448
PV3	3.13	1.504
PI1	2.92	1.460
PI2	3.06	1.450
PI3	3.15	1.526

4.3. Brand Equity of Retailers

The brand equity score of each retailer is measured by using well-accepted brand equity scale, which comprises four elements- retailer awareness, retailer associations, perceived retailer quality, and retailer loyalty. Responses corresponding to each elements are recorded on 5-point scale (see Table 4.3.1). The final score is calculated by adding values of the four elements and divided them by four.

Table 4.3.1: Descriptive statistics for Brand Equity of Retailers

		N	Mean
Retailer Awareness	Big Bazar	263	3.1606
	More	244	3.2131
	Reliance	256	3.5293
	Spencer's	257	3.2198
	Total	1020	3.2806
Retailer Associations	Big Bazar	263	2.8416
	More	244	2.9863
	Reliance	256	3.0208
	Spencer's	257	2.8054
	Total	1020	2.9121
Perceived Retailer Quality	Big Bazar	263	2.8641
	More	244	2.9805
	Reliance	256	2.9668
	Spencer's	257	3.0389
	Total	1020	2.9618
Retailer Loyalty	Big Bazar	263	2.8726
	More	244	2.7879
	Reliance	256	2.8506
	Spencer's	257	3.0379
	Total	1020	2.8885

Therefore, the brand equity scores of all the four retailers are calculated accordingly (see Table 4.3.2). Among these four retailers, Reliance retail achieves the 1st rank by scoring the highest brand equity score and Big Bazaar stands at 4th place with lowest score.

Table 4.3.2: Brand Equity Score of Retailers

Retailer	Brand Equity Score	Ranks
Big Bazaar	2.935	4
More	2.992	3
Reliance Retail	3.092	**1**
Spencer's	3.026	2

SECTION-B: CONSUMERS' PERCEPTIONS TOWARDS PRIVATE LABELS

This study has attempted to know the consumers' perceptions towards private labels. Responses of the consumers recorded on 5-point Likert type scale, anchoring from 1 to 5, where, 1-stands for strongly disagree, 5-stands for strongly agree and with a midpoint 3-stands for neither disagree nor agree. Consumers' perceptions about private labels price, private labels quality, private labels value and, purchase intention towards private labels are analysed.

4.4. Consumers' Perceptions towards Price of Private Labels

Price of the private labels is said to be one of the critical factors, which influence consumers' intentions to purchase private labels. Of course, price is the key differentiator for private labels. Retailers set lower price for their own labels than the national brand for the same category of products and thus consumers get attracted for private labels due to their price lower than the national brands available in the market place.

Hence, this study attempted to know the consumers' perceptions towards price of the private labels. The price perception has been evaluated by framing three statements and the responses are recorded on 5-point scale.

4.4.1. Statement-1: "The price of private label is lower than the average market price for similar products."

The consumers are asked to give their responses regarding price perceptions on the statement, "the price of private label is lower than the average market price for similar products" have been recorded on 5-point scale. Over the total of 1020 respondents, 48.5 percent agree that the private labels are available at lower than average market price in the same category of products (see Table 4.4.1) and moreover, among these 48.5 percent, a 25 percent of the consumers strongly agree with the given statement.

Table 4.4.1: "The price of private label is lower than the average market price for similar products"

	Frequency	Percent	Cumulative Percent
Strongly Disagree	151	14.8	14.8
Disagree	84	8.2	23.0
Neither Agree Nor Disagree	290	28.4	51.5
Agree	240	23.5	75.0
Strongly Agree	255	25.0	100.0
Total	1020	100.0	

Further, a total of 23 percent of the respondents do not agree with the above statement, which means, that they do not feel the private labels are available at lower price than the similar products. However, rest of the total respondents (approx. 28.5 percent) are of a neutral kind of opinion as they neither agree nor disagree with the given statement. Therefore, it can be concluded based on majority of responses that the private labels are offered at lower than the average market price in the similar category of products.

4.4.2. Statement-2: "Price is important when I buy private labels."

The responses of the consumers regarding price perception on the statement, "Price is important when I buy private labels" have been recorded on 5-point scale. Over the total of 1020 respondents, 46.4 percent agree that price is important when they buy private labels products available in the market (see Table 4.4.2) and moreover, among these 46.5 percent, a 21.5 percent of the consumers strongly agree with the given the statement.

Table 4.4.2: "Price is important when I buy private labels"

	Frequency	Percent	Cumulative Percent
Strongly Disagree	136	13.3	13.3
Disagree	131	12.8	26.2
Neither Agree Nor Disagree	280	27.5	53.6
Agree	254	24.9	78.5
Strongly Agree	219	21.5	100.0
Total	1020	100.0	

Further, a total of 26.2 percent of the respondents do not agree with the above statement, which means, that they don't feel price is important when they buy private labels. However, rest of the total respondents (27.5 percent) are of a neutral kind of opinion as they neither agree nor disagree with the given statement.

Therefore, it can be concluded based on majority of responses, that price becomes an important factor for consumers while buying private labels products.

4.4.3. Statement-3: "I think the price of private label food products is reasonable for consumers."

The responses of the consumers regarding price perception on the statement, "I think the price of private label food products is reasonable for shoppers" have been recorded on 5-point scale. Over the total of 1020 respondents, 47.6 percent of respondents (485 respondents) agree that private labels are offered at reasonable price for the consumers (see Table 4.4.3) and moreover, among these 47.6 percent, a 21 percent approx. of the respondents agree strongly with given the statement.

Table 4.4.3: "I think the price of private label food products is reasonable for consumers"

	Frequency	Percent	Cumulative Percent
Strongly Disagree	105	10.3	10.3
Disagree	143	14.0	24.3
Neither Agree Nor Disagree	287	28.1	52.5
Agree	273	26.8	79.2
Strongly Agree	212	20.8	100.0
Total	1020	100.0	

On the other hand, a 24.3 of the total respondents contradict with the responses of majority of the respondents, as they do not find any difference in price of private labels compared with its counterparts in the same category available in the market. However, rest of the total respondents (28 percent) are of a neutral kind of opinion as they neither agree nor disagree with the given statement.

Therefore, it can be concluded based on majority of responses that private labels are offered at reasonable prices compared to its counterparts available in same category.

4.5. Consumers' Perception towards Quality of Private Labels

Quality of the private labels is said to play a prominent role while making purchase decisions. Of course, quality is the key differentiator for private labels. Retailers maintain almost the similar quality for their own labels than the national brand for the same category of products and thus consumers get attracted for private labels due to their price lower than the national brands available in the market place.

Hence, this study attempted to know the consumers' perceptions towards quality of the private labels. The quality perception has been evaluated by framing four statements and the responses are recorded on 5-point scale.

4.5.1. Statement-1: "Quality is an important criterion when I buy private labels"

The responses of the consumers regarding quality perception on the statement, "Quality is an important criterion when I buy private labels" have been recorded on 5-point scale. Over a total of 1020 respondents, 42.4 percent (i.e., 433 respondents) agree that quality becomes an important criterion when they buy private labels (see Table 4.5.1) and moreover, among these 42.4 percent of the respondents, an 18.2 percent strongly agree with the given statement.

Table 4.5.1: "Quality is an important criterion when I buy private label food products"

	Frequency	Percent	Cumulative Percent
Strongly Disagree	161	15.8	15.8
Disagree	114	11.2	27.0
Neither Agree Nor Disagree	312	30.6	57.5
Agree	247	24.2	81.8
Strongly Agree	186	18.2	100.0
Total	1020	100.0	

On the other hand, 27 percent of the respondents contradict with the responses of the majority respondents as they think quality is no more an important criterion for them when they buy private labels. However, rest of the total respondents (30.6 percent) are of a neutral kind of opinion as they neither agree nor disagree with the given statement.

Therefore, it can be concluded based on majority of responses, customers give preference to quality of the private labels while making purchase decision.

4.5.2. Statement-2: "There is a great difference in overall quality between national brand and private label products"

The responses of the consumers regarding quality perception on the statement, "There is a great difference in overall quality between national brand and private label products" have been recorded on 5-point scale. Among a total of 1020 respondents, 42.2 percent (i.e., 430 respondents) agree that private labels are inferior in quality than national brands as they see significant quality difference (see Table 4.5.2) and moreover, among these 42.2 percent, a 17.3 percent approx. of the respondents agree strongly with given the statement.

Table 4.5.2: "There is a great difference in overall quality between national brand and private label products"

	Frequency	Percent	Cumulative Percent
Strongly Disagree	210	20.6	20.6
Disagree	142	13.9	34.5
Neither Agree Nor Disagree	238	23.3	57.8
Agree	254	24.9	82.7
Strongly Agree	176	17.3	100.0
Total	1020	100.0	

On contrary to it, a total of 34.5 percent of disagree with the above statement as they could not see significant difference in quality of private labels over national brands. It mean that, they treat private labels as similar to the national brands as far as quality is concerned. These could be the due to improvement taken place in quality of private labels in recent times. However, rest of the total respondents (i.e., 23.3 percent) are of a neutral kind of opinion as they neither agree nor disagree with the given statement.

Therefore, it can be concluded based on majority of responses of the customers that, customers distinct private labels from national brands in terms of quality as they could them as substandard products to national brands in term of quality.

4.5.3. Statement-3: "There is a great difference in ingredient's nutritional value between national and private label products"

As for as the food product category in private labels is concerned, customers are asked to give their opinion on the statement, "There is a great difference in ingredient's nutritional value between national and private label products," which have been recorded on 5-point scale. Of the 1020 respondents, 45 percent (i.e., 455 respondents) agree that they could distinct private labels from national brands as far as ingredient's nutritional value is concerned (see Table 4.5.3). Further, among these 45 percent, a 20 percent approx. of the respondents agree strongly with given the statement.

Table 4.5.3: "There is a great difference in ingredient's nutritional value between national and private label products"

	Frequency	Percent	Cumulative Percent
Strongly Disagree	170	16.7	16.7
Disagree	136	13.3	30.0
Neither Agree Nor Disagree	254	24.9	54.9
Agree	255	25.0	79.9
Strongly Agree	205	20.1	100.0
Total	1020	100.0	

On the other hand, 30 percent do not agree with the above statement as they do not see significant difference in ingredient's nutritional value of private labels compared to national brands. However, rest of the total respondents (i.e., 25 percent) are of a neutral kind of opinion as they neither agree nor disagree with the given statement.

Therefore, it can be concluded that based on majority of responses, customer's distinct private labels from national brands in terms of ingredient nutritional value is concerned.

4.5.4. Statement-4: "The purchase of private labels is risky because the quality of private labels is inferior."

The consumers are asked to give their responses on the statement, "The purchase of private labels is risky because the quality of private labels is inferior." Of the 1020 respondents, 44.4 percent (i.e., 452 respondents) agree that buying private labels a risky option as are inferior to

national brands (see Table 4.5.4). Moreover, among these 44.4 percent, a 22 percent approx. of the respondents agree strongly with given the statement.

Table 4.5.4: "The purchase of private labels is risky because the quality of private labels is inferior"

	Frequency	Percent	Cumulative Percent
Strongly Disagree	172	16.9	16.9
Disagree	112	11.0	27.8
Neither Agree Nor Disagree	284	27.8	55.7
Agree	229	22.5	78.1
Strongly Agree	223	21.9	100.0
Total	1020	100.0	

On the other hand, 27.8 percent do not agree with the responses of majority respondents, as they could not feel any risk in purchasing private labels. This could be due to improvement taken in quality of private labels in recent years. However, remaining 28 percent are of a neutral kind of opinion as they neither agree nor disagree with the given statement.

Therefore, it can be concluded that based on majority of responses, customers feel purchasing private labels as a risky option than national brands.

4.6. Consumers' Perceptions towards Value of Private Labels

The study has attempted to know consumers' perceptions towards value of private labels. To evaluate it, consumers are asked to give their responses on three statements. Responses are recorded on 5–point Likert type scale, anchoring from 1 to 5 points, where 1-denotes strongly disagree and 5-denotes strongly agree.

4.6.1. Statement-1: "When I buy the private labels, I would ensure that I am getting my money's worth."

Consumers are asked to give their responses on the statement, "When I buy the private label, I would ensure that I am getting my money's worth." Over a total of 1020 respondents, 43 percent of the respondents (439 respondents) agree to the given statement (see Table 4.6.1). It means that before buying private labels consumers ensure whether they get value for money or not and then take purchase decision. However, another 45 percent (i.e., 460 respondents) revealed that they do not think much about the value of buying private labels.

Table 4.6.1: "When I buy the private labels, I would ensure that I am getting my money's worth"

	Frequency	Percent	Cumulative Percent
Strongly Disagree	268	26.3	26.3
Disagree	192	18.8	45.1
Neither Agree Nor Disagree	121	11.9	57.0
Agree	238	23.3	80.3
Strongly Agree	201	19.7	100.0
Total	1020	100.0	

Whereas, a total of 12 percent are of a neutral kind of opinion as they neither agree nor disagree with the given statement. Therefore, it can be concluded based on majority of responses, that customers make sure to get value for money themselves while making purchase decision on private labels.

4.6.2. Statement-2: "Private Labels offer great value for money"

Consumers are asked to give their responses on the statement, "Private Labels offer great value for money." Over a total of 1020 respondents, 44.5 percent of the respondents (i.e., 454 respondents) agree that buying private labels is a value for money option (see Table 4.6.2) and moreover, among these 44.5 percent, a 27 percent strongly agree with the given statement as they are very much sure about the value of private labels.

Table 4.6.2: "Private Labels offer great value for money"

	Frequency	Percent	Cumulative Percent
Strongly Disagree	171	16.8	16.8
Disagree	206	20.2	37.0
Neither Agree Nor Disagree	189	18.5	55.5
Agree	179	17.5	73.0
Strongly Agree	275	27.0	100.0
Total	1020	100.0	

On contrary to it, about 37 percent do not agree with the given statement, as they could not feel value proposition in buying private labels. However, an 18.5percent of the respondents are of

a neutral kind of opinion as they neither agree nor disagree with the given statement. Therefore, it can be concluded based on majority of responses that, customers perceive private labels as they offer value for money.

4.6.3. Statement-3: "I always check prices at the stores among brands to ensure I acquire the best value for money product"

The responses of the consumers regarding value perceptions on the statement, "I always check prices at the stores among brands to ensure I acquire the best value for money product" have been collected on 5-point scale. Of 1020 total respondents, 45 percent (i.e., 458 respondents) agree that before buying private labels, they check market prices of its competitor brands in the same category to ensure for the best deal (see Table 4.6.3). Moreover, among these 45 percent of agreed respondents, a 27.4 percent strongly agree with the given statement.

Table 4.6.3: "I always check prices at the stores among brands to ensure I acquire the best value for money product"

	Frequency	Percent	Cumulative Percent
Strongly Disagree	214	21.0	21.0
Disagree	172	16.9	37.8
Neither Agree Nor Disagree	176	17.3	55.1
Agree	179	17.5	72.6
Strongly Agree	279	27.4	100.0
Total	1020	100.0	

On the other hand, more than a one-third of the total respondents do not agree with the given statement as they do not bother much about the prices of other brands in the same category of private labels available in the market place. However, remaining approx. 17 percent of the respondents are of a neutral kind of opinion as they neither agree nor disagree with the given statement. Therefore, it can be concluded based on majority of responses that, before buying private labels, customers check market prices of its competitor brands in the same category to ensure for the best deal.

4.7. Private labels Purchase Intention

The study has attempted to know consumers' perceptions about their intention to purchase labels. To evaluate it, consumers are asked to give their responses on 5-point scale about three statements, which are related to purchase decision towards private labels.

4.7.1. Statement-1: "I like to purchase the private label products in the near future"

Consumers are asked to give their responses on the statement, "I like to purchase the private label products in the near future." Over a total of 1020 respondents, approx.40 percent respondents of the respondents agree that they like to purchase the private label products in the near future (see Table 4.7.1) and moreover, among these 40 percent, a 20 percent approx. of the respondents agree strongly with given the statement.

Table 4.7.1: "I like to purchase the private label products in the near future"

	Frequency	Percent	Cumulative Percent
Strongly Disagree	229	22.5	22.5
Disagree	233	22.8	45.3
Neither Agree Nor Disagree	152	14.9	60.2
Agree	198	19.4	79.6
Strongly Agree	208	20.4	100.0
Total	1020	100.0	

On the other hand, a 45.3 percent contradict with the given statement, which means, that they are not ready to purchase the private label products in the near future. However about 15 percent are of a neutral kind of opinion as they neither agree nor disagree with the given statement. Therefore, it can be concluded based on majority of responses that, every one of two respondents like to purchase private labels in the near future.

4.7.2. Statement-2: "I will recommend others to purchase private label products"

Consumers are asked to give their responses regarding intention to purchase private labels on the statement, "I will recommend others to purchase private label products." Over a total of 1020 respondents, 40 percent of the respondents (i.e., 401 respondents) agree that they will recommend others to purchase private label products (see Table 4.7.2) and moreover, among these 40 percent, a 24 percent approx. of the respondents agree strongly with given the statement.

Table 4.7.2: "I will recommend others to purchase private label products"

	Frequency	Percent	Cumulative Percent
Strongly Disagree	207	20.3	20.3
Disagree	177	17.4	37.6
Neither Agree Nor Disagree	227	22.3	59.9
Agree	165	16.2	76.1
Strongly Agree	244	23.9	100.0
Total	1020	100.0	

On the other hand, a 37.6 percent disagreed with the given statement as they are not willing to recommend private labels to others. However, approx. 22.3 percent are of a neutral kind of opinion as they neither agree nor disagree with the given statement.

Therefore, it can be concluded based on responses of the total surveyed respondents, customers are willing to recommend private labels to others.

4.7.3. Statement-3: "I will try to purchase private label products"

Consumers are asked to give their responses regarding intention to purchase private labels on the statement, "I will try to purchase private label products." Over a total of 1020 respondents, 46 percent of the respondents (i.e., 468 respondents) agree that they will try to purchase private label products (see Table 4.7.3). Moreover, among these 46 percent, a 29 percent of the surveyed customers strongly agree with the statement.

Table 4.7.3: "I will try to purchase private label products"

	Frequency	Percent	Cumulative Percent
Strongly Disagree	217	21.3	21.3
Disagree	173	17.0	38.2
Neither Agree Nor Disagree	162	15.9	54.1
Agree	172	16.9	71.0
Strongly Agree	296	29.0	100.0
Total	1020	100.0	

On the other hand, a 38.2 percent contradicts with the given statement, as they even will not try to purchase private labels. However, approx. 16 percent of the total surveyed customers are of a neutral kind of opinion as they neither agree nor disagree with the given statement.

Based on the responses of majority of the respondents, it can be concluded that consumers will try to purchase private label products. Therefore, it can be concluded based on responses of the total surveyed customers, customers are willing to purchase private labels.

SECTION-C: EXPLORATORY FACTOR ANALYSIS

4.8. Exploratory Factor Analysis

Exploratory Factor analysis (EFA) is used in the present study to know the underlying convergences of the factors, since the scale used in this study is partially adopted from previous studies done in western and European countries, which is modified further. Hence, it is indeed to ensure the convergence of the items into corresponding factors in the new context. 25 items related to seven factors are analysed using EFA and found positive results (see Table 4.8.3 and Table 4.8.4). These seven factors include retailer awareness, retailer associations, perceived retailer quality, retailer loyalty, familiarity with private labels, perceived private labels quality and perceived private labels value. Before proceeding for the main analysis, preliminary analyses were carried out to make sure the reliability, validity, and the suitability of the data for running factor analysis.

Then, before proceeding for factor analysis, suitability of the data and adequacy of sample size are checked by using KMO and Bartlett's' test. Generally, the value of KMO test ranges between zero and one. However, the value of KMO test for this study was found to be.829, which near to one, which falls between the range of being great and good. Hence, the sample founds to be adequate and suitable for applying factor analysis (Table 4.8.1).

Table 4.8.1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.829
Bartlett's Test of Sphericity	Approx. Chi-Square	18344.598
	Df	300
	Sig.	.000

4.8.1. Communalities

Communalities refer to the common variance in the data structure in terms of proportion of variance explained. For instance, 78.1% of the variance associated with the item RAw1 is common. With an initial assumption of being all variance is common, principal component analysis is applied in factor analysis and thus, all the communalities can be one before extraction. The amount of variance in each variable after extraction is found significantly good (Table 4.8.2). According Kaiser's criteria, when the sample is greater than 250 for as a study,

the average of all the communalities should be larger than 0.6. This criteria is met in this study as average communalities is equal to 0.793 (Sum=22.227, N = 28).

Therefore,

Average Communality $= \frac{22.227}{28} = 0.793$.

Table 4.8.2: Communalities

Items	Initial	Extraction
RAw1	1.000	.781
RAw2	1.000	.860
RAw3	1.000	.840
RAw4	1.000	.850
RAsso1	1.000	.824
RAsso2	1.000	.814
RAsso3	1.000	.741
PRQ1	1.000	.857
PRQ2	1.000	.857
PRQ3	1.000	.822
PRQ4	1.000	.833
RL1	1.000	.729
RL2	1.000	.769
RL3	1.000	.780
RL4	1.000	.793
FEM1	1.000	.801
FEM2	1.000	.804
FEM3	1.000	.741
PPQ1	1.000	.714
PPQ2	1.000	.772
PPQ3	1.000	.772
PPQ4	1.000	.814
PV1	1.000	.582
PV2	1.000	.877
PV3	1.000	.892
PI1	1.000	.706
PI2	1.000	.756
PI3	1.000	.846

4.8.2. Factor Extraction

A total of 25 linear components are identified within the data set. The eigenvalues associated with each factor represents the variance explained by that particular linear component and it is also displayed the eigenvalues in terms of the percentage of variance explained. The linear component which has eigenvalue more than one is considered as a factor. Based on this rule, a total of seven factors have been extracted and which explain 79.61% of total variance, which can be considered as an excellent percentage of variance. The results are shown in the following Table 4.8.3.

Table 4.8.3: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.466	25.865	25.865	6.466	25.865	25.865	3.374	13.497	13.497
2	3.125	12.500	38.365	3.125	12.500	38.365	3.352	13.409	26.906
3	2.845	11.380	49.745	2.845	11.380	49.745	3.086	12.343	39.250
4	2.245	8.979	58.724	2.245	8.979	58.724	3.043	12.174	51.423
5	2.058	8.231	66.956	2.058	8.231	66.956	2.378	9.512	60.935
6	1.839	7.358	74.313	1.839	7.358	74.313	2.350	9.401	70.336
7	1.326	5.303	79.616	1.326	5.303	79.616	2.320	9.280	79.616
8	.574	2.296	81.912						
9	.518	2.072	83.983						
10	.453	1.812	85.796						
11	.433	1.731	87.527						
12	.384	1.538	89.065						
13	.307	1.228	90.293						
14	.279	1.116	91.409						
15	.276	1.103	92.512						
16	.262	1.049	93.562						
17	.240	.960	94.521						
18	.234	.937	95.459						
19	.212	.846	96.305						
20	.186	.745	97.050						
21	.179	.715	97.765						
22	.159	.638	98.402						
23	.151	.604	99.006						
24	.144	.575	99.581						
25	.105	.419	100.000						

According to the Table 4.8.3, initially, the Factor-1(Perceived quality) explains a 25.8% of total variance. Factor-2 (Retailer Brand Awareness) explains a 12.5% of the total variance.

Factor-3 (Retailer Brand Loyalty) explains an 11.38% of total variance. Factor-4 (Perceived Private Labels Quality) explains a 9% of total variance. Factor-five (Retailer Brand Associations) explains an 8.23% of total variance. Factor-6 (Perceived Private Labels Value) explains a 7.35% total variance and finally, Factor-7 (Familiarity with Private Labels) explains a 5.35% total variance in Consumers' intention to purchase private labels. After applying orthogonal rotation method by using Varimax rotation, each of the seven factors account for 13.5%, 13.4%, 12.3%, 12.1%, 9.5% , 9.4 % and 9.2% of total variance in Consumers' intention to purchase private labels respectively. Items only with loadings more than .40 are retained in the study for the purpose of analysis (see Table 4.8.4).

Table 4.8.4: Rotated Component Matrix

	Component						
	PRQ	RAw	RL	PPRQ	RAsso	PV	PLFem
RAw1		.866					
RAw2		.909					
RAw3		.902					
RAw4		.901					
RAsso1					.881		
RAsso2					.877		
RAsso3					.832		
PRQ1	.913						
PRQ2	.906						
PRQ3	.888						
PRQ4	.901						
RL1			.827				
RL2			.860				
RL3			.869				
RL4			.868				
Fem1							.854
Fem2							.850
Fem3							.820
PPQ1				.793			
PPQ2				.837			
PPQ3				.835			
PPQ4				.850			
PV1						.730	
PV2						.925	
PV3						.931	

Note: RAw: Retailer Awareness, RAsso: Retailer Associations, PRQ: Perceived Retailer Quality, RL: Retailer Loyalty, PLFem: Familiarity with PL, PPRQ: Perceived Private labels quality, PV: Perceived Value.

SECTION-D: CONFIRMATORY FACTOR ANALYSIS

To assess the validity of the measurement model, a confirmatory factor analysis (CFA) has been applied by using AMOS 21v. According to Brown, (2006) and Austin,(2000, the "Confirmatory Factor Analysis is a powerful statistical tool for examining the nature of and relations among latent constructs (e.g., attitudes, traits, intelligence, clinical disorders) in contrast to its analytic cousin, exploratory factor analysis. CFA is part of the larger family of methods known as structural equation modelling (SEM) and plays an essential role in measurement model validation in path or structural analyses When conducting SEM, researchers often first evaluate the measurement model (whether the measured variables accurately reflect the desired constructs or factors) before assessing the structural model." As noted by Thompson (2004), "It makes little sense to relate constructs within an SEM model if the factors specified as part of the model are not worthy of further attention" (p.110).

4.9. Confirmatory Factor Analysis of Retailer Brand Equity Elements

The retailer brand equity has been analysed by broadly four predictor constructs, namely- retailer awareness; retailer assoications, perceived retailer quality and retailer loyalty. Confirmatory factor analysis is carried out for each constructs saperately to check the validity and reliability of each construct befor including them in the model for testing hypotheses corresponding to them individually first and then combining them into an integrated structural model and tested it later at the end of the study.

4.9.1. Confirmatory Factor Analysis of Retailer Brand Awareness

The retailer brand awareness construct is measureb by using four predictor items. They are; RAw1-"I am aware of the retailer brand", RAw2-"Some Characteristics of the retailer come to my mind quickly", RAw3-"I can recognize the retailer quickly among other competing retailers" and RAw4 -"I am familiar with the retailer". All the four indicators have been loaded significantly into the retailer brand awareness construct (see Figure 4.9.1).

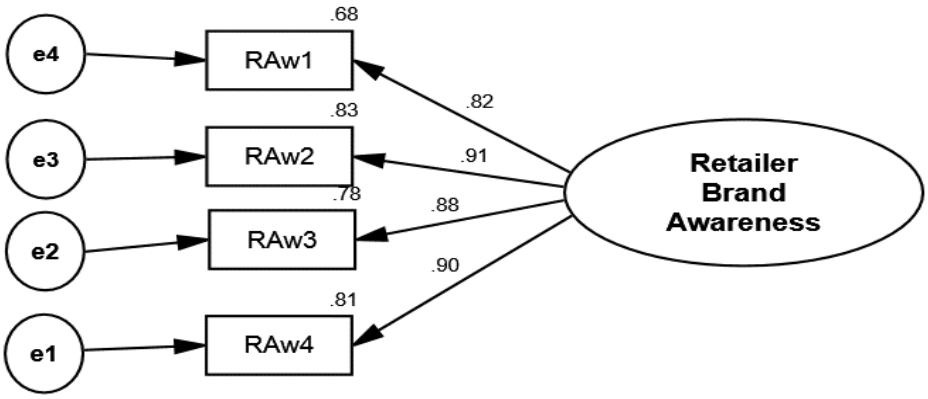


Figure 4.9.1: CFA of Retailer Brand Awareness Construct

4.9.1.1.Model Fit Indices of Retailer Brand Awareness

A model is to be said fit, when it meets threshold values of various fit indices criterions (Hair et al., 2010). Among them, most commonly used are, Chi-square- $\chi 2$, Goodness-of-fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Comparative Fit Index (CFI), Incremental Fit Index (IFI), Normed Fit Index (NFI), Relative Fit Index (RFI), Tucker Lewis Index (TLI), and the Root Mean Square Error of Approximation (RMSEA). The retailer brand awareness construct has been found to be fit since it meets all the threshold values of various fit indices (see Table 4.9.1).

Table 4.9.1 Fit Indices of Retailer Brand Awareness Construct

χ^2	DF	P	AGFI	CFI	IFI	GFI	NFI	RFI	TLI	RMR	RMSEA
7.470	2	.024	.982	.998	.998	.996	.998	.993	.995	.012	.052

4.9.1.2.Convergent validity and discriminant validity of retailer brand awareness construct

A model is said to be valid, when it fulfills the recommended convergant and discriminant validity criterions. The construct reliabilty must be equal or greater than 0.7 (CR $\geq$ 0.7), similarly an average variance explained (AVE) must be equal or greater than 0.5 (AVE $\geq$ 0.5). The retailer brand awareness construct meets both the criterions, hence its considered as valid construct (see Table 4.9.2).

Table 4.9.2: Reliability and Validity of Retailer Brand Awareness construct

Parameter	Loadings	S.E.	Squared loadings	C.R.	AVE
RAw4	.900	-	.810	0.924	0.776
RAw3	.885	.023	.783		
RAw2	.912	.021	.831		
RAw1	.825	.022	.680		

4.9.1.3.CFA results of Retailer Brand Awareness construct

The retailer brand awareness construct is predicted by four indicators. After applying CFA, the standardized factor loadings of all predictors are found statistically significant (see Table 4.9.3). Therefore, the retailer brand awareness construct is considered as a relaible and valid construct for the study.

Table 4.9.3: CFA Results of Retailer Brand Awareness

Parameter	UnStd. Estimate	Std. Estimate	S.E.	C.R.	P
Retailer Awareness→RAw4	1.000	.900	-	-	-
Retailer Awareness→RAw3	.978	.885	.023	41.772	***
Retailer Awareness→RAw2	.921	.912	.021	44.579	***
Retailer Awareness→RAw1	.787	.825	.022	36.058	***

4.9.2. Confirmatory Factor Analysis of Retailer Brand Associations

The retailer brand associations construct has three predictor items. They are; RAsso1- "The retailer has very unique Retailer image, compared to competing Retailers," RAsso2- "I like and trust the products, which are sold in this retailer store" and RAsso3- "I like the Brand image of the retailer". Confirmatory Factor Analysis has been carried out for this construct and found significant results (see Figure 4.9.2).

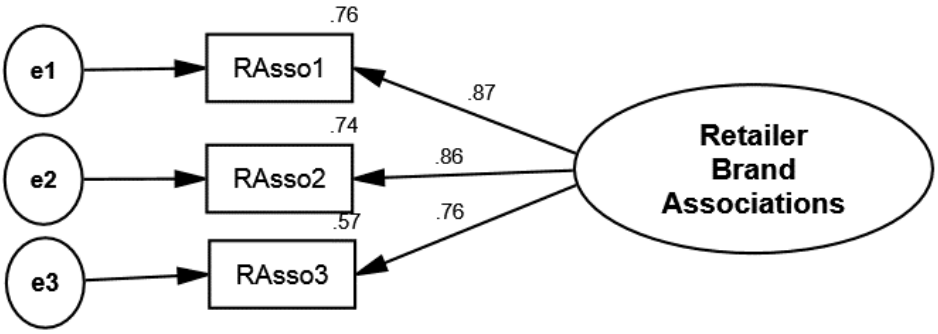


Figure 4.9.2: CFA of Retailer Brand Associations construct

4.9.2.1.Model Fit Indices of Retailer Brand Assocaitions

A model is to be said fit, when it meets threshold values of various fit indices criterions (Hair et al., 2010). Among them, most commonly used are, Chi-square- $\chi 2$, Goodness-of-fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Comparative Fit Index (CFI), Incremental Fit Index (IFI), Normed Fit Index (NFI), Relative Fit Index (RFI), Tucker Lewis Index (TLI), and the Root Mean Square Error of Approximation (RMSEA). The retailer brand associations construct is found to be fit since it meets all the threshold criterions of various fit indices (see Table 4.9.4).

Table 4.9.4 Fit Indices of Retailer Brand Associations

χ^2	DF	P	AGFI	CFI	GFI	IFI	NFI	RFI	TLI	RMR	RMSEA
7.470	2	.024	.982	.998	.996	.998	.998	.993	.995	.012	.052

4.9.2.2.Convergant validity and discriminant validity of retailer brand associations construct

A model is said to be valid, when it fulfills the recommended convergant and discriminant validity criterions. The construct reliabilty must be equal or greater than 0.7 (CR $\geq$ 0.7), similarly an average variance explained (AVE) must be equal or greater than 0.5 (AVE $\geq$ 0.5). The construct reliability and an average variance explained are found as .924 and .776 respectively. Therefore, retailer brand assocaitions construct meets both the criterions and hence its considered as a valid construct (see Table 4.9.5).

Table 4.9.5: Reliability and Validity of Retailer Brand Associations construct

Parameter	Loadings	S.E.	Squared loadings	C.R.	AVE
RAsso3	.757	-	.573	0.924	0.776
RAsso2	.861	.041	.741		
RAsso1	.873	.039	.762		

4.9.2.3.CFA results of Retailer Brand Assocaitions construct

The retailer brand assocaitions construct is predicted by three indicators. After applying CFA, the standardized factor loadings of all predictors are found statistically significant (see Table 4.6.6). Therefore, the retailer brand assocaitions construct is considered as a relaible and valid construct for the study.

Table 4.9.6: CFA Results of Retailer Brand Associations

Parameter	UnStd. Estimate	Std. Estimate	S.E.	C.R.	P
Retailer Associations→RAsso3	1.000	.757	-	-	-
Retailer Associations→RAsso2	1.085	.861	.041	26.610	***
Retailer Associations→RAsso1	1.052	.873	.039	26.700	***

4.9.3. Confirmatory Factor Analysis of Perceived Retailer quality

The retailer percieved quality construct has four predictor items. They are; PRQ1- "Products from the retailer would be of very good quality," PRQ2- "The retailer offers products with excellent features," PRQ3- "I trust the quality of products from the retailer" and PRQ4- "I get always quality products from the retailer." Confirmatory Factor Analysis is carried out for this construct. The perceived retailer quality construct has been found show significant results (see Figure 4.9.3).

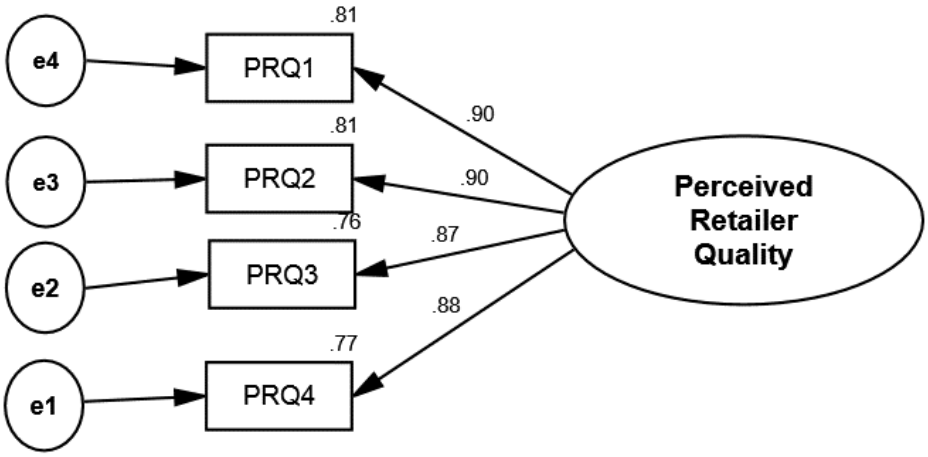


Figure 4.9.3: CFA of Perceived Retailer Quality

4.9.3.1.Model Fit Indices of Perceived Retailer Quality

A model is to be said fit, when it meets certain threshold values of various fit indices (Hair et al., 2010). Among them, most commonly used are, Chi-square- $\chi 2$, Goodness-of-fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Comparative Fit Index (CFI), Incremental Fit Index (IFI), Normed Fit Index (NFI), Relative Fit Index (RFI), Tucker Lewis Index (TLI), and the Root Mean Square Error of Approximation (RMSEA). The perceived retailer quality construct is found to be fit since it meets all the threshold criterions of various fit indices (see Table 4.9.7).

Table 4.9.7 Fit Indices of Perceived Retailer Quality Construct

P	AGFI	CFI	GFI	IFI	NFI	RFI	TLI	RMR
.000	.930	.992	.986	.992	.992	.975	.977	.021

4.9.3.2.Convergant validity and discriminant validity of perceived retailer quality construct

A model is said to be valid, when it fulfills the recommended convergant and discriminant validity criterions. The construct reliabilty must be equal or greater than 0.7 (CR $\geq$ 0.7), similarly an average variance explained (AVE) must be equal or greater than 0.5 (AVE $\geq$ 0.5). The construct reliability and an average variance explained are found as .91 and .787

respectively. Therefore, the perceived retailer quality construct meets both the criterions and hence its considered as a valid construct (see Table 4.9.8).

Table 4.9.8: Reliability and Validity of Perceived Retailer Quality construct

Parameter	Loadings	S.E.	Squared loadings	C.R.	AVE
PRQ3	.871	.026	.758	0.909	0.787
PRQ2	.901	.026	.812		
PRQ1	.900	.025	.810		
PRQ4	.878	-	.771		

4.9.3.3.CFA results of Perceived Retailer Quality

The perceived retailer quality construct is predicted by four indicators. After applying CFA, the standardized factor loadings of all predictors are found statistically significant (see Table 4.9.9). Therefore, the perceived retailer quality construct is considered as a relaible and valid construct for the study.

Table 4.9.9: CFA Results of Perceived Retailer Quality

Parameter	UnStd. Estimate	Std. Estimate	S.E.	C.R.	P
Perceived Retailer Quality→PRQ3	1.017	.871	.026	38.453	***
Perceived Retailer Quality →PRQ2	1.076	.901	.026	41.183	***
Perceived Retailer Quality →PRQ1	1.039	.900	.025	41.092	***
Perceived Retailer Quality→PRQ4	1.000	.878	-	-	-

4.9.4. Confirmatory Factor Analysis of Retailer Brand Loyalty

The retailer brand loyalty construct has four predictor items. They are; RL1- "I consider myself to be loyal to the retailer." RL2- "I am still willing to buy products from the retailer even if its price is a little higher than that of its competitors." RL3- "I will keep on buying products from the retailer as long as it provides me satisfied products" and RL4- "When buying groceries, the retailer would be my first choice." Confirmatory Factor Analysis has been carried out for this construct and found significant results (see Figure 4.9.4).

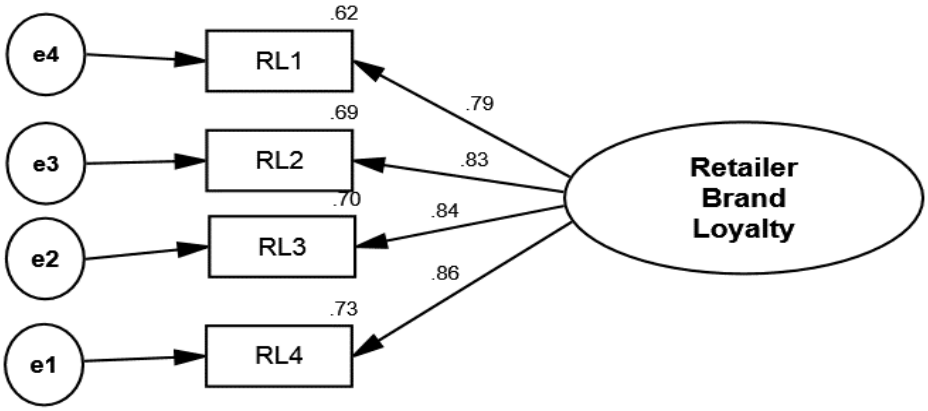


Figure 4.9.4: CFA model of Retailer Brand Loyalty Construct

4.9.4.1.Model Fit Indices of Retailer Brand Loyalty

A model is to be said fit, when it meets certain threshold values of various fit indices criterions (Hair et al., 2010). Among them, most commonly used are, Chi-square- $\chi 2$, Goodness-of-fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Comparative Fit Index (CFI), Incremental Fit Index (IFI), Normed Fit Index (NFI), Relative Fit Index (RFI), Tucker Lewis Index (TLI), and the Root Mean Square Error of Approximation (RMSEA). The retailer brand loyalty construct is found to be fit since it meets all the threshold criterions of various fit indices (see Table 4.9.10).

Table 4.9.10 Fit Indices of Retailer Brand Loyalty Construct

χ^2	DF	P	AGFI	CFI	GFI	IFI	NFI	RFI	TLI	RMR	RMSEA
8.44	2	.015	.979	.997	.996	.997	.997	.990	.992	.017	.056

4.9.4.2.Convergant validity and discriminant validity of retailer brand loyalty construct

A model is said to be valid, when it fulfills the recommended convergant and discriminant validity criterions. The construct reliabilty must be equal or greater than 0.7 (CR $\geq$ 0.7), similarly an average variance explained (AVE) must be equal or greater than 0.5 (AVE $\geq$ 0.5). The construct reliability and an average variance explained of retailer brand loyalty are found as .92 and .688 respectively. Therefore, the retailer brand loyalty construct meets both the criterions and hence its considered as a valid construct (see Table 4.9.11).

Table 4.9.11: Reliability and Validity of Retailer Brand Loyalty construct

Parameter	Loadings	S.E.	Squared loadings	C.R.	AVE
RL3	.837	.032	.700	0.92	0.688
RL2	.832	.029	.693		
RL1	.789	.030	.623		
RL4	.857	-	.737		

4.9.4.3.CFA results of Perceived Retailer Brand Loyalty

The retailer brand loyalty construct is predicted by three indicators. After applying CFA, the standardized factor loadings of all predictors are found statistically significant (see Table 4.9.12). Therefore, the retailer brand loyalty construct is considered as a relaible and valid construct for the study.

Table 4.9.12: CFA Results of Retailer Brand Loyalty

Parameter	UnStd. Estimate	Std. Estimate	S.E.	C.R.	P
Retailer Brand Loyalty→RL3	1.012	.837	.032	32.031	***
Retailer Brand Loyalty →RL2	.926	.832	.029	31.791	***
Retailer Brand Loyalty →RL1	.875	.789	.030	29.442	***
Retailer Brand Loyalty →RL4	1.000	.857	-	-	-

4.9.5. Measurment model of Retailer Brand Equity

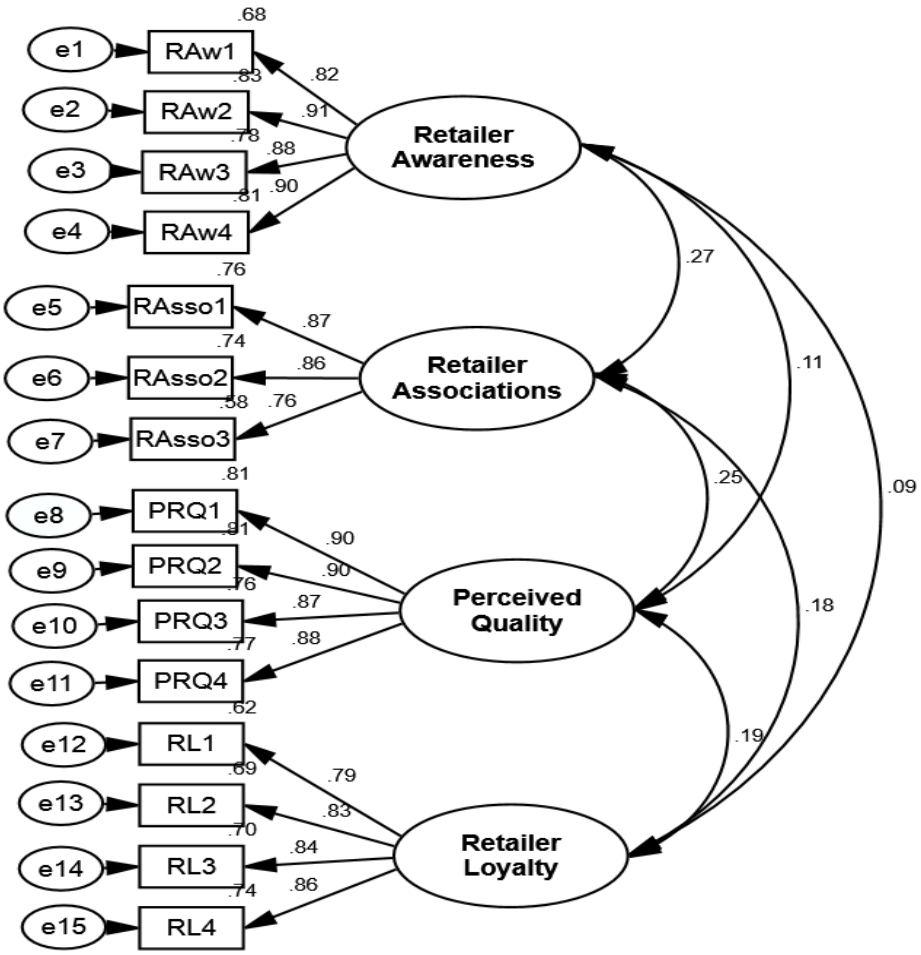
After acheiving significant CFA results for each elements of retailer brand equity, an integrated retailer brand equity measurement model has been tested by taking all of four individual elements into a single model and found a significant results (see Figure 4.9.5).

4.9.5.1.Model fit indices of Retailer Brand Equity Measurement model

A measurement model is said to be valid when it meets all the model fit criterions of various fit indices. Various fit indices are there to assess the fit of a measurement model. According to (Hair, et. al. 2010), a model is to be said fit, when it meets certain threshold values of various fit indices criterions. Among them, most commonly used are, Chi-square- $\chi 2$, Goodness-of-fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Comparative Fit Index (CFI), Incremental Fit Index (IFI), Normed Fit Index (NFI), Relative Fit Index (RFI), Tucker Lewis Index (TLI), and the Root Mean Square Error of Approximation (RMSEA).

Table 4.9.13: Model Fit Indices of Retailer Brand Equity Measurement Model

χ^2	DF	P	GFI	AGFI	CFI	GFI	IFI	NFI	RFI	TLI	RMR	RMSEA
216.604	84	.000	.973	.962	.988	.973	.988	.981	.976	.985	.035	.039



Chi-Square=216.604;DF=84;P=.000;GFI=.973;AGFI=.962;CFI=.988;IFI=.988;

NFI=.981;RFI=.976;TLI=.985;RMR=.035;RMSEA=.039.

Figure 4.9.5: Measurement model of Retailer Brand Equity

All the model fit indices have been found to have values under the thresholds suggested by Hair et al., (2010). The values for these fit indices include, Goodness of Fit Index (GFI) = .973, Adjusted Goodness of Fit Index (AGFI) =.962, Comparative Fit Index (CFI) =.988, Incremental Fit Index (IFI) =.88, Normed Fit Index (NFI) =.981, and Root Mean Square Error of Approx. (RMSEA) = .039 and Tucker–Lewis Index (TLI) =.985.

4.9.5.2.Convergent Validity Analysis for the Retailer Brand Equity measurement model

A model is said to be valid, when it fulfills the recommended convergant and discriminant validity criterions. The construct reliabilty must be equal or greater than 0.7 ($CR \geq 0.7$), similarly an average variance explained (AVE) must be equal or greater than 0.5 ($AVE \geq 0.5$). The threshold values of construct reliability and an average variance extracted of all the four brand equity elements are found as greater than .87 and .687 respectively. Therefore, the brand equity model meets both the criterions and hence the measurement model is considered as valid model (see Table 4.9.14).

Table 4.9.14: Convergent Validity of Retailer Brand Equity Measurement Model

	Convergent validity			
	CR	AVE	MSV	ASV
Retailer Associations	0.870	0.692	0.072	0.055
Perceived Quality	0.937	0.787	0.062	0.037
Retailer Loyalty	0.898	0.687	0.038	0.026
Retailers Awareness	0.933	0.776	0.072	0.031

* Recommended by Hair, et. al., (2010)

4.9.5.3.Discriminant Validity Analysis for the Retailer Brand Equity measurement model

The discriminant validity of the measurement model can be assessed by using two methods. In the first method the discriminant validity gets evaluated by observing inter-construct correlation matrix. According to Hair et al., (2010), a model is said to establishes discriminat validty when there is a highest correlation with the same construct and lower correlation with the other constructs. However, this criteria is fulfilled for the retailer brand equity measurement model (see Table 4.9.15). For the instance, retailer awareness(RAw) has lower correlations

with the other constructs (RAw↔RAsso) = 0.268; (RAw↔PQ) = 0.112; (RAw↔RL) = 0.085 and have the highest correlation with itself (RAw↔RAw) = 0.881. Similarly, rest of all the constructs have lower corretaltions with other constructs but have highest with themselves. Hence, the brand equity measurement model follows both convergant and discrimnant validity criterions.

Table 4.9.15: Discriminant Validity of Retailer Brand Equity Measurement Model

	Retailer Associations	**Perceived Quality**	**Brand Loyalty**	**Retailers Awareness**
Retailer Associations	**0.832**			
Perceived Quality	0.248	**0.887**		
Brand Loyalty	0.181	0.194	**0.829**	
Retailers Awareness	0.268	0.112	0.086	**0.881**

4.9.5.4.Final CFA Results of Retailer Brand Equity measurement model

Parameters of all the four constructs of the retailer brand equity measurement model are loaded with signficant estimates (see Table 4.9.16).

Table 4.9.16: Parameter Estimates of Retailer Brand Equity measurement model

Parameter	**UnStd. Estimate**	**Std. Estimate**	**S.E.**	**C.R.**	**P**
Retailer Awareness→RAw4	1.000	.901	-	-	-
Retailer Awareness→RAw3	.976	.884	.023	41.764	***
Retailer Awareness→RAw2	.920	.912	.021	44.704	***
Retailer Awareness→RAw1	.786	.825	.022	36.103	***
Retailer Associations→RAsso3	1.000	.761	-	-	-
Retailer Associations→RAsso2	1.078	.859	.040	26.908	***
Retailer Associations→RAsso1	1.045	.871	.039	27.050	***
Perceived Quality→PRQ4	1.000	.877	-	-	-
Perceived Quality→PRQ3	1.018	.872	.026	38.477	***
Perceived Quality→PRQ2	1.078	.902	.026	41.252	***
Perceived Quality→PRQ1	1.038	.899	.025	40.925	***
Retailer Loyalty→RL4	1.000	.858	-	-	-
Retailer Loyalty→RL3	1.009	.835	.031	32.062	***
Retailer Loyalty→RL2	.925	.832	.029	31.904	***
Retailer Loyalty→RL1	.874	.789	.030	29.530	***

Table 4.9.17: Inter-construct Correlation of retailer brand equity measurement model

Parameter	Correlation
Retailer Awareness ↔ Retailer Associations	.268
Retailer Awareness ↔ Perceived Quality	.112
Retailer Awareness ↔ Retailer loyalty	.086
Retailer Associations ↔ Perceived Quality	.248
Retailer Loyalty↔ Retailer Associations	.181
Retailer Loyalty↔ Perceived Quality	.194

4.10. Confirmatory Factor Analysis for intermediate constructs

After confirming the validity of retailer brand equity constructs, confirmatory factor analysis is applied on three intermediate variables which include, familiairyt with private labels, perceived private labels quality and perceived private labels value.

4.10.1. CFA of Familiarity with Private Labels

The familiarity with private labels construct has been measured with three predictor items. They are; Fem1- "I prefer to always shop at the store that I feel familiar with." Fem2- "I am very familiar with the various store brand grocery items available in the marketplace" and Fem3- "I have much usage experience with store brand grocery items." Confirmatory Factor Analysis has been carried out for this construct and found significant results (see Figure 4.10.1).

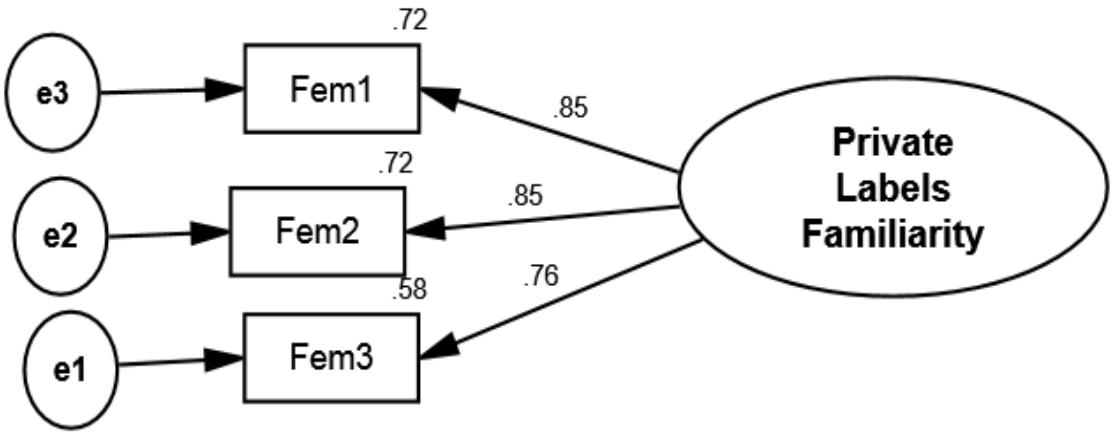


Figure 4.10.1: CFA model of Familiarity with PL Construct

4.10.1.1. Reliability and Validity of Private Labels Familiarity construct

A model is said to be valid, when it fulfills the recommended convergant and discriminant validity criterions. The construct reliabilty must be equal or greater than 0.7 (CR $\geq$ 0.7), similarly an average variance explained (AVE) must be equal or greater than 0.5 (AVE $\geq$ 0.5). The construct reliability and an average variance explained of private labels familirity are found as .98 and .673 respectively. Therefore, the private labels familiarity construct meets both the criterions and hence its considered as a valid construct (see Table 4.10.1).

Table 4.10.1: Reliability and Validity of Private Labels Familiarity construct

Parameter	Loadings	S.E.	Squared loadings	C.R.	AVE
Fem3	.761	-	.580	0.98	0.673
Fem2	.851	.040	.725		
Fem1	.846	.041	.715		

4.10.1.2. CFA results of Private Labels Familiarity Construct

CFA has been applied on the all three predictor variables of the familiarity with private labels construct and found standardized factor loadings of all predictors are statistically significant which varies between .76 and .85 (see Table 4.10.2). Therefore, the familiarity with private labels construct construct is considered as relaible and valid construct for the study.

Table 4.10.2: CFA results of Private Labels Familiarity construct

Parameter	Std. Estimate	S.E.	C.R.	P
Private Labels Familiarity→Fem3	.761	-	-	-
Private Labels Familiarity→Fem2	.851	.040	25.684	***
Private Labels Familiarity→Fem1	.846	.041	25.644	***

4.10.2. CFA of Perceived Private Labels Quality

The percieved private labels quality construct has been measured with four predictor items. They are; PPQ1- "Quality is an important criterion when I buy private label food products." PPQ2- "There is a great difference in overall quality between National Retailer and private label products." PPQ3- "There is a significant difference in ingredient's nutritional value between national and private label products" and PPQ4- "The purchase of private labels is risky because the quality of private labels is inferior." Confirmatory Factor Analysis has been carried out for this construct and found significant results (see Figure 4.10.2).

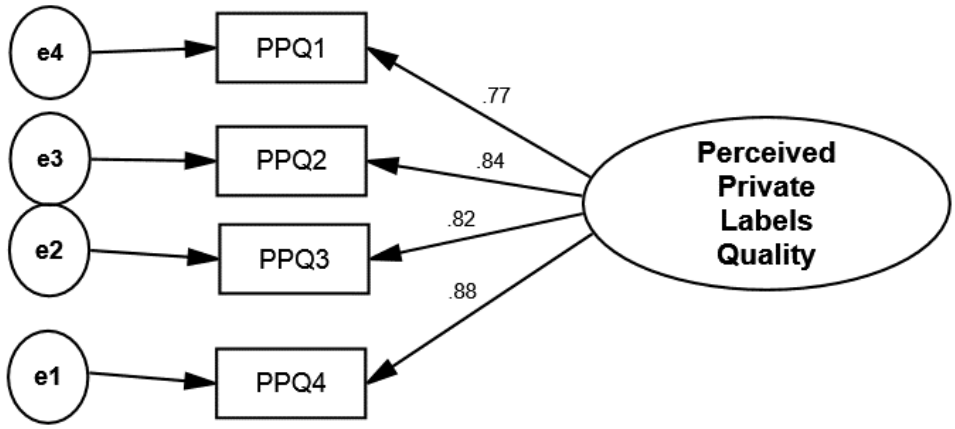


Figure 4.10.2: CFA model of Perceived Private Labels Quality Construct

4.10.2.1. Model fit Indices for Perceived Private Labels Quality

A model is to be said fit, when it meets certain threshold values of various fit indices criterions (Hair et al., 2010). Among them, most commonly used are, Chi-square- $\chi 2$, Goodness-of-fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Comparative Fit Index (CFI), Incremental Fit Index (IFI), Normed Fit Index (NFI), Relative Fit Index (RFI), Tucker Lewis Index (TLI), and the Root Mean Square Error of Approximation (RMSEA). The perceived private labels quality construct is found fit since it meets all the threshold criterions of various fit indices (see Table 4.10.3).

Table 4.10.3: Model Fit Indices of Perceived Private Labels Quality Construct

GFI	AGFI	CFI	IFI	NFI	RFI	TLI	RMR	RMSEA
.990	.949	.992	.992	.991	.973	.975	.027	.010

4.10.2.2. Convergant and discriminant validity of Perceived Praivate Labels Quality

A model is said to be valid, when it fulfills the recommended convergant and discriminant validity criterions. The construct reliabilty must be equal or greater than 0.7 (CR $\geq$ 0.7), similarly an average variance explained (AVE) must be equal or greater than 0.5 (AVE $\geq$ 0.5). The construct reliability and an average variance explained of private labels familirity are found as .929 and .716 respectively. Therefore, the perceived private quality construct meets both the criterions and hence its considered as a valid construct (see Table 4.10.4).

Table 4.10.4: Reliability and Validity of Perceived private labels quality construct

Parameter	Loadings	S.E.	Squared loadings	C.R.	AVE
PPQ4	.878	-	.771	0.929	0.716
PPQ3	.816	.029	.667		
PPQ2	.843	.029	.711		
PPQ1	.770	.029	.592		

4.10.2.3. CFA results of Perceived Private Labels Quality

CFA has been applied on the all four predictor variables of the perceived private labels quality construct and found standardized factor loadings of all predictors are statistically significant between .77 and .87 (see Table 4.10.5). Therefore, the perceived private labels qualtiy construct is considered as relaible and valid construct for the study.

Table 4.10.5: CFA Results of Perceived private labels quality

Parameter	UnStd. Estimate	Std. Estimate	S.E.	C.R.	P
Perceived Private Labels Quality→PPQ4	1.000	.878	-	-	-
Perceived Private Labels Quality→PPQ3	.925	.816	.029	31.979	***
Perceived Private Labels Quality→PPQ2	.977	.843	.029	33.559	***
Perceived Private Labels Quality→PPQ1	.839	.770	.029	29.214	***

4.10.3. CFA of Perceived Private Labels Value

The percieved private labels value construct has been measured with four predictor items. They are; PV1- "When I buy the private label food products, I would ensure that I am getting my money's worth." PV2-"Store brand grocery items offer great value for money" and PV3- "I always check prices at the supermarket among private labels brands to ensure I acquire the best value for money product" Confirmatory Factor Analysis has been carried out for this construct and found significant results (see Figure 4.10.3).

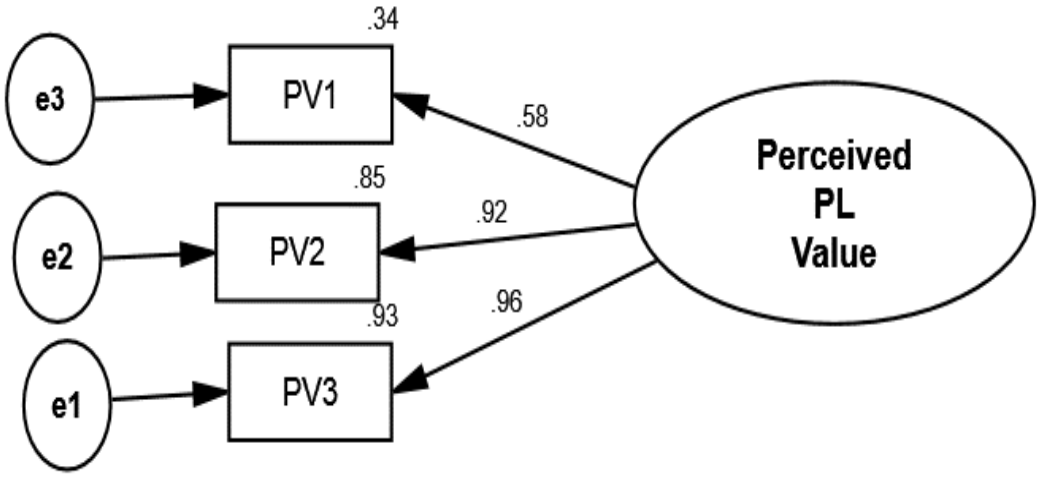


Figure 4.10.3: CFA of Perceived Private Labels Value Construct

4.10.3.1. Model Fit Indices of Perceived Value

A model is to be said fit, when it meets certain threshold values of various fit indices criterions (Hair et al., 2010). Among them, most commonly used are, Chi-square- $\chi 2$, Goodness-of-fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Comparative Fit Index (CFI), Incremental Fit Index (IFI), Normed Fit Index (NFI), Relative Fit Index (RFI), Tucker Lewis Index (TLI), and the Root Mean Square Error of Approximation (RMSEA). The perceived private labels value construct is found fit since it meets all the threshold criterions of various fit indices (see Table 4.10.6).

Table 4.10.6 Fit Indices of Perceived Value Construct

χ^2	DF	P	AGFI	CFI	GFI	IFI	NFI	RFI	TLI	RMR	RMSEA
8.44	2	.015	.979	.997	.996	.997	.997	.990	.992	.017	.056

4.10.3.2. Convergant and discriminant validity of Perceived Private Labels Value

A model is said to be valid, when it fulfills the recommended convergant and discriminant validity criterions. The construct reliabilty must be equal or greater than 0.7 (CR $\geq$ 0.7), similarly an average variance explained (AVE) must be equal or greater than 0.5 (AVE $\geq$ 0.5). The construct reliability and an average variance explained of perceived private labels value are found as .99 and .787 respectively. Therefore, the perceived private labels value construct meets both the criterions and hence its considered as a valid construct (see Table 4.10.7).

Table 4.10.7: Reliability and Validity of Perceived Private Labels Value construct

Parameter	Loadings	S.E.	Squared loadings	C.R.	AVE
PV3	.964	-	.929	0.919	0.706
PV2	.922	.025	.851		
PV1	.581	.029	.338		

4.10.3.3. CFA results of Perceived Private Labels Value

CFA has been applied on the all three predictor variables of the perceived private labels value construct and found standardized factor loadings of all predictors are statistically significant which varies between .58 and .96 (see Table 4.10.8). Therefore, the perceived private labels value construct is considered as relaible and valid construct for the study.

Table 4.10.8: CFA Results of Perceived Private Labels Value

Parameter	UnStd. Estimate	Std. Estimate	S.E.	C.R.	P
Perceived PL Value→PV3	1.000	.964	-	-	-
Perceived PL Value→PV2	.921	.922	.025	36.943	***
Perceived PL Value→PV1	.602	.581	.029	20.620	***

SECTION-E: HYPOTHESES TESTING BY USING INDIVIDUAL STRUCTURAL EQUATION MODELS

In this section, hypotheses related to each objectives have been tested saperately by using structural equation modelling and then tested them collectively through testing integrated research model in the next section.

Objective wise Hypothesis Testing

4.11. Objective -1: To analyse the effect of Retailer Brand Equity elements on Private labels familiarity

To fulfill the objective-1 of the study, hypothesis-1 has been framed broadly and then H1 is further split into four sub hypotheses corresponding to each of the brand equity elements.

Hypothesis-1: Retailer Brand Equity Elements have positive effect on Private Labels Familiarity

H1a: Retailer Brand Awareness has positive effect on Private Labels Familiarity.

H1b: Retailer Brand Associations have positive effect on Private Labels Familiarity.

H1c: Perceived Brand Retailer quality has positive effect on Private Labels Familiarity.

H1d: Retailer Brand Loyalty has positive effect on Private Labels Familiarity.

To test H1, Strutural Equation modelling (SEM) has been considered as an appropriate statistical technique since the brand equity elements have structural relationships among them and is conceptualized to have collective effect on consumers familiarity with private labels (see Figure).

4.11.1. Measurement Model retailer brand equity and PL familiarity

To assess the validity of the measurement model of retailer brand equity and familiarity with private labels, a confirmatory factor analysis (CFA) has been applied by using AMOS 21v. The values of various fit indices have been found to have within the thresholds recommended by Hair et al., (2010) (see Figure 4.11.1).

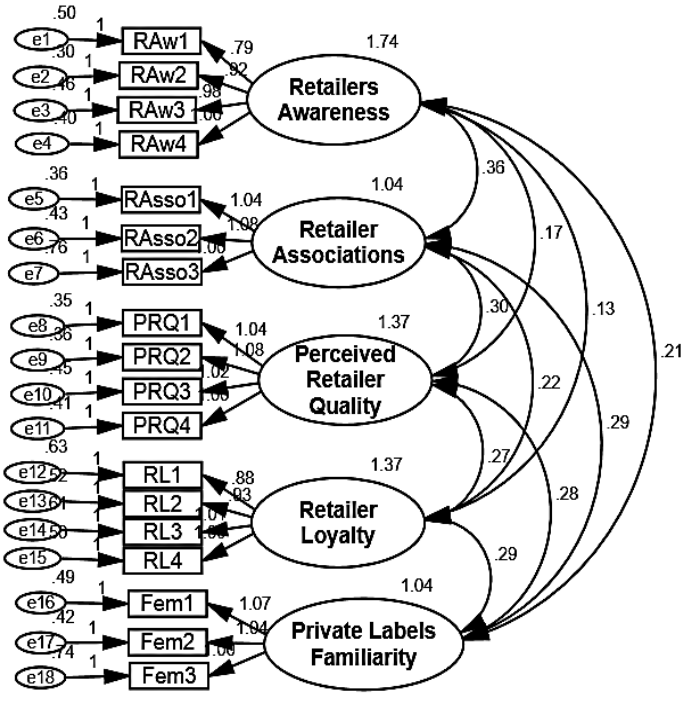


Figure 4.11.1: Measurement model of retailer brand equity and its effect on familiarity with PL

4.11.2. Model fit Indices

A model is to be said fit, when it meets threshold values of various fit indices criterions (Hair et al., 2010). Among them, most commonly used are, Chi-square- $\chi 2$, Goodness-of-fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Comparative Fit Index (CFI), Incremental Fit Index (IFI), Normed Fit Index (NFI), Relative Fit Index (RFI), Tucker Lewis Index (TLI), and the Root Mean Square Error of Approximation (RMSEA). For these fit indices, they have recommended certain threshold values (see Table 4.11.1).

Table 4.11.1: Recommended thresholds of Model Fit Indices

χ^2/df	P	GFI	AGFI	CFI	IFI	NFI	RFI	TLI	RMR	RMSEA
2 to 5	≥ .05	≥ .90	≥ .85	≥ .90	≥ .90	≥ .90	≥ .90	≥ .90	≤ .06	≤ .06

All the model fit indices have been found to have values under the thresholds suggested by Hair et al., (2010). The values for these fit indices include, $\chi 2$/df = 2.634, Goodness of Fit Index (GFI) = .996, Adjusted Goodness of Fit Index (AGFI) =.953, Comparative Fit Index (CFI) =.984, Incremental Fit Index (IFI) =.984, Normed Fit Index (NFI) =.975, Root Mean Square Error of Approx. (RMSEA) = .040 and Tucker–Lewis Index (TLI) =.980. Moreover, the standardized estimates of all the parameters have been found significant, which are in range of 0.76 and 0.91 (see Table 4.11.2).

Table 4.11.2: Result of Confirmatory factor analysis

S.No.	Parameter	UnStd. Estimate	Std. Estimate	S.E.	C.R.	P
1.	Retailer Awareness→RAw4	.786	.825	.022	36.162	***
2.	Retailer Awareness→RAw3	.920	.912	.021	44.729	***
3.	Retailer Awareness→RAw2	.976	.884	.023	41.818	***
4.	Retailer Awareness→RAw1	-	.901	-	-	-
5.	Retailer Associations→RAsso3	1.044	.871	.039	27.105	***
6.	Retailer Associations→RAsso2	.096	.860	.028	3.474	***
7.	Retailer Associations→RAsso1	-	.761	-	-	
8.	Perceived Quality→PRQ4	1.038	.899	.025	40.910	***
9.	Perceived Quality→PRQ3	1.079	.902	.026	41.239	***
10.	Perceived Quality→PRQ2	1.019	.872	.026	38.480	***
11.	Perceived Quality→PRQ1	-	.877	-	-	-
12.	Retailer Loyalty→RL4	.878	.792	.030	29.721	***

S.No.	Parameter	UnStd. Estimate	Std. Estimate	S.E.	C.R.	P
13.	Retailer Loyalty→RL3	.924	.831	.029	31.911	***
14.	Retailer Loyalty→RL2	1.009	.834	.031	32.088	***
15.	Retailer Loyalty→RL1	-	.857	-	-	-
16.	Private labels Familiarity→Fem3	.933	.765	.036	26.213	***
17.	Private labels Familiarity→Fem2	.964	.852	.033	28.804	***
18.	Private labels Familiarity→Fem1	-	.843	-	-	-

4.11.3. Convergant Validity

Convergent validity refers to existence of internal consistency between and among the items within a construct. In contrast, convergent validity is said to have established when a strong correlation exists within the items of a construct and weak correlations are with the items of other constructs. Composite reliability (CR) and the average variance extracted (AVE) are the two methods used to assess convergent validity. For this, the composite reliability of a construct must be greater than the average variance extracted of that particular construct. Moreover, the composite reliability and average variance extracted of a construct must be greater than 0.70 and 0.50 respectively (see the Table 4.11.3). Hence, convergant validity has been established for all the five constructs in the present study.

Table 4.11.3: Convergent Validity

	Convergent validity			
	CR	AVE	MSV	ASV
Perceived Retailer Quality	0.937	0.787	0.062	0.042
Retailer Associations	0.870	0.692	0.076	0.060
Retailer Loyalty	0.898	0.688	0.061	0.035
Retailers Awareness	0.933	0.776	0.072	0.029
Private Labels Familiarity	0.861	0.673	0.076	0.054

* Recommended by (Hair et al., 2010)

4.11.4. Discriminant Validity

Discriminant validity refers to criterion that, how well a construct is different from others. In contrast, a construct is said to be free from discriminant validity, when it has lower correlations with other constructs and the highest correlation with itself. This can be assessed by using the inter-construct correlation matrix. Discriminant validity can also be assessed by examining the variance extraction method. Under this method, the Average Variance Extracted (AVE) of each factor must be greater than its Maximum Shared Squared Variance (MSV) and Average Shared Squared Variance (ASV) (see Table 4.11.4). For the instance, retailer awareness(RAw) has lower correlations with the other constructs (RAw↔RAsso) = 0.268; (RAw↔PQ) = 0.112; (RAw↔RL) = 0.085 and have the highest correlation with itself (RAw↔RAw) = 0.881. Similarly, rest of all the constructs have lower corretaltions with other constructs but have highest with themselves.

Table 4.11.4: Discriminant Validity

Discriminant Validity					
	Perceived Quality	**Retailer Associations**	**Retailer Loyalty**	**Retailers Awareness**	**Private Labels Familiarity**
Perceived Quality	**0.887**				
Retailer Associations	0.248	**0.832**			
Retailer Loyalty	0.194	0.181	**0.829**		
Retailer Awareness	0.112	0.268	0.085	**0.881**	
Private Labels Familiarity	0.237	0.275	0.246	0.157	**0.821**

4.11.5. Structural Equation Model

Structural equation modelling has been applied to test the hypothesis pertaining to each hypothetical path in the model after making ensure measurement model found to be valid and fit (see the Figure 4.11.2).

4.11.6. Model Fit Indices of SEM

An assessment of model fit for structural equation model is similar to a measurement model. It is always better to use more than a single fit statistics. Hair et al., (2008) recommends that one must ensure the fit statistics for the model such as, an absolute fit index, an incremental fit index, and the badness-of-fit index. The model fit of structural model can also be assessed by using the method of comparing model fit indices between structural model and measurement model. A structural model is said to have better fit when there is no difference between the values of various fit indices. All the model fit indices have been found to have values under the thresholds suggested by (Hair et al., 2010). The values for these fit indices include, Goodness of Fit Index (GFI) = .966, Adjusted Goodness of Fit Index (AGFI) =.953, Comparative Fit Index (CFI) =.984, Incremental Fit Index (IFI) =.984, Normed Fit Index (NFI) =.975, and Root Mean Square Error of Approx. (RMSEA) = .040 and Tucker–Lewis Index (TLI) =.980.

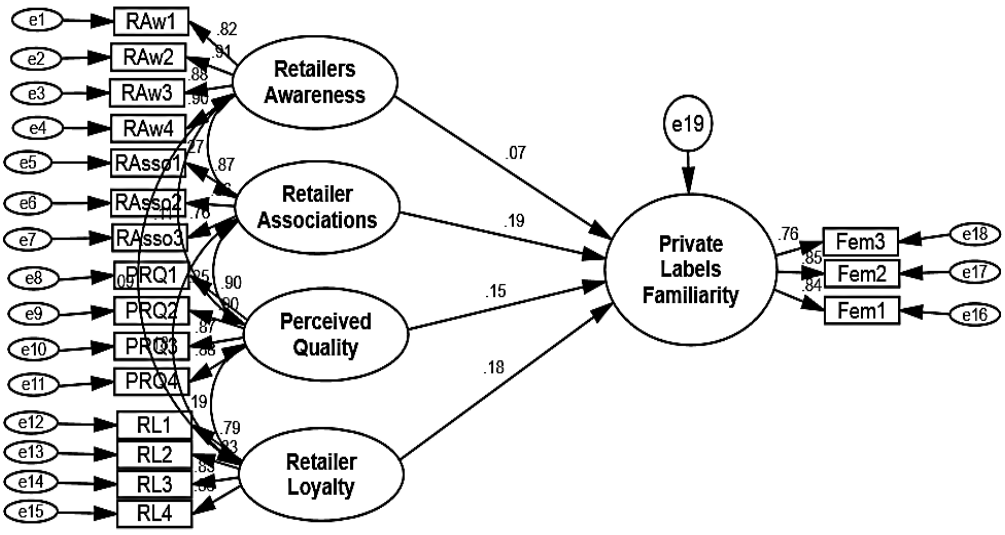


Figure 4.11.2: Structural Equation model of Retailer Brand Equity and its effect on PL familiarity

4.11.7. Comparisons of Fit Indices between Measurement and Structural model

To assess the reliability of structural model results, the model fit indices of structural model are compared with fit indices of measurement model. A structural model is said to be reliable when its fit indices values are equal or greater than measurement model (Hair et al., 2008).

The fit indices of both the model have been compared and found no differences. It represents that, the structural model has well transited from measurement model, hence the results of structural model are considered as reliable to test the hypotheses.

Table 4.11.5: Comparisons of Fit Indices between Measurement and Structural model

Fit Indices	Recommended Values	Measurement Model	Structural Model	Difference
χ2(df, N) and p-value	Insignificant but significant p-value can be expected	(125,N=1020)=329.239, $p < 0.001$	(125,N=1020) =32.239, $p < 0.001$	.000
χ2/df	≤ 3	2.634	2.634	.000
GFI	$\geq .90$	0.966	0.966	.000
AGFI	$\geq .80$	0.953	0.953	.000
NFI	$\geq .90$	0.975	0.975	.000
CFI	$\geq .90$	0.984	0.984	.000
IFI	$\geq .90$	0.984	0.984	.000
RFI	$\geq .90$	0.969	0.969	.000
TLI	$\geq .90$	0.980	0.980	.000
RMSR	≤ 0.06	0.037	0.037	.000
RMSEA	≤ 0.06	0.040	0.040	.000

As the present study meets all the recommended values of various fit indices, this model has been considered as reliable to test cause and effect relationship between exogenous and endogenous constructs i.e., effect of brand equity elements on consumers' familiarity towards private labels.

4.11.8. Results of Structural Equation Modelling

All the parameters estimates of corresponding hypothetical paths are found statistically significant corresponding. Hypotheses are tested against critical ratios and significant p-value. Any hypothetical path whose CR (t-value) values exceeds 1.96 and has significant p-values is accepted and otherwise rejected. The degree of causality is predicted based up on the standardised regression weights of respective paths. Table 4.11.6 shows the standardised direct effects of path coefficients and results of hypotheses testing.

Table 4.11.6. Parameter Estimates of Hypothetical paths

H	Hypothetical Path	Std. Estimate	S.E.	C.R.	P	Result
H1a	Retailer Awareness→Private Labels Familiarity	.075	.027	2.183	.029	Accepted
H1b	Retailer Associations→ Private Labels Familiarity	.186	.037	4.977	***	Accepted
H1c	Perceived Retailer quality→ Private Labels Familiarity	.148	.030	4.265	***	Accepted
H1d	Retailer Loyalty→ Private labels Familiarity	.177	.031	5.052	***	Accepted

4.11.9. Hypotheses testing

H1a: Retailer Brand Awareness has positive effect on Private Labels Familiarity.

According to the results of structural equation model shown in Table 4.11.6, the hypothesis pertaining to effect of retailer brand awareness on consumers' familiarity towards private labels has been accepted since the hypothetical path (Retailer Awareness→Private Labels Familiarity) is found significant (β=.075; t=2.183,p=.029).

H1b: Retailer Brand Associations have positive effect on Private Labels Familiarity.

According to the results of structural equation model shown in Table 4.11.6, the hypothesis pertaining to effect of retailer brand associations on consumers' familiarity towards private labels has been accepted since the hypothetical path (Retailer brand association→Private Labels Familiarity) is found significant (β=.186; t=4.977,p=.000).

H1c: Perceived Retailer quality has positive effect on Private Labels Familiarity.

According to the results of structural equation model shown in Table 4.11.6, the hypothesis pertaining to effect of percieved retailer quality on consumers' familiarity towards private labels has been accepted since the hypothetical path (Perceived Retailer quality →Private Labels Familiarity) is found significant (β=.148; t=4.265,p=.000).

H1d: Retailer Brand Loyalty has positive effect on Private Labels Familiarity.

According to the results of structural equation model shown in Table 4.11.6, the hypothesis pertaining to effect of percieved retailer quality on consumers' familiarity towards private

labels has been accepted since the hypothetical path (Retailer brand loyalty→Private Labels Familiarity) is found significant (β=.177; t=5.052,p=.000).

Among all these four hypothetical paths, retailer brand associations have the most positive effect on consumers' private labels familiarity. It means consumers who have little or more associations with retailer will come to aware of private labels and becomes familiar to private labels of to that particular retailer.

To create familiarity with private labels, retailers are suggested to concentrate more on mass in-house promotion for their products.

4.12. Objective -2: Effect of Brand Equity elements on Perceived private labels quality

To fulfill the objective-2 of the study, hypothesis-2 has been framed broadly and then H2 is further split into four sub hypotheses corresponding to each of the four brand equity elements

Hypothesis-2: Retailer Brand Equity Elements have positive effect on Perceived private labels quality

H2a: Retailer Brand Awareness has positive effect on Perceived Private Labels quality.

H2b: Retailer Brand Associations have positive effect on Perceived Private Labels quality.

H2c: Perceived Brand Retailer quality has positive effect on Perceived Private Labels quality.

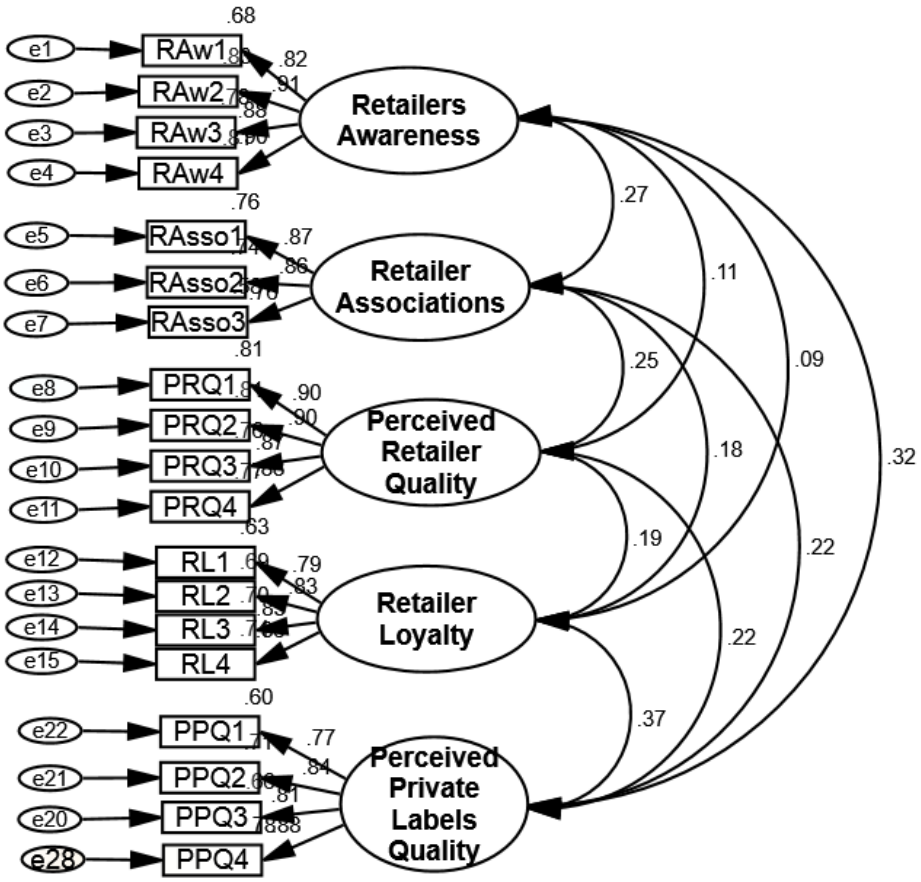
H2d: Retailer Brand Loyalty has positive effect on Perceived Private Labels quality.

To test the Hypothesis-2, Strutural Equation modelling (SEM) has been considered as an appropriate statistical technique since the brand equity elements have structural relationships among them and is conceptualized to have collective effect on Perceived Private Labels quality. (see Figure 4.12.2).

4.12.1. Measurement Model

To assess the validity of the measurement model of retailer brand equity and perceived private labels quality, a confirmatory factor analysis (CFA) has been applied by using AMOS 21v. The

values of various fit indices have been found to within the thresholds recommended by Hair et al., (2010) (see Figure 4.12.1).



GFI=.934;AGFI=.912;CFI=.959;;TLI=.951;NFI=.950;IFI=.959;RMSR=.046;RMSEA=.063.

Figure 4.12.1: Measurement model of retailer brand equity and its effect on perceived PL quality

4.12.2. Model fit Indices of measurment model

All the model fit indices have been found to have values under the thresholds suggested by (Hair et al., 2010). The values for these fit indices include, Goodness of Fit Index (GFI) = .934, Adjusted Goodness of Fit Index (AGFI) =.912, Comparative Fit Index (CFI) =.959, Incremental Fit Index (IFI) =.959, Normed Fit Index (NFI) =.950, and Root Mean Square Error of Approx. (RMSEA) = .063 and Tucker–Lewis Index (TLI) =.951. Moreover, the standardized estimates of all the parameters have been found significant, which are in range of 0.77 and 0.90 (see Table 4.12.1).

Table 4.12.1: Result of Confirmatory factor analysis

S.No.	Parameter	Std. Estimate	S.E.	C.R.	P
1.	Retailer Awareness→RAw4	.901	-	-	***
2.	Retailer Awareness→RAw3	.884	.023	41.794	***
3.	Retailer Awareness→RAw2	.912	.021	44.759	***
4.	Retailer Awareness→RAw1	.825	.022	36.159	***
5.	Retailer Associations→RAsso3	.761	-	-	-
6.	Retailer Associations→RAsso2	.859	.040	26.909	***
7.	Retailer Associations→RAsso1	.871	.039	27.054	***
8.	Perceived Quality→PRQ4	.877	-	-	-
9.	Perceived Quality→PRQ3	.871	.026	38.485	***
10.	Perceived Quality→PRQ2	.902	.026	41.250	***
11.	Perceived Quality→PRQ1	.899	.025	40.939	***
12.	Retailer Loyalty→RL4	.859	-	-	-
13.	Retailer Loyalty→RL3	.834	.031	32.128	***
14.	Retailer Loyalty→RL2	.831	.029	31.942	***
15.	Retailer Loyalty→RL1	.791	.029	29.714	***
16.	Perceived Private labels Quality→PPQ4	.883	.034	32.134	***
17.	Perceived Private labels Quality→PPQ3	.812	-	-	-
18.	Perceived Private labels Quality→PPQ2	.840	.035	30.308	***
19.	Perceived Private labels Quality→PPQ1	.772	.034	27.130	***

4.12.3. Convergant Validity

Convergent validity refers to existence of internal consistency between and among the items within a construct. In contrast, convergent validity is said to have established when a strong correlation exists within the items of a construct and weak correlations are with the items of other constructs. Composite reliability (CR) and the average variance extracted (AVE) are the two methods used to assess convergent validity. For this, the composite reliability of a construct must be greater than the average variance extracted of that particular construct. Moreover, the composite reliability and average variance extracted of a construct must be greater than 0.70 and 0.50 respectively. (see the Table 4.12.2). Hence, convergant validity has been established for all the five constructs in the present study.

Table 4.12.2: Convergent Validity

Convergent validity				
	CR	AVE	MSV	ASV
Retailer Loyalty	0.898	0.687	0.135	0.053
Retailer Associations	0.870	0.692	0.072	0.054
Retailers Awareness	0.933	0.776	0.103	0.049
Perceived Private Labels Quality	0.897	0.685	0.135	0.084
Perceived Retailer Quality	0.937	0.787	0.062	0.040

* Recommended by Hair, et al. (2010)

4.12.4. Discriminant Validity

The discriminant validity of the structural model can be assessed by two methods. In the first method the discriminant validity gets evaluated by observing inter-construct correlation matrix. According to Hair, et al. (2010), there should be a low correlation with other constructs highest correlation with the same construct itself. This criteria has been met for this study (see Table 4.12.3). For the instance, retailer awareness (RAw) has lower correlations with the other constructs (RAw↔RAsso) = 0.268; (RAw↔PQ) = 0.112; (RAw↔RL) = 0.086 and have the highest correlation with itself (RAw↔RAw) = 0.881. Similarly, rest of all the constructs have lower corretaltions with other constructs but have highest with themselves.

Table 4.12.3: Discriminant Validity

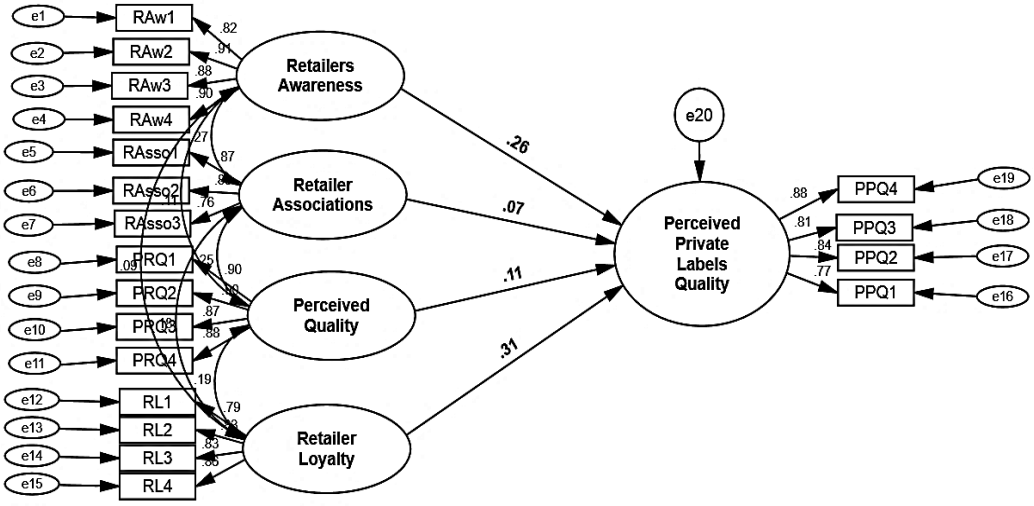
Discriminant Validity					
	Retailer Loyalty	**Retailer Associations**	**Retailers Awareness**	**Perceived Private Labels Quality**	**Perceived Retailer Quality**
Retailer Loyalty	**0.829**				
Retailer Associations	0.181	**0.832**			
Retailers Awareness	0.086	0.268	**0.881**		

Discriminant Validity					
Perceived Private Labels Quality	0.368	0.223	0.321	**0.828**	
Perceived Retailer Quality	0.194	0.248	0.112	0.218	**0.887**

Under this method, the Average Variance Extracted (AVE) of each factor must be greater than its Maximum Shared Squared Variance (MSV) and Average Shared Squared Variance (ASV). This criteria is also fulfilled in this study (see Table 4.12.3).

4.12.5. Structural Equation Model

Structural equation modelling has been applied to test the hypothesis pertaining to effect of retailer brand on perceived private labels value after making ensure measurement model found to be valid and fit (see the Figure 4.12.2).



P=.000;GFI=.934;AGFI=.912;CFI=.959;;TLI=.951;NFI=.950;IFI=.959;RMSR=.046;RMSEA=.063.

Figure 4.12.2: Structural equation model of retailer brand equity and its effect on perceived PL quality

4.12.6. Model Fit Indices of Structural model

All the model fit indices have been found to have values under the thresholds suggested by (Hair et al., 2010). The values for these fit indices include, Goodness of Fit Index (GFI) = .934, Adjusted Goodness of Fit Index (AGFI) =.912, Comparative Fit Index (CFI) =.959, Incremental Fit Index (IFI) =.959, Normed Fit Index (NFI) =.950, and Root Mean Square Error of Approx. (RMSEA) = .063 and Tucker–Lewis Index (TLI) =.959.

4.12.7. Comparisons of Fit Indices between Measurement and Structural model

To assess the reliability of structural model results, the model fit indices of structural model are compared with fit indices of measurement model. A structural model is said to be reliable when its fit indices values are equal or greater than measurement model (Hair et al., 2008).
The fit indices of both the model have been compared and found no differences (see Table 4.12.4). It represents that, the structural model has well transited from measurement model, hence the results of structural model are considered as reliable to test the hypotheses.

Table 4.12.4: Comparison of model fit indices between Measurement and Structural model

Fit Indices	Recommended Values	Measurement Model	Structural Model	Difference
GFI	≥ .90	0.934	0.934	.000
AGFI	≥ .80	0.912	0.912	.000
NFI	≥ .90	0.950	0.950	.000
CFI	≥ .90	0.959	0.959	.000
IFI	≥ .90	0.959	0.959	.000
RFI	≥ .90	0.969	0.969	.000
TLI	≥ .90	0.951	0.951	.000
RMSR	≤ 0.06	0.046	0.046	.000
RMSEA	≤ 0.06	0.063	0.063	.000

As the present study meets all the recommended values of various fit indices, this model has been considered as reliable to test cause and effect relationship between exogenous and endogenous constructs i.e., effect of brand equity elements on consumers' perceived private labels quality.

4.12.8. Results of structural equation modelling

All the parameters estimates of corresponding hypothetical paths are found statistically significant corresponding. Hypotheses are tested against critical ratios and significant p-value. Any hypothetical path whose CR (t-value) values exceeds 1.96 and has significant p-values is accepted and otherwise rejected. The degree of causality is predicted based up on the standardised regression weights of respective paths. Table 4.12.5, shows the standardised direct effects of path coefficients and results of hypotheses testing.

Table 4.12.5: Result of Hypothetical paths

H	Hypothetical Path	Std. Estimate	S.E.	C.R.	P	Result
H2a:	Retailer Awareness → Perceived Private Labels Quality	.264	.029	8.152	***	Accepted
H2b:	Retailer Associations → Perceived Private Labels Quality	.068	.040	1.993	.046	Accepted
H2c:	Perceived Retailer Quality→ Perceived Private Labels Quality	.111	.033	3.4444	***	Accepted
H2d:	Retailer Loyalty → Perceived Private Labels Quality	.312	.034	9.443	***	Accepted

4.12.9. Hypotheses testing

H2a: Retailer Brand Awareness has positive effect on Perceived Private Labels Quality.

According to the results of structural equation model shown in Table 4.12.5, the hypothesis pertaining to effect of retailer brand awareness on consumers' Perceived Private Labels Quality has been accepted since the hypothetical path (Retailer Awareness→ Perceived Private Labels Quality) is found significant (β=.264; t=8.152,p=.000).

H2b: Retailer Brand Associations have positive effect on Perceived Private Labels Quality.

According to the results of structural equation model shown in Table 4.12.5, the hypothesis pertaining to effect of retailer brand associations on consumers' Perceived Private Labels Quality has been accepted since the hypothetical path (Retailer brand association→ Perceived Private Labels Quality) is found significant (β=.068; t=1.993,p=.046).

H2c: Perceived Retailer Quality has positive effect on Perceived Private Labels Quality.

According to the results of structural equation model shown in Table 4.12.5, the hypothesis pertaining to effect of percieved retailer quality on consumers' Perceived Private Labels Quality has been accepted since the hypothetical path (Perceived Retailer Quality → Perceived Private Labels Quality) is found significant (β=.111; t =3.444, p=.000).

H2d: Retailer Brand Loyalty has positive effect on Perceived Private Labels Quality.

According to the results of structural equation model shown in Table 4.12.5, the hypothesis pertaining to effect of percieved retailer quality on consumers' Perceived Private Labels Quality has been accepted since the hypothetical path (Retailer brand Loyalty→ Perceived Private Labels Quality) is found significant (β=.312; t=9.443,p=.000).

Among all these four hypothetical paths, retailer brand loyalty has the most positive effect on consumers' Perceived Private Labels Quality. It means consumers who are little or more loyal to retailer will peceive private labels quality .

4.13. Objective -3: Effect of Private Labels Familiarity on Perceived private labels Value.

To fulfill the objective-3, hypothesis-3 has been framed and tested by applying structural equation modelling.

Hypothesis-3: Private Labels Familiarity has positive effect on Perceived private labels value.

4.13.1. Confirmatory Factor Analysis

To assess the validity of the measurement model of PL familiarity and perceived PL quality value, a confirmatory factor analysis (CFA) has been applied by using AMOS 21v. The values of various fit indices have been found to fall within the thresholds recommended by Hair et al., (2010) (see Figure 4.13.1).

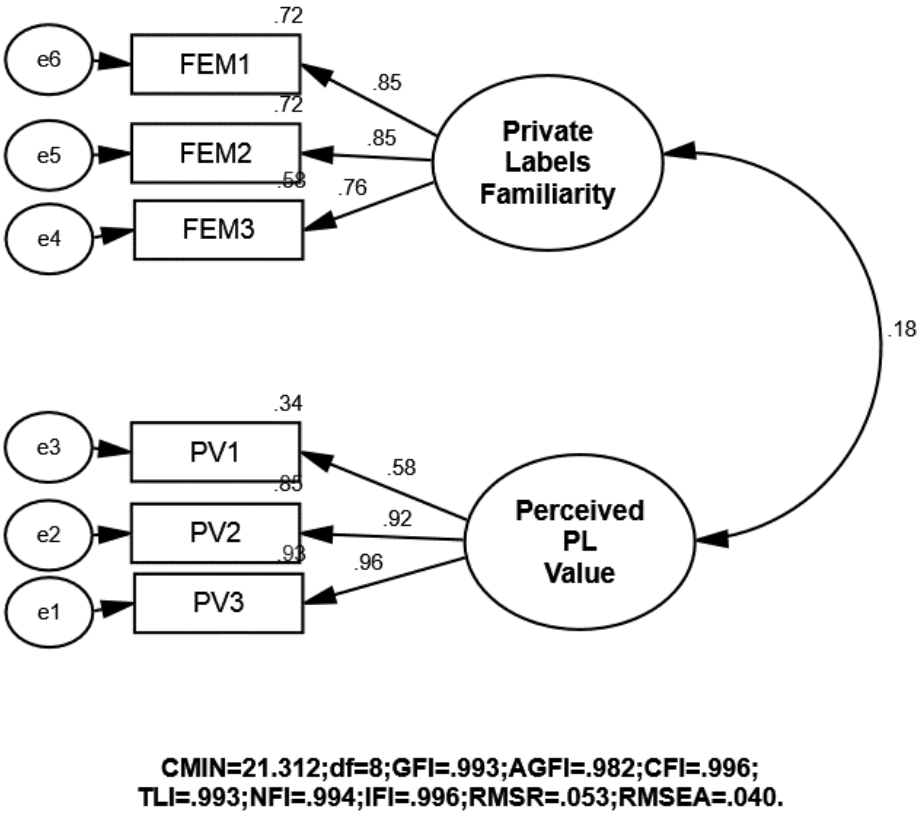


Figure 4.13.1: Measurement model of familiarity with PL and its effect on perceived PL value

4.13.2. Model fit Indices of measurement model

A model is to be said fit, when it meets threshold values of various fit indices criterions (Hair et al., 2010). Among them, most commonly used are, Chi-square- $\chi 2$, Goodness-of-fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Comparative Fit Index (CFI), Incremental Fit Index (IFI), Normed Fit Index (NFI), Relative Fit Index (RFI), Tucker Lewis Index (TLI), and the Root Mean Square Error of Approximation (RMSEA). The recommended threshold values of each fit index are shown in Table 4.13.1.

Table 4.13.1: Recommended thresholds of Model Fit Indices

χ^2/df	P	GFI	AGFI	CFI	IFI	NFI	RFI	TLI	RMR	RMSEA
2 to 5	≥ .05	≥ .90	≥ .85	≥ .90	≥ .90	≥ .90	≥ .90	≥ .90	≤ .06	≤ .06

All the model fit indices have been found to have values under the thresholds suggested by Hair et al., (2010). The values for these fit indices include, $\chi 2/df = 2.64$, Goodness of Fit Index (GFI) = .993, Adjusted Goodness of Fit Index (AGFI) =.982, Comparative Fit Index (CFI) =.993, Incremental Fit Index (IFI) =996, Normed Fit Index (NFI) =.994, and Root Mean Square Error of Approx. (RMSEA) = .040 and Tucker–Lewis Index (TLI) =.996.

Moreover, the standardized estimates of all the parameters have been found significant, which are in range of .58 and .96(see Table 4.13.2).

Table 4.13.2: Result of Confirmatory factor analysis

S.No.	Parameter	UnStd. Estimate	Std. Estimate	S.E.	C.R.	P
1.	Private Labels Familiarity→Fem3	1.000	.762	-	-	-
2.	Private Labels Familiarity→Fem2	1.036	.849	.040	25.728	***
3.	Private Labels Familiarity→Fem1	1.084	.848	.042	25.714	***
4.	Perceived Private labels Value→PV3	1.000	.962	-	-	-
5.	Perceived Private labels Value→PV2	.925	.924	.025	37.709	***
6.	Perceived Private labels Value→PV1	.605	.582	.029	20.756	***

4.13.3. Structural Equation Model

Structural equation modelling has been applied to test the hypothesis pertaining to effect of familiarity with private labels on perceived private labels value after making ensure measurement model found to be valid and fit (see the Figure 4.13.2).

4.13.4. Model Fit Indices of Structural model

All the model fit indices have been found to have values under the thresholds suggested by (Hair et al., 2010). The values for these fit indices include, Goodness of Fit Index (GFI) = .993, Adjusted Goodness of Fit Index (AGFI) =.982, Comparative Fit Index (CFI) =.996, Incremental Fit Index (IFI) =.996, Normed Fit Index (NFI) =.994, and Root Mean Square Error of Approx. (RMSEA) = .040 and Tucker–Lewis Index (TLI) =.993.

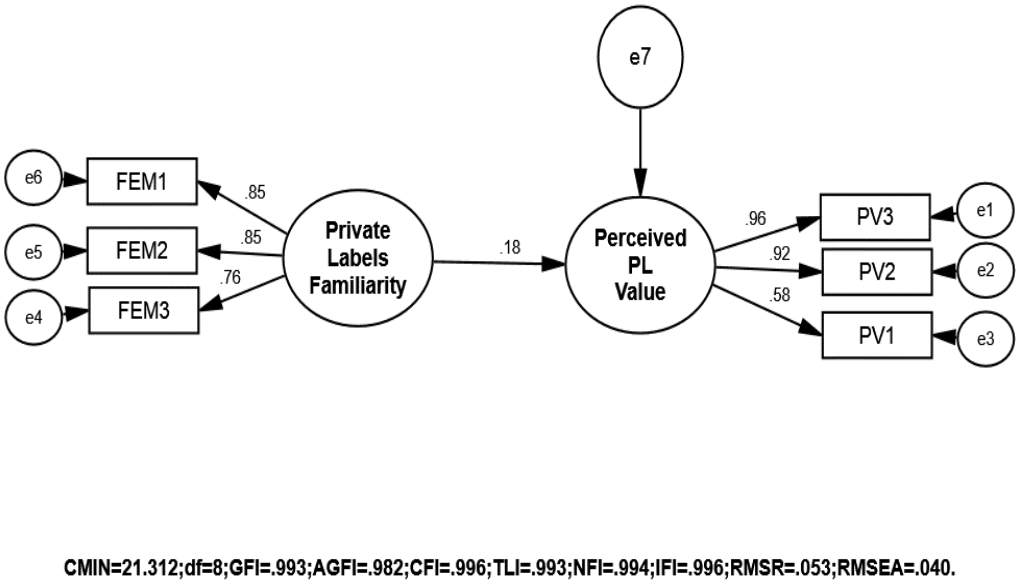


Figure 4.13.2: Structural equation model of familiarity with PL and its effect on perceived PL value

4.13.5. Comparisons of Fit Indices between Measurement and Structural model

To assess the reliability of structural model results, the model fit indices of structural model are compared with fit indices of measurement model. A structural model is said to be reliable when its fit indices values are equal or greater than measurement model (Hair et al., 2008). The fit indices of both the model have been compared and found no differences (see Table 4.13.3). It represents that, the structural model has well transited from measurement model, hence the results of structural model are considered as reliable to test the hypotheses.

Table 4.13.3: Comparisons of Model Fit Indices between Measurement and Structural Model

Fit Indices	Recommended Values	Measurement Model	Structural Model	Difference
χ2(df, N) and p-value	Insignificant but significant p-value can be expected	(8,N=1020) =21.312, p < 0.001	(8,N=1020) =21.312, p < 0.001	.000
χ2/df	≤ 3	2.664	2.664	.000
GFI	≥ .90	0.993	0.993	.000
AGFI	≥ .80	0.982	0.982	.000
NFI	≥ .90	0.994	0.994	.000
CFI	≥ .90	0.996	0.996	.000
IFI	≥ .90	0.996	0.996	.000
RFI	≥ .90	0.988	0.988	.000
TLI	≥ .90	0.993	0.993	.000
RMSR	≤ 0.06	0.053	0.053	.000
RMSEA	≤ 0.06	0.040	0.040	.000

As the present study meets all the recommended values of various fit indices, this model has been considered as reliable to test cause and effect relationship between exogenous and endogenous constructs i.e., effect of private labels familiarity on consumers' perceived private labels value.

4.13.6. Results of structural equation modelling

All the parameters estimates of corresponding hypothetical paths are found statistically significant corresponding. Hypotheses are tested against critical ratios and significant p-value. Any hypothetical path whose CR (t-value) values exceeds 1.96 and has significant p-values is accepted and otherwise rejected. The degree of causality is predicted based up on the standardised regression weights of respective paths. Table 4.13.4, shows the standardised direct effects of path coefficients and results of hypotheses testing.

Table 4.13.4: Parameter Estimates of Structural Model

H	Hypothetical Path	Std. Estimate	S.E.	C.R.	P	Result
H3	PL Familiarity →Perceived PL Value	.181	.049	5.254	***	Accepted

4.13.7. Hypothesis testing

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H3: Private Labels Familiarity has positive effect on Perceived Private Labels Value.

According to the results of structural equation model shown in Table 4.13.4, the hypothesis pertaining to effect of Private Labels Familiarity on consumers' Perceived Private Labels Value has been accepted since the hypothetical path (Private Labels Familiarity→ Perceived Private Labels Value) is found significant (β=.181; t=5.254,p=.000).

4.14. Objective -4: Effect of Perceived private labels quality on Perceived private labels Value.

To fulfill this objective, hypohesis-4 has been framed and tested it by applying structural equation modeling.

Hypothesis-4: Perceived private labels quality has positive effect on Perceived private labels value.

Strutural Equation modelling (SEM) has been used to test this hypothesis. (see Figure 4.14.2). An SEM analysis follows two steps appraoch to test the model. In the first step, Confirmatory Factor Analysis (CFA) is carried out to assess the validity of measurement model (see Figure 4.14.1) then moved to test the structural model.

4.14.1. Confirmatory Factor Analysis

To assess the validity of the measurement model of perceived private labels quality and perceived private labels value, a confirmatory factor analysis (CFA) has been applied by using

AMOS 21v. The values of various fit indices have been found to have within the threshold recommended by Hair et al., (2010) (see Figure 4.14.1).

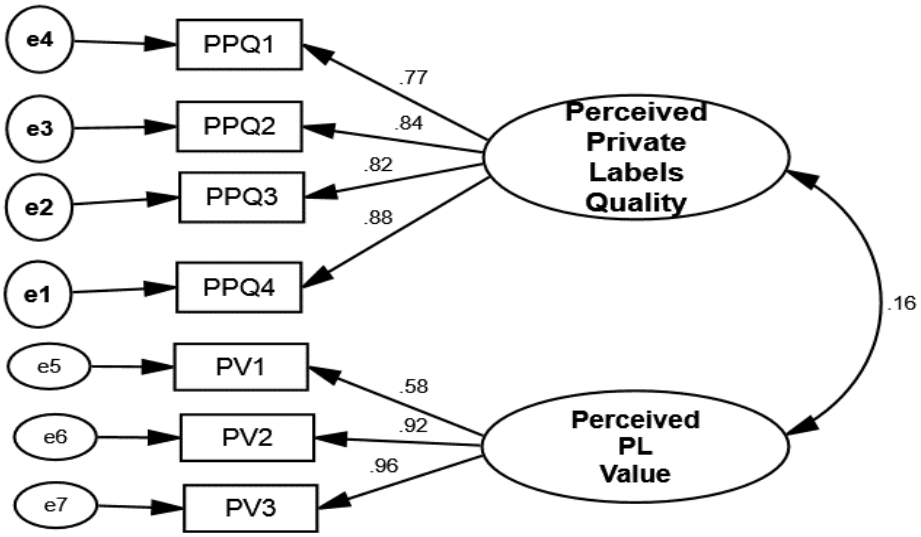


Figure 4.14.1: Measurement model for effect of Perceived PL quality on Perceived PL Value

4.14.2. Model fit Indices of measurement model

A model is to be said fit, when it meets threshold values of various fit indices criterions (Hair et al., 2010). Among them, most commonly used are, Chi-square- $\chi 2$, Goodness-of-fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Comparative Fit Index (CFI), Incremental Fit Index (IFI), Normed Fit Index (NFI), Relative Fit Index (RFI), Tucker Lewis Index (TLI), and the Root Mean Square Error of Approximation (RMSEA) (see Table 4.14.1).

Table 4.14.1: Recommended thresholds of Model Fit Indices

χ^2/df	P	GFI	AGFI	CFI	IFI	NFI	RFI	TLI	RMR	RMSEA
2 to 5	≥ .05	≥ .90	≥ .85	≥ .90	≥ .90	≥ .90	≥ .90	≥ .90	≤ .06	≤ .06

All the model fit indices have been found to have values under the thresholds suggested by (Hair et al., 2010). The values for these fit indices include, Goodness of Fit Index (GFI) = .987, Adjusted Goodness of Fit Index (AGFI) =.972, Comparative Fit Index (CFI) =.992,

Incremental Fit Index (IFI) =.992, Normed Fit Index (NFI) =.992, Root Mean Square Error of Approx. (RMSEA) = .053 and Tucker–Lewis Index (TLI) =.987.

4.14.3. Standardized Regression Weights

Loadings of all the factors are found statically significant and are in the range between 0.58 and 0.96 (see Table 4.14.2).

Table 4.14.2: Result of Confirmatory factor analysis

S.No.	Parameter	UnStd. Estimate	Std. Estimate	S.E.	C.R.	P
1.	Perceived PL Quality→PPQ4	1.000	.878	-	-	-
2.	Perceived PL Quality→PPQ3	.924	.816	.029	31.985	***
3.	Perceived PL Quality→PPQ2	.977	.844	.029	33.624	***
4.	Perceived PL Quality→PPQ1	.838	.769	.029	29.222	***
5.	Perceived PL Value→PV3	1.000	.964	-	-	-
6.	Perceived PL Value→PV2	.920	.922	.025	37.472	***
7.	Perceived PL Value→PV1	.602	.582	.029	20.683	***

4.14.4. Structural Equation Model

Structural equation modelling has been applied to test the hypothesis pertaining to effect of perceived private labels quality on perceived private labels value after making ensure measurement model found to be valid and fit (see the Figure 4.14.2).

4.14.5. Model Fit Indices of structural model

All the model fit indices of structural model have been found to have values under the thresholds suggested by (Hair et al., 2010). Where, Adjusted Goodness of Fit Index (AGFI) =.972, Comparative Fit Index (CFI) =.992, Goodness of Fit Index (GFI) = .987, Incremental Fit Index (IFI) =.992, Normed Fit Index (NFI) =.989, Root Mean Square Error of Approx. (RMSEA) = .053, Tucker–Lewis Index (TLI) =.987.

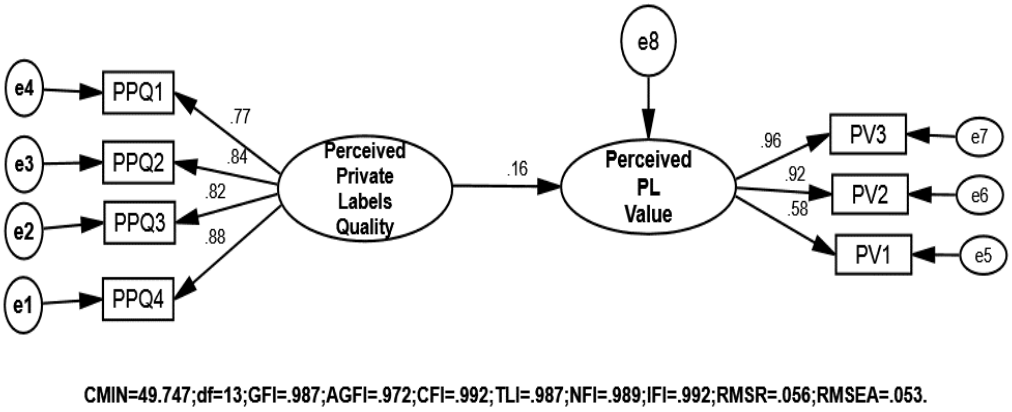


Figure 4.14.2: Structural equation model for effect of Perceived PL quality on Perceived PL Value

4.14.6. Comparisons of Fit Indices between Measurement and Structural model

To assess the reliability of structural model results, the model fit indices of structural model are compared with fit indices of measurement model. A structural model is said to be reliable when its fit indices values are equal or greater than measurement model (Hair et al., 2008). The fit indices of both the models have been compared and have been found no differences (see Table 4.14.3). It represents that, the structural model has well transited from measurement model, hence the results of structural model are considered as reliable to test the hypotheses.

Table 4.14.3: Comparisons of Fit Indices between Measurement and Structural model

Fit Indices	Recommended Values	Measurement Model	Structural Model	Difference
GFI	≥ .90	0.987	0.987	.000
AGFI	≥ .80	0.972	0.972	.000
NFI	≥ .90	0.989	0.989	.000
CFI	≥ .90	0.992	0.992	.000
IFI	≥ .90	0.992	0.992	.000
RFI	≥ .90	0.988	0.988	.000
TLI	≥ .90	0.993	0.987	.000
RMSR	≤ 0.06	0.053	0.056	.000
RMSEA	≤ 0.06	0.040	0.053	.000

As the present study meets all the recommended values of various fit indices, this model has been considered as reliable to test cause and effect relationship between exogenous and endogenous constructs i.e., effect of perceived private labels quality on consumers' perceived private labels value.

4.14.7. Results of structural equation modelling

All the parameters estimates of corresponding hypothetical paths are found statistically significant corresponding. Hypotheses are tested against critical ratios and significant p-value. Any hypothetical path whose CR (t-value) values exceeds 1.96 and has significant p-values is accepted and otherwise rejected. The degree of causality is predicted based up on the standardised regression weights of respective paths. Table 4.14.4, shows the standardised direct effects of path coefficients and results of hypotheses testing.

Table 4.14.4: Result of Structural Model

H	Hypothetical Path	Std. Estimate	S.E.	C.R.	P	Result
H4	Perceived PL Quality →Perceived PL Value	.155	.041	4.616	***	Accepted

4.14.8. Hypothesis testing

H4: Perceived Private Labels quality has positive effect on Perceived Private Labels Value.

According to the results of structural equation model shown in Table 4.14.4, the hypothesis pertaining to effect of perceived private labels quality on consumers' Perceived Private Labels value has been accepted since the hypothetical path (Perceived Private Labels Quality→ Perceived Private Labels Value) is found statistically significant (β=.155; t=4.616,p=.000). It means that consumers' perceived private labels quality has significant effect on their perceived private labels value.

4.15. Objective -5: To analyse the effect of Perceived private labels value on Consumers' intention to purchase private labels.

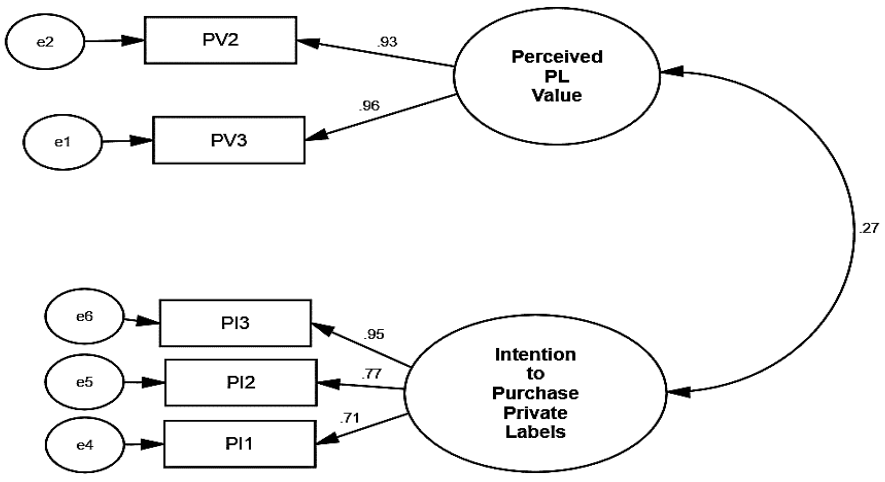
To fulfill this objective, H5 has benn framed and test by applying structural equation modelling.

Hypothesis-5: Perceived private labels value has positive effect on Consumers' intention to purchase private labels.

Strutural Equation modelling (SEM) has been used to test this hypothesis. An SEM analysis follows two steps appraoch to test the model. In the first step, Confirmatory Factor Analysis (CFA) is carried out to assess the validity of measurement model (see Figure 4.15.1) and then moved to test the structural model (see Figure 4.15.2).

4.15.1. Confirmatory Factor Analysis

To assess the validity of the measurement model of perceived private labels value and purchase intention, a confirmatory factor analysis (CFA) has been applied by using AMOS 21v. The values of various fit indices have been found to have within the thresholds recommended by Hair et al., (2010) (see Figure 4.15.1).



GFI=.994;AGFI=.977;CFI=.996; RFI=.987;TLI=.990;NFI=.995;IFI=.996;RMSR=.061;RMSEA=.055.

Figure 4.15.1: CFA model of Perceived PL Value and Intention to Purchase PL

4.15.2. Model fit Indices of structural model

A measurement model is said to be valid when it meets all the model fit criterions of various fit indices. Various fit indices are there to assess the fit of a measurement model. According to Hair et al., (2010), a model is to be said fit, when it meets certain threshold values of various fit indices criterions. Among them, most commonly used are, Chi-square- $\chi 2$, Goodness-of-fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Comparative Fit Index (CFI), Incremental Fit Index (IFI), Normed Fit Index (NFI), Relative Fit Index (RFI), Tucker Lewis Index (TLI), and the Root Mean Square Error of Approximation (RMSEA). They have recommended certain values of each fit index (see Table 4.15.1).

Table 4.15.1: Recommended thresholds of Model Fit Indices

χ^2/df	P	GFI	AGFI	CFI	IFI	NFI	RFI	TLI	RMR	RMSEA
2 to 5	≥ .05	≥ .90	≥ .85	≥ .90	≥ .90	≥ .90	≥ .90	≥ .90	≤ .06	≤ .06

All the model fit indices have been found to have values under the thresholds suggested by (Hair et al., 2010). Where, Adjusted Goodness of Fit Index (AGFI) =.977, Comparative Fit Index (CFI) =.996, Goodness of Fit Index (GFI) = .994, Incremental Fit Index (IFI) =.995, Normed Fit Index (NFI) =.995, Root Mean Square Error of Approx. (RMSEA) = .055, Tucker–Lewis Index (TLI) =.990. Moreover, the standardized estimates of all the parameters have been found statically significant, which were in the range of between 0.71 and 0.96 (see Table 4.15.2).

Table 4.15.2: Result of Confirmatory factor analysis

Parameter	UnStd. Estimate	Std. Estimate	S.E.	C.R.	P
Perceived Private labels Value→PV3	1.000	.961	-	-	-
Perceived Private labels Value→PV2	.928	.925	.057	16.315	***
Intention to Purchase Private labels→PI2	1.071	.768	.046	23.381	***
Intention to Purchase Private labels→PI3	1.388	.946	.058	23.886	***
Intention to Purchase Private labels→PI1	1.000	.712	-	-	***

4.15.3. Structural Equation Model

Structural equation modelling has been applied to test the hypothesis pertaining to effect of perceived private labels value on consumers' intention to purchase private labels (see the Figure 4.15.2).

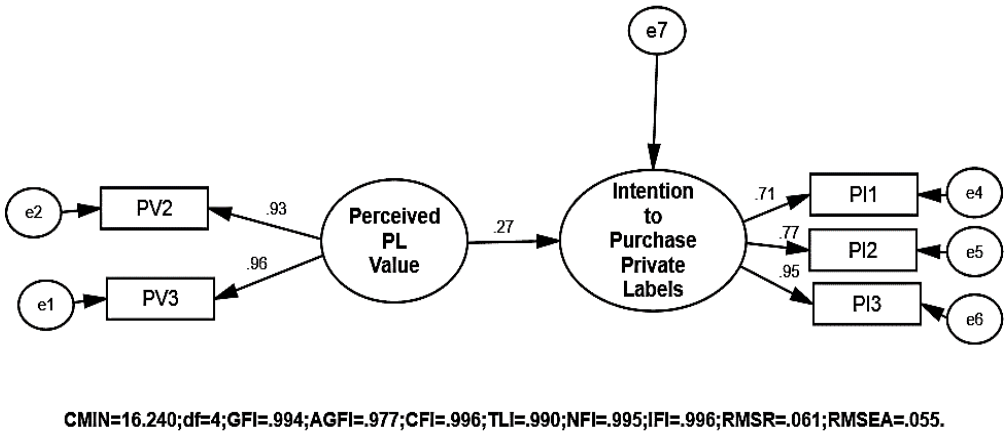


Figure 4.15.2: Structural equation model for effect of Perceived PL value and Intention to purchase private labels

4.15.4. Model Fit Indices of structural model

All the model fit indices have been found to have values under the thresholds suggested by (Hair et al., 2010). The values for these fit indices include, Goodness of Fit Index (GFI) = .994, Adjusted Goodness of Fit Index (AGFI) =.977, Comparative Fit Index (CFI) =.996, Incremental Fit Index (IFI) =.996, Normed Fit Index (NFI) =.995, and Root Mean Square Error of Approx. (RMSEA) = .055 and Tucker–Lewis Index (TLI) =.990.

4.15.5. Comparisons of Fit Indices between Measurement and Structural model

To assess the reliability of structural model results, the model fit indices of structural model are compared with fit indices of measurement model. A structural model is said to be reliable when its fit indices values are equal or greater than measurement model (Hair et al., 2008).
The fit indices of both the model have been compared and found no differences (see Table 4.15.3). It represents that, the structural model has well transited from measurement model, hence the results of structural model are considered as reliable to test the hypotheses.

Table 4.15.3: Comparisons of Fit Indices between Measurement and Structural model

Fit Indices	Recommended Values	Measurement Model	Structural Model	Difference
GFI	≥ .90	0.994	0.994	.000
AGFI	≥ .80	0.977	0.977	.000
NFI	≥ .90	0.995	0.995	.000
CFI	≥ .90	0.996	0.996	.000
IFI	≥ .90	0.996	0.996	.000
RFI	≥ .90	0.987	0.987	.000
RMSR	≤ 0.06	0.061	0.061	.000
RMSEA	≤ 0.06	0.055	0.055	.000

As the present study meets all the recommended values of various fit indices, this model has been considered as reliable to test cause and effect relationship between exogenous and endogenous constructs i.e., effect of perceived private labels value on consumers' intention to purchase private labels.

4.15.6. Results of structural equation modelling

All the parameters estimates of corresponding hypothetical paths are found statistically significant corresponding. Hypotheses are tested against critical ratios and significant p-value. Any hypothetical path whose CR (t-value) values exceeds 1.96 and has significant p-values is accepted and otherwise rejected. The degree of causality is predicted based up on the standardised regression weights of respective paths. Table 4.15.4, shows the standardised direct effects of path coefficients and results of hypotheses testing.

Table 4.15.4: Final Result of Structural Model

H	Hypothetical Path	Std. Estimate	S.E.	C.R.	P	Result
H5	Perceived PL Value → Intention to Purchase PL	.268	.026	7.518	***	Accepted

4.15.7. Hypothesis testing

H5: Perceived Private Labels value has positive effect on consumers' intention to purchase Private Labels.

According to the results of structural equation model shown in Table 4.15.4, the hypothesis pertaining to effect of perceived private labels value on consumers' Intention to purchase Private Labels has been accepted since the hypothetical path (Perceived Private Labels Value→ Intention to purchase Private Labels) is found statistically significant (β=.268; t =7.518,p=.000). It means that consumers' perceived private labels value has significant effect on their intention to purchase private labels.

SECTION-F: HYPOTHESES TESTING BY USING AN INTEGRATED RESEARCH MODEL

4.16. Integrated Conceptual Research Model

In the previous section, hypotheses pertaining to all the objectives have been tested by using individual structural equation models and however the same hypotheses have been tested again by using an integrated single research model in this section. Firstly, confirmatory factor analysis has been carried out to assess the validity and reliablity of the measurement model and then hypotheses have been tested by using structural equation model. All the factors in the measurement model have been loaded with significant factor loadings (see Fig 4.16.1) and the measurement model achieved the recommended threshold values of all model fit indices.

4.16.1. Model fit Indices of measurement model

A model is to be said fit, when it meets threshold values of various fit indices criterions (Hair et al., 2010). Among them, most commonly used are, Chi-square- $\chi 2$, Goodness-of-fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Comparative Fit Index (CFI), Incremental Fit Index (IFI), Normed Fit Index (NFI), Relative Fit Index (RFI), Tucker Lewis Index (TLI), and the Root Mean Square Error of Approximation (RMSEA) (see Table 4.16.1).

Table 4.16.1: Recommended thresholds of Model Fit Indices

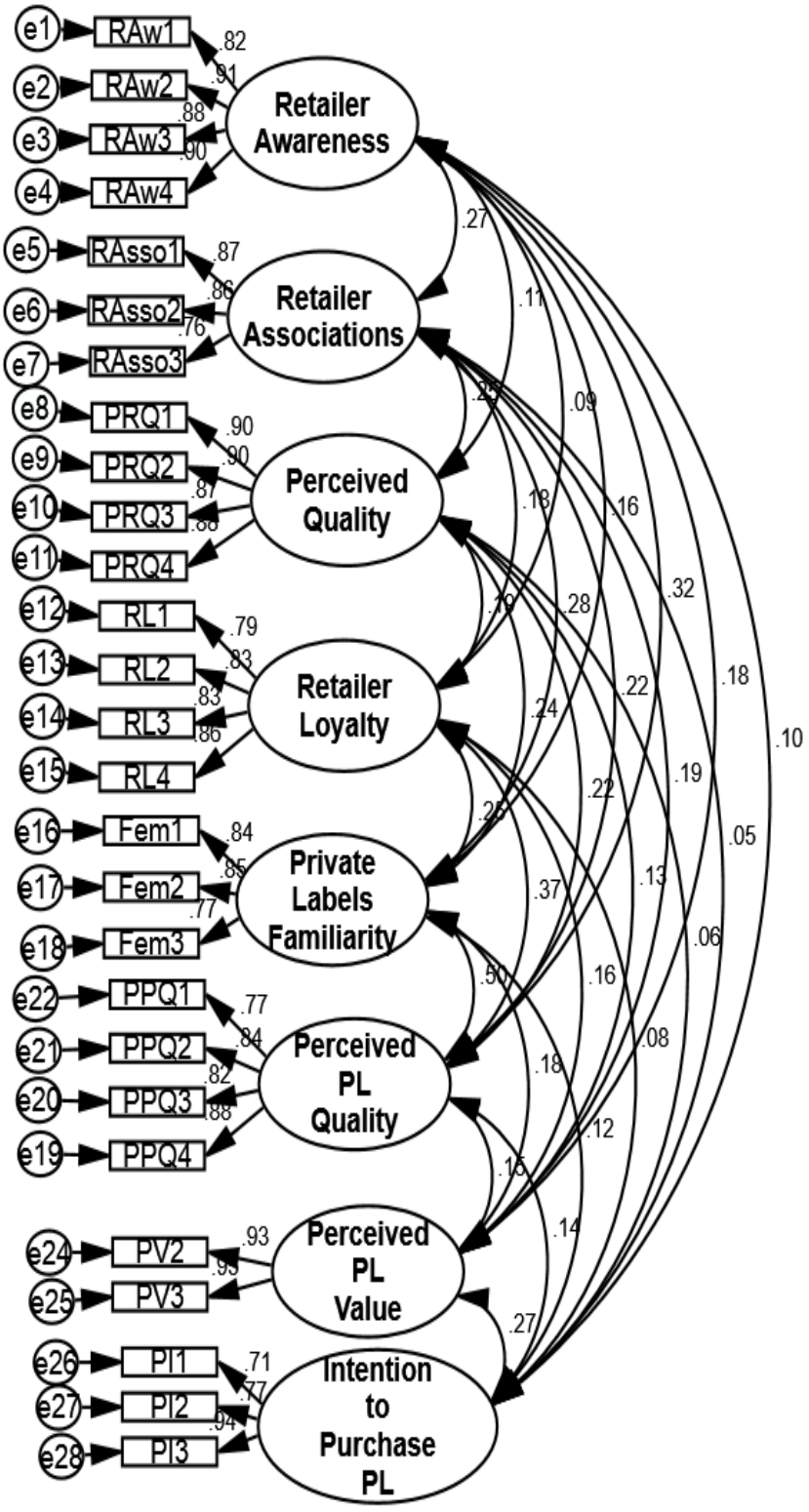
χ^2/df	P	GFI	AGFI	CFI	IFI	NFI	RFI	TLI	RMR	RMSEA
2 to 5	≥ .05	≥ .90	≥ .85	≥ .90	≥ .90	≥ .90	≥ .90	≥ .90	≤ .06	≤ .06

All the model fit indices have been found to have values under the thresholds suggested by (Hair et al., 2010). The values for these fit indices include, Goodness of Fit Index (GFI) = .972, Adjusted Goodness of Fit Index (AGFI) =.906, Comparative Fit Index (CFI) =.958, Incremental Fit Index (IFI) =.958, Normed Fit Index (NFI) =.994, and Root Mean Square Error of Approx. (RMSEA) = .052 and Tucker–Lewis Index (TLI) =.950

Table 4.16.2: Model Fit Indices of Measurement Model

GFI	AGFI	CFI	IFI	NFI	RFI	TLI	RMR	RMSEA
.972	.906	.958	.958	.944	.933	.950	.047	.052

4.16.2. Integrated Research measurement model



GFI=.927;AGFI=.906;CFI=.958;IFI=.958;;NFI=.944;RFI=.933;TLI=.950;RMR=.047;RMSEA=.052.

Figure 4.16.1: CFA of Integrated Research model

4.16.3. CFA Results of integrated research measurement model

The factor loadings corresponding to each item is found statistically significant at 5 percent level of significance. All the loading are in the range of between .71 and .95 which can be considered as significant loadings (see Table 4.16.3).

Table 4.16.3: Final CFA Results of integrated research measurement model

Parameter	Std. Estimate	S.E.	C.R.	P
Retailer Awareness→RAw4	.901	-	-	-
Retailer Awareness→RAw3	.884	.023	41.818	***
Retailer Awareness→RAw2	.912	.021	44.731	***
Retailer Awareness→RAw1	.825	.022	36.160	***
Retailer Associations→RAsso3	.761	-	-	-
Retailer Associations→RAsso2	.860	.040	26.970	***
Retailer Associations→RAsso1	.871	.039	27.102	***
Perceived Quality→PRQ4	.877	-	-	-
Perceived Quality→PRQ3	.872	.026	38.479	***
Perceived Quality→PRQ2	.902	.026	41.240	***
Perceived Quality→PRQ1	.899	.025	40.909	***
Retailer Loyalty→RL4	.857	-	-	-
Retailer Loyalty→RL3	.834	.031	32.087	***
Retailer Loyalty→RL2	.831	.029	31.911	***
Retailer Loyalty→RL1	.792	.030	29.722	***
Private Labels Familiarity→Fem3	.765	.036	26.212	***
Private Labels Familiarity→Fem2	.852	.033	28.804	***
Private Labels Familiarity→Fem1	.843	-	-	-
Perceived PL Quality→PPQ4	.876	-	-	-
Perceived PL Quality→PPQ3	.817	.029	32.260	***
Perceived PL Quality→PPQ2	.842	.029	33.810	***
Perceived PL Quality→PPQ1	.775	.028	29.712	***
Perceived Value→PV3	.952	.047	22.747	***
Perceived Value→PV2	.933	-	-	-
Purchase Intention→PI3	.941	.057	24.103	***
Purchase Intention→PI2	.772	.046	23.495	***
Purchase Intention→PI1	.715	-	-	-

4.16.4. Convergent Validity of the Measurement Model

Convergent validity refers to existence of internal consistency between and among the items within a construct. In contrast, convergent validity is said to have established when a strong correlation exists within the items of a construct and weak correlations are with the items of other constructs. Composite reliability (CR) and the average variance extracted (AVE) are the two methods used to assess convergent validity. For this, the composite reliability of a construct must be greater than the average variance extracted of that particular construct. Moreover, the composite reliability and average variance extracted of a construct must be greater than 0.70 and 0.50 respectively. The composite reliability (CR) of all the constructs are between the range of 0.87 and 0.94 similarly an AVE of each constructs are between 0.66 and 0.88 which are above the acceptable threshold limit (see Table 4.16.4). Hence, all the constructs included in measurement model have achieved convergent validity.

Table 4.16.4: Convergent Validity for the integrated measurement model

	CR	AVE	MSV	ASV
Perceived PL Value	0.941	0.888	0.072	0.034
Perceived Quality	0.937	0.788	0.062	0.034
Retailer Loyalty	0.898	0.687	0.135	0.044
Retailer Awareness	0.933	0.776	0.102	0.038
Retailer Associations	0.871	0.692	0.076	0.047
Perceived PL Quality	0.897	0.686	0.248	0.089
Private Labels Familiarity	0.861	0.674	0.248	0.073
Intention to Purchase PL	0.854	0.664	0.072	0.019

4.16.5. Discriminant Validity of the Measurement Model

Discriminant validity refers to criterion that, how well a construct is different from others. In contrast, a construct is said to be free from discriminant validity, when it has lower correlations with other constructs and the highest correlation with itself. This can be assessed by using the inter-construct correlation matrix. Discriminant validity can also be assessed by examining the variance extraction method. Under this method, the Average Variance Extracted (AVE) of each factor must be greater than its Maximum Shared Squared Variance (MSV) and Average Shared Squared Variance (ASV) (see Table 4.16.6). For the instance, retailer awareness (RAw) has

lower correlations with the other constructs (RAw↔RAsso) = 0.268; (RAw↔PQ) = 0.112; (RAw↔RL) = 0.086 and have the highest correlation with itself (RAw↔RAw) = 0.881. Similarly, rest of all the constructs have lower corretaltions with other constructs but have highest with themselves.

4.16.6. Structural Equation Modelling

Structural equation modelling has been applied to test the hypotheses corresponding each hypothetical path drawn in the integrated hypothetical research model, (see the Figure 4.16.2).

4.16.7. Model Fit Indices of structural model

A model is to be said fit, when it meets threshold values of various fit indices criterions (Hair et al., 2010). Among them, most commonly used are, Chi-square- $\chi 2$, Goodness-of-fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Comparative Fit Index (CFI), Incremental Fit Index (IFI), Normed Fit Index (NFI), Relative Fit Index (RFI), Tucker Lewis Index (TLI), and the Root Mean Square Error of Approximation (RMSEA). They have recommended certain values of each fit index (see Table 4.16.5).

Table 4.16.5: Recommended thresholds of Model Fit Indices

χ^2/df	P	GFI	AGFI	CFI	IFI	NFI	RFI	TLI	RMR	RMSEA
2 to 5	≥ .05	≥ .90	≥ .85	≥ .90	≥ .90	≥ .90	≥ .90	≥ .90	≤ .06	≤ .06

Table 4.16.6: Discriminant Validity for the integrated measurement model

Inter-Construct Correlation								
	Perceived PL Value	**Perceived Quality**	**Retailer Loyalty**	**Retailer Awareness**	**Retailer Associations**	**Perceived PL Quality**	**Private Labels Familiarity**	**Intention to Purchase PL**
Perceived PL Value	**0.943**							
Perceived Quality	0.135	**0.888**						
Retailer Loyalty	0.165	0.194	**0.829**					
Retailer Awareness	0.185	0.112	0.086	**0.881**				
Retailer Associations	0.187	0.248	0.181	0.268	**0.832**			
Perceived PL Quality	0.150	0.218	0.368	0.320	0.223	**0.828**		
Private Labels Familiarity	0.177	0.237	0.246	0.157	0.275	0.498	**0.821**	
Intention to Purchase PL	0.269	0.058	0.081	0.102	0.053	0.142	0.120	**0.815**

All the model fit indices have been found to have values under the thresholds suggested by (Hair et al., 2010). The values for these fit indices include, Goodness of Fit Index (GFI) = .994, Adjusted Goodness of Fit Index (AGFI) =.977, Comparative Fit Index (CFI) =.996, Incremental Fit Index (IFI) =.996, Normed Fit Index (NFI) =.995, and Root Mean Square Error of Approx. (RMSEA) = .055 and Tucker–Lewis Index (TLI) =.990.

4.16.8. Comparisons of Fit Indices between Measurement and Structural model

To assess the reliability of structural model results, the model fit indices of structural model are compared with fit indices of measurement model. A structural model is said to be reliable when its fit indices values are equal or greater than measurement model (Hair et al., 2008). The fit indices of both the model have been compared and found negligible differences (see Table 4.16.7). It represents that, the structural model has well transited from measurement model, hence the results of structural model are considered as reliable to test the hypotheses.

Table 4.16.7: Comparisons of Fit Indices between Measurement and Structural model

Fit Indices	Recommended Values	Measurement Model	Structural Model	Difference
GFI	≥ .90	0.972	0.915	0.057
AGFI	≥ .80	0.906	0.895	0.011
NFI	≥ .90	0.958	0.949	0.009
CFI	≥ .90	0.958	0.949	0.009
IFI	≥ .90	0.944	0.934	0.010
RFI	≥ .90	0.933	0.942	0.009
TLI	≥ .90	0.950	0.925	0.025
RMSEA	≤ 0.06	0.052	0.056	0.004

As the present study meets all the recommended values of various fit indices, this model has been considered as reliable to test cause and effect relationship between exogenous and endogenous constructs i.e., effect of all the four brand equity elements on consumers' perceptions towards private labels familiarity and perceived private labels quality. Then the effect of these two constructs on perceived private labels value and finally, the effect of perceived private labels value on consumers' intention to purchase private labels.

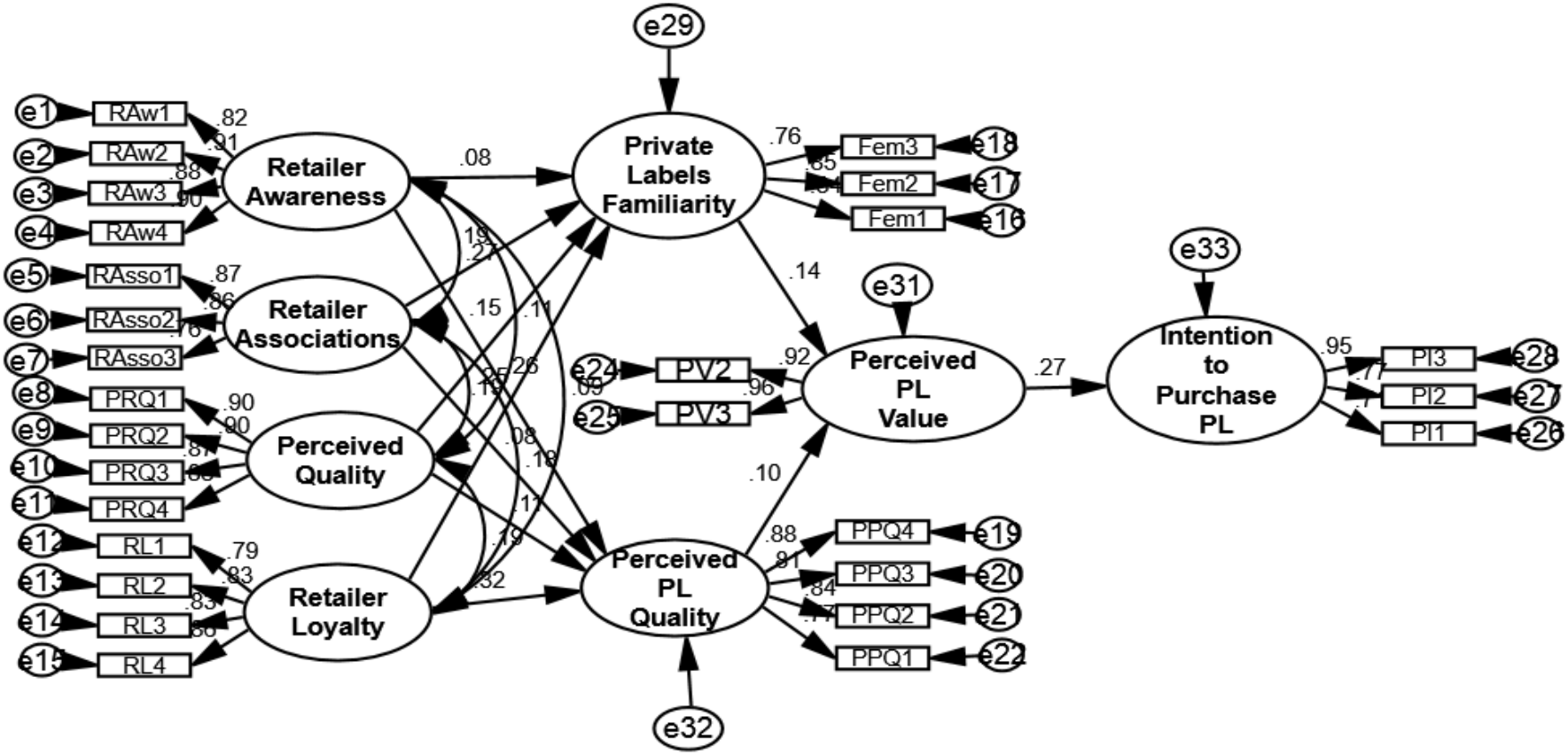


Figure 4.16.2: Structural Equation of Integrated Research Model

4.16.9. Final Results Research model and Hypothesis Testing

The Results of structural model are able to support all the hypotheses pertaining to the effect of retailer equity elements- retailer awareness, retailer associations, perceived retailer quality and retailer loyalty on consumers' familiarity with private labels and perceived private labels quality. Then, these factors have effect on perceived private labels value, and finally perceived private labels value has significant effect on consumers' intention to purchase private labels (See Table 4.16.8; Table 4.16.9).

Table 4.16.8: Final Results of Integrated Structural Model

H	Hypothetical Paths	Estimate	S.E.	C.R.	P	Result
H1a	Retailer Awareness→ PL Familiarity	.069	.028	2.425	.015	Accepted
H1b	Retailer Associations→ PL Familiarity	.202	.040	5.074	***	Accepted
H1c	Perceived Quality→ PL Familiarity	.139	.032	4.308	***	Accepted
H1d	Retailer Loyalty→ PL Familiarity	.179	.033	5.511	***	Accepted
H2a	Retailer Awareness→ Perceived PL Quality	.240	.029	8.205	***	Accepted
H2b	Retailer Associations→ Perceived PL Quality	.090	.040	2.245	.025	Accepted
H2c	Perceived Quality→ Perceived PL Quality	.114	.033	3.482	***	Accepted
H2d	Retailer Loyalty→ Perceived PL Quality	.325	.034	9.670	***	Accepted
H3	PL Familiarity→ Perceived PL Value	.175	.043	4.081	***	Accepted
H4	Perceived PL Quality→ Perceived PL Value	.111	.038	2.920	.004	Accepted
H5	Perceived PL Value→Intention to Purchase PL	.209	.027	7.795	***	Accepted

Table 4.16.9: Standardized Parameters Estimates of Hypothetical Paths

H	Hypothetical Path	Std. Estimate
H1a	Retailer Awareness→ PL Familiarity	.083
H1b	Retailer Associations→ PL Familiarity	.188
H1c	Perceived Quality→ PL Familiarity	.149
H1d	Retailer Loyalty→ PL Familiarity	.192
H2a	Retailer Awareness→ Perceived PL Quality	.264
H2b	Retailer Associations→ Perceived PL Quality	.077
H2c	Perceived Quality→ Perceived PL Quality	.111
H2d	Retailer Loyalty→ Perceived PL Quality	.318
H3	PL Familiarity→ Perceived PL Value	.100
H4	Perceived PL Quality→ Perceived PL Value	.144
H5	Perceived PL Value→Intention to Purchase PL	.268

4.16.10. Summary of the Hypotheses Results

This study has posited majorly seven hypotheses corresponding to seven inter-dependent factors which have structural relationships between and among them and ultimately effect the final dependent factor, i.e., purchase intention towards private labels. All the seven hypotheses have been supported in the study (see Table 4.16.10).

Table 4.16.10: Summary of the Hypotheses Results

H	Hypotheses	Result
H1a	Retailer Awareness has positive effect on consumers' familiarity with private labels.	Accepted
H1b	Retailer Associations have positive effect on consumers' familiarity with private labels.	Accepted
H1c	Perceived retailer quality has positive effect on consumers' familiarity with private labels.	Accepted
H1d	Retailer loyalty has positive effect on consumers' familiarity with private labels.	Accepted

H	Hypotheses	Result
H2a	Retailer Awareness has positive effect on Perceived private labels quality.	Accepted
H2b	Retailer Associations have positive effect on Perceived private labels quality.	Accepted
H2c	Perceived retailer quality has positive effect on Perceived private labels quality.	Accepted
H2d	Retailer loyalty has positive effect on Perceived private labels quality.	Accepted
H3	Consumers' familiarity with private labels has positive effect on Perceived private labels value.	Accepted
H4	Perceived private labels quality has positive effect on Perceived private labels value.	Accepted
H5	Perceived private labels value has positive effect on Consumers' intention to purchase private labels value.	Accepted

4.17. Consumers' Preferred Retail Brand

The present study made an attempt to know consumers' preferred retail brand in India. Primary data have been collected from a total of 1020 consumers across four Indian metropolitan cities, then data have been analysed by using simple frequency analysis and came to know that among four retaill brands, Relaince retail has been chosen as first preferred retailer by majority of the consumers. Almost 31.3 percent of the respondents selected Reliance retail as their preferred retail Brand. Big Bazaar has been chosen as second most preferred retail brand by a 26.5 percent respondents. Similarly, Aditya Birla's More and Spencer's have been chosen as third best and fourth best preferred retail brands (see Table 4.17.1 and Figure 4.17.1)

Table 4.17.1: Rankings of consumers' most preferred Retail Brands

	Frequency	Percent	Rank
Big Bazaar	270	26.5	2
More	242	23.7	3
Reliance retail	319	31.3	1
Spencer's	189	18.5	4
Total	1020	100.0	

Figure 4.17.1: Customers Preferred Retailer

CHAPTER-V

FINDINGS AND CONCLUSIONS

5. Findings and Conclusions

This chapter presents findings and conclusions in two sections. In the first section, specific findings and conclusions are reported which are emerged from the analysis of primary data and then finding and conclusion from personal observations noted from field study are presented. As the present study is aimed to analyse the consequences of retailer brand equity on customers' intention to purchase private labels, primary data related brand equity and other intermediate variable have been collected from a total of 1020 consumers across the four major metropolitan cities in India. An integrated research model has been developed based on the research gaps emerged out of a thorough, extensive review of literature and which is tested empirically on the primary data. Structural Equation Modelling (SEM), a multivariate statistical data analysis technique is used to test the hypothesized research model. Initially, each individual hypothesis is tested by using separate SEM and then tested them by combining all into one integrated model. The research findings and conclusions of the study are discussed each objectives wise and then its implications are presented followed by limitations and scope for future research at the end of the chapter.

5.1. Specific findings and Conclusions - Objective-wise

The study has aimed to answer five objectives and thus, developed five major hypotheses corresponding each objective.

Objective 1: To analyse the effect of retailer brand equity elements on consumers' familiarity with the private labels.

This objective is fulfilled by means of framing H1 and tested it empirically by using structural equation modelling. Since the brand equity has four elements; brand awareness, brand associations, perceived quality and brand loyalty, four sub hypotheses are developed (H1a, H1b, H1c and H1d) for each element and tested empirically. All the four sub hypotheses are accepted. Hence, the brand equity elements are found to have effect on consumers' familiarity towards private labels. This finding supports previous studies conducted by Chin, (2009) and Sinha.J, (2011). When customers hold higher brand equity for a particular brand, will have higher prone to become familiar with their private labels. For the instance, when a customer is

aware of a brand, has some associations with it, over a period, he will become loyal to that particular brand if he is satisfied with the quality offered by that brand. While in due course, customer keeps visit store repeatedly as he is loyal to that brand, he will be prone to become familiar with the private labels of that particular brand. Thus, it can be concluded that higher the brand equity held by customers, greater the familiar with private labels will be. Hence, retailers are suggested to focus on brand equity elements parallel to increase activities of making private labels more visible to customers while visiting stores.

Objective-2: To analyse the effect of Retailers' brand equity elements on consumers' Perceived private labels quality

Likewise first objective, this objective is also fulfilled by means of framing H2 and tested it empirically by using structural equation modelling. Since the brand equity has four elements; brand awareness, brand associations, perceived quality and brand loyalty, four sub hypotheses are developed (H2a, H2b, H2c and H2d) for each element and tested empirically. All the four sub hypotheses are accepted. Hence, the brand equity elements are found to have effect on consumers' perceived quality towards private labels. This finding supports partially with the arguments of previous studies by Ashill, N. J., and Sinha, A., (2004); Chang, H. H., and Liu, Y. M., (2009) and Mohammad Reza et al., (2011). All the four brand equity elements; brand awareness, brand associations, perceived quality and brand loyalty are found to have effect on consumers quality perceptions towards private labels. When customers hold higher brand equity for a particular brand, will have higher perceived quality for private labels. For the instance, when a customer is aware of a brand, has some associations with it, over a period, he will become loyal to that particular brand if he is satisfied with the quality offered by that brand. Since that customer is loyal to a brand as he is satisfied with quality, he will also perceive the quality of the private labels par with retailer quality. Thus, it can be concluded that higher the brand equity held by customers, greater the perceived private labels quality will be. Hence, retailers are suggested to focus more on brand equity elements especially on the quality of the products offered in the store parallel to increase activities of making private labels more visible to customers while visiting stores.

Objective- 3: To analyse the effect of Private labels familiarity on Perceived private labels value

To achieve this objective, hypothesis-3 has been framed and tested by using structural equation modelling (SEM). Based on the results, consumers' familiarity with private labels has been found to have significant effect on their perceived private labels value and therefore, it can be

concluded that, more the consumers become familiar with private labels, greater the perceived private labels value will be. However, customers incline to choose only familiar brands rather than unfamiliar. Since they know these brands very well, purchase risk will be minimized. Therefore, when a product is familiar and the risk is minimal with it, would fetch value for buyers. Thus, it can be concluded that higher the familiarity with private labels, greater the perceived value will be associated with them. Hence, as these private labels are new and unfamiliar for most of the customers, retailers are suggested to focus more on the activities that increase consumers' familiarity with private labels, which plays a prominent role in success of private labels.

Objective- 4: To analyse the effect of Perceived private labels quality on Perceived private labels value

To achieve this objective, hypothesis-4 has been framed. Structural equation modelling is used to test this hypothesis. From the analysis, the perceived private labels quality has been found to have a significant effect on Perceived private labels value. In fact, perceived quality is just an assessment over a product's functionality varying from good to bad. When a product is perceived with of higher quality will definitely have some cues of value associated with it. This finding supports the study of Chang, T. Z., & Wildt, A. R., (1994) and Ho (2007) in general but not particular to the private labels context. Hence, higher the perceived quality of private labels, greater the perceived value will be. Moreover, customers perceive private labels as an option of value for money. When customers are familiar with private labels and perceive them with higher quality, then it will lead to higher perceived value for private labels.

Objective -5: To analyse the effect of Perceived Private Labels Value on Consumers' Intention to Purchase private Labels

To achieve this objective, hypothesis-5 has been framed. Structural equation modelling has been applied to test this hypothesis and found a significant and positive results.

Based on the results, perceived private labels value has been found to have significant effect on consumers' intention to purchase private labels. This finding support the previous studies (Dodds et al., 1991; Chang, T. Z., &Wildt, A. R., 1994; Grewal et al., 1998; Groth, 2001; Ho, 2007). It is rightlysaid by Ailawadi, Scott & Karen, (2001), that the private labels appeal to time-pressured consumers by offering a heuristic option of value for money. Thus it can be

concluded that, higher the consumers perceived value, higher their intention to purchase private labels will be.

This study has made an attempt to know consumers' most preferred retail brand. For this, primary data have been collected from a total of 1020 consumers across four Indian metropolitan cities, then data have been analysed by using simple frequency analysis and came to know that among four retaill brands, Relaince retail has been chosen as first preferred retailer by majority of the consumers. Big Bazaar has been chosen as second most preferred retail brand. Similarly, Aditya Birla's More and Spencer's have been chosen as third best and fourth best preferred retail brands.

5.2. Findings from Personal Observations

Apart from those specific findings and conclusions emerged out of data analysis results, a saperate findings are reported here which have been emerged out of personal observation during field study. These include;

- The private labels market has a potential scope for growth and it will continue to scale new heights each year. However, everyone gets in to it may not be successful and survive in the market place. Those who able to win consumers attention towards their brands, will definitely succeed in the industry. For this, retailers need to focus more towards building relationships rather than just going transactional.
- The advancement and success of private labels are in the hands of the retailers. Unless retailers understand the fundamental demand of shoppers properly**,** the growth of private labels will not be driven significantly further.
- Private Labels should be marketed in such a way to define the store's own point of difference.
- Retailers should communicate clearly the reasons for why customers visit the store.
- Apart from the factors discussed in the study, retailer are suggested to concentrate on other factors too such as quality of service, store ambience, instore environment, shopper friendly layout, and of empathetic employees to rise footfall into the store.
- Once retailer establish their position and image in these dimensions, it will be easier for them to create and increase the equity for their private labels in the market space

- Findings indicate that when consumers are making decisions about the purchase of private labels brands, the image of the store, as well as the retailer's corporate reputation play determinant roles.
- Corporate reputation lays higher impact on private labels image whereas; the store image lays higher effect on perception regrading quality of private labels. Hence, retailers need to focus more on building their corporate reputation par above with their counterparts.
- Shopping through organised retail malls has not been considered indulgence any longer. Extending in percentage of working women population, dynamic lifestyle, and dual income are the main driving force the shift in present day shopping preferences.

- Finally, retailer can launch premium line in the category of products wherein private labels are doing well to gain higher market share and to increase growth in their private labels.

5.3. Contributions of the study

The present study has developed an integrated conceptual research model based on the research gaps emerged out of the extensive literature review. Since, private labels are in India at nascent stage, literature pertaining to them were very limited in Indian context and thus, it became indeed to look for available literature. Most of the existing literature available is in the context of western and USA countries, where the penetration of private labels is high. That is how, all the literature pertaining to private labels are gathered and identified research gaps out of them after an extensive review of available literature. Although, previous studies attempted to study private labels, however most of them just focused on knowing consumers attitude and perceptions but did not on how these consumers' attitudes and perceptions get affected and by what manifests them so. Since the private labels are just like a baby for retailers, their growth is largely dependent on retailers itself. Hence, the retailer brand image becomes more important for the success of private labels. In fact, the brand image comes from brand equity of that particular brand carry in the customers mind. Thus, brand equity plays a prominent role in creation of brand image. In line with this, the present study has taken brand equity as an antecedent for formation of consumers' perception towards private labels, and subsequently

affects consumers' intention to purchase private labels. To analyse it empirically, an integrated conceptual model has been developed and tested by using structural equation modelling (SEM).

Based on the results of SEM, brand equity is been found to have effect on consumers perceptions towards quality and familiarity of the private labels and then which have effect on perceived private labels value and then ultimately on consumers' intention to purchase private labels. Thus, the study contributes the literature pertaining to the link between brand equity and consumer perceptions towards private labels to the existing body of knowledge in the field of marketing management.

6. LIMITATIONS AND SCOPE FOR FUTURE RESEARCH

It may not be possible for a social sciences research done without any limitations. Like any other social sciences research, this study also has a certain kinds of limitations. These limitations provide possible avenues for future researchers to carry out research in this particular area by bringing further improvements to the study. The limitations are;

1. The generalizability of research findings of this study are subjected to limitations, that the data used in this research have been gathered from a certain specific Indian metropolitan markets only, so a cross-cultural kind of study can be carried out to in this area of research, which will improve generalizability.
2. This study has incorporated only limited number of factors or variables in the conceptual model and tested, hence, there is a scope for further research to include further factors or variables related to private labels into the model.
3. As private labels are seen and perceived as buying them a risky option by most of the consumers, perceived risk dimension will play a critical role in consumers' decision to private labels. Unfortunately, this study has not included perceived risk dimension in to the conceptual model. Hence, future studies can incorporate it as an additional dimension into their model and carry out research to increase the validity of the model.
4. The results of this study were from only a limited number of sample size, hence, further studies can be carried out on a bigger sample size to validate the conceptual model.
5. This study has considered only the brand equity elements suggested by Aaker, (1991), a consumer based brand equity approach. However, the perceptions of consumers towards private labels will only not be influenced through these factors alone, some

other factors can be too. Hence, future studies can include factors like: store reputation; store service quality; store ambience, in-store promotions and etc.as influencers to consumers' perception towards private labels.

6. Finally, further studies can also examine the additional factors, which influence private labels purchase decision, like packaging, offers and discounts, promotions, rewards and etc.

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Appendix -I

Questionnaire

Dear Sir/Madam,

I am a doctoral student from the School of Management Studies, University of Hyderabad. In the part of my study, I am conducting a research study that examines Retailers' Brand equity and its consequences on consumers' intention to purchase private labels. I request you for your kind participation in the survey and fill the questionnaire. The survey questionnaire is anonymous. The results of this study may be published but neither your name nor your individual answers will be known. Only the researcher and supervisor will be allowed to see your information. Your information will be protected to the extent allowed by law.

Name: _____ (Optional)

Gender: Male ☐ Female ☐ (Please put the tick mark in applicable box)

Educational Qualifications: 1.Under Graduation ☐ 2. Graduation ☐ 3.Post-Graduation ☐

Age Group: 1. Below 25Year ☐ 2. 26 to 45Year ☐
3. 46 to 55 Year ☐ 4. 56year and above ☐

Income Group: 1. Below ₹30,000 ☐ 2. ₹ 30,001 to ₹ 40,000 ☐
3. ₹ 40,001 to ₹ 50,000 ☐ 4. ₹ 50,001 & above ☐

Frequency of Store Visits: 1. Daily ☐ 2. Weekly ☐ 3. Bi-Monthly ☐ 4. Monthly ☐

When was your Last Private Labels Purchase?

1. Within last 2 days ☐ 2. Week Ago ☐ 3. Half a month ago ☐ 4.Month ago ☐

Note: Please indicate your level of agreement (put the √ mark) on following statement on 1-5 rating scale; where,
1= Strongly Disagree, **2**= Disagree, **3**= Neither Disagree nor Agree, **4**=Agree and **5=** Strongly Agree.

	Statements	1	2	3	4	5
Retailer Awareness						
1.	I am aware of this retailer brand.	1	2	3	4	5
2.	Some characteristics of this retailer come to my mind quickly.	1	2	3	4	5
3.	I can recognize this retailer quickly among other competing brands.	1	2	3	4	5
4.	I am familiar with this retailer brand.	1	2	3	4	5
	Retailer Associations					
5.	This retailer has very unique brand image, compared to competing brands.	1	2	3	4	5
6.	I like and trust the products, which are sold at this retailer store only.	1	2	3	4	5
7.	I like the brand image of this retailer.	1	2	3	4	5
	Perceived Retailer Quality					
8.	Products from this retailer would be of very good quality.	1	2	3	4	5
9.	The retailer offer products with excellent features.	1	2	3	4	5
10.	I trust the quality of products from this retailer.	1	2	3	4	5
11.	I get always quality products from this brand.					
	Retailer Loyalty					
12.	I consider myself to be loyal to this retailer.	1	2	3	4	5
13.	I am still willing to buy products from this retailer even if its price is a little higher than that of its competitors.	1	2	3	4	5
14.	I will keep on buying products from this retailer as long as it provides me satisfied products.	1	2	3	4	5
15.	When buying groceries, this retailer would be my first choice.	1	2	3	4	5
	Perceived Private Labels Price					
16.	The price of private label is lower than the average market price for similar products.	1	2	3	4	5
17.	Price is important when I buy private labels.	1	2	3	4	5
18.	I think the price of private label food products is reasonable for consumers.	1	2	3	4	5

	Statements	1	2	3	4	5
	Private Labels Familiarity					
19.	I prefer to always shop at the store that I feel familiar with.	1	2	3	4	5
20.	I am very familiar with the various store brand grocery items available in the marketplace.	1	2	3	4	5
21.	I have much usage experience with store brand grocery items.	1	2	3	4	5
	Perceived Private Labels Quality					
22.	Quality is an important criterion when I buy private label food products.	1	2	3	4	5
23.	There is a great difference in overall quality between National Retailer and private label products.	1	2	3	4	5
24.	There is a significant difference in ingredient's nutritional value between national and private label products.	1	2	3	4	5
25.	The purchase of private labels is risky because the quality of private labels is inferior.	1	2	3	4	5
	Perceived Private Labels Value					
26.	When I buy the private labels, I would ensure that I am getting my money's worth.	1	2	3	4	5
27.	Private Labels offer great value for money.	1	2	3	4	5
28.	I always check prices at the stores among brands to ensure I acquire the best value for money products.	1	2	3	4	5
	Intention to Purchase Private Labels					
29.	I like to purchase the private labels in the near future.	1	2	3	4	5
30.	I will recommend others to purchase Private labels.	1	2	3	4	5
31.	I will try to purchase private labels.	1	2	3	4	5

32.	Please indicate the retailer whom you prefer the most for your groceries purchase.	**Big Bazaar**	**More**	**Reliance**	**Spencer's**

Email Id:_____ (optional).

****Thank You*****

Appendix –II

List of Publications

1. Ramulu, B., & Sapna, S. (2015). "The effect of Perceived Risk Dimensions on Purchase Intention – An empirical evidence from Indian private labels market". American Journal of Business, Vol 30(4).pp: 218-230. An Emerald Publications

2. Ramulu, B. (2015). "Determinants of Customer-Based Retailer Equity: An Empirical Verification Approach from Indian Large Retail Market". Journal of Management esearch, Vol. 7, No. 2, 375-385. ISSN 1941-899X *an USA journal.* Available at: http://dx.doi.org/10.5296/jmr.v7i2.6949

3. Ramulu, B., & Sapna, S. (2016). "Measuring Brand Equity of e-trailers in India- a CBBE approach". International Journal of Advanced Research in Computer Sciences and Management Studies, Vol.2, February, pp: 139-147. ISSN: 2321-7782.

4. Ramulu, B. & Sapna, S. (2014). "Analysing the factors effecting Consumers' Purchase Intention towards Private labels". International Journal of Business, Management & Social Sciences, Vol. III, Issue (12), 28-32. ISSN: 2249 – 7463.
5. Ramulu, B. & Sapna, S. (2016). "Factors Affecting Shoppers' Brand Preference towards Choosing Retail Stores". IUP Journal of Brand Management, Vol. 2 XIII, No. 2. ISSN: 0972-9097.

6. Ramulu, B., & Sapna, S. (2014). "An Analysis of Consumers' Purchase Intention towards Private Labels of Indian Retailers". GE-International Journal of Management Research, Vol. 2, August, pp.343-360. ISSN: 2321-1709.

7. Ramulu, B., & Sapna, S. (2013). "Consumers' perception towards private label products of Indian retailers- a study on super markets in Hyderabad". International Journal of Business, Management & Social Sciences, Vol. II, Issue 12 (2), 94-99. ISSN: 2249 – 7463.

Paper Presentation in International Conferences held in Abroad

1. Paper entitled, "Influence of Retailer Equity on Shoppers' Intention to Purchase Private Labels: An Empirical Evidence from Indian Large Retail Market" presented in an International Conference on Trends in Economics, Humanities and Management held at Singapore during 27th & 28th March, 2015.

2. Paper entitled, "Determinants of Customer-Based Retailer Equity: An Empirical Verification Approach from Indian Large Retail Market" presented in Global Conference on Business and Social Science, held at Kuala Lumpur, Malaysia during 16th &17th December,2014.

3. Paper entitled, "Analysing the factors effecting Consumers' Purchase Intention towards Private labels" presented in an International Conference on Commerce, Law and Social Sciences held at Bangkok, Thailand during 10th & 11th December, 2014.

Paper Presentation in International Conference held in India

1. Paper entitled, "Consumers Perception towards private label products of Indian Retailers- A study on super markets in Hyderabad" presented at *2nd International Interdisciplinary Research Conference on Business, Management, Engineering, Technology and Social Sciences,* organized by IGCCIA and INAAR held at Surat on 24th August, 2013.

ANALYSIS OF RETAILERS' BRAND EQUITY AND ITS CONSEQUENCES ON CONSUMERS' INTENTION TO PURCHASE PRIVATE LABELS- A STUDY OF SELECT INDIAN HYPERMARKETS

A synopsis submitted to the University of Hyderabad in partial fulfillment for

the award of the degree of

DOCTOR OF PHILOSOPHY (Ph.D.)

in

MANAGEMENT

By

RAMULU BHUKYA

(Regd. No. 11MBPH14)

Under the Guidance of

Dr. SAPNA SINGH

SCHOOL OF MANAGEMENT STUDIES
UNIVERSITY OF HYDERABAD

JUNE, 2017

DECLARATION

I, **Ramulu Bhukya**, hereby declare that the thesis entitled, '**Analysis of Retailers' Brand Equity and Its Consequences on Consumers' Intention to Purchase Private Labels- A Study of Select Indian Hypermarkets'**, submitted by me under the guidance and research supervision of **Dr. Sapna Singh** is an original and independent research work. I also declare that it has not been submitted previously in part or in full to this University or any other University or Institution for the award of any degree or diploma.

Place: Hyderabad RAMULU BHUKYA

Date: Regd. No.11MBPH14

CERTIFICATE

This is to certify that this thesis entitled, '**Analysis of Retailers' Brand Equity and Its Consequences on Consumers' Intention to Purchase Private Labels- A Study of Select Indian Hypermarkets'**, submitted by **RAMULU BHUKYA**, Research Scholar enrolled for Ph.D. programme at the School of Management Studies, University of Hyderabad, is a bonafide work done under my guidance and supervision.

The thesis has not been submitted previously in part or in full to this or any other University or Institution for the award of any degree or diploma.

Research Supervisor **Dean**

(Dr. Sapna Singh) **(Prof. B. Rajashekhar)**

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Ramulu Bhukya

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List of Abbreviations

PL: Private Labels

RAw: Retailer Awareness

RAsso: Retailer Associations

PRQ: Perceived Retailer Quality

RL: Retailer Loyalty

Fem: Familiarity

PPQ: Perceived Private Labels Quality

PV: Perceived Value

IBEF: Indian Brand Equity Foundation

CAGR: Compound Annual Growth Rate

FICCI: Federation of Indian Chambers of Commerce

PwC: Pricewaterhouse Coopers

FMCG: Fast-Moving Consumer Goods

GRDI: Global Retail Development Index

EFA: Exploratory Factor Analysis

CFA: Confirmatory Factor Analysis

SEM: Structural Equation Modelling

PCA: Principal Component Analysis

RAI: Retailer Associations of India

MMR: Mumbai Metropolitan Region

NCR: National Capital Region

CR: Composite Reliability

AVE: Average Variance Extracted

MSV: Maximum Shared Squared Variance

ASV: Average Shared Squared Variance

$\chi 2$: Chi-square

GFI: Goodness-of-fit Index

AGFI: Adjusted Goodness-of-Fit Index

CFI: Comparative Fit Index

IFI: Incremental Fit Index

NFI: Normed Fit Index

RFI: Relative Fit Index

TLI: Tucker Lewis Index

RMSEA: Root Mean Square Error of Approximation

CHAPTER-I
INTRODUCTION

Private labels have gained attraction of researchers in recent times due to their immense growth in span of very short time. These are the products or services manufactured by a third party and offered at company under its brand name. However, these are available exclusively only within the stores of its promoters but are not outside. Nowadays, private labels are found in every organised retail stores, irrespective of their size in the market place. Today, most of the modern retailers are involved in private labels activities and trying hard for success of their private labels in order to increase their market size. While the total market size of Indian retail industry is gaining momentum continuously, the arena of private labels continues to scale new heights each year. In fact, Indian private labels market will grow five times in next three years to reach US$ 15 billion from US$ 3.2 billion by 2020. With a projection like this, the market size of Indian private labels will be poised well than its counterpart economies. However, Indian retail industry is still under-branded and has lower penetration in many product categories. Hence, it makes immense sense for retailers to examine how consumers patronage their private labels and why do so. The penetration of private labels is highly dependent on growth of modern retail and overall market size of the country's total retail. Thus, the growth of private labels depends on the growth of modern retail and which, further depends on the growth of total retail sector.

1.1. Indian Retail Industry

Today, the Indian retail industry is one among the top five retail markets in the world, which accounts for approx. 15 percent of the country's gross domestic product (GDP). While the market size of total retail is growing leaps and bounds, on the other hand, modern retail continues to scale new heights. This phenomenal growth in total retail will become a driving force for the growth of the modern retail. Currently, the total market size of Indian retail is around US$ 725 billion, and is expected to reach US$ 950 billion by end of the year 2018 at 13-14 percent of compound annual growth rate (IBEF, 2017). Indian retail industry has potential scope for the of growth organised retail in future, since more than 85 percent of the total retail sector is still under the control of unorganised kiraana shops and roadside petty stores. This will help the penetration rate of modern retail to further extent in the economy.

Until 2010, the arena of the supermarkets and hypermarkets (accounts for more than 5 percent of the total retail industry) were limited to only tier-1 and tier-2 cities. However, the scenario has been changed to tier-3 cities too. Today, major retail-chains of the country have come and opened their outlets even in suburban centres. Indian retail industry has transformed immensely over the past two decades. The expected growth is to the tune of $725 billion by 2017 at a Compounded Annual Growth Rate of 7.5 per cent. It is estimated that Indians' expenditure on food is 35 per cent of their income when compared to the 25 per cent in China. The amount that Indian population spends on food consumption in a year is precisely US$ 991 billion. It is projected that this number would touch $3,584 billion by 2020, of which about $900 billion will be food expenditure alone (Daboo. J, 2013). Projections on the organised market are pegged at $100 billion by 2017 at a CAGR of 26 per cent. Of this again, the Food & Grocery segment largest retail category responsible for approximately 70 per cent of the market (Daboo. J, 2013). In the backdrop of a rapidly growing Indian retail industry, fast-moving consumer goods (FMCG) under private labels have displayed remarkable steadiness and potential. As per Nielsen, the private-label market in India is expected to develop fivefold which is USD half billion by 2015. With such projections about the market, it can be safely assumed that India's private-label sector is in much better state compared to its equivalents in other emerging economies. Organised retail too is growing at 20 per cent per year, owing to the rapid spread of shopping centres and malls propelled by a growing middle class. These growth prospects have drawn global majors to Indian shores who are opening establishments in India. India opened overseas investment into retail, the supermarket sector to be precise, in September 2012. Since then, the retail landscape is host to much foreign investment, which further augmented market size to new heights.

1.2. Market Size of Indian Retail

Consumer spending in India is expected to touch $3.6 trillion (about ₹240 trillion) by 2020 owing to vigorous economic growth and increasing household incomes. This pushes India's share in global consumption to 5.8% which is more than double the present levels. India's retail sector is expected to grow to $1.1-1.2 trillion by 2020. This is double the $630 billion registered in 2015 at a compound annual growth rate (CAGR) of 12% according to the joint report by FICCI and PwC.

In the year 2000, the size of India retail market was worth of $ 204 billion and doubled it to $424 bn over a period of a decade i.e., 2010. Further it recorded a 150 percent growth rate in next five years and reached $ 600 billion till 2015 and is expected to double it and reach to $

1300 billion by 2020. Over all, Indian retail market is said to be witnessing a 9.2 percent of compound Annual Growth Rate (see Figure 1.2.1). The retail sector in India is emerging as one of the largest and fastest growing sectors in the economy. It is expected to grow to US $ 1.3 trillion by 2020 with a CAGR of 9.7 percent between 2000 and 2020. If the same scenario continues for few years, Indian retail sector will become one of the largest retail markets in the world by 2025. The overall Indian retail sector would grow 9 per cent in 2016-17 suggests a report by Booz & Co and RAI, with organised retail increasing at 24 per cent or thrice the speed of traditional retail (which is anticipated to expand at 8 per cent). This forecast is seconded by Deloitte who anticipates organised retail, which constitutes 8 per cent of the total retail market, will secure a bigger piece of the Indian retail market. Various estimates peg organised retail at 20 per cent of the overall retail space by 2020 and subsequently, penetration of modern retail in India is expected to gain in momentum.

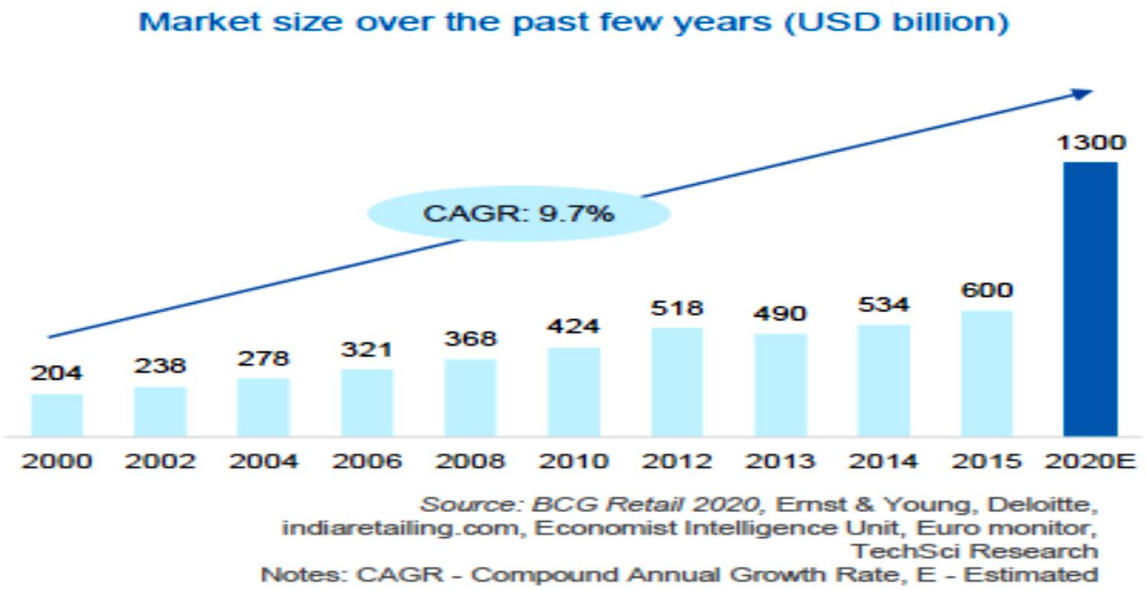


Figure 1.2.1: Market Size of Indian Retail over 2000-2020

1.3. Penetration of modern retail in India

The Indian modern retail is seen a tremendous growth in recent period, especially in metropolitan, tier-2 and tier-3 cities. The changing patterns of life style, increased income, and

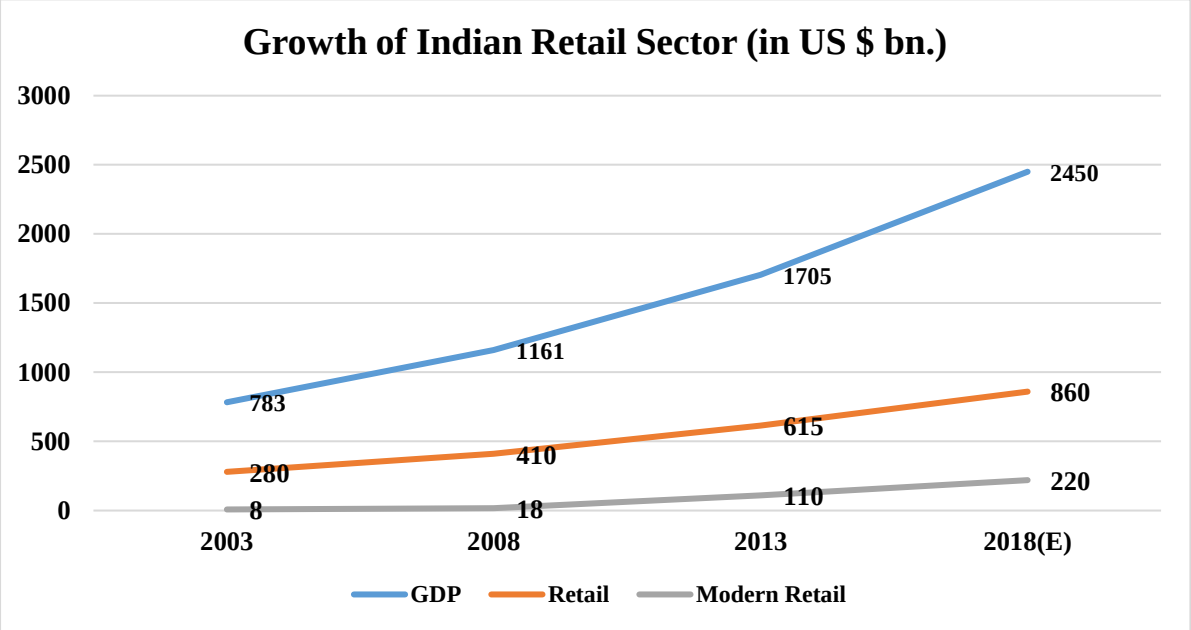
added spouse income have fuelled the growth of modern retail penetration in India (see Figure 1.3.1). If the Indian economy goes well without any unexpected disturbance, modern retail will reach the worth of 1/4th of the total Indian retail by end of the year 2018 (see Table 1.3.1).

Table 1.3.1: Growth of Indian Retail Sector (in US $ bn.)

	2003	2008	2013	2018(E)
GDP	783	1161	1705	2450
Retail	280	410	615	860
Modern Retail	8	18	110	220

Source: Technopak and GOI Retail estmates-2018

The market size of modern retail in 2003 was just of $8 billion, which reached to $110 billion, over a decade of time i.e., 2013 and, which is further expected to double its size and will reach to $ 220 billion by 2018. It is witnessing a tremendous and fastest growth rate compared to total retail market in India.



Source: Technopak estimates, GOI

Figure 1.3.1: Growth of Modern Retail in Indian retail Sector over GDP

1.4. Private Labels

Precisely, private labels may be defined as products created and branded by a retail chain and made available only through those retail outlets alongside other branded products. Private labels as a trend began in the 1980s when national brands started taking in increased profits by raising their price bars more rapidly than their raw material cost (Kahn and McAlister 1997).

Whether we are in Beijing or Brussels, consumers around the world are buying Private Labels (Jane B. Perrin, 2006). In fact, holistically speaking, private labels sand as the biggest brand in the world (Lincoln and Thomassen, 2008). Private labels or store brands are usually owned, controlled, and put on sale only by retailers (Sethuraman and Cole, 1999) or retail chains (Baltas, 1997; Veloutsou, Gioulistanis, & Moutinho, 2004).The rising prices of national brands drove consumers towards private labels. The market share of private labels serves as a measure of the retailers' market power and private label penetration. (Martos-Partal, M, 2012). While there is a gap in estimates of overall private label market share by a statistical service, adequate data exists in specific categories to conclude that the share of PLs is not just substantial but also on the rise. In an effort to withstand the private label onslaught, many national brand manufacturers including Philip Morris, Procter & Gamble, Kodak, and Nabisco have either slashed prices and/or chnaged promotional strategies to safeguard their market share.

1.5. Scenario of Private Labels

Private labels exist across a spectrum of product segments including food, healthcare, apparel, general merchandise, furnishings and niche products such as deodorants and fragrances. The trend is quite big internationally when compared to its nascency in India. Europe, for instance, registers massive private label sales at 45% of the total sales. The US, however, stands at 25%.

1.5.1. India

The penetration of private labels in emerging countries is still at nascent stage when compared to the private labels markets in developed nations. The share of private labels in India constitutes for approx. to a 7-8 per cent of total organised retail. However, it is estimated to record a higher growth rate in next few years. Growth of private labels greatly depends on penetration of modern retail. However, modern retail depends on the total retail market size in the country. The total market size of Indian retail is worth of US$ 725 billion in 2017, which will reach US$ 1 trillion by 2020. Whereas, currently the market size of modern retail is worth of US$ 72.5 billion in 2017, which will reach US$ 150 billion by 2020 (see Figure 1.5.1).

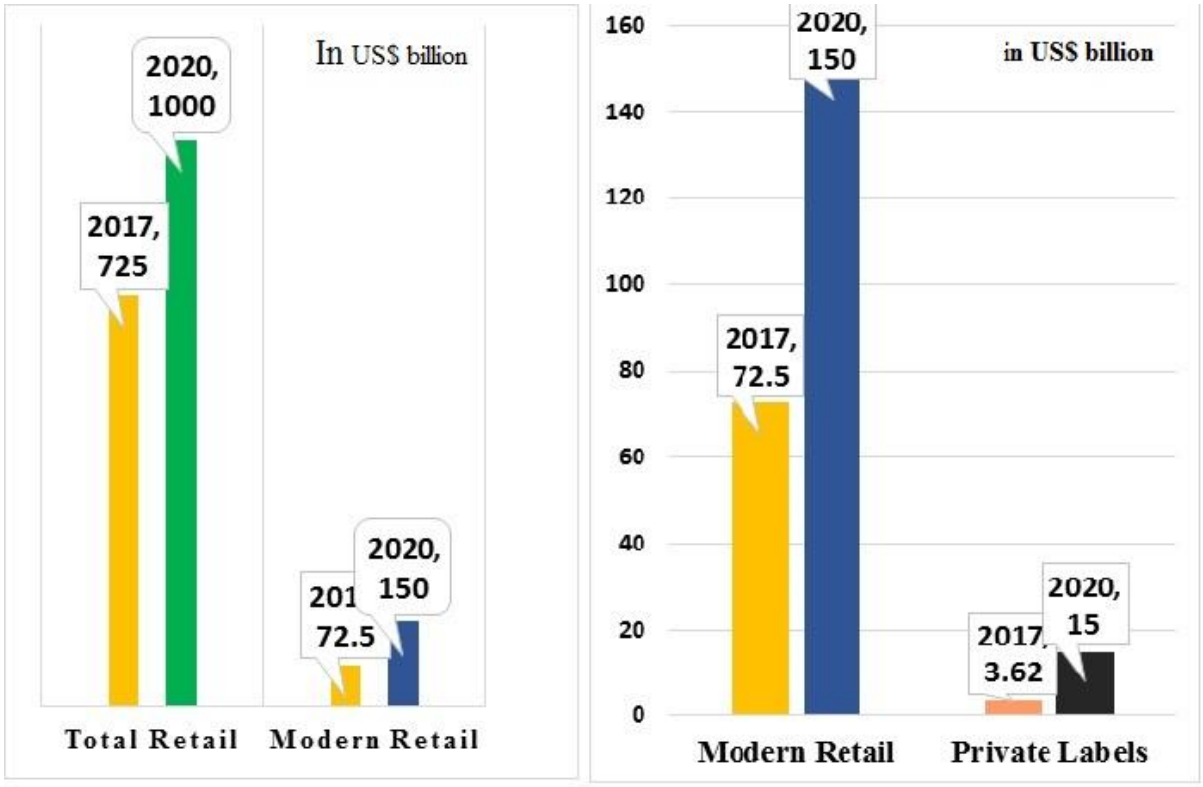


Figure 1.5.1: penetration of Private Labels in India: 2017-20(E)

Source: IBEF, 2017

The market size of private labels is witnessing a tremendous growth since last few years. Currently, the market size of private labels is growing at an average 5 percent of total modern retail, which amounts to US$ 3.62 billion and will reach to US$ 15 billion by 2020, which will be a 10 percent of total market size of modern retail in the country. Most of the retailers maintain private labels, which give them margins between 20-30%. In the food business in particular, these margins mean huge business. A large number of modern retailers including Future Group, to Reliance Retail to Aditya Birla have entered the market with their own private labels.

In their hypermarket format, Reliance Retail's private labels amount to 15% of the market. On the other hand, Big Bazaar's Tasty Treat represents a considerable portion of the business in the branded and packaged food category. This category is gaining at 70 percent according to newspaper reports.

Today, the progress of private labels is the hot news for marketers and retailers. Private Labels started as a strategy to provide consumers with low-priced alternatives to branded products. The retailer stands to benefit from positioning the private labels alongside the leading national

brand in the same segment. In effect, the retailer is forming a close substitute to the prominent national brand.

Market research firm Nielsen suggests that if all Indian retailer private labels were to be grouped under one umbrella, it would result in the third-largest FMCG supplier in modern trade. Nielsen puts forward that private labels' purchase has grown particularly in categories wherein the tangible difference between private label and manufacturer brands perceived by shoppers is minimal. Private label is a phenomenon, which has taken the retail arena by storm. Nielsen's Terron says that as shopping assumes the role of 'weekend family getaway', and offers functional benefits of increasing choice, offers and promos, impulse expenses would become the norm that can strain the domestic budget. The same report estimates a five time growth in the expenditure on private labels.

1.6. Evaluation of Private Labels

Private labels as a trend began in the 1980s when national brands started taking in increased profits by raising their price bars more rapidly than their raw material cost. Currently, the market size of private labels is growing at an average 5 percent of total modern retail, which amounts to US$ 3.62 billion and will reach to US$ 15 billion by 2020, which will be a 10 percent of total market size of modern retail in the country. This is mostly due to continued economic expansion and retail growth. It appears that the phenomenon has just begun, with organized retail held at 5 percent of the market and poised to grow to 14 to 18 percent by 2015. By the same year, 65 million households are expected to patronize organized retail, implying over 300 million shoppers. Several retailers are in keen pursuit of establishing private labels in fresh foods, home products, apparels, cosmetics, and appliances. India can be considered an unbranded market. Branded players in most categories, account for 10 percent of the total market, compared to 40 to 60 percent in other markets. This is quite a singular phenomenon indicating the brands of tomorrow in India will be none other than retailer brands. Owing to families remaining focused on low-cost products, private label brands continue to thrive in the grocery sector. 2008 was the year in which private labels acquired popularity owing to rising concern over the economy and mounting food prices. Though prices stabilized in 2010-11, consumers continued to prefer lower-cost items. A trend that is expected to linger, Private label have become more acceptable to the mainstream customer. Studies indicate that 8 out of 10 consumers are price conscious which is reflected in brand scrutiny while in contrast, they seek

private labels for the best deals and lowest prices. Private labels continue to forge ahead in innovation and value and may not be taken too lightly. Meanwhile, data reflects that is the relatively small group of heavy buyers who make up the bulk of private label sales (about 62 percent). Manufacturers, who can offer coupons while delivering on the brand promise can prevent customer migration.

1.7. Advantages and Disadvantages of Private Labels

Generally, any product or service comes with certain advantages and disadvantages. Similarly, private labels have various advantages and disadvantages too. Few among the advantages are, private labels are available exclusively only at store of that particular retailer and allow for product differentiation, freedom in pricing strategy, yields better margin and bring brand loyalty and increase brand equity. On the contrary, private labels are prone to inventory risk, incur higher R&D and marketing expenses, and if private labels fail, will create a negative brand image, and hence lower the brand equity (see Figure.1.7.1).

Table 1.7.1: Advantages and Disadvantages of Private Labels

Advantages	Disadvantages
➢ Exclusivity & Differentiation	➢ Prone to Inventory risk
➢ Bring Customer Loyalty	➢ Higher R&D expenses
➢ Better Margin	➢ Higher marketing expenses
➢ Better control in deliveries	➢ No markdown or return allowance from branded suppliers
➢ Boost Brand Equity	➢ If product fails, will create negative image
➢ Freedom in pricing strategy	➢ Issues in quality control
➢ Increase bargaining power with national brands	➢ Complexity in production & imports

1.8. Private Labels in India

In tandem with the growing retail sector, private labels or store brands are a growing trend in the Indian organised retail market. Though shoppers have been gravitating towards private labels well before the economic slowdown, the slowdown actually contributed to the increased pace of this shift, thus positively impacting the private label sales of almost all large retailers like Reliance Retail, Aditya Birla Retail, Bharti Wal-Mart Retail, Infiniti Retail, Pantaloons Retail, Shoppers Stop etc. that own private labels. This migration may not be connected only to price play, (considering that the average private label in India is priced 51 per cent below

national brands), but may be ascribed to other factors like enhancement in product quality, packaging betterment, presentation and retail experience that private labels have graduated to offer. Compounding this is the fact that many product categories like mobile phones, small home and kitchen appliances, etc. were traditionally ruled by brands, but large-scale commoditisation over the last few years has largely diminished the power of the brand. Interestingly, consumers will get to observe the intensified competition between national brands and private labels or store brands in the years to come. Private labels will continue to thrive as a sorely obvious symbol of retailers' growing grip over consumers and the supply chain. By lessening the power of traditional brands, private labels are certainly and gradually diluting a key avenue through which manufacturers could influence consumers, and in turn, their clout with retailers. Although private labels are a recent phenomenon in the Indian retail space, their inherent benefits are pushing their acceptance and progress. Private labelling as a trend is catching up fast among Indian retailers such as Big Bazaar, Reliance retail, Spencer's and Aditya Birla's augmented by the fact that consumers seek quality products at affordable prices. Besides, rapid technological and socio-economic changes have strongly influenced consumer buying behaviour over the last decade, compelling retailers to innovate and create new brands (private brands) across various price points to engage more buyers at stores. Asa result, they have not only formed new labels but have personalised and localised products to appeal to Indian tastes. A Nielsen study indicates that foodstuff governs the private label market at 76 per cent of total sales. Packaged grocery, for example, dominates this scene and secures 53 per cent of total sales. While segments within the foods category such as packaged rice, packaged atta (wheat), and pure ghee have generated largest sales, a few private label segments are selling stronger than their modern trade equivalents. In the non-food category, household cleaners lead at 48 per cent of private labels. Personal care, fabric care and the general category are other segments are a significant piece of the pie that is non-food private label sales.

Most of private labels can be seen in food and apparel segments as the margin is little higher when compared to other product segments. Products from food segment fetches 20 percent of margin whereas apparels gives 40 percent margin.

Most retailers have come out with private labels in every category of products being sold in a departmental store or hypermarket. For most retailers, 20-30 per cent of overall sales come from private brands.

1.9. Future of Private Labels

The total market share of private labels in India will scale to new heights in the next few years. The market size of private labels is witnessing a tremendous growth since last few years. Currently, the market size of private labels is growing at an average 5 percent of total modern retail, which amounts to US$ 3.62 billion and will reach to US$ 15 billion by 2020, which will be a 10 percent of total market size of modern retail in the country. Most of the retailers. The total market share of private labels in India will scale to new heights in the next few years. The market size of private labels is witnessing a tremendous growth since last few years. Currently, the market size of private labels is growing at an average 5 percent of total modern retail, which amounts to US$ 3.62 billion and will reach to US$ 15 billion by 2020, which will be a 10 percent of total market size of modern retail in the country. Most of the retailers maintain private labels. Price becomes a major driving force for the growth of private labels, which is about to a 20-30 percent lower than the national brands. Retailers exert it as a big advantage for them over national brands. The sophistication and concentration of the retailers across the India determines the share of their private labels. The penetration rate of private labels is seen higher in the economies where retail is more in organised status. Whereas in case of India, the penetration of private labels is still at nascent stage due to highly fragmented retail sector, where about to an 85 percent of the total retail is under the control of unorganised small kiraana shops and road side stalls. However, the increased working women population, diversified lifestyles, dual income fuelled the growth rate of modern retail in India in recent years. Retailers must see the market size of unorganised sector as a source of opportunity and try to grab it to the possible extent they can.

1.10. Significant of the Study

The significant growing of private labels has gained the attraction of retailers and markets in recent times. As the retailer is the responsible for the success of private labels, he must be aware of consumers' perceptions, purchase intention towards private labels to survive in the huge competitive market place. From the consumers' standpoint, previous studies have failed to explain the determinants of consumers' perceptions towards private labels and their consequences on consumers' intention to purchase private labels. Due to the growing importance of private label brands, conceptual and empirical research has expanded its focus

beyond manufacturer brands to investigate these phenomena more deeply. More specifically, research on private labels addresses consumer proneness to purchase private labels compared to manufacturer brands and is related to the variables influencing consumers' attitude and preferences toward private labels and their consumption. Although the link between brand equity and purchase intention examined thoroughly in marketing literature, however these factors are not well developed within the private label literature, nor are their relationships and influence measured in an integrated framework.

Hence, to address these issues, the present study adopts the well accepted consumer-based brand equity model by using Aaker (2003) brand equity elements, which would explain how consumers' perceptions are affected by retailers' brand equity and ultimately how these perceptions affected consumers' intention to purchase private labels.

1.11. Statement of Problem

The importance of brand equity to a firm and its consequences have been well-documented by previous literature (Simon & Sullivan, 1993; Bello and Holbrook 1995; Yoo et al., 2000; Kim, 2004; Ailawadi & Keller 2004; Atilgan., 2005; Kotler, 2006; Pappu & Quester 2006; Tong.X and Hawley, 2009; Rastogi, D. P, 2013). From these studies, brand equity has been found to increase market share of a retailer and thus allows him to gain a prie advantages over competitors (Simon & Sullivan, 1993) and affect consumers' purchase intentions (Kim, Kim, & An, 2003; Pappu, Punj & Hillyer, 2004; Quester, & Cooksey, 2005; Chen, P., and Huang, 2012). From the consumers' standpoint, previous studies have failed to explain the determinants of consumers' perceptions towards private labels and their consequences on consumers' intention to purchase private labels. As the retailer is the responsible for the success of private labels, he must be aware of consumers' perceptions, purchase intention towards private labels to survive in the huge competitive market place.

CHAPTER-II: REVIEW OF LITERATURE

The present chapter presents an extensive literature review pertaining to the research problem. It provides the literature related to brand equity and its elements, namely, retailer brand awareness, retailer brand associations, and retailer brand loyalty. Similarly, literature related private labels familiarity; perceived private labels quality, perceived private labels value and the final dependent variable intention to purchase private labels have been reviewed and identified the research gaps with the help of thorough literature review. Based on these gaps a conceptual framework has been framed and hypotheses have been developed based on this conceptual model.

2. Introduction

There are quite a few studies available in the area of private labels; however, the context was mostly focused in European countries and the United States (Boutzouki et al., 2008). The published research on consumer behaviour related to private label products is extended in countries where the penetration level is high (e.g., Morris, 1979; Uncles and Ellis, 1989; Halstead &Ward, 1995; Hogan, 1996; Dick, Fain, and Richardson, 1997; Burt and Davis, 1999; Boutzouki et al., 2008). On the contrary, in countries like India, where the penetration level is low, the research on this subject is limited (Veloutsou et al., 2004), hence author is required to review a broad range of Western literature related to brand equity and its consequences on consumers' perceptions and purchase intentions toward private label to stimulate the generation of research questions.

After reviewing available literature pertaining to research area thoroughly, the researcher is able to identify 8 factors which are relevant to the research objectives of the study. These 8 constructs include Brand equity elements- Brand Awareness, Brand Association, Perceived quality and Brand loyalty, Perceptions- Private labels familiarity, perceived private labels quality, perceived private labels value and ultimately intention to purchase private labels. A conceptual model has been developed with the help of identified constructs and then the conceptual and operational definitions of these constructs have been defined (see Tables 2.7.1; Table 2.7.2).

2.1. Retailer Brand Equity

The overall performance of any brand can be measured in terms of the brand equity does it carry in the market. It is over and above the real financial assets of the firm or company. There are millions of brand exist in the globe but only few of them have risen as power brand. Firms invest heavily in brand building activities which fetch brand equity to the firm. Firms see it as a continuous activity to assess it brand equity it does carry in the market. Keller (1993) points out that, "There is both an indirect and a direct approach to measuring customer-based brand equity. The indirect approach tries to identify potential sources of such equity, whereas the direct approach focuses on consumer responses to different elements of the firms marketing program. The implications of customer-based research suggest that measures of customers brand perceptions are accurate reflections of brand performance in the marketplace." In Aaker's view brand equity is "A set of assets and liabilities linked to a brand, its name and symbol that adds to or subtracts from the value provided by a product or service to a firm and/or to that firms customers." Pappu and Quester (2006) defines, retailer's equity is a multidimensional concept formed from brand awareness, brand associations, perceived quality, and brand loyalty. The brand equity of the retailer helps in increasing the private labels sale as the retailer becomes a brand in itself emphasizing the private labels also to be treated as a brand in the mind of the customer (Rastogi, D. P, 2013). Building retailer brand equity leads to consumers being willing to pay (Bello and Holbrook 1995). When consumers perceive a retailer's name more positively, the retailer becomes more relevant to the consumers choices. According to Simon, (1993), "Brands with high equity allow a firm to charge a premium price as well as garner a larger market share in relation to competitors." Further, Keller, (2002), has divided brand equity into two separate elements, such as brand awareness and brand associations. Among several brand equity models available in the literature, Aaker's Brand equity elements have been used widely to analyse the consequences of Retailers' brand equity on consumers' perception and in turn their purchase intention towards private labels. The concept of brand equity was tested empirically in a number of previous studies. Few among them were (Simon & Sullivan, (1993); Bello and Holbrook, (1995); Yoo et al., (2000); Kim and Kim, (2004); Ailawadi and Keller, (2004); Atilgan et al., (2005); Kotler and Keller, (2006); Pappu and Quester, (2006); Tong.X and Hawley, (2009); Rastogi, D. P, (2013).

2.1.1. Aaker's Brand Equity Model

Aaker (1991, 1996) postulates that the brand equity of a brand can be measured by using five dimensions including Brand Awareness, Brand Associations, Perceived quality, Brand loyalty and other proprietary brand assets such as patents, trademarks, and channel relationships. However, among these five brand equity dimensions, the first four are used to evaluate brand equity from perspectives of customers, as they could able to understand the reactions to the brand based on these four dimension (Donthu, 2001; Thomas, 2002; and Dyna at al., 2005). Thus, the brand equity model consists of four elements developed by Aaker has become popular in measuring the customer-based brand equity.

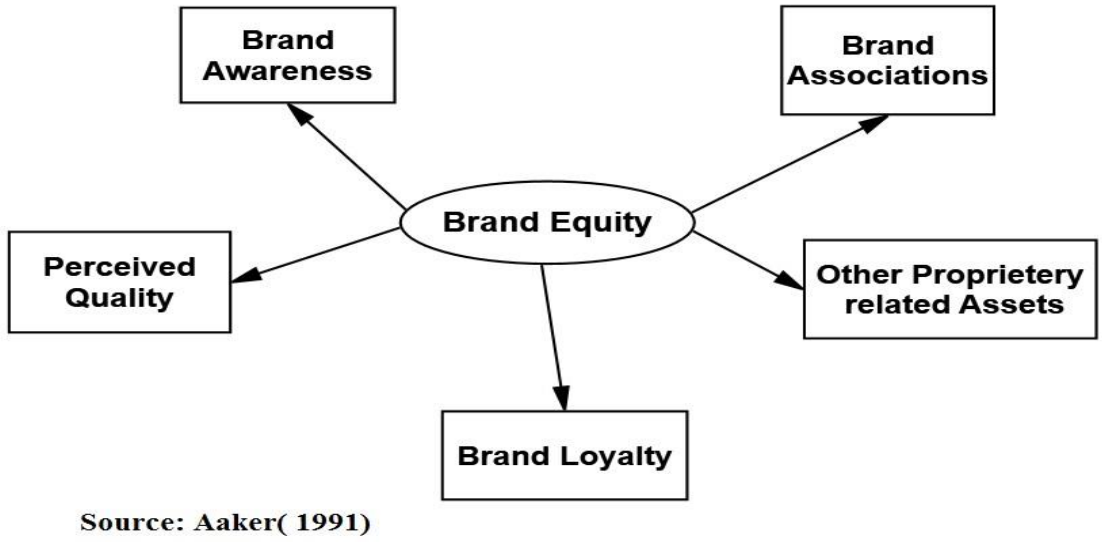


Figure 2.1.1: Brand Equity Model adopted from Aaker, (1991)

2.2. Purchase Intention

Purchase intention refers to the likelihood of consumers to purchase a product or service. It became becomes an important concept in marketing and gained attraction of many researchers (Morrison, 1979; Thomas, 2002; Kennedy, 2008). "Predicting purchases rests on the stage earlier than actual purchase, and is referred to as intention to purchase" (Howard and Sheth, 1969, Kotler and Armstrong, 2012), it is a measure of the willingness to buy a product (Dodds,

William B., and Grewal, D., 1991) and has also been operationalized as the probability that a consumer will purchase a product or service (Kamins, M. A., and Marks, L. J., 1991). Purchase intention plays a critical role in predicting consumer purchase behaviour and it has been widely used as a predictor of subsequent purchase. (Fishbein and Ajzen, 1975; Thompson, 2003; Hansen, 2005; Stampe anja and Maria, 2013). The focus on purchase intention is both managerially and theoretically valuable. (O'Cass, A., and Lim, K., 2002).

2.3. Private Labels

Precisely, private labels may be defined as products created and branded by a retail chain and made available only through those retail outlets alongside other branded products (Sethuraman and Cole, 1999). The private label phenomenon started in the 1980s when national brands were steadily increasing profits by increasing their prices at a faster rate than the cost of raw materials (Kahn and McAlister, 1997) and numbers of attempts have been made to identify the characteristics of private label buyers (Richardson, Jain and Dick, 1996).

Private label products in those earlier days were usually objectively and perceptually far inferior in quality to manufacturer brands, and purchased by people that were very price sensitive by temperament or need. In more recent times, however, objective private label quality has improved and become more important relative to price in private label trial and value for money perceptions (Hoch, S. J., & Banerji, S., 1993; Richardson, P. S., Dick, A. S., and Jain, A. K.,1994; Richardson, P. S., Jain, A. K., and Dick, A.,1996; Sprott, D. E., and Shimp, T. A.,2004; Shannon, R., and Mandhachitara, R.,2005; Olson, E. L.,2012). Retailers strategically use their own brands (private labels). Most retailers use private labels as a value-led alternative to national brands. (Liu, T. C., & Wang, C. Y., 2008). Private labels can be offered by a retailer under the name of his brand or by any other unique name. They allow the retailer to differentiate its offerings from competing retailers, although often without the support afforded manufacturers brands. Today, when considered holistically, private label is the biggest brand in the world (Lincoln and Thomassen, 2008). Retailers use manufacturer brands to generate consumer interest, patronage, and loyalty in a store and then introduce their private labels to grab the sales from customers. Manufacturer brands operate almost as ingredient brands that wield significant consumer pull, often more than the retailer brand does. At the same time, retailers compete with manufacturers for consumer pull to increase their relative market power and their share of the total channel profit pie (Steiner, 1993). In doing so, they may sell some of their own brands because they allow the retailer to differentiate its

offerings from competing retailers, although often without the support afforded manufacturers brands.

2.4. Brand equity elements and purchase intention

An enhanced brand equity of a firm will have positive influence on consumers' purchase behavior (Aaker 1991; Farquhar 1989; Guerrero et al. 2000; Keller 1993). Tolba and Hassan, (2006) discussed in their book that, the brand equity of a firm has a direct influence on consumers' brand preference and intention to purchase a product or service of that brand and thus, brand equity helps an individual to expect a greater level of assurance in purchase decision (Aaker 1992, 1996; Keller 2003).

2.4.1. Retailer Brand Awareness

Brand awareness is the first and critical component of brand equity (Aaker, 1991; Keller, 1993), it plays a significant role on purchase intention because consumers incline to buy a familiar and well known product (Keller, 1993; Macdonald, E. K., & Sharp, B. M., 2000). Brand awareness will help consumers to identify a brand from its competitors and make decision to purchase (Percy, L., & Rossiter, J. R. (1992). Likewise, if a brand with higher brand awareness will have a greater market share and a superior quality estimation (Dodds, et al., 1991; Grewal, et al., 1998). Previous studies have examined the impact of brand awareness on consumers purchase intention (e.g., Erdem & Swait, 2004; Ashill, N. J., & Sinha, A., 2004 ; Hsin Kuang Chi et.al.2009; Chang, H. H., & Liu, Y. M., 2009; Jalilvand, M. R., Samiei, N., & Mahdavinia, S. H., 2011) and found that higher the brand awareness, higher the purchase intention. Moreover, it is significantly and positively related to perceived quality (Monero, 1990; Dodds & Grewal, 1991; Wall, Liefeld & Heslop, 1991; Grewal, Krishnan, Baker & Borin 1998; Monore, Lo, 2002; Ashill, N. J., & Sinha, A., 2004; Lin, 2006; Hsin Kuang Chi et.al.2009; Chang, H. H., & Liu, Y. M., 2009) and will reduce perceived risk. Therefore, brand awareness has been found to have a positive effect on consumers'' intention to purchase a particular brand (Jalilvand and Mahdavinia, 2011). Hence, it is assumed that Retailers brand awareness will have impact on consumers' familiarity with the private labels, perceived quality, perceived value and finally intention to purchase private labels.

2.4.2. Retailer Brand Associations

Brand associations are another important component of brand equity (Aaker, 1991; Keller, 1993). Aaker (1991) recommended that brand associations create positive attitudes and feelings among consumers and could provide them value by providing a reason for consumers to buy the brand. In the previous studies (Ashill, N. J. and Sinha, A., 2004; Chang, H. H. and Liu, Y. M., 2009; Mohammad Reza et al, 2011) it has been shown that brand associations have a positive effect on Purchase intention. Thus, when it applies to this study, it is assumed that retailers holding more brand-associated consumers will have impact on consumers purchase intention towards private labels by increasing familiarity, perceived quality, perceived value, and decreasing perceived risk towards private labels.

2.4.3. Perceived Retailer Quality

This is another critical dimension of brand equity (Aaker, 1991). Perceived quality is not the actual quality of the product but the consumer's subjective evaluation of the product (Zeithaml, 1988, p. 3). "Perceived means that the customers decide upon the level of quality, not the company" (Ogenyi omar, 2009). Similar to brand associations, perceived quality also provides value to consumers by offering them with a reason to buy and by differentiating the brand from competing brands. Perceived quality and brand loyalty has effect on purchase (Hsin Kuang Chi et.al. 2009). Familiarity and quality perceptions have some bearing on purchasing intentions (Magnusson et al. 2001; Magnusson et al. 2003; Eda Atilgan, et al., 2005; Smith & Paladino, 2010). "Quality and price, which are the two most important criteria for the selection of private label products" (Chaniotakis, I. E., Lymperopoulos, C., & Soureli, M., 2009). Perceived quality has a positive effect on perceived value (Monore, 1990; Chang, T. Z., & Wildt, A. R., 1994) and purchase intention towards private labels (Monore, 1990; Ashill, N. J. and Sinha, A., 2004; Chang, 2006; Wu 2006; Chang, H. H. and Liu, Y. M., 2009; Mohammad Reza et al., 2011). Hence, it is assumed that retailer perceived quality would have impact on perceived quality, perceived value, and purchase intention towards private labels.

2.4.4. Retailer Brand Loyalty

Brand loyalty is the most important dimension of brand equity and it is what determined the best consumers purchase intention (David, A. Aaker., 1991; Jung, J., & Sung, E., 2008). Brand

loyalty can be measured in two dimensions: affective loyalty and action loyalty. Affective loyalty is a specific brand preference from accumulative satisfaction to previous using experiences. However, affective loyalty just represents that a repurchase intention. It does not mean that consumers will take purchase action. It is very hard to say that consumers hold brand loyalty (Jacoby & Chestnut, 1978; Oliver, 1999; Kan, 2002). Action loyalty indicates that consumers not only have preferences to a specific brand but also perform purchase action repetitively, and become an action inertia (Jacoby, J., & Chestnut, R. W., 1978; Oliver, R. L., 1999; Kan, 2002, Lin, 2005; Chi, H. K., Yeh, H. R., & Yang, Y. T., 2009). Perceived quality and brand loyalty act as a mediator between brand awareness and purchase. (Hsin Kuang Chi et.al.2009). Brand Loyalty has a positive effect on Purchase intention (Chen, 2002; Judith and Richard 2002; Ashill, N. J. and Sinha, A., 2004; Wu, 2007; Chang, H. H. and Liu, Y. M., 2009; Mohammad Reza et al., 2011) and it is because of store loyal consumers develop attitudes of trust to the store and become familiar with private label brand products. (Dick, A., Jain, A. & Richardson, P., 1995). Thus it is assumed that store loyalty will have effect on private labels familiarity and perceived quality, perceived risk and private labels purchase.

2.5. Consumers' Perceptions and Purchase Intention

There are a few studies examined the influence of brand equity on purchase intention (e.g., Kim, Kim, & An, 2003; Pappu, Punj & Hillyer, 2004; Quester, & Cooksey, 2005; Chen, C. C., Chen, P. K., & Huang, C. E. 2012) and found that brand equity has a significant impact on purchase intention. Based upon these studies, it is assumed that retailers' brand equity will have impact on consumers purchase intention towards private labels.

Previous studies (for eg. Richardson et al., 1996; Grewal et al., 1998; Sirohi, N et al., 1998; Groth, 2001; Magnusson et al. 2001; Magnusson et al. 2003; Ho , 2007; Smith & Paladino 2010; Dursun, et al, 2011; Olson, E. L.,2012 and Rastogi, D. P, 2013) found that consumers purchase intention towards Private labels depends on consumer perceptions i.e., degree of perceived quality, level of perceived risk, the level of consumer familiarity with private labels and perceived value. Further, literature related to these constructs are discussed below.

2.5.1. Familiarity towards Private Labels

Alba and Hutchinson (1987) defined familiarity as "the number of product related experiences that have been accumulated by the consumer." Previous studies (Alba and Hutchinson, 1987;

Coupey et al. 1998; Sderlund, 2002) have acknowledged the significance of familiarity in context of purchase behaviour. According to the previous studies by Alba and Hutchinson, (1987); Johnson, (1984); and (McNeill and Wyeth, 2011), "Consumers who are familiar with a certain product category possess superior knowledge about products within this category, including the brands available on the market, the attributes of different products available and how these attributes affect performance. This allows them to easily comprehend, and process information, as well as to categorize the given information with less effort. Therefore, customers incline to choose a product or service of a brand which they are familiar with it rather than an unfamiliar brand. Hence familiarity plays a critical role in decision making process." According to Rastogi, D. P, (2013), the prior knowledge about a brand will increase consumers' reliability towards products and services offered by that brand by minimizing their perceived risks factor. Thus, familiarity should have an effect on consumers' behavioural intentions because consumers with a high degree of familiarity are provided with a different frame of reference for evaluations compared to consumers with a low level of familiarity, making them better able to distinguish between respectively good and poor performance of a product. (Bettman and Park, 1980; Sderlund, 2002). Moreover, the consumers prefer to purchase a product, which with they have got well familiarity (Pea et al., 2002). Familiarity and quality of food products will have some bearing on purchasing intentions (Magnusson et al. 2001; Magnusson et al. 2003; Smith & Paladino 2010). Consumers tend to buy the products they are familiar with (Macdonald & Sharp, 2000) and it could affect consumers perceptions and influence their intention to purchase (Kamins, M, 1991; Hsin, et.al.2009). The result of the (Dursun, et al, 2011) study indicates that the familiarity with private labels has a significant effect on consumers' intention to purchase private labels. Therefore, this study assumes that consumers' familiarity with private labels will have effect on perceived value and which then ultimately on consumers' intention to purchase private labels.

2.5.2. Perceived Private Labels Quality

Zeithaml (1988), asserts that "the perceived quality can be conceptualized as the consumers' global judgment of the brand or product's overall excellence or superiority." Aaker (1991) notes that perceived quality affects consumer perceptions of product or brand attributes and brand purchase. Moreover, perceived quality has been shown to significantly influence consumer intentions and proneness to purchase private label products (Richardson et al., 1996; Bao et al., 2011). Similarly, consumer loyalty toward private label products is also influenced

by perceived quality (Richardson et al., 1996; Bao et al., 2011). Keller, (2002) states that perceived quality has positive effect on brand purchase decision.

Private label perceived quality is a factor that has been evolving with consumers, traditionally perceiving private label brands to be of lower quality (Dick et al., 1995), but recently with a quality that matches or even exceeds that of manufacturer brands (De Wulf et al., 2005).

When a private label brand is linked with a specific retailer, consumers may perceive it as an implied guarantee, and offers better quality based on the brand image that particular retailer brand carries the minds of consumers.

Based on this, it is proposed that when consumers perceive private label products to be of higher quality, their loyalty, and purchase intentions are higher.

2.5.3. Perceived Private Labels Value

According to Zeithaml, (1988) and Sweeney, (2001), "Perceived value is the consumers overall assessment of the utility of a product, based on perceptions of what is received and what is given. How consumers perceive value is subjective, because it is the evaluation of the trade-off between what is received and what is given, and consumers are thus likely to value different things"(Hansen, 2005). Previous studies (Dodds et al., 1991; Chang, T. Z., & Wildt, A. R. 1994; Grewal et al., 1998; Groth, 2001; Eggert and Ulaga, 2002) suggest that purchase intention can be influenced by perceived value. The consumers with time-pressure will find private labels as value for money option (Scott & Karen, 2001). On the other hand, researcher like, Ho, (2007) emphasizes that "the higher the perceived quality and perceived value of the private brands, the higher will be the buying intentions." Thus, it is assumed that the perceived private labels value would have effect on consumers' intention to purchase private labels.

2.6. Conceptual and Operational Definition of Constructs

The definitions of the eight constructs are defined conceptually in general and operationally in particular to the study. Different studies carried out in the past defined these eight constructs conceptually well and meaningful (see Table 2.7.1 and Table 2.7.2). Based on these definitions, operational definitions of each constructs have been defined.

2.7. Research Gaps

1. Though, many studies are available in the area of private labels but most of them are from the context of European and the western countries, however, very less studies are in Indian context although the penetration of private labels is growing leaps and bounds in India.
2. Although many studies are on private labels in European and western countries, however, their focus was mostly on only knowing consumers' perceptions and attitudes towards private labels. Very few of them discussed about the effect of consumers perceptions on their purchase intention.
3. There are quite a few of studies addressed the research related to the effect of brand equity on consumers purchase intention. However, they found only direct effect between them but precisely failed to address the consequences of brand equity on consumers' perception, which stimulate purchase intentions.

Therefore, to fill the above research gaps, this study develops a hypothetical research model (see Figure 2.9.1) and tests it, in order to explain how well the retailer brand equity affects consumers' perceptions towards private labels, and then how these perceptions affect consumers' intention to purchase private labels.

Table 2.7.1: Conceptual Definitions of the Constructs

Construct	Conceptual Definition	Source
Brand Equity	"Set of brand assets and liabilities linked to a brand, its name, and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers."	(Aaker,1991)
Brand Awareness	"The strength of a brand's presence in consumers' minds."	(Aaker,1991)
Brand Associations	"The underlying value of a brand name of retailer often in the set of associations- it's meaning to people."	(Aaker,1991)
Perceived Retailer Quality	"It is a consumers' judgment about a product's overall excellence or superiority, which is sold by a retailer."	(Zeithaml, 1988)
Retailer Brand Loyalty	"The attachment that a customer has to a retailer".	(Dodds, et al.1991)
Familiarity with Private labels	"The extent of a consumer's direct and indirect association with a brand."	(Aaker,1991)
Perceived Private Label's Quality	"It is a consumers judgment about a products overall excellence or superiority owned and sold by a retailer."	(Zeithaml, 1988)
Perceived Private Labels' Value	"The consumers overall assessment of the utility of a product, based on perceptions of what is perceived and what is given."	. (Aaker,1991)
Private Labels Purchase Intention	"The Likelihood of a consumer purchasing a product."	(Dodds, et al.1991)

Table 2.7.2: Operational Definitions of the Constructs

Construct	Operational Definition
Brand Equity	"Set of brand assets and liabilities linked to a brand, its name, and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers."
Brand Awareness	"The strength of a brand's presence in consumers' minds"
Brand Associations	"The underlying value of a brand name of retailer often in the set of associations- it's meaning to people."
Perceived Retailer Quality	"It is a consumers' judgment about a product's overall excellence or superiority, which is sold by a retailer."
Retailer Brand Loyalty	"The attachment that a customer has to a retailer".
Familiarity with Private labels	"The extent of a consumer s direct and indirect association with private labels."
Perceived Private Label's Quality	"It is a consumers' judgment about private labels' overall excellence or superiority owned and sold by a retailer."
Perceived Private Labels' Value	"The consumers overall assessment of the utility of private labels, based on perceptions of what is received and what is given."
Private Labels Purchase Intention	"The Likelihood of a consumer purchasing private labels."

2.8. Proposed Hypothetical Research Model

Based up on the gap emerging out of existing literature, the hypothetical research model is developed and formulated hypotheses in line with the objectives of the study. The expected directions of hypotheses, which are potential to be proved shown in the model. Hypotheses from H1a- H1d, H2a- H2d and H3a- H3d are the unproven ones in the literature, which are expected to be proved in this study (see Figure 2.9.1)

2.9. Research Questions

1. How does retailers' brand equity affect consumers' perceptions towards private labels in India? in turn
2. How do consumers' perceptions affect their purchase intentions towards private labels?
3. How does retailers' brand equity affect consumers' purchase intention towards private labels in India?
4. How much do the select retailers have brand equity in India?
5. How do consumers perceive private labels in India?

Conceptual Research Model

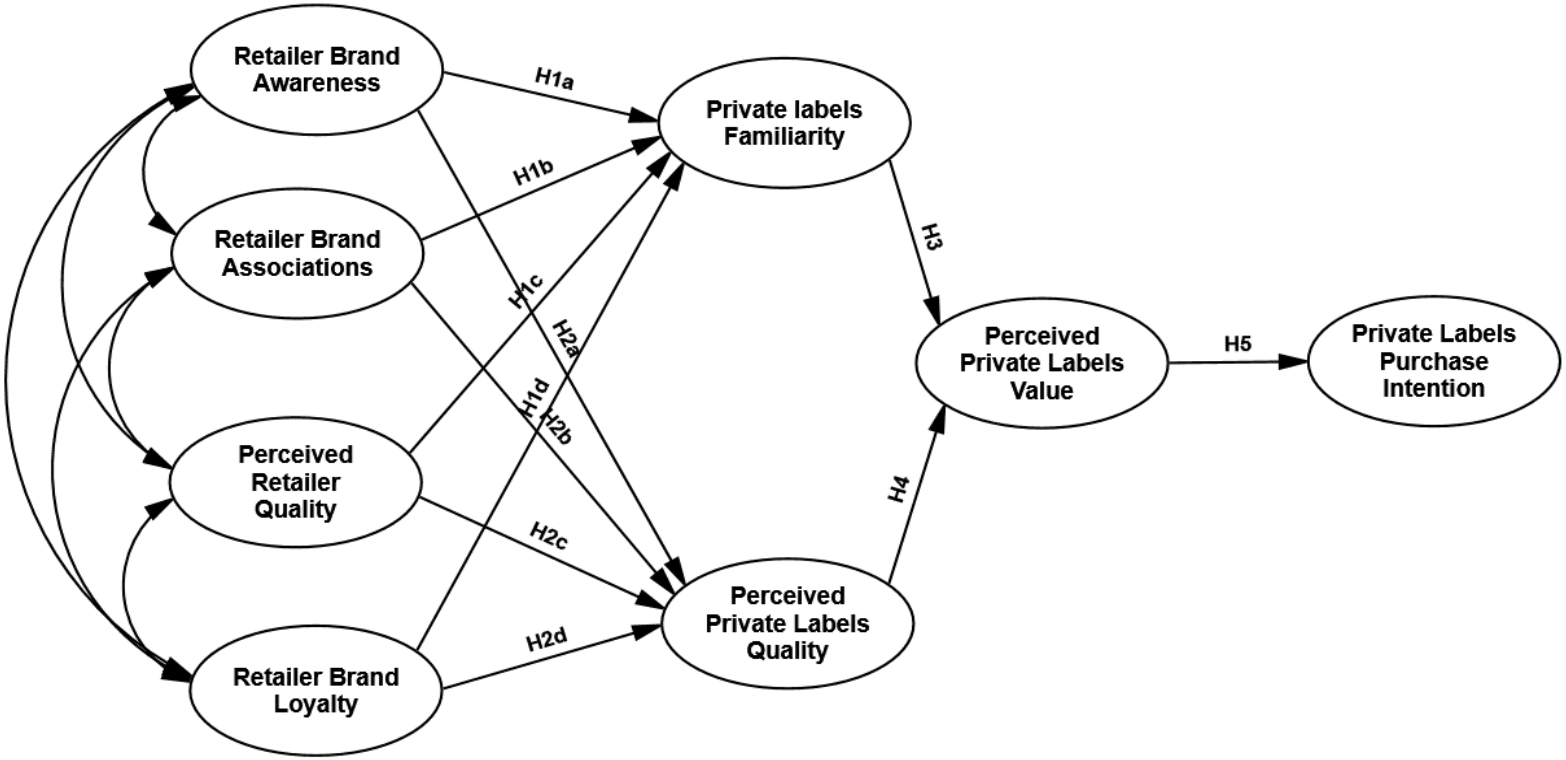


Figure 2.9.1: Conceptual Hypothetical Research Model

CHAPTER- III
RESEARCH METHODOLOGY

3. Introduction

Research methodology collectively presents all the basic beliefs, underlying concepts, ideas, and methods utilized for data collection, da compilation, data analysis (Saunders et al., 2009). It includes research objectives, hypotheses, research design, source of data, data collection tools and techniques, sampling methods and techniques, data analysis tools and techniques employed to analyse the concept of retailer brand equity and its consequences on consumers' perception towards private labels and ultimately on their intention to purchase private labels. The present chapter provides comprehensive details of the research methodology used for the study. It also provides justification for sample size for main study and the results of pilot study along with reliability and validity analysis.

3.1. Objectives of the Study

Broad Objective: To analyse the concept of retailer brand equity and its consequences on consumers' intention to purchase private labels

Specific Objectives:

1. To analyse the effect of Retailers' brand equity elements on consumers' familiarity towards Private Labels
2. To examine the effect of Retailers' brand equity elements on consumers' perceived private labels quality.
3. To analyse the effect of consumers' familiarity towards private labels on their perceived private labels value.
4. To examine the effect of consumers' perceived private labels quality on their Perceived private labels value.
5. To analyse the effect of consumers' perceived private labels value on their intention to purchase private labels.

3.2. Hypotheses of the study

H1: Retailers' brand equity elements have a positive effect on consumers' familiarity towards Private Labels.

H1a: Retailers' brand awareness has a positive effect on consumers' familiarity towards private labels.

H1b: Retailers' Brand association has a positive effect on consumers' familiarity towards private labels.

H1c: Retailers' Perceived quality has a positive effect on consumers' familiarity towards private labels.

H1d: Retailers' Brand loyalty has a positive effect on consumers' familiarity towards private labels.

H2: Retailers' brand equity elements have a positive effect on consumers' Perceived private labels quality.

H2a: Retailers' Brand awareness has a positive effect on consumers' Perceived private labels quality.

H2b: Retailers' Brand association has a positive effect on consumers' Perceived private labels quality.

H2c: Retailers' Perceived quality has a positive effect on consumers' Perceived private labels quality.

H2d: Retailers' Brand loyalty has a positive effect on consumers' Perceived private labels quality.

H3: Consumers' familiarity towards private labels has a positive effect on their Perceived private labels value.

H4: Consumers' perceived Private labels quality has a positive effect on their Perceived private labels value.

H5: Consumers' Perceived Private labels value has a positive effect on their intention to purchase private labels.

3.3. Research Design

Research design is considered as the blueprint of the proposed research study. It constitutes the procedures for the collection, measurement, and analysis of data. It is the plan and structure of investigation so conceived as to obtain answers to research questions. It addresses both the structure of the research problem and the plan of investigation used to obtain empirical evidence on relations of the problem (Cooper and Schindler, 2003). Studies can be classified into various types based up on the nature and requirements of the research methodology used in the studies. The selection of appropriate research design is an important task for researchers because it plays a crucial role in effectiveness of the research work. Generally, research studies are broadly categorised into two types- qualitative and quantitative research, then exploratory research, descriptive research, explanatory /causal research (Yin and Zikmund., 2002; Cooper and Schindler., 2003).

3.4. Explorative and Descriptive Research Designs

The primary and fundamental objective of an explorative research is to provide in-depth insights and to help the researcher to understand the research problem properly. Researchers apply it to develop a new approach by getting additional information and in-depth insights. Where as in descriptive research, it is used to give the description of the research questions, nature of data, characteristics of the samples, type of statistical analysis carried out, summary of the research output and so on,.

In explorative research design, the nature of primary data is qualitative, with a small and non-representative sample. According to Burns and Bush (2002), "the exploratory research is appropriate when background information is required about a certain research area, when the concepts and terms need a definition or the problem needs clarifying." The objective of descriptive research is to test the hypotheses framed based on conceptual framework and examine the relationships between the variables. The major difference between exploratory and descriptive research is that descriptive research is characterized by prior formulation of specific hypotheses, information needed is clearly defined, and the research process is formal and structured. This kind of study requires a large set of samples representing the population. Since

the data is of quantifiable in nature, quantitative statistical tests have been applied to analyse the data and answering the research question by interpreting results.

The present study follows both the research designs. It is of exploratory nature of study, since it is aimed to understand and explore the perceptions of consumers towards private labels and an attempt was made to find out the relationship between retailers' brand equity and consumers'' perception towards private labels. It is of descriptive nature of the study, since it collected primary data from consumers and made the analyses out of that and described the research outputs, findings and conclusion drawn from the results of the analysis.

3.5. Deductive Research vs. Inductive Research

Based up on the nature of the research inquiry, studies are designed under two categories;

i. Deductive reasoning approach and
ii. Inductive reasoning approach

The deductive research flows from broader general theory to a specific observation. On the other hand, inductive research approach is moves from specific observation to broader generalizations and theories. The former is also called as top-down approach while later is also called bottom-up approach. However, the inductive approach involves a certain degree of uncertainty. Deductive research allows research to frame a hypothesis on the ground of the theory, while the later research is flexible in nature where it does not require any pre-determined theory. The present research follows deductive reasoning research approach since it tries to analyse the concept of retailer brand equity and its consequences on consumers' intention to purchase private labels. The study focuses on effect of retailer brand equity on consumers' perception towards private labels and which in turn on intention to purchase private labels. It tries to analyse the underlying relationship drawn conceptually between retailers' brand equity and consumers' perceptions towards private labels. Potential testable hypotheses have been framed based on conceptual model and tested it on primary data gathered from the field.

3.6. Sampling Design

3.6.1. Population of the study

The population for this study are all the consumers who visit super markets and buy products in India. Since it may not be possible to include all the consumers across the country into the study, sampling method has been followed to choose the required size of sample by applying suitable sampling techniques and methods.

3.6.2. Unit of Sample

Individual consumer who visits super markets and buy products is considered as a unit of sample for the study. Since there are big number of retailers operate their retail chain stores in India, only 4 major retailers who are engaged actively in private labels have been taken into the study. They are; Spencer's Retail, Big Bazar, Aditya Birla's more mega store, and Reliance Retail. So four major cities have been selected as source for collecting samples. The cities are; Bangalore, Chennai, Delhi NCR and Hyderabad.

3.7. Size of Samples

Different authors suggest different criteria to determine the sample size and that depends up on the nature and data requirement of study. As the proposed study is aimed to analyse the direct and indirect relationship among the constructs, a high-end statistic technique like Structural equation modelling is required to analyse the data. To apply this data analysis technique, there should be more than 200 samples required (Snoj, B., Korda, A. P., & Mumel, D., 2004). According to Kelloway, (1998), for every variable a minimum of ten units of sample should be included. According to this criterion, the present study has 30 variables, which means at least the size of sample should be 300. But this has been targeted to collect 1200 samples across four metropolitan cities, which is greater than the suggested criteria of sample size (see Table 3.7.1)

3.7.1. Target sample plan

After evaluating various sample determination criterions suggested by different researchers, a total of 1200 samples have been set target for this study spread across four metropolitan cities, namely, Bangalore, Chennai, Delhi NCR and Hyderabad with 300 samples from each cities as shown in the target sample plan (see Table 3.7.1).

Table 3.7.1: Target Sample Plan

	Bangalore	Chennai	Delhi NCR	Hyderabad
BIG BAZAAR	75	75	75	75
more. MEGASTORE	75	75	75	75
RelianceMART	75	75	75	75
spencer's hyper	75	75	75	75
Total	**300**	**300**	**300**	**300**

3.8. Sampling Technique

Numerous sampling techniques are available for researchers to choose the target sample. These are primarily classified under two categories- probabilistic sampling techniques and non-probabilistic sampling techniques. Researchers apply any of these sampling technique based on nature, characteristics, and scope of the population the study covers. If a study covers entire the population, researcher may go for census study and if unable to cover entire population, he may go for sampling method by adopting either method of sampling techniques. In general, most of the social sciences researches fall under sampling study rather than census study.

The present study follows Mall Intercept Method, a non- probabilistic sampling technique to choose the sample.

3.8.1. Mall intercept method

In recent years, Mall Intercept Method has been emerged as one of the most popular method of sampling technique in marketing and consumer related research studies. Most of the studies (approx. 90 percent) in western and European nations follow mall intercept method to choose the samples and it is now spreading across the other nations too. The reason behind using this method is that,

i. lower administration cost
ii. greater control
iii. Flexibility in conducting various experiments and etc.

The present study applied this method of sampling technique to choose the sample. The Primary data have been collected from the consumers visiting retail stores of select large retail chain spread over four metropolitan cities in India, namely Bangalore, Chennai, Delhi NCR and Hyderabad. These large retail stores include Big Bazaar, More megastores, Reliance trends and Spencer's hyper.

Consumers are approached at exit of each retail store premises and requested to participate in the survey. Like any other non-probabilistic sampling methods, it also has a limitation of low response rate. Researcher approached more than 2000 consumers and could able obtain valid responses from only 1020 respondents which show almost a 50 percent of response rate.

3.9. Data collection instrument

A questionnaire has been developed by adopting and modifying existing ones, which suits the requirement of the study. It comprises list of questions related to demographical characteristics of respondents and list of statements related to relevant constructs- Retailer Brand equity elements (Retailer awareness, Retailer associations, Perceived retailer quality and Retailer Loyalty), Consumers' perceptions related to Private labels familiarity, perceived quality, perceived value and their purchase intention towards private labels. Responses are collected on Likert type scale anchoring from 1-Strongly disagrees to 5- strongly agree.

3.10. Items and Measures

Table 3.10.1: Items and Measures of the Scale

Items and Measures		Source
Brand Awareness		**Adopted and modified from Aaker, 1991; Keller, 1993); Rossiter and Percy (1987).**
1.	"I am aware of this retailer Brand (RAw1)".	
2.	"Some characteristics of this retailer come to my mind quickly (RAw2)".	
3.	"I can recognize this retailer quickly among other competing brands (RAw3".	
4.	"I am familiar with this retailer brand (RAw4)".	
Brand Associations		**Adopted and modified from Aaker, 1991; Keller, 1993); Rossiter and Percy (1987).**
5.	"This retailer has very unique brand image, compared to competing brands (RAsso1)".	
6.	"I like and trust the products, which are sold in this retailer store only (RAsso2)".	
7.	"I like the brand image of this retailer (RAsso3)".	
Perceived Quality		**Adopted and modified from Aaker, 1991; Keller, 1993); Rossiter and Percy (1987).**
8.	"Products from this retailer would be of very good quality (PRQ1)".	
9.	"The retailer offer products with excellent features (PRQ2)".	
10.	"I trust the quality of products from this retailer (PRQ3)".	
11.	"I get always quality products from this brand (PRQ4)".	
Brand Loyalty		

12.	"I consider myself to be loyal to this retailer (RL1)".	**Adopted and modified from Aaker, 1991; Keller, 1993); Rossiter and Percy (1987).**
13.	"I am still willing to buy products from this retailer even if its price is a little higher than that of its competitors (RL2)".	
14.	"I will keep on buying products from this retailer as long as it provides me satisfied products (RL3)".	
15.	"When buying groceries, this retailer would be my first choice (RL4)".	
Private Labels Familiarity		**(Alan Dick, Arum Jain and Paul Richardson, 1995; Author)**
16.	"I prefer to always shop at the store that I feel familiar with (Fem1)".	
17.	"I am very familiar with the various store brand grocery items available in the marketplace (Fem2)".	
18.	"I have much usage experience with store brand grocery items (Fem3)".	
Perceived Private Labels Quality		**(Levy, S., & Gendel-Guterman, H., 2012)**
19.	"Quality is an important criterion when I buy private label food products (PPQ1)".	
20.	"There is a great difference in overall quality between National Retailer and private label products (PPQ2)".	
21.	"There is a significant difference in ingredient's nutritional value between national and private label products (PPQ3)".	
22.	"The purchase of private labels is risky because the quality of private labels is inferior (PPQ4)".	
Perceived Private Labels Value		**(Jaffar, S. N., & Lalp, 2012; Alan Dick, et al. 1995; Author)**
23.	"When I buy the private label food products, I would ensure that I am getting my money's worth (PV1)".	
24.	"Store brand grocery items offer great value for money (PV2)".	
25.	"I always check prices at the supermarket among private labels brands to ensure I acquire the best value for money product (PV3)".	
26.	"I feel good when I use private labels food products (PV4)".	
Intention to Purchase Private Labels		**(Jaafar, S. N., & Lalp, P. E., 2012; Author)**
27.	"I like to purchase the private label food products in the near future (PI1)".	
28.	"I will recommend others to purchase Private label food products (PI2)".	
29.	"I will try to purchase private label products (PI3)".	
30.	"I will purchase private label products (PI4)".	

3.11. Justification for Sample Size

Justification-1: According to Hair et al., (2010), "Five subjects for one variable" would work as a rule of thumb while determining required sample size to run factor analysis. As the present consists 30 items, a total of 150 of sample (30 x 5) = 150, could be enough for the study. However, the study has included 1020 samples, which fulfils minimum requirement of sample size and exceeds it.

Justification-2: Hair et al., (2008) suggest that when using the Structural Equation Modelling (SEM) approach for testing the conceptual model, the determination of sample size is greatly depends up on the characteristics and complexity of the model.

- **Criteria Suggested-1:** If an SEM model is with constructs having more than three observed variables in each, and hold item communalities greater than 0.6, in this case a total of 150-200 sample size can be adequate to test the model.
    - ✓ **Criteria fulfilled in the study:** The SEM model in this study has constructs with more than three variables in each and hold item communalities greater than 0.6. Therefore, according to this criterion, the executed study has more than suggested number of sample size.
- **Criteria Suggested-2:** when the items are with lower communalities or else higher numbers of unidentified factors with lower than three items exist in a model, then a minimum of 300 or more sample would be required.
    - ✓ **Criteria fulfilled in the study:** This criteria is also fulfilled because the present study has sample size (n) = 1020 which is more than suggested criteria.
- **Criteria Suggested-3:** If there are number of factors equal or more than six and some of them are with lesser than three indicator items, the size of sample should be greater than 500.
    - ✓ **Criteria fulfilled in the study:** The present study has more than six factors. Hence, the sample size should be more than 500. Since the present study sample size (n) = 1020, this criteria is also fulfilled.

3.12. Data analysis tools and Techniques

The study has used appropriate statistical tools and techniques to test the hypotheses corresponding to the objectives of the study. Different statistical tests are applied to analyse the primary data based on the suitability and requirement of the analyses. These tests include

descriptive statistics is used to elicit primary information about the sample. Exploratory factor analysis is used to know the convergence of the constructs. Confirmatory factor analysis is used to ensure the validity of the constructs. Finally, structural equation modelling is used to test the hypotheses by using statistical tools SPSS 21v and AMOS 20v.

Table 3.12.1: Data Analysis Tools and Techniques

Objectives	Hypotheses	Data Analysis Techniques	Data Analysis Tools
1	H1a,H1b,H1c and H1d	Exploratory Factor Analysis(EFA), Confirmatory Factor Analysis(CFA), Structural Equation Modelling(SEM)	SPSS 21v and AMOS 20v
2	H2a,H2b,H2c and H2d		
3	3		
4	4		
5	5		

3.12.1. Reliability Statistics for Pilot study

Cronbach's alpha statistics is a common method used widely by researchers to assess the reliability of the instrument. According to Cohen et al., (2007), "the validity as the term that refers to accuracy of primary data, relevance and accuracy of the questions included the questionnaire and accuracy of the conclusion. In other words, it expresses whether the variables are measured as accurately as claimed by the researchers or not." Validity and reliability of the scale can also be ensured by examining the authenticity and the trustworthiness of the data during the time of data collection.

Hair et al. (2007) suggests that, a scale with the Cronbach's alpha value of .70 and higher gives the good reliability. The reliability of the pilot study was assessed by applying Cronbach's alpha and found a value of .869, which is higher than the value recommended by Hair et al. (2007) (see Table 3.12.2). Therefore, the scale is found reliable to proceed for collecting final data.

Table 3.12.2 : Reliability Statistics for Pilot Study data

Cronbach's Alpha	N of Items
.869	28

To ensure higher reliability of the scale, researcher followed another method too. Total number of items have been split into two parts with14 items into each and checked the value of Cronbach's Alpha by Slit-Half method. The coefficient value of Cronbach's Alpha for part 1 was found as 0.815 and a value of 0.801 was found for part 2 of the scale (see Table. 3.12.3).

In both the methods, scale has been found reliable for authentic results. Hence, further analyses have been carried.

Table 3.12.3: Reliability Statistics Spilt-Half Method for Pilot Study data

Cronbach's Alpha	Part 1	Value	.815
		N of Items	14
	Part 2	Value	.801
		N of Items	14
	Total N of Items		28
Correlation Between Forms			.539
Spearman-Brown Coefficient	Equal Length		.700
	Unequal Length		.700
Guttman Split-Half Coefficient			.700

3.12.2. Kaiser-Meyer-Olkin Measure of Sampling Adequacy test for Pilot Study

Researchers use Kaiser-Meyer-Olkin Measure of Sampling Adequacy test to know the sample adequacy for running factor analysis. Generally, the value varies between zero and one. Factor analysis is inappropriate when the value of KMO is zero. It indicates that the sum of partial correlations is large relative to the sum of correlations, indicating diffusion in the pattern of correlations. Factor analysis is more appropriate when this value closer to one. It indicates that the patterns of correlations are relatively compact and so factor analysis can yield distinct and reliable factors." Kaiser (1974) classified acceptability of KMO values into five categories. "The value greater or equal to 0.5 is just acceptable. The values between 0.5 and 0.7 are mediocre, the values between 0.7 and 0.8 are good, values between 0.8 and 0.9 are great, and values above 0.9 are superb." In this study, a value 0.760 of KMO was found, which falls into the range of being good (see Table. 3.12.4). Hence, the data is found appropriate to carry out factor analysis.

Table 3.12.4: KMO and Bartlett's Test for Pilot study data

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.760
Bartlett's Test of Sphericity	Approx. Chi-Square	3676.653
	Df	465
	Sig.	.000

CHAPTER-IV

DATA ANALYSIS AND RESULTS

4. Introduction

This chapter deals about the analysis and results of primary data. The entire analyses has been divided and presented into six sections. Section-A provides the analyses related to demographic characteristics of the respondents and preliminary analyses. Section-B provides analyses related to consumers' perceptions towards private labels. Section-C presents the analyses extracting conceptual factors by applying exploratory factor analysis (EFA). Section-D presents the analyses related to validation of conceptual factors by applying confirmatory factor analysis (CFA), confirmed and ensured various validity of measurement model. In Section-E, analysis pertaining to testing hypotheses corresponding to brand equity elements and their consequences on each factors by applying structural equation modelling (SEM) and finally testing the comprehensive and proposed integrated structural model conceptualized by the author. Most preferred retailer brand of consumers also mentioned at the end of the chapter.

4.1. Preliminary Analyses

Before proceeding for main analysis, preliminary analyses were carried out to ensure the validity and reliability of the scale used for the study

4.1.1. Reliability Analysis for main study

According to Bryman and Bell (2007), "the stability of the measurement of a variable is established if the measure gives same values or the values with little variation are computed repeatedly. Therefore, redoing the same calculation and getting similar values with less variation proves that the method being used for the data collection is reliable." Reliability can be measures by using various methods such as Cronbach's' alpha coefficient, reset method, split-half method, parallel method, and Richardson method. However, most of the researcher use Cronbach's' alpha, a well-accepted method to assess reliability of the scale.

The value of Cronbach's alpha coefficient found for this study was 0.885, which is higher than the threshold recommended by Nunally, (1978). Therefore, the scale can be said to have achieved reliability and is reliable for proceeding further analysis (see Table 4.1.1).

Table 4.1.1: Reliability Statistics for main study

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.884	0.885	28

To ensure higher reliability of the scale, researchers follow Spilt-Half method, a complementary method to Cronbach's alpha. For the present study, total number of items have been split into two parts i.e., 14 items into each and checked the value of Cronbach's Alpha by applying Slit-Half method. The value of Cronbach's Alpha found for part 1 was 0.824 and a value of 0.850 was found for part 2 of the scale (see Table 4.1.2). In both the methods, scale has been found reliable. Hence, further analyses have been carried out on the primary data obtained with the help of this scale.

Table 4.1.2: Reliability Statistics Split-Half method

Cronbach's Alpha	Part 1	Value	.824
		N of Items	14
	Part 2	Value	.850
		N of Items	14
	Total N of Items		28
Correlation Between Forms			.509
Spearman-Brown Coefficient	Equal Length		.674
	Unequal Length		.674
Guttman Split-Half Coefficient			.673

SECTION-A: HYPOTHESES TESTING BY USING INDIVIDUAL STRUCTURAL EQUATION MODELS

In this section, hypotheses related to each objectives have been tested saperately by using structural equation modelling and then tested them collectively through testing integrated research model in the next section.

Objective wise Hypothesis Testing

4.2. Objective -1: To analyse the effect of Retailer Brand Equity elements on Private labels familiarity

To fulfill the objective-1 of the study, hypothesis-1 has been framed broadly and then H1 is further split into four sub hypotheses corresponding to each of the brand equity elements.

Hypothesis-1: Retailer Brand Equity Elements have positive effect on Private Labels Familiarity

H1a: Retailer Brand Awareness has positive effect on Private Labels Familiarity.

H1b: Retailer Brand Associations have positive effect on Private Labels Familiarity.

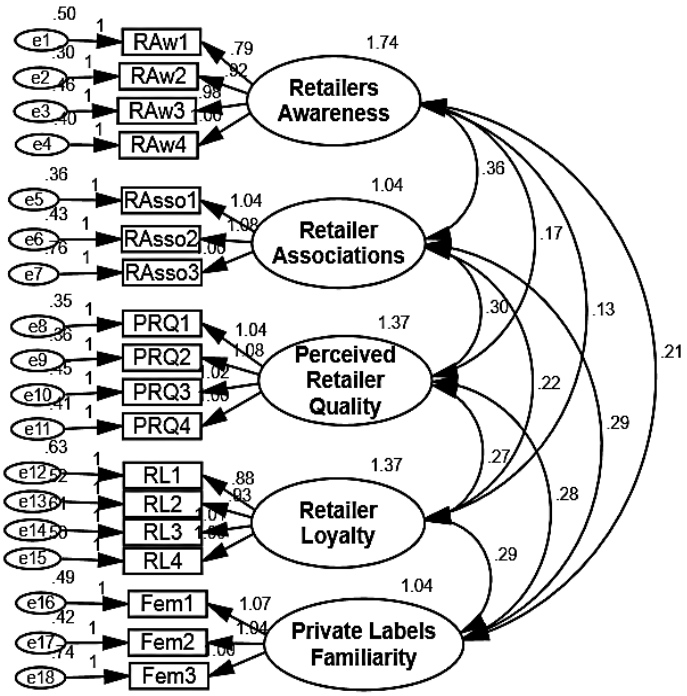
H1c: Perceived Brand Retailer quality has positive effect on Private Labels Familiarity.

H1d: Retailer Brand Loyalty has positive effect on Private Labels Familiarity.

To test H1, Strutural Equation modelling (SEM) has been considered as an appropriate statistical technique since the brand equity elements have structural relationships among them and is conceptualized to have collective effect on consumers familiarity with private labels (see Figure 4.2.1).

4.2.1. Measurement Model retailer brand equity and PL familiarity

To assess the validity of the measurement model of retailer brand equity and familiarity with private labels, a confirmatory factor analysis (CFA) has been applied by using AMOS 21v. The values of various fit indices have been found to have within the thresholds recommended by Hair et al., (2010) (see Figure 4.2.1).



CMIN=329.239;df=125;GFI=.966;AGFI=.953;CFI=.984;;TLI=.980;NFI=.975;IFI=.984;RMSR=.037;RMSEA=.040.

Figure 4.2.1: Measurement model of retailer brand equity and its effect on familiarity with PL

4.2.2. Model fit Indices

A model is to be said fit, when it meets threshold values of various fit indices criterions (Hair et al., 2010). Among them, most commonly used are, Chi-square- $\chi 2$, Goodness-of-fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Comparative Fit Index (CFI), Incremental Fit Index (IFI), Normed Fit Index (NFI), Relative Fit Index (RFI), Tucker Lewis Index (TLI), and the Root Mean Square Error of Approximation (RMSEA). For these fit indices, they have recommended certain threshold values (see Table 4.2.1).

Table 4.2.1: Recommended thresholds of Model Fit Indices

χ^2/df	P	GFI	AGFI	CFI	IFI	NFI	RFI	TLI	RMR	RMSEA
2 to 5	≥ .05	≥ .90	≥ .85	≥ .90	≥ .90	≥ .90	≥ .90	≥ .90	≤ .06	≤ .06

All the model fit indices have been found to have values under the thresholds suggested by Hair et al., (2010). The values for these fit indices include, $\chi 2$/df = 2.634, Goodness of Fit Index (GFI) = .996, Adjusted Goodness of Fit Index (AGFI) =.953, Comparative Fit Index (CFI) =.984, Incremental Fit Index (IFI) =.984, Normed Fit Index (NFI) =.975, Root Mean Square Error of Approx. (RMSEA) = .040 and Tucker–Lewis Index (TLI) =.980. Moreover,

the standardized estimates of all the parameters have been found significant, which are in range of 0.76 and 0.91 (see Table 4.2.2).

Table 4.2.2: Result of Confirmatory factor analysis

S.No.	Parameter	UnStd. Estimate	Std. Estimate	S.E.	C.R.	P
1.	Retailer Awareness→RAw4	.786	.825	.022	36.162	***
2.	Retailer Awareness→RAw3	.920	.912	.021	44.729	***
3.	Retailer Awareness→RAw2	.976	.884	.023	41.818	***
4.	Retailer Awareness→RAw1	-	.901	-	-	-
5.	Retailer Associations→RAsso3	1.044	.871	.039	27.105	***
6.	Retailer Associations→RAsso2	.096	.860	.028	3.474	***
7.	Retailer Associations→RAsso1	-	.761	-	-	
8.	Perceived Quality→PRQ4	1.038	.899	.025	40.910	***
9.	Perceived Quality→PRQ3	1.079	.902	.026	41.239	***
10.	Perceived Quality→PRQ2	1.019	.872	.026	38.480	***
11.	Perceived Quality→PRQ1	-	.877	-	-	-
12.	Retailer Loyalty→RL4	.878	.792	.030	29.721	***
13.	Retailer Loyalty→RL3	.924	.831	.029	31.911	***
14.	Retailer Loyalty→RL2	1.009	.834	.031	32.088	***
15.	Retailer Loyalty→RL1	-	.857	-	-	-
16.	Private labels Familiarity→Fem3	.933	.765	.036	26.213	***
17.	Private labels Familiarity→Fem2	.964	.852	.033	28.804	***
18.	Private labels Familiarity→Fem1	-	.843	-	-	-

4.2.3. Convergant Validity

Convergent validity refers to existence of internal consistency between and among the items within a construct. In contrast, convergent validity is said to have established when a strong correlation exists within the items of a construct and weak correlations are with the items of other constructs. Composite reliability (CR) and the average variance extracted (AVE) are the two methods used to assess convergent validity. For this, the composite reliability of a construct must be greater than the average variance extracted of that particular construct. Moreover, the composite reliability and average variance extracted of a construct must be greater than 0.70 and 0.50 respectively (see the Table 4.2.3). Hence, convergant validity has been established for all the five constructs in the present study.

Table 4.2.3: Convergent Validity

Convergent validity				
	CR	AVE	MSV	ASV
Perceived Retailer Quality	0.937	0.787	0.062	0.042
Retailer Associations	0.870	0.692	0.076	0.060
Retailer Loyalty	0.898	0.688	0.061	0.035
Retailers Awareness	0.933	0.776	0.072	0.029
Private Labels Familiarity	0.861	0.673	0.076	0.054

* Recommended by (Hair et al., 2010)

4.2.4. Discriminant Validity

Discriminant validity refers to criterion that, how well a construct is different from others. In contrast, a construct is said to be free from discriminant validity, when it has lower correlations with other constructs and the highest correlation with itself. This can be assessed by using the inter-construct correlation matrix. Discriminant validity can also be assessed by examining the variance extraction method. Under this method, the Average Variance Extracted (AVE) of each factor must be greater than its Maximum Shared Squared Variance (MSV) and Average Shared Squared Variance (ASV) (see Table 4.2.4). For the instance, retailer awareness(RAw) has lower correlations with the other constructs (RAw↔RAsso) = 0.268; (RAw↔PQ) = 0.112; (RAw↔RL) = 0.085 and have the highest correlation with itself (RAw↔RAw) = 0.881. Similarly, rest of all the constructs have lower corretaltions with other constructs but have highest with themselves.

Table 4.2.4: Discriminant Validity

Discriminant Validity					
	Perceived Quality	**Retailer Associations**	**Retailer Loyalty**	**Retailers Awareness**	**Private Labels Familiarity**
Perceived Quality	**0.887**				
Retailer Associations	0.248	**0.832**			
Retailer Loyalty	0.194	0.181	**0.829**		
Retailer Awareness	0.112	0.268	0.085	**0.881**	
Private Labels Familiarity	0.237	0.275	0.246	0.157	**0.821**

4.2.5. Structural Equation Model

Structural equation modelling has been applied to test the hypothesis pertaining to each hypothetical path in the model after making ensure measurement model found to be valid and fit (see the Figure 4.2.2).

4.2.6. Model Fit Indices of SEM

An assessment of model fit for structural equation model is similar to a measurement model. It is always better to use more than a single fit statistics. Hair et al., (2008) recommends that one must ensure the fit statistics for the model such as, an absolute fit index, an incremental fit index, and the badness-of-fit index. The model fit of structural model can also be assessed by using the method of comparing model fit indices between structural model and measurement model. A structural model is said to have better fit when there is no difference between the values of various fit indices. All the model fit indices have been found to have values under the thresholds suggested by (Hair et al., 2010). The values for these fit indices include, Goodness of Fit Index (GFI) = .966, Adjusted Goodness of Fit Index (AGFI) =.953, Comparative Fit Index (CFI) =.984, Incremental Fit Index (IFI) =.984, Normed Fit Index (NFI) =.975, and Root Mean Square Error of Approx. (RMSEA) = .040 and Tucker–Lewis Index (TLI) =.980.

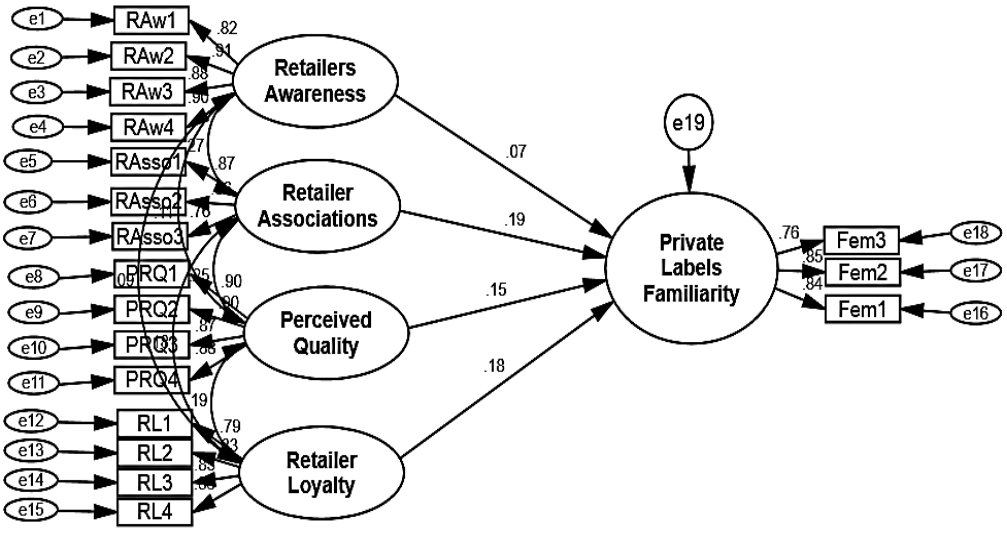


Figure 4.2.2: Structural Equation model of Retailer Brand Equity and its effect on PL familiarity

4.2.7. Results of Structural Equation Modelling

All the parameters estimates of corresponding hypothetical paths are found statistically significant corresponding. Hypotheses are tested against critical ratios and significant p-value. Any hypothetical path whose CR (t-value) values exceeds 1.96 and has significant p-values is accepted and otherwise rejected. The degree of causality is predicted based up on the standardised regression weights of respective paths. Table 4.2.5 shows the standardised direct effects of path coefficients and results of hypotheses testing.

Table 4.2.5. Parameter Estimates of Hypothetical paths

H	Hypothetical Path	Std. Estimate	S.E.	C.R.	P	Result
H1a	Retailer Awareness→Private Labels Familiarity	.075	.027	2.183	.029	Accepted
H1b	Retailer Associations→ Private Labels Familiarity	.186	.037	4.977	***	Accepted
H1c	Perceived Retailer quality→ Private Labels Familiarity	.148	.030	4.265	***	Accepted
H1d	Retailer Loyalty→ Private labels Familiarity	.177	.031	5.052	***	Accepted

4.2.8. Hypotheses testing

H1a: Retailer Brand Awareness has positive effect on Private Labels Familiarity.

According to the results of structural equation model shown in Table 4.2.5, the hypothesis pertaining to effect of retailer brand awareness on consumers' familiarity towards private labels has been accepted since the hypothetical path (Retailer Awareness→Private Labels Familiarity) is found significant (β=.075; t=2.183,p=.029).

H1b: Retailer Brand Associations have positive effect on Private Labels Familiarity.

According to the results of structural equation model shown in Table 4.2.5, the hypothesis pertaining to effect of retailer brand associations on consumers' familiarity towards private labels has been accepted since the hypothetical path (Retailer brand association→Private Labels Familiarity) is found significant (β=.186; t=4.977,p=.000).

H1c: Perceived Retailer quality has positive effect on Private Labels Familiarity.

According to the results of structural equation model shown in Table 4.2.5, the hypothesis pertaining to effect of percieved retailer quality on consumers' familiarity towards private labels has been accepted since the hypothetical path (Perceived Retailer quality →Private Labels Familiarity) is found significant (β=.148; t=4.265,p=.000).

H1d: Retailer Brand Loyalty has positive effect on Private Labels Familiarity.

According to the results of structural equation model shown in Table 4.2.5, the hypothesis pertaining to effect of percieved retailer quality on consumers' familiarity towards private labels has been accepted since the hypothetical path (Retailer brand loyalty→Private Labels Familiarity) is found significant (β=.177; t=5.052,p=.000).

Among all these four hypothetical paths, retailer brand associations have the most positive effect on consumers' private labels familiarity. It means consumers who have little or more associations with retailer will come to aware of private labels and becomes familiar to private labels of to that particular retailer.

To create familiarity with private labels, retailers are suggested to concentrate more on mass in-house promotion for their products.

4.3. Objective -2: Effect of Brand Equity elements on Perceived private labels quality

To fulfill the objective-2 of the study, hypothesis-2 has been framed broadly and then H2 is further split into four sub hypotheses corresponding to each of the four brand equity elements

Hypothesis-2: Retailer Brand Equity Elements have positive effect on Perceived private labels quality

H2a: Retailer Brand Awareness has positive effect on Perceived Private Labels quality.

H2b: Retailer Brand Associations have positive effect on Perceived Private Labels quality.

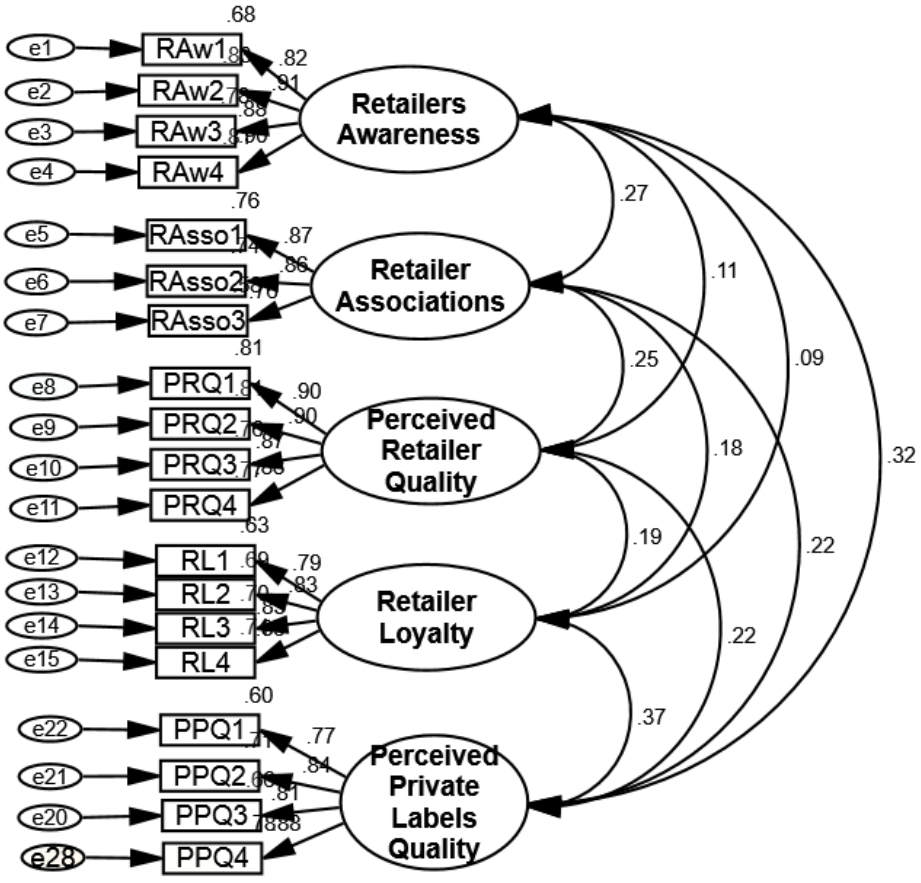
H2c: Perceived Brand Retailer quality has positive effect on Perceived Private Labels quality.

H2d: Retailer Brand Loyalty has positive effect on Perceived Private Labels quality.

To test the Hypothesis-2, Strutural Equation modelling (SEM) has been considered as an appropriate statistical technique since the brand equity elements have structural relationships among them and is conceptualized to have collective effect on Perceived Private Labels quality. (see Figure 4.3.2).

4.3.1. Measurement Model

To assess the validity of the measurement model of retailer brand equity and perceived private labels quality, a confirmatory factor analysis (CFA) has been applied by using AMOS 21v. The values of various fit indices have been found to within the thresholds recommended by Hair et al., (2010) (see Figure 4.3.1).



GFI=.934;AGFI=.912;CFI=.959;;TLI=.951;NFI=.950;IFI=.959;RMSR=.046;RMSEA=.063.

Figure 4.3.1: Measurement model of retailer brand equity and its effect on perceived PL quality

4.3.2. Model fit Indices of measurment model

All the model fit indices have been found to have values under the thresholds suggested by (Hair et al., 2010). The values for these fit indices include, Goodness of Fit Index (GFI) = .934, Adjusted Goodness of Fit Index (AGFI) =.912, Comparative Fit Index (CFI) =.959, Incremental Fit Index (IFI) =.959, Normed Fit Index (NFI) =.950, and Root Mean Square Error of Approx. (RMSEA) = .063 and Tucker–Lewis Index (TLI) =.951. Moreover, the standardized estimates of all the parameters have been found significant, which are in range of 0.77 and 0.90 (see Table 4.3.1).

Table 4.3.1: Result of Confirmatory factor analysis

S.No.	Parameter	Std. Estimate	S.E.	C.R.	P
1.	Retailer Awareness→RAw4	.901	-	-	***
2.	Retailer Awareness→RAw3	.884	.023	41.794	***
3.	Retailer Awareness→RAw2	.912	.021	44.759	***
4.	Retailer Awareness→RAw1	.825	.022	36.159	***
5.	Retailer Associations→RAsso3	.761	-	-	-
6.	Retailer Associations→RAsso2	.859	.040	26.909	***
7.	Retailer Associations→RAsso1	.871	.039	27.054	***
8.	Perceived Quality→PRQ4	.877	-	-	-
9.	Perceived Quality→PRQ3	.871	.026	38.485	***
10.	Perceived Quality→PRQ2	.902	.026	41.250	***
11.	Perceived Quality→PRQ1	.899	.025	40.939	***
12.	Retailer Loyalty→RL4	.859	-	-	-
13.	Retailer Loyalty→RL3	.834	.031	32.128	***
14.	Retailer Loyalty→RL2	.831	.029	31.942	***
15.	Retailer Loyalty→RL1	.791	.029	29.714	***
16.	Perceived Private labels Quality→PPQ4	.883	.034	32.134	***
17.	Perceived Private labels Quality→PPQ3	.812	-	-	-
18.	Perceived Private labels Quality→PPQ2	.840	.035	30.308	***
19.	Perceived Private labels Quality→PPQ1	.772	.034	27.130	***

4.3.3. Convergant Validity

Convergent validity refers to existence of internal consistency between and among the items within a construct. In contrast, convergent validity is said to have established when a strong correlation exists within the items of a construct and weak correlations are with the items of other constructs. Composite reliability (CR) and the average variance extracted (AVE) are the two methods used to assess convergent validity. For this, the composite reliability of a construct must be greater than the average variance extracted of that particular construct. Moreover, the composite reliability and average variance extracted of a construct must be greater than 0.70 and 0.50 respectively. (see the Table 4.3.2). Hence, convergant validity has been established for all the five constructs in the present study.

Table 4.3.2: Convergent Validity

	Convergent validity			
	CR	AVE	MSV	ASV
Retailer Loyalty	0.898	0.687	0.135	0.053
Retailer Associations	0.870	0.692	0.072	0.054
Retailers Awareness	0.933	0.776	0.103	0.049
Perceived Private Labels Quality	0.897	0.685	0.135	0.084
Perceived Retailer Quality	0.937	0.787	0.062	0.040

* Recommended by Hair, et al. (2010)

4.3.4. Discriminant Validity

The discriminant validity of the structural model can be assessed by two methods. In the first method the discriminant validity gets evaluated by observing inter-construct correlation matrix. According to Hair, et al. (2010), there should be a low correlation with other constructs highest correlation with the same construct itself. This criteria has been met for this study (see Table 4.3.3). For the instance, retailer awareness (RAw) has lower correlations with the other constructs (RAw↔RAsso) = 0.268; (RAw↔PQ) = 0.112; (RAw↔RL) = 0.086 and have the highest correlation with itself (RAw↔RAw) = 0.881. Similarly, rest of all the constructs have lower corretaltions with other constructs but have highest with themselves.

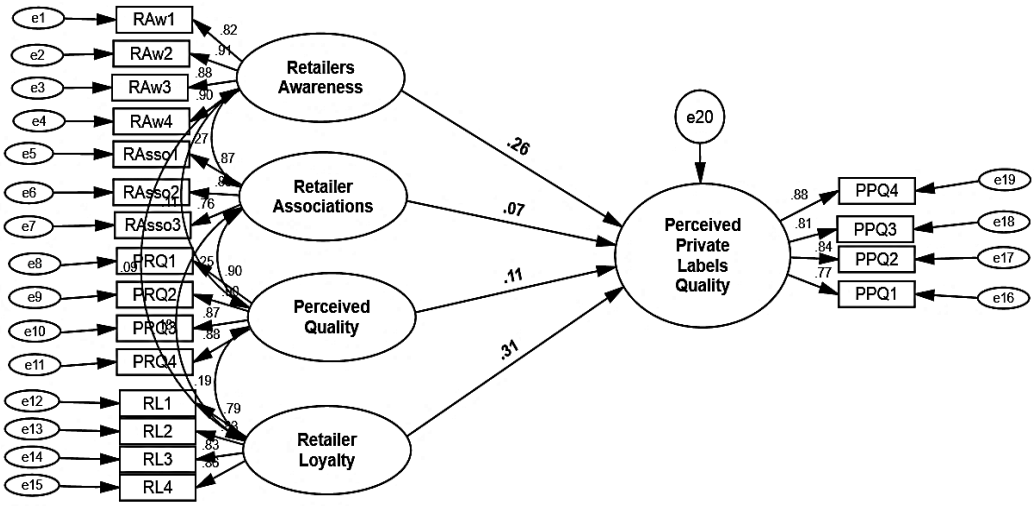
Table 4.3.3: Discriminant Validity

Discriminant Validity					
	Retailer Loyalty	**Retailer Associations**	**Retailers Awareness**	**Perceived Private Labels Quality**	**Perceived Retailer Quality**
Retailer Loyalty	**0.829**				
Retailer Associations	0.181	**0.832**			
Retailers Awareness	0.086	0.268	**0.881**		
Perceived Private Labels Quality	0.368	0.223	0.321	**0.828**	
Perceived Retailer Quality	0.194	0.248	0.112	0.218	**0.887**

Under this method, the Average Variance Extracted (AVE) of each factor must be greater than its Maximum Shared Squared Variance (MSV) and Average Shared Squared Variance (ASV). This criteria is also fulfilled in this study (see Table 4.3.3).

4.3.5. Structural Equation Model

Structural equation modelling has been applied to test the hypothesis pertaining to effect of retailer brand on perceived private labels value after making ensure measurement model found to be valid and fit (see the Figure 4.3.2).



P=.000;GFI=.934;AGFI=.912;CFI=.959;;TLI=.951;NFI=.950;IFI=.959;RMSR=.046;RMSEA=.063.

Figure 4.3.2: Structural equation model of retailer brand equity and its effect on perceived PL quality

4.3.6. Model Fit Indices of Structural model

All the model fit indices have been found to have values under the thresholds suggested by (Hair et al., 2010). The values for these fit indices include, Goodness of Fit Index (GFI) = .934, Adjusted Goodness of Fit Index (AGFI) =.912, Comparative Fit Index (CFI) =.959, Incremental Fit Index (IFI) =.959, Normed Fit Index (NFI) =.950, and Root Mean Square Error of Approx. (RMSEA) = .063 and Tucker–Lewis Index (TLI) =.959.

4.3.7. Results of structural equation modelling

All the parameters estimates of corresponding hypothetical paths are found statistically significant corresponding. Hypotheses are tested against critical ratios and significant p-value. Any hypothetical path whose CR (t-value) values exceeds 1.96 and has significant p-values is accepted and otherwise rejected. The degree of causality is predicted based up on the standardised regression weights of respective paths. Table 4.3.4, shows the standardised direct effects of path coefficients and results of hypotheses testing.

Table 4.3.4: Result of Hypothetical paths

H	Hypothetical Path	Std. Estimate	S.E.	C.R.	P	Result
H2a:	Retailer Awareness → Perceived Private Labels Quality	.264	.029	8.152	***	Accepted
H2b:	Retailer Associations → Perceived Private Labels Quality	.068	.040	1.993	.046	Accepted
H2c:	Perceived Retailer Quality→ Perceived Private Labels Quality	.111	.033	3.4444	***	Accepted
H2d:	Retailer Loyalty → Perceived Private Labels Quality	.312	.034	9.443	***	Accepted

4.3.8. Hypotheses testing

H2a: Retailer Brand Awareness has positive effect on Perceived Private Labels Quality.

According to the results of structural equation model shown in Table 4.3.4, the hypothesis pertaining to effect of retailer brand awareness on consumers' Perceived Private Labels Quality has been accepted since the hypothetical path (Retailer Awareness→ Perceived Private Labels Quality) is found significant (β=.264; t=8.152,p=.000).

H2b: Retailer Brand Associations have positive effect on Perceived Private Labels Quality.

According to the results of structural equation model shown in Table 4.3.4, the hypothesis pertaining to effect of retailer brand associations on consumers' Perceived Private Labels Quality has been accepted since the hypothetical path (Retailer brand association→ Perceived Private Labels Quality) is found significant (β=.068; t=1.993,p=.046).

H2c: Perceived Retailer Quality has positive effect on Perceived Private Labels Quality.

According to the results of structural equation model shown in Table 4.3.4, the hypothesis pertaining to effect of percieved retailer quality on consumers' Perceived Private Labels Quality has been accepted since the hypothetical path (Perceived Retailer Quality → Perceived Private Labels Quality) is found significant (β=.111; t =3.444, p=.000).

H2d: Retailer Brand Loyalty has positive effect on Perceived Private Labels Quality.

According to the results of structural equation model shown in Table 4.3.4, the hypothesis pertaining to effect of percieved retailer quality on consumers' Perceived Private Labels Quality has been accepted since the hypothetical path (Retailer brand Loyalty→ Perceived Private Labels Quality) is found significant (β=.312; t=9.443,p=.000).

Among all these four hypothetical paths, retailer brand loyalty has the most positive effect on consumers' Perceived Private Labels Quality. It means consumers who are little or more loyal to retailer will peceive private labels quality .

4.4. Objective -3: Effect of Private Labels Familiarity on Perceived private labels Value.

To fulfill the objective-3, hypothesis-3 has been framed and tested by applying structural equation modelling.

Hypothesis-3: Private Labels Familiarity has positive effect on Perceived private labels value.

4.4.1. Confirmatory Factor Analysis

To assess the validity of the measurement model of PL familiarity and perceived PL quality value, a confirmatory factor analysis (CFA) has been applied by using AMOS 21v. The values of various fit indices have been found to fall within the thresholds recommended by Hair et al., (2010) (see Figure 4.4.1).

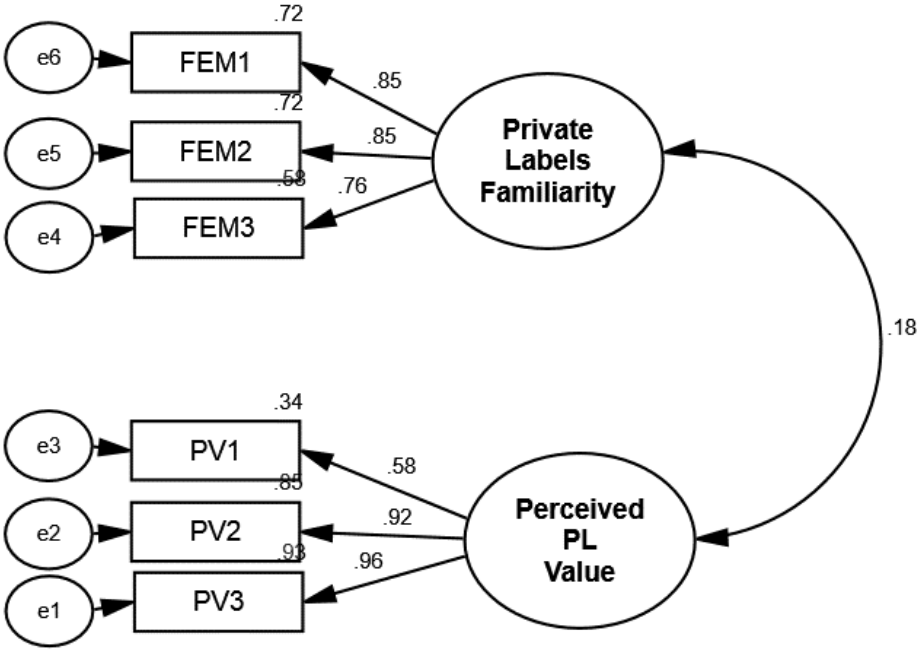


Figure 4.4.1: Measurement model of familiarity with PL and its effect on perceived PL value

All the model fit indices have been found to have values under the thresholds suggested by Hair et al., (2010). The values for these fit indices include, $\chi 2/df = 2.64$, Goodness of Fit Index (GFI) = .993, Adjusted Goodness of Fit Index (AGFI) =.982, Comparative Fit Index (CFI) =.993, Incremental Fit Index (IFI) =996, Normed Fit Index (NFI) =.994, and Root Mean Square Error of Approx. (RMSEA) = .040 and Tucker–Lewis Index (TLI) =.996.

Moreover, the standardized estimates of all the parameters have been found significant, which are in range of .58 and .96 (see Table 4.4.1).

Table 4.4.1: Result of Confirmatory factor analysis

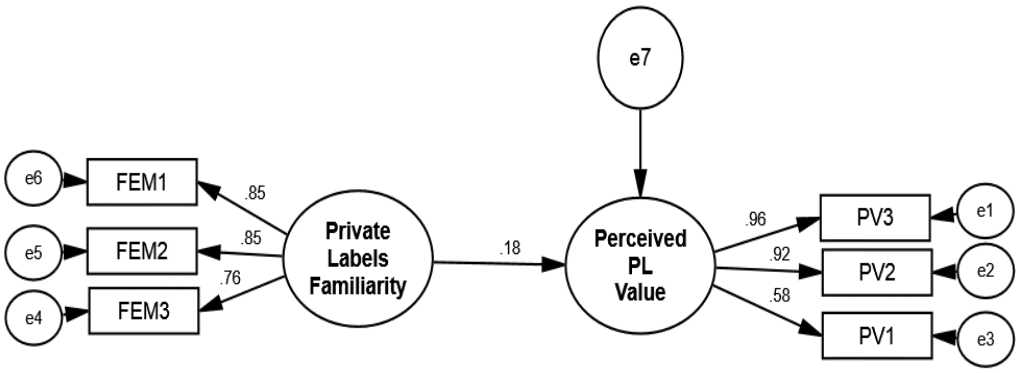
S.No.	Parameter	UnStd. Estimate	Std. Estimate	S.E.	C.R.	P
1.	Private Labels Familiarity→Fem3	1.000	.762	-	-	-
2.	Private Labels Familiarity→Fem2	1.036	.849	.040	25.728	***
3.	Private Labels Familiarity→Fem1	1.084	.848	.042	25.714	***
4.	Perceived Private labels Value→PV3	1.000	.962	-	-	-
5.	Perceived Private labels Value→PV2	.925	.924	.025	37.709	***
6.	Perceived Private labels Value→PV1	.605	.582	.029	20.756	***

4.4.2. Structural Equation Model

Structural equation modelling has been applied to test the hypothesis pertaining to effect of familiarity with private labels on perceived private labels value after making ensure measurement model found to be valid and fit (see the Figure 4.4.2).

4.4.3. Model Fit Indices of Structural model

All the model fit indices have been found to have values under the thresholds suggested by (Hair et al., 2010). The values for these fit indices include, Goodness of Fit Index (GFI) = .993, Adjusted Goodness of Fit Index (AGFI) =.982, Comparative Fit Index (CFI) =.996, Incremental Fit Index (IFI) =.996, Normed Fit Index (NFI) =.994, and Root Mean Square Error of Approx. (RMSEA) = .040 and Tucker–Lewis Index (TLI) =.993.



CMIN=21.312;df=8;GFI=.993;AGFI=.982;CFI=.996;TLI=.993;NFI=.994;IFI=.996;RMSR=.053;RMSEA=.040.

Figure 4.4.2: Structural equation model of familiarity with PL and its effect on perceived PL value

4.4.4. Results of structural equation modelling

All the parameters estimates of corresponding hypothetical paths are found statistically significant corresponding. Hypotheses are tested against critical ratios and significant p-value. Any hypothetical path whose CR (t-value) values exceeds 1.96 and has significant p-values is accepted and otherwise rejected. The degree of causality is predicted based up on the standardised regression weights of respective paths. Table 4.4.2, shows the standardised direct effects of path coefficients and results of hypotheses testing.

Table 4.4.2: Parameter Estimates of Structural Model

H	Hypothetical Path	Std. Estimate	S.E.	C.R.	P	Result
H3	PL Familiarity →Perceived PL Value	.181	.049	5.254	***	Accepted

4.5. Objective -4: Effect of Perceived private labels quality on Perceived private labels Value.

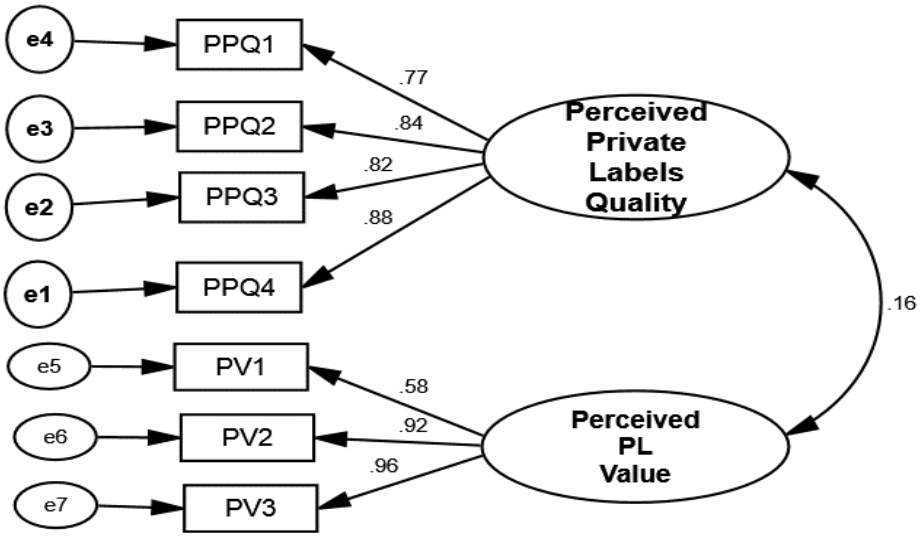
To fulfill this objective, hypohesis-4 has been framed and tested it by applying structural equation modeling.

Hypothesis-4: Perceived private labels quality has positive effect on Perceived private labels value.

Strutural Equation modelling (SEM) has been used to test this hypothesis. (see Figure 4.5.2). An SEM analysis follows two steps appraoch to test the model. In the first step, Confirmatory Factor Analysis (CFA) is carried out to assess the validity of measurement model (see Figure 4.5.1) then moved to test the structural model.

4.5.1. Confirmatory Factor Analysis

To assess the validity of the measurement model of perceived private labels quality and perceived private labels value, a confirmatory factor analysis (CFA) has been applied by using AMOS 21v. The values of various fit indices have been found to have within the threshold recommended by Hair et al., (2010) (see Figure 4.5.1).



CMIN=49.747;df=13;GFI=.987;AGFI=.972;CFI=.992;TLI=.987;NFI=.989;IFI=.992;RMSR=.056;RMSEA=.053.

Figure 4.5.1: Measurement model of Perceived PL Quality and Perceived Value

All the model fit indices have been found to have values under the thresholds suggested by (Hair et al., 2010). The values for these fit indices include, Goodness of Fit Index (GFI) = .987, Adjusted Goodness of Fit Index (AGFI) =.972, Comparative Fit Index (CFI) =.992, Incremental Fit Index (IFI) =.992, Normed Fit Index (NFI) =.992, Root Mean Square Error of Approx. (RMSEA) = .053 and Tucker–Lewis Index (TLI) =.987.

4.5.2. Standardized Regression Weights

Loadings of all the factors are found statically significant and are in the range between 0.58 and 0.96 (see Table 4.5.1).

Table 4.5.1: Result of Confirmatory factor analysis

S.No.	Parameter	UnStd. Estimate	Std. Estimate	S.E.	C.R.	P
1.	Perceived PL Quality→PPQ4	1.000	.878	-	-	-
2.	Perceived PL Quality→PPQ3	.924	.816	.029	31.985	***
3.	Perceived PL Quality→PPQ2	.977	.844	.029	33.624	***
4.	Perceived PL Quality→PPQ1	.838	.769	.029	29.222	***
5.	Perceived PL Value→PV3	1.000	.964	-	-	-
6.	Perceived PL Value→PV2	.920	.922	.025	37.472	***
7.	Perceived PL Value→PV1	.602	.582	.029	20.683	***

4.5.3. Structural Equation Model

Structural equation modelling has been applied to test the hypothesis pertaining to effect of perceived private labels quality on perceived private labels value after making ensure measurement model found to be valid and fit (see the Figure 4.5.2).

4.5.4. Model Fit Indices of structural model

All the model fit indices of structural model have been found to have values under the thresholds suggested by (Hair et al., 2010). Where, Adjusted Goodness of Fit Index (AGFI) =.972, Comparative Fit Index (CFI) =.992, Goodness of Fit Index (GFI) = .987, Incremental Fit Index (IFI) =.992, Normed Fit Index (NFI) =.989, Root Mean Square Error of Approx. (RMSEA) = .053, Tucker–Lewis Index (TLI) =.987.

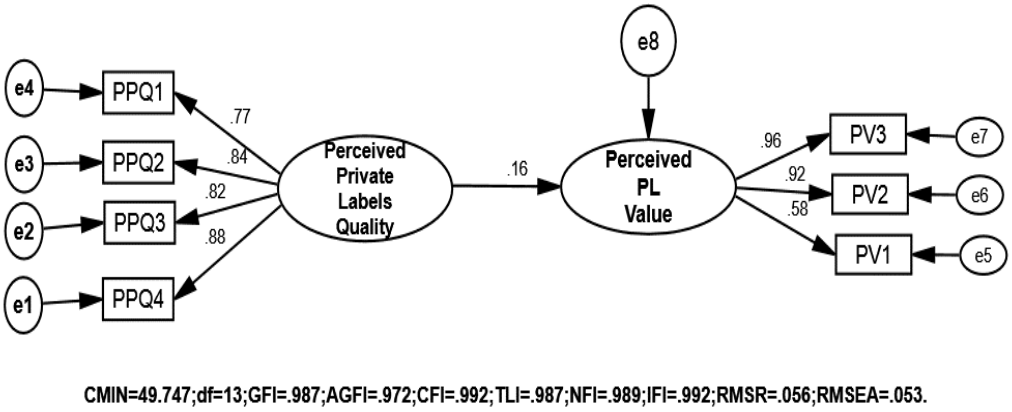


Figure 4.5.2: Structural equation model for effect of Perceived PL quality on Perceived PL Value

4.5.5. Results of structural equation modelling

All the parameters estimates of corresponding hypothetical paths are found statistically significant corresponding. Hypotheses are tested against critical ratios and significant p-value. Any hypothetical path whose CR (t-value) values exceeds 1.96 and has significant p-values is accepted and otherwise rejected. The degree of causality is predicted based up on the standardised regression weights of respective paths. Table 4.5.2, shows the standardised direct effects of path coefficients and results of hypotheses testing.

Table 4.5.2: Result of Structural Model

H	Hypothetical Path	Std. Estimate	S.E.	C.R.	P	Result
H4	Perceived PL Quality →Perceived PL Value	.155	.041	4.616	***	Accepted

4.6. Objective -5: To analyse the effect of Perceived private labels value on Consumers' intention to purchase private labels.

To fulfill this objective, H5 has benn framed and test by applying structural equation modelling.

Hypothesis-5: Perceived private labels value has positive effect on Consumers' intention to purchase private labels.

Strutural Equation modelling (SEM) has been used to test this hypothesis. An SEM analysis follows two steps appraoch to test the model. In the first step, Confirmatory Factor Analysis (CFA) is carried out to assess the validity of measurement model (see Figure 4.6.1) and then moved to test the structural model (see Figure 4.6.2).

4.6.1. Confirmatory Factor Analysis

To assess the validity of the measurement model of perceived private labels value and purchase intention, a confirmatory factor analysis (CFA) has been applied by using AMOS 21v. The values of various fit indices have been found to have within the thresholds recommended by Hair et al., (2010) (see Figure 4.6.1).

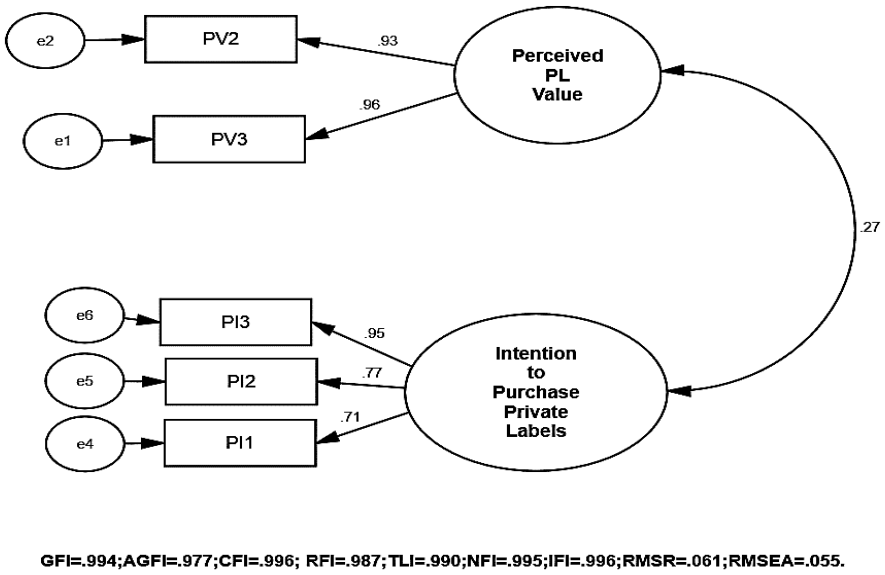


Figure 4.6.1: CFA model of Perceived PL Value and Intention to Purchase PL

(Hair et al., 2010). Where, Adjusted Goodness of Fit Index (AGFI) =.977, Comparative Fit Index (CFI) =.996, Goodness of Fit Index (GFI) = .994, Incremental Fit Index (IFI) =.995, Normed Fit Index (NFI) =.995, Root Mean Square Error of Approx. (RMSEA) = .055, Tucker–Lewis Index (TLI) =.990. Moreover, the standardized estimates of all the parameters have been found statically significant, which were in the range of between 0.71 and 0.96 (see Table 4.6.1).

Table 4.6.1: Result of Confirmatory factor analysis

Parameter	UnStd. Estimate	Std. Estimate	S.E.	C.R.	P
Perceived Private labels Value→PV3	1.000	.961	-	-	-
Perceived Private labels Value→PV2	.928	.925	.057	16.315	***
Intention to Purchase Private labels→PI2	1.071	.768	.046	23.381	***
Intention to Purchase Private labels→PI3	1.388	.946	.058	23.886	***
Intention to Purchase Private labels→PI1	1.000	.712	-	-	***

4.6.2. Structural Equation Model

Structural equation modelling has been applied to test the hypothesis pertaining to effect of perceived private labels value on consumers' intention to purchase private labels (see the Figure 4.6.2).

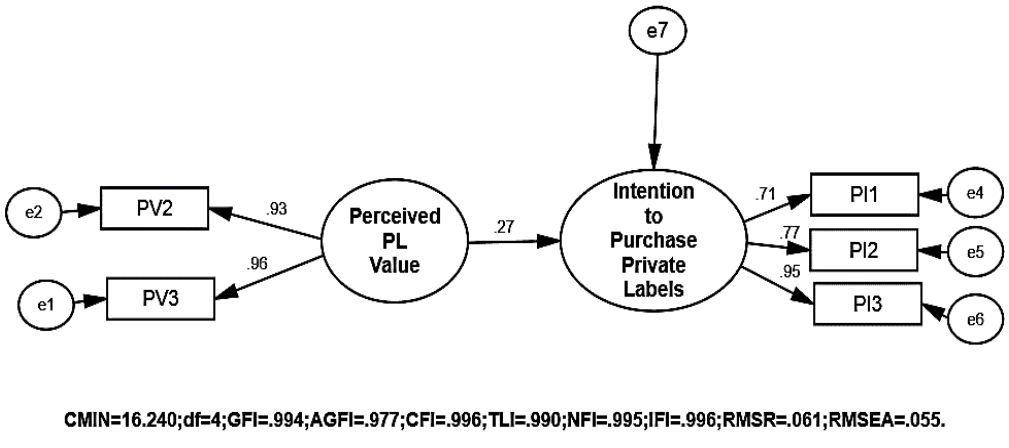


Figure 4.6.2: Structural equation model for effect of Perceived PL value and Intention to purchase private labels

4.6.3. Model Fit Indices of structural model

All the model fit indices have been found to have values under the thresholds suggested by (Hair et al., 2010). The values for these fit indices include, Goodness of Fit Index (GFI) = .994, Adjusted Goodness of Fit Index (AGFI) =.977, Comparative Fit Index (CFI) =.996, Incremental Fit Index (IFI) =.996, Normed Fit Index (NFI) =.995, and Root Mean Square Error of Approx. (RMSEA) = .055 and Tucker–Lewis Index (TLI) =.990.

4.6.4. Results of structural equation modelling

All the parameters estimates of corresponding hypothetical paths are found statistically significant corresponding. Hypotheses are tested against critical ratios and significant p-value. Any hypothetical path whose CR (t-value) values exceeds 1.96 and has significant p-values is accepted and otherwise rejected. The degree of causality is predicted based up on the standardised regression weights of respective paths. Table 4.6.2, shows the standardised direct effects of path coefficients and results of hypotheses testing.

Table 4.6.2: Final Result of Structural Model

H	Hypothetical Path	Std. Estimate	S.E.	C.R.	P	Result
H5	Perceived PL Value → Intention to Purchase PL	.268	.026	7.518	***	Accepted

SECTION-B: HYPOTHESES TESTING BY USING AN INTEGRATED RESEARCH MODEL

4.7. Integrated Conceptual Research Model

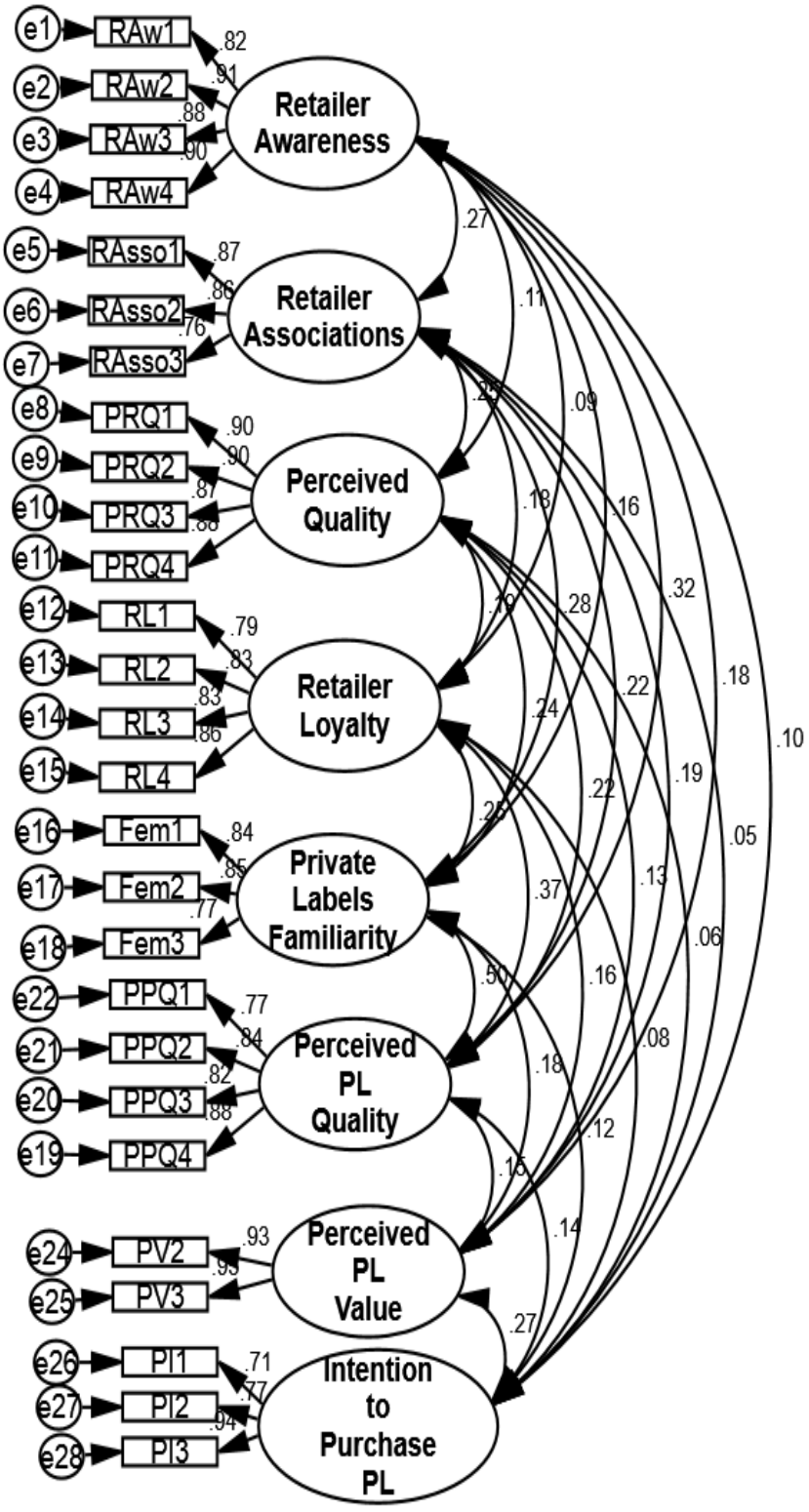
In the previous section, hypotheses pertaining to all the objectives have been tested by using individual structural equation models and however the same hypotheses have been tested again by using an integrated single research model in this section. Firstly, confirmatory factor analysis has been carried out to assess the validity and reliablity of the measurement model and then hypotheses have been tested by using structural equation model. All the factors in the measurement model have been loaded with significant factor loadings (see Fig 4.7.1) and the measurement model achieved the recommended threshold values of all model fit indices.

All the model fit indices have been found to have values under the thresholds suggested by (Hair et al., 2010). The values for these fit indices include, Goodness of Fit Index (GFI) = .972, Adjusted Goodness of Fit Index (AGFI) =.906, Comparative Fit Index (CFI) =.958, Incremental Fit Index (IFI) =.958, Normed Fit Index (NFI) =.994, and Root Mean Square Error of Approx. (RMSEA) = .052 and Tucker–Lewis Index (TLI) =.950

Table 4.7.1: Model Fit Indices of Measurement Model

GFI	AGFI	CFI	IFI	NFI	RFI	TLI	RMR	RMSEA
.972	.906	.958	.958	.944	.933	.950	.047	.052

4.7.1. Integrated Research measurement model



GFI=.927;AGFI=.906;CFI=.958;IFI=.958;;NFI=.944;RFI=.933;TLI=.950;RMR=.047;RMSEA=.052.

Figure 4.7.1: CFA of Integrated Research model

4.7.2. CFA Results of integrated research measurement model

The factor loadings corresponding to each item is found statistically significant at 5 percent level of significance. All the loading are in the range of between .71 and .95 which can be considered as significant loadings (see Table 4.7.2).

Table 4.7.2: Final CFA Results of integrated research measurement model

Parameter	Std. Estimate	S.E.	C.R.	P
Retailer Awareness→RAw4	.901	-	-	-
Retailer Awareness→RAw3	.884	.023	41.818	***
Retailer Awareness→RAw2	.912	.021	44.731	***
Retailer Awareness→RAw1	.825	.022	36.160	***
Retailer Associations→RAsso3	.761	-	-	-
Retailer Associations→RAsso2	.860	.040	26.970	***
Retailer Associations→RAsso1	.871	.039	27.102	***
Perceived Quality→PRQ4	.877	-	-	-
Perceived Quality→PRQ3	.872	.026	38.479	***
Perceived Quality→PRQ2	.902	.026	41.240	***
Perceived Quality→PRQ1	.899	.025	40.909	***
Retailer Loyalty→RL4	.857	-	-	-
Retailer Loyalty→RL3	.834	.031	32.087	***
Retailer Loyalty→RL2	.831	.029	31.911	***
Retailer Loyalty→RL1	.792	.030	29.722	***
Private Labels Familiarity→Fem3	.765	.036	26.212	***
Private Labels Familiarity→Fem2	.852	.033	28.804	***
Private Labels Familiarity→Fem1	.843	-	-	-
Perceived PL Quality→PPQ4	.876	-	-	-
Perceived PL Quality→PPQ3	.817	.029	32.260	***
Perceived PL Quality→PPQ2	.842	.029	33.810	***
Perceived PL Quality→PPQ1	.775	.028	29.712	***
Perceived Value→PV3	.952	.047	22.747	***
Perceived Value→PV2	.933	-	-	-
Purchase Intention→PI3	.941	.057	24.103	***
Purchase Intention→PI2	.772	.046	23.495	***
Purchase Intention→PI1	.715	-	-	-

4.7.3. Convergent Validity of the Measurement Model

Convergent validity refers to existence of internal consistency between and among the items within a construct. In contrast, convergent validity is said to have established when a strong correlation exists within the items of a construct and weak correlations are with the items of other constructs. Composite reliability (CR) and the average variance extracted (AVE) are the two methods used to assess convergent validity. For this, the composite reliability of a construct must be greater than the average variance extracted of that particular construct. Moreover, the composite reliability and average variance extracted of a construct must be greater than 0.70 and 0.50 respectively. The composite reliability (CR) of all the constructs are between the range of 0.87 and 0.94 similarly an AVE of each constructs are between 0.66 and 0.88 which are above the acceptable threshold limit (see Table 4.7.3). Hence, all the constructs included in measurement model have achieved convergent validity.

Table 4.7.3: Convergent Validity for the integrated measurement model

	CR	AVE	MSV	ASV
Perceived PL Value	0.941	0.888	0.072	0.034
Perceived Quality	0.937	0.788	0.062	0.034
Retailer Loyalty	0.898	0.687	0.135	0.044
Retailer Awareness	0.933	0.776	0.102	0.038
Retailer Associations	0.871	0.692	0.076	0.047
Perceived PL Quality	0.897	0.686	0.248	0.089
Private Labels Familiarity	0.861	0.674	0.248	0.073
Intention to Purchase PL	0.854	0.664	0.072	0.019

4.7.4. Discriminant Validity of the Measurement Model

Discriminant validity refers to criterion that, how well a construct is different from others. In contrast, a construct is said to be free from discriminant validity, when it has lower correlations with other constructs and the highest correlation with itself. This can be assessed by using the inter-construct correlation matrix. Discriminant validity can also be assessed by examining the variance extraction method. Under this method, the Average Variance Extracted (AVE) of each factor must be greater than its Maximum Shared Squared Variance (MSV) and Average Shared Squared Variance (ASV) (see Table 4.7.5). For the instance, retailer awareness (RAw) has

lower correlations with the other constructs (RAw↔RAsso) = 0.268; (RAw↔PQ) = 0.112; (RAw↔RL) = 0.086 and have the highest correlation with itself (RAw↔RAw) = 0.881. Similarly, rest of all the constructs have lower corretaltions with other constructs but have highest with themselves.

4.7.5. Structural Equation Modelling

Structural equation modelling has been applied to test the hypotheses corresponding each hypothetical path drawn in the integrated hypothetical research model, (see the Figure 4.7.2).

4.7.6. Model Fit Indices of structural model

A model is to be said fit, when it meets threshold values of various fit indices criterions (Hair et al., 2010). Among them, most commonly used are, Chi-square- $\chi 2$, Goodness-of-fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Comparative Fit Index (CFI), Incremental Fit Index (IFI), Normed Fit Index (NFI), Relative Fit Index (RFI), Tucker Lewis Index (TLI), and the Root Mean Square Error of Approximation (RMSEA). They have recommended certain values of each fit index (see Table 4.7.4).

Table 4.7.4: Recommended thresholds of Model Fit Indices

χ^2/df	P	GFI	AGFI	CFI	IFI	NFI	RFI	TLI	RMR	RMSEA
2 to 5	≥ .05	≥ .90	≥ .85	≥ .90	≥ .90	≥ .90	≥ .90	≥ .90	≤ .06	≤ .06

Table 4.7.5: Discriminant Validity for the integrated measurement model

Inter-Construct Correlation								
	Perceived PL Value	**Perceived Quality**	**Retailer Loyalty**	**Retailer Awareness**	**Retailer Associations**	**Perceived PL Quality**	**Private Labels Familiarity**	**Intention to Purchase PL**
Perceived PL Value	**0.943**							
Perceived Quality	0.135	**0.888**						
Retailer Loyalty	0.165	0.194	**0.829**					
Retailer Awareness	0.185	0.112	0.086	**0.881**				
Retailer Associations	0.187	0.248	0.181	0.268	**0.832**			
Perceived PL Quality	0.150	0.218	0.368	0.320	0.223	**0.828**		
Private Labels Familiarity	0.177	0.237	0.246	0.157	0.275	0.498	**0.821**	
Intention to Purchase PL	0.269	0.058	0.081	0.102	0.053	0.142	0.120	**0.815**

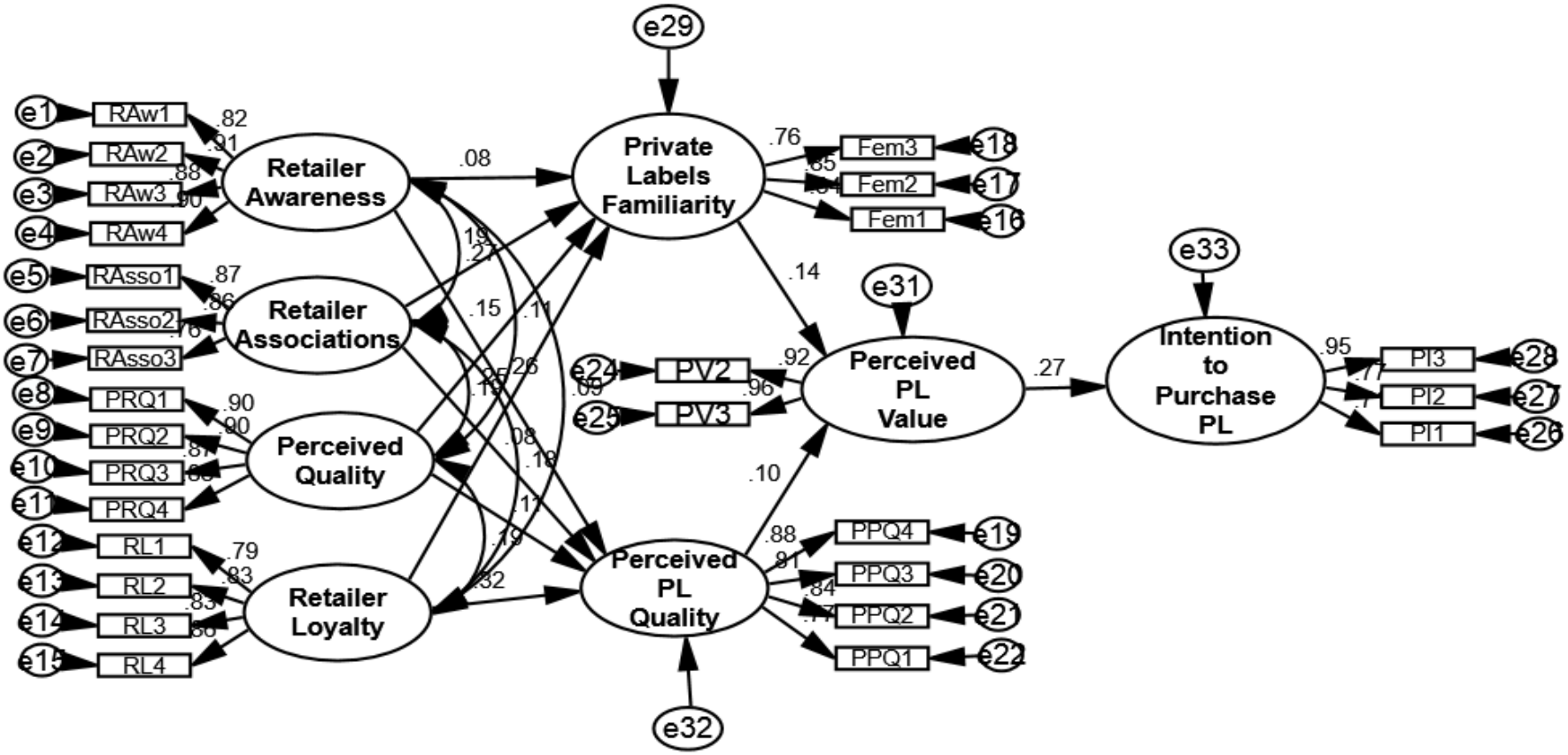


Figure 4.7.2: Structural Equation of Integrated Research Model

4.7.7. Final Results Research model and Hypothesis Testing

The Results of structural model are able to support all the hypotheses pertaining to the effect of retailer equity elements- retailer awareness, retailer associations, perceived retailer quality and retailer loyalty on consumers' familiarity with private labels and perceived private labels quality. Then, these factors have effect on perceived private labels value, and finally perceived private labels value has significant effect on consumers' intention to purchase private labels (See Table 4.7.6; Table 4.7.7).

Table 4.7.6: Final Results of Integrated Structural Model

H	Hypothetical Paths	Estimate	S.E.	C.R.	P	Result
H1a	Retailer Awareness→ PL Familiarity	.069	.028	2.425	.015	Accepted
H1b	Retailer Associations→ PL Familiarity	.202	.040	5.074	***	Accepted
H1c	Perceived Quality→ PL Familiarity	.139	.032	4.308	***	Accepted
H1d	Retailer Loyalty→ PL Familiarity	.179	.033	5.511	***	Accepted
H2a	Retailer Awareness→ Perceived PL Quality	.240	.029	8.205	***	Accepted
H2b	Retailer Associations→ Perceived PL Quality	.090	.040	2.245	.025	Accepted
H2c	Perceived Quality→ Perceived PL Quality	.114	.033	3.482	***	Accepted
H2d	Retailer Loyalty→ Perceived PL Quality	.325	.034	9.670	***	Accepted
H3	PL Familiarity→ Perceived PL Value	.175	.043	4.081	***	Accepted
H4	Perceived PL Quality→ Perceived PL Value	.111	.038	2.920	.004	Accepted
H5	Perceived PL Value→Intention to Purchase PL	.209	.027	7.795	***	Accepted

4.7.8. Summary of the Hypotheses Results

This study has posited majorly seven hypotheses corresponding to seven inter-dependent factors which have structural relationships between and among them and ultimately effect the final dependent factor, i.e., purchase intention towards private labels. All the seven hypotheses have been supported in the study (see Table 4.7.7).

Table 4.7.7: Summary of the Hypotheses Results

H	Hypotheses	Result
H1a	Retailer Awareness has positive effect on consumers' familiarity with private labels.	Accepted
H1b	Retailer Associations have positive effect on consumers' familiarity with private labels.	Accepted
H1c	Perceived retailer quality has positive effect on consumers' familiarity with private labels.	Accepted
H1d	Retailer loyalty has positive effect on consumers' familiarity with private labels.	Accepted
H2a	Retailer Awareness has positive effect on Perceived private labels quality.	Accepted
H2b	Retailer Associations have positive effect on Perceived private labels quality.	Accepted
H2c	Perceived retailer quality has positive effect on Perceived private labels quality.	Accepted
H2d	Retailer loyalty has positive effect on Perceived private labels quality.	Accepted
H3	Consumers' familiarity with private labels has positive effect on Perceived private labels value.	Accepted
H4	Perceived private labels quality has positive effect on Perceived private labels value.	Accepted
H5	Perceived private labels value has positive effect on Consumers' intention to purchase private labels value.	Accepted

4.8. Consumers' Preferred Retail Brand

The present study made an attempt to know consumers' preferred retail brand in India. Primary data have been collected from a total of 1020 consumers across four Indian metropolitan cities, then data have been analysed by using simple frequency analysis and came to know that among four retaill brands, Relaince retail has been chosen as first preferred retailer by majority of the

consumers. Almost 31.3 percent of the respondents selected Reliance retail as their preferred retail Brand. Big Bazaar has been chosen as second most preferred retail brand by a 26.5 percent respondents. Similarly, Aditya Birla's More and Spencer's have been chosen as third best and fourth best preferred retail brands (see Table 4.8.1 and Figure 4.8.1)

Table 4.8.1: Rankings of consumers' most preferred Retail Brands

	Frequency	Percent	Rank
Big Bazaar	270	26.5	2
More	242	23.7	3
Reliance retail	319	31.3	1
Spencer's	189	18.5	4
Total	1020	100.0	

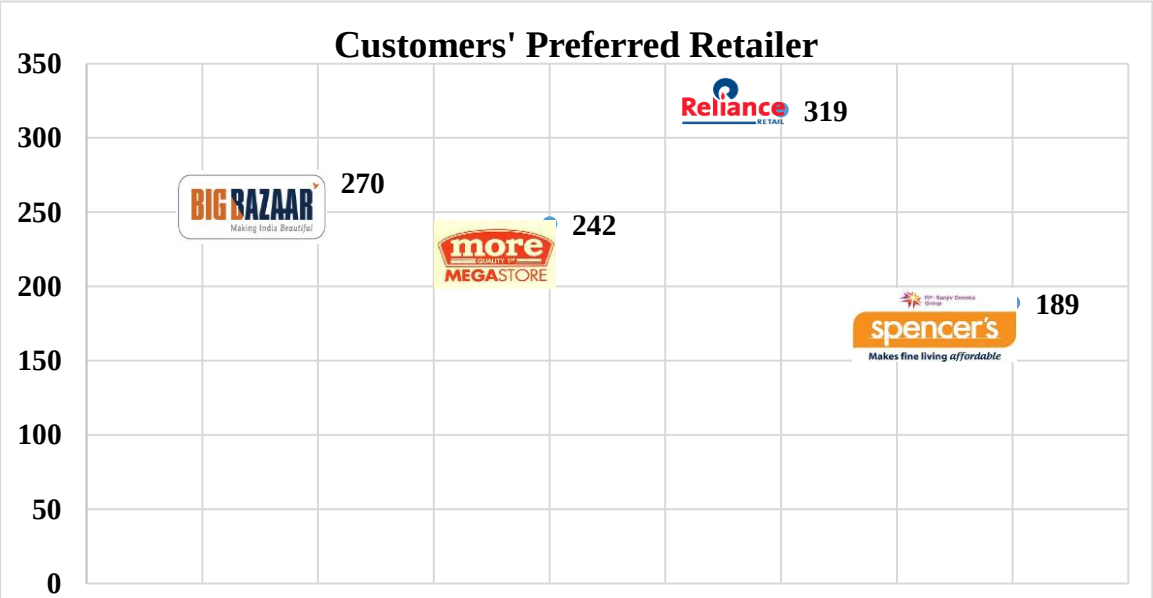


Figure 4.8.1: Customers Preferred Retailer

CHAPTER-V

FINDINGS AND CONCLUSIONS

5. Findings and Conclusions

This chapter presents findings and conclusions in two sections. In the first section, specific findings and conclusions are reported which are emerged from the analysis of primary data and then finding and conclusion from personal observations noted from field study are presented. As the present study is aimed to analyse the consequences of retailer brand equity on customers' intention to purchase private labels, primary data related brand equity and other intermediate variable have been collected from a total of 1020 consumers across the four major metropolitan cities in India. An integrated research model has been developed based on the research gaps emerged out of a thorough, extensive review of literature and which is tested empirically on the primary data. Structural Equation Modelling (SEM), a multivariate statistical data analysis technique is used to test the hypothesized research model. Initially, each individual hypothesis is tested by using separate SEM and then tested them by combining all into one integrated model. The research findings and conclusions of the study are discussed each objectives wise and then its implications are presented followed by limitations and scope for future research at the end of the chapter.

5.1. Specific findings and Conclusions - Objective-wise

The study has aimed to answer five objectives and thus, developed five major hypotheses corresponding each objective.

Objective 1: To analyse the effect of retailer brand equity elements on consumers' familiarity with the private labels.

This objective is fulfilled by means of framing H1 and tested it empirically by using structural equation modelling. Since the brand equity has four elements; brand awareness, brand associations, perceived quality and brand loyalty, four sub hypotheses are developed (H1a, H1b, H1c and H1d) for each element and tested empirically. All the four sub hypotheses are accepted. Hence, the brand equity elements are found to have effect on consumers' familiarity towards private labels. This finding supports previous studies conducted by Chin, (2009) and Sinha.J, (2011). When customers hold higher brand equity for a particular brand, will have

higher prone to become familiar with their private labels. For the instance, when a customer is aware of a brand, has some associations with it, over a period, he will become loyal to that particular brand if he is satisfied with the quality offered by that brand. While in due course, customer keeps visit store repeatedly as he is loyal to that brand, he will be prone to become familiar with the private labels of that particular brand. Thus, it can be concluded that higher the brand equity held by customers, greater the familiar with private labels will be. Hence, retailers are suggested to focus on brand equity elements parallel to increase activities of making private labels more visible to customers while visiting stores.

Objective-2: To analyse the effect of Retailers' brand equity elements on consumers' Perceived private labels quality

Likewise first objective, this objective is also fulfilled by means of framing H2 and tested it empirically by using structural equation modelling. Since the brand equity has four elements; brand awareness, brand associations, perceived quality and brand loyalty, four sub hypotheses are developed (H2a, H2b, H2c and H2d) for each element and tested empirically. All the four sub hypotheses are accepted. Hence, the brand equity elements are found to have effect on consumers' perceived quality towards private labels. This finding supports partially with the arguments of previous studies by Ashill, N. J., and Sinha, A., (2004); Chang, H. H., and Liu, Y. M., (2009) and Mohammad Reza et al., (2011). All the four brand equity elements; brand awareness, brand associations, perceived quality and brand loyalty are found to have effect on consumers quality perceptions towards private labels. When customers hold higher brand equity for a particular brand, will have higher perceived quality for private labels. For the instance, when a customer is aware of a brand, has some associations with it, over a period, he will become loyal to that particular brand if he is satisfied with the quality offered by that brand. Since that customer is loyal to a brand as he is satisfied with quality, he will also perceive the quality of the private labels par with retailer quality. Thus, it can be concluded that higher the brand equity held by customers, greater the perceived private labels quality will be. Hence, retailers are suggested to focus more on brand equity elements especially on the quality of the products offered in the store parallel to increase activities of making private labels more visible to customers while visiting stores.

Objective- 3: To analyse the effect of Private labels familiarity on Perceived private labels value

To achieve this objective, hypothesis-3 has been framed and tested by using structural equation modelling (SEM). Based on the results, consumers' familiarity with private labels has been

found to have significant effect on their perceived private labels value and therefore, it can be concluded that, more the consumers become familiar with private labels, greater the perceived private labels value will be. However, customers incline to choose only familiar brands rather than unfamiliar. Since they know these brands very well, purchase risk will be minimized. Therefore, when a product is familiar and the risk is minimal with it, would fetch value for buyers. Thus, it can be concluded that higher the familiarity with private labels, greater the perceived value will be associated with them. Hence, as these private labels are new and unfamiliar for most of the customers, retailers are suggested to focus more on the activities that increase consumers' familiarity with private labels, which plays a prominent role in success of private labels.

Objective- 4: To analyse the effect of Perceived private labels quality on Perceived private labels value

To achieve this objective, hypothesis-4 has been framed. Structural equation modelling is used to test this hypothesis. From the analysis, the perceived private labels quality has been found to have a significant effect on Perceived private labels value. In fact, perceived quality is just an assessment over a product's functionality varying from good to bad. When a product is perceived with of higher quality will definitely have some cues of value associated with it. This finding supports the study of Chang, T. Z., & Wildt, A. R., (1994) and Ho (2007) in general but not particular to the private labels context. Hence, higher the perceived quality of private labels, greater the perceived value will be. Moreover, customers perceive private labels as an option of value for money. When customers are familiar with private labels and perceive them with higher quality, then it will lead to higher perceived value for private labels.

Objective -5: To analyse the effect of Perceived Private Labels Value on Consumers' Intention to Purchase private Labels

To achieve this objective, hypothesis-5 has been framed. Structural equation modelling has been applied to test this hypothesis and found a significant and positive results.

Based on the results, perceived private labels value has been found to have significant effect on consumers' intention to purchase private labels. This finding support the previous studies (Dodds et al., 1991; Chang, T. Z., &Wildt, A. R., 1994; Grewal et al., 1998; Groth, 2001; Ho, 2007). It is rightlysaid by Ailawadi, Scott & Karen, (2001), that the private labels appeal to time-pressured consumers by offering a heuristic option of value for money. Thus it can be

concluded that, higher the consumers perceived value, higher their intention to purchase private labels will be.

This study has made an attempt to know consumers' most preferred retail brand. For this, primary data have been collected from a total of 1020 consumers across four Indian metropolitan cities, then data have been analysed by using simple frequency analysis and came to know that among four retaill brands, Relaince retail has been chosen as first preferred retailer by majority of the consumers. Big Bazaar has been chosen as second most preferred retail brand. Similarly, Aditya Birla's More and Spencer's have been chosen as third best and fourth best preferred retail brands.

5.2. Findings from Personal Observations

Apart from those specific findings and conclusions emerged out of data analysis results, a saperate findings are reported here which have been emerged out of personal observation during field study. These include;

- The private labels market has a potential scope for growth and it will continue to scale new heights each year. However, everyone gets in to it may not be successful and survive in the market place. Those who able to win consumers attention towards their brands, will definitely succeed in the industry. For this, retailers need to focus more towards building relationships rather than just going transactional.
- The advancement and success of private labels are in the hands of the retailers. Unless retailers understand the fundamental demand of shoppers properly**,** the growth of private labels will not be driven significantly further.
- Private Labels should be marketed in such a way to define the store's own point of difference.
- Retailers should communicate clearly the reasons for why customers visit the store.
- Apart from the factors discussed in the study, retailer are suggested to concentrate on other factors too such as quality of service, store ambience, instore environment, shopper friendly layout, and of empathetic employees to rise footfall into the store.
- Once retailer establish their position and image in these dimensions, it will be easier for them to create and increase the equity for their private labels in the market space

- Findings indicate that when consumers are making decisions about the purchase of private labels brands, the image of the store, as well as the retailer's corporate reputation play determinant roles.
- Corporate reputation lays higher impact on private labels image whereas; the store image lays higher effect on perception regrading quality of private labels. Hence, retailers need to focus more on building their corporate reputation par above with their counterparts.
- Shopping through organised retail malls has not been considered indulgence any longer. Extending in percentage of working women population, dynamic lifestyle, and dual income are the main driving force the shift in present day shopping preferences.

- Finally, retailer can launch premium line in the category of products wherein private labels are doing well to gain higher market share and to increase growth in their private labels.

5.3. Contributions of the study

The present study has developed an integrated conceptual research model based on the research gaps emerged out of the extensive literature review. Since, private labels are in India at nascent stage, literature pertaining to them were very limited in Indian context and thus, it became indeed to look for available literature. Most of the existing literature available is in the context of western and USA countries, where the penetration of private labels is high. That is how, all the literature pertaining to private labels are gathered and identified research gaps out of them after an extensive review of available literature. Although, previous studies attempted to study private labels, however most of them just focused on knowing consumers attitude and perceptions but did not on how these consumers' attitudes and perceptions get affected and by what manifests them so. Since the private labels are just like a baby for retailers, their growth is largely dependent on retailers itself. Hence, the retailer brand image becomes more important for the success of private labels. In fact, the brand image comes from brand equity of that particular brand carry in the customers mind. Thus, brand equity plays a prominent role in creation of brand image. In line with this, the present study has taken brand equity as an antecedent for formation of consumers' perception towards private labels, and subsequently

affects consumers' intention to purchase private labels. To analyse it empirically, an integrated conceptual model has been developed and tested by using structural equation modelling (SEM).

Based on the results of SEM, brand equity is been found to have effect on consumers perceptions towards quality and familiarity of the private labels and then which have effect on perceived private labels value and then ultimately on consumers' intention to purchase private labels. Thus, the study contributes the literature pertaining to the link between brand equity and consumer perceptions towards private labels to the existing body of knowledge in the field of marketing management.

6. LIMITATIONS AND SCOPE FOR FUTURE RESEARCH

It may not be possible for a social sciences research done without any limitations. Like any other social sciences research, this study also has a certain kinds of limitations. These limitations provide possible avenues for future researchers to carry out research in this particular area by bringing further improvements to the study. The limitations are;

1. The generalizability of research findings of this study are subjected to limitations, that the data used in this research have been gathered from a certain specific Indian metropolitan markets only, so a cross-cultural kind of study can be carried out to in this area of research, which will improve generalizability.
2. This study has incorporated only limited number of factors or variables in the conceptual model and tested, hence, there is a scope for further research to include further factors or variables related to private labels into the model.
3. As private labels are seen and perceived as buying them a risky option by most of the consumers, perceived risk dimension will play a critical role in consumers' decision to private labels. Unfortunately, this study has not included perceived risk dimension in to the conceptual model. Hence, future studies can incorporate it as an additional dimension into their model and carry out research to increase the validity of the model.
4. The results of this study were from only a limited number of sample size, hence, further studies can be carried out on a bigger sample size to validate the conceptual model.
5. This study has considered only the brand equity elements suggested by Aaker, (1991), a consumer based brand equity approach. However, the perceptions of consumers towards private labels will only not be influenced through these factors alone, some

other factors can be too. Hence, future studies can include factors like: store reputation; store service quality; store ambience, in-store promotions and etc.as influencers to consumers' perception towards private labels.

6. Finally, further studies can also examine the additional factors, which influence private labels purchase decision, like packaging, offers and discounts, promotions, rewards and etc.

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Appendix -I

Questionnaire

Dear Sir/Madam,

I am a doctoral student from the School of Management Studies, University of Hyderabad. In the part of my study, I am conducting a research study that examines Retailers' Brand equity and its consequences on consumers' intention to purchase private labels. I request you for your kind participation in the survey and fill the questionnaire. The survey questionnaire is anonymous. The results of this study may be published but neither your name nor your individual answers will be known. Only the researcher and supervisor will be allowed to see your information. Your information will be protected to the extent allowed by law.

Name: _____ (Optional)

Gender: Male ☐ Female ☐ (Please put the tick mark in applicable box)

Educational Qualifications: 1.Under Graduation ☐ 2. Graduation ☐ 3.Post-Graduation ☐

Age Group: 1. Below 25Year ☐ 2. 26 to 45Year ☐
3. 46 to 55 Year ☐ 4. 56year and above ☐

Income Group: 1. Below ₹30,000 ☐ 2. ₹ 30,001 to ₹ 40,000 ☐
3. ₹ 40,001 to ₹ 50,000 ☐ 4. ₹ 50,001 & above ☐

Frequency of Store Visits: 1. Daily ☐ 2. Weekly ☐ 3. Bi-Monthly ☐ 4. Monthly ☐

When was your Last Private Labels Purchase?

1. Within last 2 days ☐ 2. Week Ago ☐ 3. Half a month ago ☐ 4.Month ago ☐

Note: Please indicate your level of agreement (put the √ mark) on following statement on 1-5 rating scale; where,
1= Strongly Disagree, **2**= Disagree, **3**= Neither Disagree nor Agree, **4**=Agree and **5=** Strongly Agree.

	Statements	1	2	3	4	5
Retailer Awareness						
1.	I am aware of this retailer brand.	1	2	3	4	5
2.	Some characteristics of this retailer come to my mind quickly.	1	2	3	4	5
3.	I can recognize this retailer quickly among other competing brands.	1	2	3	4	5
4.	I am familiar with this retailer brand.	1	2	3	4	5
	Retailer Associations					
5.	This retailer has very unique brand image, compared to competing brands.	1	2	3	4	5
6.	I like and trust the products, which are sold at this retailer store only.	1	2	3	4	5
7.	I like the brand image of this retailer.	1	2	3	4	5
	Perceived Retailer Quality					
8.	Products from this retailer would be of very good quality.	1	2	3	4	5
9.	The retailer offer products with excellent features.	1	2	3	4	5
10.	I trust the quality of products from this retailer.	1	2	3	4	5
11.	I get always quality products from this brand.					
	Retailer Loyalty					
12.	I consider myself to be loyal to this retailer.	1	2	3	4	5
13.	I am still willing to buy products from this retailer even if its price is a little higher than that of its competitors.	1	2	3	4	5
14.	I will keep on buying products from this retailer as long as it provides me satisfied products.	1	2	3	4	5
15.	When buying groceries, this retailer would be my first choice.	1	2	3	4	5
	Perceived Private Labels Price					
16.	The price of private label is lower than the average market price for similar products.	1	2	3	4	5
17.	Price is important when I buy private labels.	1	2	3	4	5
18.	I think the price of private label food products is reasonable for consumers.	1	2	3	4	5

	Statements	1	2	3	4	5
	Private Labels Familiarity					
19.	I prefer to always shop at the store that I feel familiar with.	1	2	3	4	5
20.	I am very familiar with the various store brand grocery items available in the marketplace.	1	2	3	4	5
21.	I have much usage experience with store brand grocery items.	1	2	3	4	5
	Perceived Private Labels Quality					
22.	Quality is an important criterion when I buy private label food products.	1	2	3	4	5
23.	There is a great difference in overall quality between National Retailer and private label products.	1	2	3	4	5
24.	There is a significant difference in ingredient's nutritional value between national and private label products.	1	2	3	4	5
25.	The purchase of private labels is risky because the quality of private labels is inferior.	1	2	3	4	5
	Perceived Private Labels Value					
26.	When I buy the private labels, I would ensure that I am getting my money's worth.	1	2	3	4	5
27.	Private Labels offer great value for money.	1	2	3	4	5
28.	I always check prices at the stores among brands to ensure I acquire the best value for money products.	1	2	3	4	5
	Intention to Purchase Private Labels					
29.	I like to purchase the private labels in the near future.	1	2	3	4	5
30.	I will recommend others to purchase Private labels.	1	2	3	4	5
31.	I will try to purchase private labels.	1	2	3	4	5

32.	Please indicate the retailer whom you prefer the most for your groceries purchase.	**Big Bazaar**	**More**	**Reliance**	**Spencer's**

Email Id:_____ (optional).

****Thank You*****

Appendix –II

List of Publications

1. Ramulu, B., & Sapna, S. (2015). "The effect of Perceived Risk Dimensions on Purchase Intention – An empirical evidence from Indian private labels market". American Journal of Business, Vol 30(4).pp: 218-230. An Emerald Publications

2. Ramulu, B. (2015). "Determinants of Customer-Based Retailer Equity: An Empirical Verification Approach from Indian Large Retail Market". Journal of Management esearch, Vol. 7, No. 2, 375-385. ISSN 1941-899X *an USA journal.* Available at: http://dx.doi.org/10.5296/jmr.v7i2.6949

3. Ramulu, B., & Sapna, S. (2016). "Measuring Brand Equity of e-trailers in India- a CBBE approach". International Journal of Advanced Research in Computer Sciences and Management Studies, Vol.2, February, pp: 139-147. ISSN: 2321-7782.

4. Ramulu, B. & Sapna, S. (2014). "Analysing the factors effecting Consumers' Purchase Intention towards Private labels". International Journal of Business, Management & Social Sciences, Vol. III, Issue (12), 28-32. ISSN: 2249 – 7463.
5. Ramulu, B. & Sapna, S. (2016). "Factors Affecting Shoppers' Brand Preference towards Choosing Retail Stores". IUP Journal of Brand Management, Vol. 2 XIII, No. 2. ISSN: 0972-9097.

6. Ramulu, B., & Sapna, S. (2014). "An Analysis of Consumers' Purchase Intention towards Private Labels of Indian Retailers". GE-International Journal of Management Research, Vol. 2, August, pp.343-360. ISSN: 2321-1709.

7. Ramulu, B., & Sapna, S. (2013). "Consumers' perception towards private label products of Indian retailers- a study on super markets in Hyderabad". International Journal of Business, Management & Social Sciences, Vol. II, Issue 12 (2), 94-99. ISSN: 2249 – 7463.

Paper Presentation in International Conferences held in Abroad

1. Paper entitled, "Influence of Retailer Equity on Shoppers' Intention to Purchase Private Labels: An Empirical Evidence from Indian Large Retail Market" presented in an International Conference on Trends in Economics, Humanities and Management held at Singapore during 27th & 28th March, 2015.

2. Paper entitled, "Determinants of Customer-Based Retailer Equity: An Empirical Verification Approach from Indian Large Retail Market" presented in Global Conference on Business and Social Science, held at Kuala Lumpur, Malaysia during 16th &17th December,2014.

3. Paper entitled, "Analysing the factors effecting Consumers' Purchase Intention towards Private labels" presented in an International Conference on Commerce, Law and Social Sciences held at Bangkok, Thailand during 10th & 11th December, 2014.

Paper Presentation in International Conference held in India

1. Paper entitled, "Consumers Perception towards private label products of Indian Retailers- A study on super markets in Hyderabad" presented at *2nd International Interdisciplinary Research Conference on Business, Management, Engineering, Technology and Social Sciences,* organized by IGCCIA and INAAR held at Surat on 24th August, 2013.