A Comparative Study of Retailer Products v/s Manufacturer Products

Dr. (HC) D. M. Arvind Mallik
Assistant Professor
Department of Management Studies & Research Center
PES Institute of Technology & Management.
Shivamogga-577204. Karanataka State

Mr. Pawan Palankar
PG Student
Department of Management Studies & Research Center
PES Institute of Technology & Management.
Shivamogga-577204. Karanataka State

Abstract

Purpose- In the present scenario most of the retailers are following own product brand concept, so Competition in the market is intense and companies have to adopt various marketing strategies for improving their share in the market. Various promotional activities such as sales promotion, direct marketing, publicity and advertisements are used by firms to achieve certain specific marketing objectives. Satisfaction level of the customers plays an important role in marketing.
Methodology- We have conducted primary research with 250 sampling size in Davanagere city customers will be selected as target area to carry out the survey, with Non-probability Convenience Sampling Technique is used to select the respondents
Discussion- In this context, it is imperative for every company to assess the awareness level, factors influencing selecting particular brand, problems associated with use of retailer brand level and satisfaction level of the customers.
Results- This study results can be useful to the players of retail industry to understand their strengths, weaknesses, opportunities and threats, will help to understand customers, preference and their needs, Helpful for R&D to concentrate on their present and prospective customers and It enables to retain customers.
Conclusion- The outcome of result will be depending upon on the measures to be taken up for designing and implementing appropriate marketing strategies by the companies in future.
Keywords: Retailer, Manufacturer, Brand Products, Private Label Brand, Consumer Attitudes, Intention

---

I. INTRODUCTION

For any business it is very important to know about the factor which affects the business from internally and externally. Among all other factors, maintaining relationship with customer is also one of the main external factors. Even though retailing has long had the opportunity to be marketing oriented because retailers are in closer contact with customers than manufacturers, mass retailing has been slow to take advantage of this aspect. George Cosmin Tănase (2011),Higher priority has been placed on buying decisions, operational concerns and short term objectives than on strategic marketing concepts. Maintaining a good relationship with customer will help an organization to grow farther and earn profit. Store-brand sales are often more profitable than those of national brands, major chains have been putting more effort into bringing generics to the marketplace Garretson, Fisher and Burton (2002) study showed that value-consciousness is a commonality among consumers who seek price savings, and that the lower average prices of the retailer's labels cause such products to be regarded as less attractive, because customers relate lower price of the retailer's label products to the inferior quality. In contrast, the same study has shown that for these consumers, price promotions may represent a way to achieve savings without feeling that quality was being sacrificed, and therefore, they perceive price promotions on national brands more favorably than the retailer's label products.

There are more private labels— "store-brand" goods—on the market than ever before. Collectively, private labels in the United States command higher unit shares than the strongest national brand in 77 of 250 supermarket product categories. And they are collectively second or third in 100 of those categories. But on the other hand, many manufacturers have overreacted to the threat posed by private labels without fully recognizing two salient points. First, private-label strength generally varies with economic conditions. That is, private-label market share generally goes up when the economy is suffering and down in stronger economic periods. Over the past 20 years, private-label market share has averaged 14% of U.S. dollar supermarket sales. In the depth of the 1981–1982 recessions, it peaked at 17% of sales; in 1994, when private labels received great media attention, it was more than two percentage points lower at 14.8%. Second, manufacturers of brand-name products can temper the challenge posed by private-label goods. In fact, in large part, they can control it: More than 50% of U.S. manufacturers of branded consumer packaged goods make private-label goods as well.

Here we have a more modern vision of the evolution of the distribution business and how the Private Brands are already considered like a strategic element of marketing. But not alone that, inside the importance acquired by this kind of brands it appears its merchandising as a new strategic element and fundamental in the relationship between retailer and manufacturer. John Quelch and David Harding (1996), Perceptions about private-label brands are favorable around the world, but value shares are not correspondingly distributed; they are much higher in developed regions like Europe, North America and Australia. Private-label success is strongest in commodity driven, high-purchase categories and those where consumers perceive little differentiation.

Private-label growth typically comes at the expense of small- and mid-sized brands, while category leaders remain relatively safe. Retail consolidation and the expansion of the discount format are key drivers for private-label growth in developed markets. Private label struggles to gain consumer trust in Asia and the Middle East, where consumers are fiercely brand-loyal (Nielsen Global Private Label Report ,2014).As the competition is increasing it is important for Aditya Birla Retail Company to know about, what their customer feel about the More Retail Company and their products. Customer plays a very important role in business as they are the end user of their products .Hence a study was undertaken on the above aspects

II. BRAND V/S PRIVATE LABELS

John Quelch and David Harding (1996) , First, private-label strength generally varies with economic conditions. That is, private-label market share generally goes up when the economy is suffering and down in stronger economic periods. Over the past 20 years, private-label market share has averaged 14% of U.S. dollar supermarket sales. In the depth of the 1981–1982 recession, it peaked at 17% of sales; in 1994, when private labels received great media attention, it was more than two percentage points lower at 14.8%. Second, manufacturers of brand-name products can temper the challenge posed by private-label goods. In fact, in large part, they can control it: More than 50% of U.S. manufacturers of branded consumer packaged goods make private-label goods as well. There are two perspectives on consumer research should be discussed, which are two type of approaches: Positivist approach and Interpretivist approach. Whilst positive approach(sometimes called modernism) emphasizes that human reason is supreme and there is a single, objective truth that science can discover; in interpretivist approach(or so-called postmodernism) , the interpretivist emphasizes the important of symbolic, subjective experience and the idea that meaning is in the mind of the person in other word individuals construct their own meanings base on individuals own unique and shared cultural experiences, therefore there is no right or wrong answers. More importantly, research relationship in interpretivist approach focuses on interactive, cooperative with researcher being part of phenomenon under study. (Solomon, 2013)

DelVecchio (2001) considers that often consumers trade functional type of risk for the opportunity to decrease financial risk, which means that in some situations customers are ready to accept the lower quality of the product for less financial cost. Customers rely on the national brands due to the signals, which national brand manufacturers send to consumers through the marketing tools: sense of the group belonging, status, decision-making ability, being fashionable or stylish and “above” the consumers, which do not have a specific product, and many others.

III. RESEARCH METHODOLOGY

Nowadays companies are more concerned on individual consumer behavior. It helps them to yield information about how the consumers think, feel and choose their products. Every individual is consumer. Consumer behavior is the study of the processes involved when individual or groups select, purchase, use, or dispose of the product, service, ideas or experiences to satisfy needs and desires (Michael R.Solomon, 1998, p. 31).

A. *Objectives*

1) To understand the marketing approaches of manufacturer brand with retailer brand.
2) To find out the shopping behavior of the customers which impact of own brands.
3) To understand the consumer’s perception and attitudes towards retail brand products.
4) To find out customer’s overall preference of retail brands v/s manufacturer brands while purchasing.

B. *Research Methodology*

1) Research Design-descriptive
2) Sampling Unit: Davanagere city customers will be selected as target area to carry out the survey.
3) Sampling Size: 250
4) Sample Technique: Non-probability (Convenience Sampling Technique is used to select the respondents)
5) Data Collection Technique: Structured questionnaires will be used for primary data collection.
6) Data Analysis Procedure: Percentage analysis method and Likert’s Questionnaire Values and Interpretation:

C. *Sources of Data*

- Primary Data-Primary data will be collected using structured questionnaire. It is 250 respondents around the Davanagere city. A personal interview method will be adopted with the help of a questionnaire.
- Secondary Data-Secondary information will be gathered from different sources. The secondary data will be collecting from many sources such as newspaper articles, journals, magazines, reference books & Internet.

D. *Limitations of the Study*

Despite all possible efforts to make the analysis more comprehensive and scientific, a research of the present kind will be bound to have certain limitation; researcher humbly submits them at this stage. The present study will be an empirical work presented in descriptive manner. Some of other limitations of the study are as follows:

1) The investigator is well aware of the limitations of interview method, observation techniques and questionnaire method.
2) The study was conducted on the assumption that the information given by respondents is accurate.
3) Respondents were hesitated to provide information.
4) Non availability of some data has also affected the quality of the project report.
5) Due to time consists and other supporting factors the study has been limited only Davanagere city.

IV. DATA ANALYSIS

A. *Q.N.01: Age of the Respondents*

Table – 1
Table showing age of the Respondents

Age (in years)	*No. of Respondents*	*Percentage (%)*
Below 25	*30*	*11*
25 to 35	*87*	*31*
35 to 45	*58*	*21*
45 to 55	*49*	*17*
55 to 65	*45*	*16*
above 65	*10*	*4*
Total	*250*	*100*

Source: Survey Data

1) *Analysis*

From the above table it clearly shows that out of 250 respondents, 30(11%) of respondents are comes under the age group of Below 25 years, 87(31%) of respondents are comes under the age group of 25 to 35 years, 58(21%) of respondents belongs to the age group of 35 to 45 years, 49(17%) of respondents comes under the age group of 45 to 55 years, 45(16%) of respondents are comes under the age group of 55 to 65 years and 10(4%) of respondents comes under the age group of above 65.

B. *Q.N.02: Gender of the Respondent*

Table – 2
Table showing Gender of the Respondent

Genders	*No. of Respondents*	*Percentage (%)*
Male	*93*	*37*
Female	*157*	*63*
Total	*250*	*100*

Source: Survey Data

1) *Analysis*

From the above table it clearly shows that out of 250 respondents, 93(37%) of respondents are Male gender and remaining 157(63%) of respondents comes under the Female gender.

C. *Q.N.03: Income Level of the Respondent*

Table – 3
Table showing Income Level of the Respondent

Income Level (p/m)	*No. of Respondents*	*Percentage (%)*
Below 10000	*43*	*17*
10000 to 20000	*87*	*35*
20000 to 30000	*74*	*30*
30000 & Above	*46*	*18*
Total	*250*	*100*

Source: Survey Data

1) *Analysis*

From the above table it is clear that out of 250 respondents, 43(17%) of the respondent’s income level is Below 10000, 87(35%) of the respondent’s income level is 10000 to 20000, 74(30%) of the respondent’s income level is 20000 to 30000 and 46(18%) of respondent’s income level is 30000 & above.

D. *Q.N.04: Occupation of the Respondent*

Table – 4
Table showing Occupation of the Respondent

Occupation	*No. of Respondents*	*Percentage (%)*
Business man	*36*	*14*
self employed	*55*	*22*
Government sector	*69*	*28*
private sector	*75*	*30*

Other	15	6
Total	250	100

Source: Survey Data

1) *Analysis*

From the above table it is clear that out 250 respondents, 36(14%) of the respondents are Business mans, 55(22%) of respondents are Self-employers, 69(28%) of the respondents belongs to Government sectors, 75(30%) of the respondents are from Private sectors and 15(6%) of the respondents doing other occupation.

E. Q.N.05: Are you the Regular customer of MORE Retail store?

Table – 5
Table showing Respondents opinion about their regularity in MORE Retail store

Particulars	No. of Respondents	Percentage (%)
Yes	181	72
NO	69	28
Total	250	100

Source: Survey Data

1) *Analysis*

From the above table it clearly shows that out of 250 respondents, 181(72%) of respondents are regular customer of MORE store and remaining 69(28%) of respondents comes under they are not regular customer of MORE retail store.

F. Q.N.05(A): If Yes, how often do you visit this retail store?

Table - 5(A)
Table showing how often customer visit this retail store

Particulars	No. of Respondents	Percentage (%)
Almost daily	32	18
1-2 times/ week	66	36
3-4 times / week	27	15
Monthly	56	31
Total	181	100

Source: Survey Data

1) *Analysis*

From the above table it is clear that out of 250 respondents, 32(18%) of the respondents visit this retail store almost daily, 66(36%) of the respondents visit this retail store 1-2 times/ weekly, 27(15%) of the respondents visit this retail store 3-4 times / weekly and 56(31%) of respondents are visit this retail store Monthly.

G. Q.N.06: which group of products do you buy in this retail shop?

Table – 6
Table showing Respondents opinions about group of products they buy in retail shop

sl.no	Particulars	No. of Respondents	Percentage (%)
1	Household Care	62	16
2	Personal Care	49	13
3	Foods	75	19
4	Beverages	54	14
5	All of the above	148	38

Source: Survey Data

1) *Analysis*

The above table reveals that out of 250 respondents 62(16%) of the respondents are buy Household Care, 49(13%) of respondents are buy Personal Care, 75(19%) of the respondent are buy Foods, 54(14%) of the respondent are buy Beverages& 148(38%) of respondents are buy All of the above products.

H. Q.N.07: what is important when you are purchasing a Products?

Table – 7
Table showing Respondents opinion about which factors important when they are purchasing a Products

sl.no	Measurement	Most Important		Somewhat Important		Least Important	
		No.ofResp	%	No. of Resp	%	No. of Resp	%
1	Price	85	34	129	52	36	14
2	Brand Name	198	79	28	11	24	10
3	Reliability	60	24	112	45	78	31
4	Offers & Discounts	92	37	105	42	53	21
5	Quality	169	67	47	19	34	14

6	Attractive	83	33	93	37	74	30
7	Packaging	157	63	46	18	47	19
8	Free gifts & Bonus pack	102	41	65	26	83	33

Source: Survey Data

Analysis

From the above table it clearly shows that, customers opinion on Price factors chosen Most Important is 85(34%),Somewhat Important is 129(52%),Least Important is 36(14%), Brand Name factors selected Most Important is 198(79%),Somewhat Important is 28(11%),Least Important is 24(10%), Reliability factors selected Most Important is 60(24%),Somewhat Important is 112(45%),Least Important is 78(31%),, Offers & Discounts factors selected Most Important is 92(37%),Somewhat Important is 105(42%),Least Important is 53(21%), Quality factors selected Most Important is 169(67%),Somewhat Important is 47(19%),Least Important is 34(14%),Attractive factors selected Most Important is 83(33%),Somewhat Important is 93(37%),Least Important is 74(30%),Packaging factors selected Most Important is 157(63%),Somewhat Important is 46(18%),Least Important is 47(19%), and Free gifts & Bonus pack have chosen Most Important is 102(41%),Somewhat Important is 65(26%),Least Important is 83(33%),

I. Q.N.08: Do you give preference for Brand when you purchasing?

Table – 8
Table showing Respondents Opinion about the Preference for Brand when They Purchasing

Particulars	No. of Respondents	Percentage (%)
Yes	187	75
NO	63	25
Total	250	100

Source: Survey Data

Analysis

From the above table it clearly shows that out of 250 respondents, 187(75%) of respondents give preference for Brand when they purchasing and remaining 63(25%) of respondents they don't give preference for Brand when they purchasing.

J. Q.N.08(A): If Yes, why you select that particular Brand?

Table - 4.8(A)
Table showing Respondents opinion about the preference for Brand when they purchasing (Rate Ranking 1-6, 1- highest, 6-lowest)

sl. no	Particulars	RANKS						WMS	WMSRANK
		1	2	3	4	5	6		
1	Quality	33×1	56×2	62×3	28×4	30×5	41×6	3.356	3
2	Price	25×1	62×2	46×3	50×4	40×5	27×6	3.396	2
3	Package	40×1	65×2	46×3	35×4	24×5	40×6	3.232	5
4	Sentimental attachment	38×1	80×2	30×3	25×4	29×5	48×6	3.284	4
5	Attractive	79×1	20×2	65×3	41×4	25×5	20×6	2.892	6
6	Brand Name	30×1	43×2	57×3	60×4	28×5	32×6	3.436	1

Source: Survey Data

Analysis

From that table it clearly shows that, the reasons for customer select that particular Brand because of Quality is 3.356 (WMS), Price is 3.796 (WMS), Package is 3.232 (WMS), Sentimental attachment is 3.284 (WMS), Attractive is 2.892 (WMS), and Brand Name is 3.436 (WMS).

K. Q.N.09: What Type & Brand do you use?

Table – 9
Table showing Respondents opinions about the type & Brand they use

Particulars	No. of Respondents	Percentage (%)
International Brand	43	17
National Brand	109	44
Local Brand	46	18
Own Brand	52	21
Total	250	100

Source: Survey Data

Analysis

From the above table, we can know that, out of 250 respondents 43(17%) have chosen International Brand, 109(44%) are selected National Brand, 46(18%) are selected the Local Brand and remaining 52(21%) are selected Own Brand, this type & Brand customers use.

L. Q.N.09(A): If So, how long you have been using this Brand?

Table - 9(A)
Table showing how long respondent have been using this Brand

Particulars	No. of Respondents	Percentage (%)
0 to 2 Years	65	26
2 to 5 Years	135	54
5 to 10 Years	31	12
More than 10 Years	19	8
Total	250	100

Source: Survey Data

1) *Analysis*

The above table depicts that, about 65(26%) respondents were using this Brand from 0 to 2 Years, 135(54%) of respondents 2 to 5 Years, 31(12%) of respondents were belongs to 5 to 10 Years and 19(8%) of respondents were belongs to More than 10 Years.

M. Q.N.10: Do you prefer other Brands?

Table – 10
Table showing respondent opinion about they prefer other Brands

Particulars	No. of Respondents	Percentage (%)
Yes	105	42
NO	145	58
Total	250	100

Source: Survey Data

1) *Analysis*

From the above table it clearly shows that out of 250 respondents, 105(42%) of respondents are prefer other Brands and remaining 145(58%) of respondents are not prefer other Brands.

N. Q.N.10(A): If No

Table - 10(A)
Table showing respondent opinion about why they not using other brand

Particulars	No. of Respondents	Percentage (%)
Less Popular	75	31
Low Quality	48	20
High Price	50	20
Bad package	70	29

Source: Survey Data

1) *Analysis*

From the above table, we can know that, 75(31%) respondents have chosen Less Popular, 48(20%) are selected Low Quality, 50(20%) are selected the High Price and remaining 70(29%) are selected Bad package for not preferring other Brands.

O. Q.N.11: If you're preferred Brand is not available, then what will you do?

Table – 11
Table showing Respondents opinion about what they prefer other Brand is not available

Particulars	No. of Respondents	Percentage (%)
Postpone purchase	112	45
Switch over to other Brand	45	18
Go to the other seller to search for preferred Brand	93	37
Total	250	100

Source: Survey Data

1) *Analysis*

From the above table it is clear that out of 250 respondents, 112(45%) of the respondents selected Postpone purchase, 45(18%) of the respondents selected Switch over to other Brand and 93(37%) of the respondents selected they have Go to the other seller to search for preferred Brand, when their preferred Brand is not available.

P. Q.N.12: When the product is available in less Price & Same Quality with compare to other Brands products would you like to buy?

Table – 12
Table showing respondent opinion about product is available in less Price & Same Quality with compare to other Brands products would you like to buy

Particulars	No. of Respondents	Percentage (%)
Yes	198	79
NO	52	21

Total	250	100

Source: Survey Data

Analysis

From the above table it clearly shows that out of 250 respondents, 198(79%) respondents give opinions about when the product is available in less Price & Same Quality with compare to other Brands products they like to buy and remaining 52(21%) of respondents they don't like to buy.

Q. Q.N.12(A): If No,

Table - 12(A)
Table showing respondent if they don't like buying because

Sl.no	Reasons	No. of Respondents	Percentage (%)
1	Never aware of product	28	17
2	New product to use	52	33
3	Not much popular	36	23
4	No interest to use	43	27

Source: Survey Data

Analysis

From the above table, we can know that, 28(17%) respondents have chosen Never aware of product, 52(33%) are selected New product to use, 36(23%) are selected the Not much popular and remaining 43(27%) are selected Not interest to use when Respondents opinions about product is available in less Price & Same Quality with compare to other Brands products they don't like to buy

R. Q.N.13: Which Brands of product do you use at present?

Table – 13
Table showing Respondents opinions about Which Brands of product they use at present

sl.no	Product Brands	No. of Respondents	Percentage (%)
1	HUL	102	26
2	ITC	72	18
3	Nestle	15	4
4	P&G	65	17
5	Godrej	47	12
6	Maul	30	8
7	MORE	50	13
8	Other	10	2

Source: Survey Data

Analysis

From the above table it is evident that, 102(26%) respondents select HUL, 72(18%) respondents select ITC, 15(4%) respondents select Nestle, 65(17%) respondents select P&G, 47(12%) respondents select Godrej, 30 (8%) respondents select Amul, 50 (13%) respondents select MORE and 10 (2%) respondents are selected other Brand product.

S. Q.N.14: Have you Heard/Tried of MORE Brand?

Table – 14
Table showing Respondents Heard/Tried of MORE Brand

Particulars	No. of Respondents	Percentage (%)
Yes	159	64
NO	91	36
Total	250	100

Source: Survey Data

Analysis

From the above table it clearly shows that out of 250 respondents, 159(64%) respondents are Heard/Tried of MORE Brand and remaining 91(36%) of respondents they are not Heard/Tried of MORE Brand.

T. Q.N.14(A): If Yes, which of the following factors influence you to purchase MORE products?

Table - 14(A)
Table showing factors influence respondent to purchase MORE products

Particulars	No. of Respondents	Percentage (%)
Advertisements	0	0
Salesman Advise	25	10
Attractive Display	14	5
Quality	80	32
Offers & Discounts	95	38

None of these	37	15

Source: Survey Data

- *Analysis*

From the above table it is clear that, the 0(0%) of the total respondents have selected Advertisements, 25(10%) has Salesman Advise, 14(5%) are selected the Attractive Display, 80(32%) are selected the Quality, 95(38%) are selected the Offers & Discounts and 37(15%) are customers selected none of these factors influence them to purchase MORE products.

U. *Q.N.14(B) If No,*

Table – 14(B)
Table showing respondent are not Heard/Tried of MORE Brand because

sl.no	Reasons	No. of Respondents	Percentage (%)
1	Not aware product/Never Heard	70	37
2	Less knowledge	51	27
3	Not interested to Know	46	25
4	Sentimental attachment to other products	20	11
5	They are not much addict	0	0

Source: Survey Data

- *Analysis*

From the above table, we can know that, 70(37%) respondents have chosen Not aware product/Never Heard, 51(27%) are selected Less knowledge, 46(25%) are selected the Not interested to Know, 20(11%) are selected Sentimental attachment to other products and 0(0%) customers are not selected they are not much addict reasons makes them to not purchase MORE products.

V. *Q.N.15: Does MORE products provide better products with compare to other similar products in the store?*

Table – 15
Table showing Respondents opinions about MORE products provide better products with compare to other similar products in the store

Particulars	No. of Respondents	Percentage (%)
Yes	114	46
NO	136	54
Total	250	100

Source: Survey Data

- *Analysis*

From the above table it clearly shows that out of 250 respondents, 114(46%) respondents give opinions about MORE products provide better products with compare to other similar products in the store and remaining 136(54%) of respondents give opinions about MORE products is not providing better products with compare to other similar products in the store.

W. *Q.N.16: Which is your favorite MORE Brand?*

Table – 16
Table showing Respondents opinions about their favorite MORE Brand

Particulars	No. of Respondents	Percentage (%)
Feasters	85	21
Kitchen's promise	78	20
Selecta	32	8
110%	40	10
more Quality 1st	97	24
None of the Above	66	17

Source: Survey Data

- *Analysis*

From the above table it is evident that, 85(21%) respondents select Feasters Brand, 78(20%) respondents select Kitchen's promise, 32(8%) respondents select Selecta Brand, 40(10%) respondents select 110% Brand, 97(24%) respondents select more Quality 1st Brand and 66(17%) respondents are selected none of the Above Brand.

X. *Q.N.17: Which are the Brands competitors for the MORE Brand products?*

Table – 17
Table showing Respondents opinions about the Brands competitors for the MORE Brand products

Particulars	No. of Respondents	Percentage (%)
HUL	96	31
P&G	82	27
Godrej	0	0
Nestle	15	5
ITC	92	30
Others	20	7

Source: Survey Data

- *Analysis*

From the above table it is evident that, 96(31%) respondents chose HUL, 82(27%) respondents chose P&G, 0(0%) respondents chose Godrej, 15(5%) respondents chose Nestle, 92(30%) respondents chose ITC and 20(7%) respondents are chosen other Brand product.

Y. *Q.N.18: How would you rate MORE products compared to other competitor's products on the following parameter?*

Table – 18
Table showing Respondents opinions about MORE products compared to other competitor's products on the following parameter

Brand		*H.S*	*S*	*A*	*D*	*H.D*	*WMS*	*RANK*
Parameters		*5*	*4*	*3*	*2*	*1*		
Competitors Products	*Quality*	*121×5*	*84×4*	*45×3*	*0×2*	*0×1*	*4.304*	*3*
	Packaging	*146×5*	*95×4*	*9×3*	*0×2*	*0×1*	*4.548*	*2*
	Accessibility	*98×5*	*82×4*	*70×3*	*0×2*	*0×1*	*4.112*	*4*
	Variety	*174×5*	*68×4*	*8×3*	*0×2*	*0×1*	*4.664*	*1*
	Pricing	*63×5*	*76×4*	*80×3*	*31×2*	*0×1*	*3.684*	*5*
MORE Products	*Quality*	*56×5*	*92×4*	*75×3*	*27×2*	*0×1*	*3.708*	*3*
	Packaging	*20×5*	*79×4*	*91×3*	*44×2*	*16×1*	*3.172*	*5*
	accessibility	*85×5*	*112×4*	*37×3*	*16×2*	*0×1*	*4.064*	*1*
	Variety	*63×5*	*80×4*	*76×3*	*31×2*	*0×1*	*3.7*	*4*
	Pricing	*87×5*	*72×4*	*62×3*	*16×2*	*13×1*	*3.816*	*2*

Source: Survey Data

- *Analysis*

From that table it clearly shows that, Respondents opinions about Competitors Products in terms of Quality is 4.304 (WMS), Packaging is 4.564 (WMS), Accessibility is 4.112 (WMS), Variety is 4.664 (WMS) and last one Pricing is 3.684 (WMS).

Respondents opinions about MORE Products in terms of Quality is 3.708 (WMS), Packaging is 3.172 (WMS), Accessibility is 4.064 (WMS), Variety is 3.7 (WMS) and last one Pricing is 3.816 (WMS).

Z. *Q.N.19: Do you consider MORE Brand has problem with itself in promoting various MORE products?*

Table – 19
Table showing Respondents opinions about they consider MORE Brand has problem with itself in promoting various MORE products

Sl.no	*Reasons*	*No. of Respondents*	*Percentage (%)*
1	*Strongly Agree*	*46*	*18*
2	*Agree*	*104*	*42*
3	*Neutral*	*62*	*25*
4	*Disagree*	*38*	*15*
5	*Strongly Disagree*	*0*	*0*
	Total	*250*	*100*

Source: Survey Data

- *Analysis*

From the above table it is evident that, among 250 respondent's opinions about they consider MORE Brand has problem with itself in promoting various MORE products out of 46(18%) are Strongly Agree, 104(42%) are agree, 62(25%) are selected Neutral, 38(15%) are Disagree and 0(0%) are strongly agree.

AA. *Q.N.20: In the following scale how do you rate different company Brands on the following parameters? (1-Excellent, 2-very good, 3-good, 4-Average, 5- Poor)*

Table – 20
Table showing Respondents ratings about different company Brands on the following parameters

Sl. No	*Brands*	*Excellent*	*very good*	*good*	*Average*	*Poor*	*WMS*	*RANK*
		1	*2*	*3*	*4*	*5*		
1	*HUL*	*31×1*	*92×2*	*67×3*	*60×4*	*0×5*	*2.624*	*1*
		31	*184*	*201*	*240*	*0*		
2	*ITC*	*20×1*	*86×2*	*93×3*	*51×4*	*0×5*	*2.7*	*3*
		20	*172*	*279*	*204*	*0*		
3	*Nestle*	*8×1*	*79×2*	*85×3*	*78×4*	*0×5*	*2.932*	*4*
		8	*158*	*255*	*312*	*0*		
4	*P&G*	*22×1*	*85×2*	*97×3*	*46×4*	*0×5*	*2.668*	*2*
		22	*170*	*291*	*184*	*0*		
5	*Godrej*	*3×1*	*48×2*	*73×3*	*120×4*	*6×5*	*3.312*	*6*
		3	*96*	*219*	*480*	*30*		
6	*Amul*	*5×1*	*74×2*	*88×3*	*83×4*	*0×5*	*2.996*	*5*
		5	*148*	*264*	*332*	*0*		

7	MORE	10×1	23×2	98×3	102×4	17×5	3.372	7
		10	46	294	408	85		
8	Other	0×1	11×2	92×3	119×4	28×5	3.656	8
		0	22	276	476	140		

Source: Survey Data

Analysis

From that table it clearly shows that, the Respondents rating about different company Brands which is HUL2.624 (WMS), ITC is 2.7 (WMS), Nestle is 2.932 (WMS), P&G is 2.668 (WMS), Godrej is 3.312 (WMS), Amul is 2.996 (WMS), MORE is 3.372 (WMS) and last one Other is 3.656 (WMS).

BB. Q.N.21: What attributes should be highlighted to the consumer towards MORE products?

Table – 21

Table showing Respondents opinions about attributes highlighted to the consumer towards MORE products

Sl. No	Attributes	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	WMS	RANK
		5	4	3	2	1		
1	Sufficient Knowledge	67×5	183×4	0×3	0×2	0×1	4.268	4
		335	732	0	0	0		
2	Packaging	176×5	51×4	23×3	0×2	0×1	4.612	2
		880	204	69	0	0		
3	Advertisement	45×5	167×4	38×3	0×2	0×1	4.028	5
		225	668	114	0	0		
4	Customer Awareness	92×5	143×4	15×3	0×2	0×1	4.308	3
		460	572	45	0	0		
5	Promotion	170×5	68×4	12×3	0×2	0×1	4.632	1
		850	272	36	0	0		

Source: Survey Data

Analysis

From the above table it clearly shows that, customers opinion on attributes highlighted to the consumer towards MORE products in that Sufficient Knowledge chosen is 4.268 (WMS), Packaging selected is 4.612 (WMS), Advertisement selected is 4.028 (WMS), Customer Awareness selected is 4.308 (WMS), and last attributes is Promotion have chosen 4.632 (WMS).

CC. Q.N.22: Please select the following FMCG group Products do you buy in which company?

Table – 22

Table showing Respondents opinions about their selection on following FMCG group Products they buy in which company

Sl. No	products	Manufacturer Company		MORE company	
		No. of Resp	%	No. of Resp	%
1	Household cleaners	126	11	69	15
2	Fabric wash	108	10	72	15
3	Personal Care	175	16	65	14
4	Oral Care	193	17	0	0
5	Skin Care	128	11	0	0
6	Hair Care	179	16	0	0
7	Foods	53	5	194	42
8	Beverages	157	14	64	14

Source: Survey Data

Analysis

From the above table it is clear that, Respondents opinions about the following FMCG group Products they buy in Manufacturer Company & MORE company, in which 126(11%) & 69(15%) of the respondents are select Household cleaners, 108(10%) & 72(15%) of respondents are select Fabric wash, 175(16%) & 65(14%) of the respondents select Personal Care, 193(17%) & 0(0%) of the respondents are select Oral Care, 128(11%) & 0(0%) of respondents are select Skin Care, 179(16%) & 0(0%) of the respondents select Hair Care, 53(5%) & 194 (42%) of the respondents are select Foods and 157(14%) & 64(14%) of the respondents select Beverages respectively.

DD. Q.N.23: Overall, what steps need to be taken while enhancing MORE as brand while differentiating itself with Manufactured Products?

Table – 23

Table showing Respondents opinions about Overall, what steps need to be taken while enhancing MORE as brand while differentiating itself with Manufactured Products

sl.no	Reasons	No. of Respondents	Percentage (%)
1	product should be available in all the stores	28	4
2	product should have good packaging labels	225	34
3	product should have create awareness	211	32

4	product should create various promotional activity	197	30

Source: Survey Data

- *Analysis*

From the above table, we can know that, Overall Respondents opinions for enhancing MORE as brand while differentiating itself with Manufactured Products in which, 28(4%) respondents have chosen product should be available in all the stores, 225(34%) are selected product should have good packaging labels, 211(32%) are selected the product should have created awareness 197(30%) are selected product should create various promotional activity.

EE. Q.N.24: Would you like to recommend MORE Brand products to your friends & others?

Table – 24
Table showing Respondents opinions about to recommend MORE Brand products to your friends & others

sl.no	Particulars	No. of Respondents	Percentage (%)
1	Very Likely	68	27
2	May Be	171	68
3	Unlikely	12	5
	Total	250	100

Source: Survey Data

- *Analysis*

From the above table it is clear that out 250 respondents, Respondents opinions about to recommend MORE Brand products to your friends & others, in which 68(27%) are select Very Likely, 171(68%) respondents select May Be and 12(5%) respondents select Unlikely.

V. FINDINGS

1) 31% of respondents come under the age group of 25 to 35 years.
2) 63%of respondents come under the Female gender.
3) 35%of respondents earning 10000 to 20000income level.
4) 30% of respondents are doing job in Government sectors.
5) Out of 72% of respondents who visits more store regularly, in that 36% of respondents visit store 1-2 times / weekly.
6) 38%Respondents buy verity of products in the stores.
7) 79% of respondents have given Most Importance to Brand Name, Somewhat Important to Price is 52% and Least Importance to Reliability factors
8) 75% of respondents prefer Brand when they are purchasing. while Price factor remains top priority
9) 44% of respondents have chosen National type & Brand, among that 54% of respondents using particular brand from 2 to 5 Years.
10) Among 58% of Respondents said that they don't prefer other Brands. Because 31%of respondents said Less Popular
11) Among 45% of Respondents said that if their preferred Brand is not available they do postpone their purchasing.
12) Among 79% of respondents are ready to buy a product, when it is available in less Price & Same Quality with compare to other Brands products. About 26% Respondents are using HUL Brand products at present which is highest among national Products and More Products
13) About 64% Respondents said that they have Heard and Tried of MORE products. In that about 38% customer influence with Offers & Discounts for purchase MORE products.
14) About 54% Respondent felt that MORE products are not providing better products with compare to other similar products in the store.
15) About 24% respondent have said that more Quality 1st is their favorite MORE Brand.
16) About 31% of respondents have said that HUL Brands is competitors for the MORE Brand products.
17) Majority of Respondents are given Highly Satisfied to Competitors Products in Variety and in MORE Products Satisfied to accessibility.
18) About 42% of Respondents agrees that MORE Brand has problem with itself in promoting various MORE products.
19) To highlight consumers on More Products, majority of the respondents have given their preference to promotional activity which can enhance More Products brand image. About 17% of Respondents said that they prefer products in Oral Care from Manufacture Company and 42% of Respondents prefer Foods in MORE company.
20) Overall, 34% of respondents said product should have good packaging labels for enhancing MORE as brand while differentiating itself with Manufactured Products
21) About 68% of Respondents said May Be they recommend MORE Brand products to your friends & others.

VI. CONCLUSION

In every retail industry to survive in their field they have to satisfied their customer by adopting suitable strategy to come up with good quality, package, price and verity of product. From the above survey it reflects that More Brand product has potential to compete with manufacturer product provided if we extend their product line effectively which can enhance quality products and pass on its advantages to customer. By this we can conclude that respondents have given positive opinion about More Brand products by creating awareness among customers provided if they implement by rethinking on its existing pricing, packaging and promotion strategies which can compete with other successful products.

REFERENCES

[1] DelVecchio, D. 2001. Consumer perceptions of private label quality: the role of product category characteristics and consumer use of heuristics. Journal of Retailing and Consumer Services, 8(5), 239-249.
[2] Garretson, J. A., Fisher, D., Burton, S. 2002. Antecedents of private label attitude and national brand promotion attitude: similarities and differences. Journal of Retailing, 78(2), 91-99.
[3] George Cosmin Tănase (2011), An overview of Retail Branding and Positioning as Marketing Management concepts. The advantages of establishing a strong brand image for retailers
[4] Michael Solomon. (2013). Consumer Behavior: Buying, having and being (10ed.). Pearson Education
[5] Miguel Llorens (Spain), María Puelles (Spain), Roberto Manzano (Spain)(2011), Consumer behavior and brand preferences in organic grocery products. Store brands vs manufacturer brands, Innovative Marketing, Volume 7, Issue 3
[6] Pedro Galván Guijo(2007), Merchandising of private brands vs manufacturer brands, Universidad Complutense de Madrid,january ·April 2007
[7] Thu Ha, Nguyen and Ayda Gizaw(2014), Factors influence consumer purchase decisions of Private Label Food Products, School of Business, Society and Engineering Bachelor thesis in in Business Administration
[8] Zain Osman M and Bashir Saidu Mohammed (2015), The Customers Satisfaction on Retailers' Brand Products: A Study on Selected Areas in Klang Valley, Procedia Economics and Finance 35 (2016) 418 – 427

Website References

[9] http://business.time.com/2012/11/01/brand-names-just-dont-mean-as-much-anymore/ accessed on 22-1-2017
[10] https://www.emeraldinsight.com/doi/abs/10.1108/09590550910999389 accessed on 5-9-2017
[11] http://therestlesscmo.com/post/retail-brands-vs-manufacturer-brands-is-the-race-on accessed on 16-9-2017
[12] http://godirek.com/blog/2017/05/difference-private-label-vs-white-label-products/ accessed on 14-3-2018
[13] John Quelch and David Harding(1996), Brands Versus Private, ,..Labels: Fighting to win https://hbr.org/1996/01/brands-versus-private-labels-fighting-to-win, accessed on 21-5-2018

Report

[14] Nielsen Global Private Label Report November 2014