wjpmr, 2019,5(7), 85-91

SJIF Impact Factor: 4.639

WORLD JOURNAL OF PHARMACEUTICAL AND MEDICAL RESEARCH
www.wjpmr.com

Review Article
ISSN 2455-3301
WJPMR

PROMOTION OF PRIVATE LABEL BRAND (STORE BRANDS) BY YOUNG INDIAN CONSUMERS

***[1]Prof. Bhavika A. Thakkar and [2]Dr. Anjali Panigrahi**

[1]Assistant Professor, ITM Business School, Navi Mumbai) Research Scholar, Faculty of Management, Pacific Academy of Higher Education and Research University, Udaipur.
[2]Professor at Cethana College Mumbai.

***Corresponding Author: Prof. Bhavika A. Thakkar**
Assistant Professor, ITM Business School, Navi Mumbai) Research Scholar, Faculty of Management, Pacific Academy of Higher Education and Research University, Udaipur.

Article Received on 29/04/2019 **Article Revised on 19/05/2019** **Article Accepted on 09/06/2019**

ABSTRACT
Unlike the past, the retail competition now includes the private label brands along with the national brands. Many retailers have come up with their own distinct brands. In this manner, the market for private labels in India is appealing, promising and consumer-driven. The private labels have built a strong online presence too. This paper focuses on the young consumers' preference towards private label brands considering their age, profession and many more demographic factors. The study brings to light; new dimensions of the changing tastes and purchasing patterns influenced by the different promotional strategies followed by the private label brands.

KEYWORDS: Private label, Young consumer, purchaser perception, Promotion.

INTRODUCTION

Retail, one of India's forthcoming ventures, has by and by risen as the most unique and quick paced businesses of ongoing occasions with a few players entering the market. One of the courses taken up by Indian retailers to prevail in the retail business is to concentrate on private label brands. Retailers utilize private label brands to contend with the national brands by setting aggressive price focuses. Deciding client perception towards private label brands is a basic piece of a retailer's marketing technique plan process. To pick up this comprehension in regard of Indian clients particularly the young of India, this examination was directed.

Private labels have a capacity to fulfil esteem conscious buyers. Today, the buyers are extremely demanding and are searching for more assortments at lower prices. Private labels aren't the sub-standard choices that they used to be a couple of years prior. They are doing exceedingly well crosswise over different item classifications as they give great quality and focused evaluating when contrasted and national brands. There is a great deal of potential for private labels to wind up more expansive situated in the coming years. For the most part, private labels brands are much requested in sustenance and clothing item classifications however the range of private label brands to different classes like Pharmaceutical, Household Electronics and Baby Products is probably going to increment. The development of private label industry in India and purchaser inclination for private labels has supported the requirement for doing research around there.

Regarding some past examinations, over 90%, of Indian retail markets is overwhelmed and cooked by the unorganized segment. However, with time; there has been change in taste and preferences of the buyers. Accordingly, the industry has moved towards ending up more sorted out. Perceiving the opportunities for composed retail in India, various huge corporate houses have wandered into the retail business. A portion of the models Pantaloon Retail, Shopper Stop, Reliance retail, Tata's, Godrej, Mahindra and Mahindra and so on. Every one of these players has number of present day retail designs like shopping centres, hyper stores and supermarkets.

In the past decade, Indian customer had an attitude of first putting something aside for future and purchasing just the minimum essentials. However, post liberalisation attention moved towards spending and living for the occasion. With the developing younger population who are working, the pattern has moved towards enhancing the present way of life and furthermore to explore more with extravagance merchandise (luxury goods). The young customers are currently outfitted with higher expendable wages, with Visas, charge cards and credits at their direction, and they are progressively presented to the shopping society of the west. The accentuation has moved from being simply price cognizant to requesting for progressively - structure, quality and stylishness Consumers have moved past the fundamental survival needs and non-essential needs has caught the force particularly in the urban and developing urban areas.

Consumer acceptance towards Private Labels

Private label brands can't supplant 100 percent market share from national brands as National Brands spend significant measure of cash in Research and Development with the end goal to cut out and make specialties over the private label brands. Brand awareness is basic in the present vicious focused world as there are messes of 'me-as well' items that are accessible in the market. Creating, sustaining and keeping up the brand awareness is a greatest test for the marketer. National Brands over-shallows private label brands in size due to their broad marketing and dispersion which has brought about better deals, as their brands have over some undefined time frame procured a picture synonymous with 'trust, quality and affluence'(Nirmalya, 2007).

The customers in the market are of two kinds:

- The first kind of customers gives greater need to the quality of the item and will pay a premium for the equivalent.
- While, the second sort of customer's searches for a sensible quality item at a sensibly lower price. The last is a more probable buyer of private label brands.

Social correlations majorly affect customers' buy conduct since purchasers' needs and requests are regularly framed and impacted by the necessities and requests of other individuals. This can be credited to the 'peer impact disorder', which clarifies why purchasers normally incline toward and need to purchase what others purchase and subsequently construct a positive social picture. Along these lines, they trust that they lessen their dimension of hazard opposite social acknowledgment for the items they buy. This is similarly valid for private label brands.

LITERATURE REVIEW

Shukla, P., Banerjee, M., and Adidam, P. T. (2011) in their exploration paper examined the different psychographic and socio-demographic elements which affect profiling of private label customers. Promoting techniques are extraordinarily affected by socio demographics markers as they majorly affect the buying decision dependent on the phase of family life cycle in which a buyer lies. Value cognizance, brand and store dependability, quality perception and so forth are some other psychographic factors which affect buying practices of shoppers towards private label brands.

Abhishek (2014) in their paper concentrated on how a private label brand is picked dependent on demographic factors and here the information has been gathered from reliability projects of clothing stores. Demographic information identified with age, instruction, pay and other essential data was taken through enrolment subtle elements. Shopper's decision making process is more experiential with regards to clothing as variables like how the clothes fit, how it feels, what it would appear that on them when worn, and desires for how it would withstand the wear and tear and so on are considered. Clothes are not bought in a normal way; it is either require driven or motivation driven. Basic supply items are purchased dependent on past experience and ordinarily for private utilization, with the exception of when implied for visitors where extra factors may likewise become possibly the most important factor. An examination found that private label brands buys in a classification increment when customers see decreased outcomes of settling on a mix-up in brand decision in that class (Batra and Sinha, 2000). This impact has additionally been seen in the classifications where the "look" trademark commands the "encounter" one. Clothes as a class speak to and summon a higher association and higher ticket item than basic need things. Social dangers appended to clothes are higher. The normal for "encounter" is related with clothes while "look" attributes are related with basic supply things (Erdem and Swait, 1998).

An examination was led to distinguish the impact of shoppers' particular demographic qualities on the awareness and the wellsprings of data for PL nourishment items (Tzimitra-Kalogianni et.al., 2002b). As per their discoveries, ladies are more mindful than men of PL nourishment items and are for the most part instructed and refreshed through retailers' publicizing flyers and companions. Despite what might be expected, men become more acquainted with about PL sustenance items when they really experience the buy procedure themselves. Additionally, it is gives the idea that more youthful customers have a more positive viewpoint towards private label brands than the more seasoned age (Veloutsou et al., 2004).

Moschis (2003) echoes this assessment, connoting that more established buyers are more brand steadfast and are probably going to have an inclination for the brands with which they are more commonplace. Despite what might be expected, youthful buyers are more open to trial and attempt new or new brands and items. This gives a chance to retailers to provide food their private label brands to youthful shoppers.

Without any earlier immediate involvement with the concerned explicit brands or labels, purchaser are bound to make a choice dependent on foreseen fulfilment with that item i.e. an emotional desire for probability of item fulfilment (Weiner, 2000). Be that as it may, on the off chance that the item has never been bought by the shoppers, purchasers depend on plausible prompts from different elements like the administration related with the item including informal. This is noticeable even if there should arise an occurrence of private label brands, where the items which are not acquired from the stores previously, may take potential prompts from different components like comfort of store, administrations conveyed, store climate and so on.

Baltas (2003) proposed that National Brands can't regularly rival private label brands as far as valuing and consequently depend on promoting to assume a basic job in item separation. Accordingly, the retailers need to confront the test to embrace and bolster their scope of private label brands with no huge outer promoting. This is frequently accomplished through situating of a couple private label brands – close by their National Brands partners – in a daily paper embed, through in-house POP material focussing solely on these private label brands or inTV promoting.

Before propelling their own private label brands, retailers need to assess and look at the different choices like how might they get, create and merchandize their items. It is without a doubt a test for private label brands to slice through the messiness of National Brands and get a chance to emerge from the group and find proper rack space for itself that gives satisfactory 'seeing' openings. Earlier announced research demonstrates that quality and cost to be the two most critical parameters for the choice of private label brands. It is observed to be decidedly related to the shoppers' fulfilment levels since they fortify the customers' conviction that these items offer an incentive for "cash" (Veloutsou et al., 2004).

Rack space is portrayed as "one of the retailer's most imperative resources" and an indispensable asset. Retailers utilize this as a trump card concerning arrangements. With the end goal to get its near preference, retailers intentionally designate their private label brands straightforwardly to one side of the National Brands they are contending with. This is on the grounds that 90 percent of the populace are correct given and by setting private label brands one next to the other of National Brands they get quick ID, acknowledgment and subsequently the likelihood of getting the private label brands is higher when contrasted with National Brands (Suarez, 2005). The dimension at which the item is shown has a huge effect in driving deals (Hwang et al., 2004). De Wulf et al. (2005) concur with this preface and features that rack situating is basic for the 'take-off' of the private label brands.

Accordingly, the past review has demonstrated that the awareness dimension of private label brands is high and individuals know about the presence of private labels. Thinking about the assortment and offers in attire classification, it is the unmistakable pioneer in the classification in which private labels are purchased. There is a great deal of degree to catch a greater piece of the pie in the clothing classification as individuals need more assortment nowadays and are winding up more style cognizant. It is obvious from the surveys that the customers that they feel that private labels offer high calibre and that is a noteworthy rousing component behind buying private labels. Greater part of customers has been presented to the promotions/internet based life impacts of private labels. As indicated by them the best method of commercial is "in-store promotions‟. This is an essential knowledge as this demonstrates in-store advancements and offers really impact the buying conduct of customers and retailers should focus more on viable advancement of their private labels inside the stores.

OBJECTIVE OF THE PRESENT STUDY

The objective of the current study was to contribute to the body of research pertaining to the level of consumer acceptance towards private label offerings and comparing Private Label Brands with National Brands:

- To understand the consumer buying behaviour of young Indian consumer.
- To study future prospects and level of competition between national brand and private label brand.
- To understand the acceptance (penetration) levels of private label brand names by young Indian customers.

HYPOTHESIS AND RESEARCH OUTCOMES:

- **HI: There is positive correlation between socio demographic and buying behaviour of young Indian customers.**
- **H2: There is positive correlation between consumer attitude towards PLB vs national brand.**
- **H3: There is positive correlation between preference towards PLB and level of income of consumer.**

RESEARCH METHODOLOGY & DATA COLLECTION

This empirical research and review is directed dependent on structured and close-ended questionnaires. The survey utilized in this investigation is developed dependent on the past examinations. The survey substance of 13 questions, Primary data gathered from different customers from metro and non-metro city over the India. The secondary data additionally has likewise been gathered from different sources according to the need of research.

A survey was composed into three segments in regard to: (I) socio-statistic profiles of respondent; (ii) Awareness and utilization propensities; (iii) customer perception and disposition for various classification the 270 respondents have been chosen with accommodation inspecting strategy. The example incorporates respondents with various age gathering, training and occupations so an unmistakable picture of how a private name is considered in the psyches of the customers having a place with India.

Study has been done to get clearness about the targets by cooperating with customers. From the past research examine it was seen that private label classifications are doing to a great degree well in the market. This illuminate’s development rate of private labels in specific classes.

Client awareness about private label is additionally increment in specific classifications. A researcher attempts to comprehend the key factors in charge of driving the buy of private label brand.

- In the main stage, an investigation of elements driving the buyers towards the stores has been examined. As the facts confirm that purchaser conduct is unpredictable and all the time not thought about comprehensible. A typical obstacle is that purchasers vary crosswise over outskirts and locales subsequently the conduct, identity and inclination cannot be disregard in such case. In current occasions, expectation of shopper conduct is much basic for thriving of the business. Its expectation and technique detailing is a test for the administration of any business association. Just those associations which plan and actualize customer situated advertising procedures can get by in worldwide focused period.
- In the second stage, the relationship between the essential factors, for example, quality number of classifications, store name as private label name, creative private labels, advancements and price of national brand and private labels on the store faithfulness has been contemplated.
- The third stage centres on the commitment of private label as far as salary every month with statistic variable of private labels in unmistakable segments, for example, food, grocery, home consideration and individual consideration and so on.

Statistical tools: Data has been gathered through primary and secondary sources as depicted previously. The measurable instruments, for example, SPSS, Correlation, Factor Analysis, and Cluster Analysis have been utilized. Descriptive Statistics, for example, mean and Standard Deviation was produced to give an outline of the data, ANOVA for noteworthy contrast between statistic variable and variable effect to private label.

Data Collection: Primary has been gathered by a review technique through structured survey popular retail outlets like D'Mart, Reliance new, Apana bazar, more were considered for the examination. The secondary data was gathered through daily paper, magazines, diaries and web.

- **HI: There is positive correlation between socio demographic and buying behaviour of young Indian customers.**

Shopper purchasing conduct to a great extent relies upon the demographic components like age, sexual orientation, family life cycle, training, occupation and so forth. Its likewise rely on needs of person. These components help the purchaser in choosing their inclination towards national brand or private label items.

Table -1 DEMOGRAPHIC COMPOSITION OF THE SAMPLE DATA: GENDER.

Table -1 Gender	Frequency	Percent	Cumulative Percent
Male	163	60.15%	60.15%
Female	108	39.85%	100%
Total	271		100%

Table – 2 DEMOGRAPHIC COMPOSITION OF THE SAMPLE DATA: AGE GROUP.

Age Group (years)	Frequency	Percent	Cumulative Percent
15- 20	19	7.01%	7.01%
21 -25	**157**	**57.93%**	64.94%
31 – 35	19	7.01%	71.95%
36 -40	7	2.58%	74.53%
41 – 45	17	6.27%	80.8%
45 and above	23	8.49%	89.29

Table -3 DEMOGRAPHIC COMPOSITION OF THE SAMPLE DATA: INCOME GROUP.

Income Group (Rs) per month	Frequency	Percent	Cumulative Percent
Below 2 lacs	**147**	**63.36%**	**63.36%**
2 -3.5 lacs	**31**	**13.36%**	**76.72%**
3.5 to 5 lac	**23**	**9.91%**	**86.63%**
5 t0 6.5 lacs	**14**	**6.03%**	**92.66%**
6.5 lacs and above.	**17**	**7.33%**	**99.99%**
Total		**232**	

Over every single Table show the larger part of members are male (60.15%) and age bunch between 21-25 years of age (57.93 of aggregate number of respondent. The most astounding occupation for the most respondents is from understudies (48.52%). Numerous respondents earned RM under 2 lacs month to month family unit salary (63.37%) while most respondents are single (72,32%) of the aggregate. occupation, family pay, age and sex. These outcomes prompted further testing of the circumstance as family unit pay, occupation age and sexual orientation do show huge contrasts in the buyer conduct in markets, where retail is an application zone.

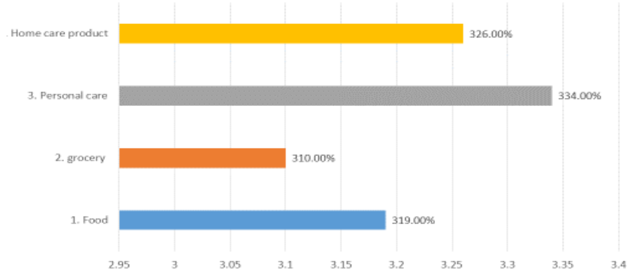
- **H2: There is positive correlation between consumer attitudes towards PLB vs national brand.**

Consumers' familiarity of Private label brand and National Brand

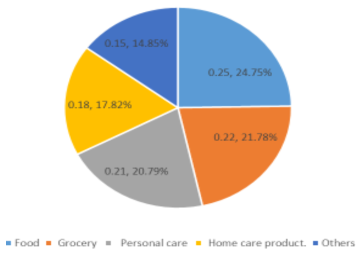
CAN YOU DIFFERENTIATE BETWEEN PRIVATE LABEL (OWN BRANDS) AND NATIONAL BRANDS WHILE MAKING A PURCHASE?				
YES	**238**		**88.81%**	
NO	**30**		**11.19%**	
Table - 5 Food	Grocery	Personal care		Home Care
Price	14%	19%	13%	18%
Quality	35%	32%	26%	23%
Value of Money	17%	18%	14%	19%
Brand	13%	10%	27%	17%
Peer Feed back	6%	4%	8%	8%
Store Loyalty	6%	7%	4%	5%
Availability	9%	10%	7%	9%

Result appeared in the table for grocery and food things accessible in the place of procurement and that they are very much educated about the presence of the PLBs, t (35%) of respondents give Quality as inclination while obtaining food thing (32%) on grocery and (27%) give brand as inclination as close to home consideration. Brands of store which reflects because of individuals are occupied with best quality on the off chance that they are prepared to give best price financial circumstance. Price affectability in purchaser conduct and brand unwaveringness are the primary factor that draw in customer towards national brands. Purchasers secure more data about the item particularly when there are comparative quality products in the market.

while making the purchase for the following items what is your preference?



In which of the following categories you buy private labeled product in the super market ?



As indicated by the overview discoveries, dominant part of the purchasers (25%) go in for purchasing food like Milk, oil, nodules and fresh fruit and vegetables as the hazard apparent associated with purchasing this things is low, grocery like Wheat, Maida entire heartbeats are the following favoured things by customers (22%) and this isn't real distinction in term of food thing. This might be expected prevalence that the brand has, individual consideration things involve vital place in purchaser bin and it has been discovered that (21%) of customers lean toward private label food things and this reflects upon the apparent financial circumstance that is winning in the present circumstance Also while obtaining everyday family looking for the family regularly incline toward private label give more inclination to individual consideration item. According to research the above this is appeared in the diagram.

Result of multiple regressions analysis for overall consumer attitude towards Private label.
Tabel-6

Variables	Dependent	
Purchase Intention		
Independent	β	T
Price	0.54	4.49*
Quality	0.25	2.58
Value for Money	0.21	0.89
Brand	0.19	0.816
Peers feed back	-0.10	-1.07
Store loyalty	0.52	4.47
P value	.000	
R^2	0.49	
F Ratio	10.76	

Note: * p < 0.01, ** p < 0.05

R^2 Statistic indicates 49 percent of the aggregate variance for the estimation of shoppers' buy goal towards private label items is clarified in the model. A gander at the impact of every independent variable uncovered that just two independent variables altogether anticipate buy expectation towards private label items. 'Customer saw price' was the most grounded indicator (β=.54, t=4.49) trailed by Store faithfulness " (β = 0.52, t = 4.47). This table outcome likewise express that 'price' is a noteworthy indicator of how likely a shopper will buy private label items.

These discoveries demonstrate that the most imperative factor in deciding shoppers' demeanour towards private label items is their general conduct towards private label items. The more inspirational state of mind they have towards those items, the almost certain they will get them.

H3: There is positive correlation between preference towards PLB and level of income of consumer.
Table – 8 Paired Samples Correlations.

N	Correlation		Sig.	
Pair 1	Age group: & Income per Month:	232	.883	.000
Pair 2	Are you Currently: & Income per Month:	231	-.432	.000

The P value 0.000 indicates very high significance is very large. There is strong correlation between age group and Income per month indicating that as age group increase in this sample. Similarly, there is high correlation between employment status and Income per month. Negative correlation indicates that currently unemployed (mostly student) will have low income per month compare to others.

LIMITATIONS AND RECOMMENDATIONS

For further investigations in regards to our trial plan and test qualities, we know that up close and personal meetings vary from online questionnaires and that our example does not regard populace design in metro and non-metro urban areas as far as training level. Regardless, we trust that the greater part of our respondent was unquestionably ready to comprehend the point and also the properties proposed. One arrangement is gather more questionnaires with the end goal to achieve a sensible number of individuals with markets to accumulate up close and personal meetings. Anyway even these suggestions present a few points of confinement as far as necessities, capacity to control the statistic factor and monetary conditions.

CONCLUSION

The significant targets behind this investigation was initially to find the nature and dimension of shopper acceptance and furthermore to discover the customer awareness and perception towards private label contributions. In this examination, we inspected how Indian customers' uniquely youth see private label brands in some item classes in contrast with national label brands. The present investigation offers an understanding into client's perception and fulfilment with private label brands over the item classifications. From the past overview done, in endeavouring to clarify between classification varieties in client perception of private label brands, the demographic variables and other factor which influence the buying conduct has been considered. The discoveries of the examination can be valuable to retailers in figuring techniques to make items other than the national branded ones satisfactory in the market. An examination of perception and fulfilment with private label brands can besides help retailers in creating more grounded store/private label brands and in expanding their quality and acceptance in the market. The Indian retail industry is developing with each passing day. In spite of the fact that exceedingly worthwhile, there is solid rivalry in the market among composed and disorderly retailing with both branded and unbranded items makers competing for an offer in the pie. The discoveries of the present examination give essential bits of knowledge to all private label makes in India to build their dependable balance and effectively contend in the Indian retail market.

The investigation of the purchasers from this examination offers ascend to suggestion from business contemplates keen about how a retailer could deal with the difficulties in offering private labels. It winds up pivotal for a retailer to know the financial matters of the business, not exclusively to take in the customer inclinations yet additionally to configuration proper techniques by assessing the buyer perceptions which help in shaping the purchaser state of mind. It is additionally huge for the business to catch the gatherings of people by planning esteem contributions for those private label classes which shoppers are slanted to a more noteworthy degree consequently expanding the wallet offer and striking proficiency in the general esteem conveyance process.

REFERENCES

1. Abhishek. (2014). Private Label Brand Choice Dynamics: Logit Model Involving Demographic and Psychographic Variables. South Asian Journal Of Management, 21(1): 49-64.
2. Batra, R. and Sinha, I. (2000), “Consumer-level factors moderating the success of private label brands”, Journal of Retailing, 76(2): 175-91.
3. Baltas G (1997), “Determinants of Store Brand Choice: A Behavioral Analysis”, Journal of Product and Brand Management, 6(5): 315-324.
4. Baltas G (2003), “A combined segmentation and demand model for store brands”, European Journal of Marketing, 37(10): 1499 – 1513.
5. De Wulf K, Odekerken-Schröder G, Goedertier F (2005), “Consumer perceptions of store brands versus national brands”, Journal of Consumer Marketing, 22(4): 223– 232.
6. Erdem, T. and Swait, J. (1998), “Brand equity as a signalling phenomenon”, Journal of Consumer Psychology, 7(2): 131-57.
7. Hwang H, Choi B, Lee M (2004), “A model for shelf space allocation and inventory control considering location and inventory level effect on demand”, International Journal of Production Economics, 97: 185 – 195.
8. Kumar, Nirmalya and Jan-Benedict E.M. Steenkamp (2007), “Private Label Strategy: How to Meet the Store Brand Challenge”, Boston, MA: Harvard Business School Press.
9. Moschis G (2003), “Marketing to older adults: an updated overview of present knowledge and practice”, Journal of Consumer Marketing, 20(6): 516 –525.
10. Nirmalya K (2007), “The right way to fight for shelf domination”, Advertising Age, 78(4): 24 – 35.
11. Suarez M (2005), “Shelf space assigned to store and national brands: A neural networks analysis”, International Journal of Retail Distribution Management, 33(11): 858– 878.
12. Shukla, P., Banerjee, M., & Adidam, P. T. (2011). Impulse buying, loyalty and consumer segments in retailing: the interplay between psychographic and socio demographic factors on consumers' attitude toward private label brands. AMA Summer Educators' Conference Proceedings, 22312-313.
13. Tzimitra-Kalogianni, I., Kamenidou, I., Priporas, C., & Tziakas, V. (2002b), “Age and gender effects on consumers’ awareness and source of awareness for food related private label brands”, Agricultural Economics Review, 3(1): 22–36.
14. Veloutsou, C., Gioulistanis, E., & Moutinho, L. A. (2004), “Own labels choice criteria and perceived characteristics in Greece and Scotland: Factors influencing the willingness to buy”, Journal of Product & Brand Management, 13(4): 228–241.
15. Weiner, B. (2000), “Attributional thoughts about consumer behavior”, Journal of Consumer Research, 27(3): 382-7.