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Private Label Brands Endearing Over National Brands: An Elaborated Empirical Review


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Abstract

Consumers are always given the option of choice, products are delivered in comfort as per the desire, and consumer experience and expectations were handled by the retailer. These value additions give a cutting edge to one retailer over the other. These value additions influence the consumers to prefer one retailer over the other and choose private vs national brands. This research actively investigated the reasons influencing consumer purchase decisions of Private Label Brands over the National brands and also to identify the most preferred store Private Label Brands among the hyper Chains in Bengaluru city. The study is conducted across all the hypermarket chains in Bengaluru city. The sample size considered for the consumer survey is 600 which has been divided in quota sampling among the hyper store chains in Bengaluru city. The influence of Service Perceived variable on the consumer preferences over Private label brands over national brands stands highest and the most accepted Private label brand preference was identified from More Mega mart as compared to other retail stores in the market.

Keywords: Private Label Brands, National Brands, Consumer Experience, Hypermarkets

Introduction

India is progressing to be the fastest-growing e-commerce economy backed by huge investments in this sector. A humongous increase in internet users in the country is attributing to e-commerce growth. The increase in individual purchase capabilities is inclining to the growth of the luxury segment in the country and led to an increase in retail sale on a significant scale. Over 8 percent of the aggregate employment of the country accounts for the retail segment of the country (IBEF, 2022). This means retail is not only growing in metro cities and cosmopolitan towns but also in tier II and tier III cities. This is fueling the growth of the sector in the country. Indian retail is undergoing astonishing changes in the Private label Brands segment Rs. 46,15,000 (US\$710 billion) is the total retail sale in the year 2017 and forecasted to be 1,08,58,000 (US\$ 1.672 billion) by 2027 with a CAGR of 9 percent (Martec, 2022). Based on the ownership the brands of retail are classified into two types. The first type is the national brand which is manufactured by companies or distributors. This brand is called the national Brand. The other type of brand is called the Private label brand which is owned by the retailer himself. It is produced by the third-party manufacturer under the retailer's contract as highlighted by (Berthon et al., 1999). Private label brands are growing at an intense pace. They are becoming the influencing factor in the rapid growth of the food market and are acting as a threat to all the national brands across the globe (Ravi and Prasad, 2020). They are the most profitable brands for retailers (Baltas, 1997; Guerrero et al., 2000).

Private label brands are considered to have the same quality and relative price as the national brands available in the market (Baltas and Argouslidis, 2007). Gamliel and Herstein (2007) in their study on the private label brands established the relationship between the private label brand and the store brand personality. They studied the various factors influencing the private label brands and the consumer purchase perception towards the purchase of these brands. Narasimhan and Wilcox (1998); Hoch and Banerji (1993) have identified that consumers treat Private labels and national brands in the same way. They opt for the national brands if the prices are the same, but if the Private label brands prices are lower when compared to the national brand's consumers show interest in the purchase of the private label brands. Consumers have highly favorable factors towards the purchase of the private label brands majorly based on the product features (Burton, et al. 1998). Consumers consider two major attributes like price and quality to opt for private label brands over the national brands.

Literature Review

Researches like Laroche et al. (2003); Pechtl (2004); Richardson et al. (1996), have investigated the disposition of the private label brand's purchasing patterns with consumer attitudes. Cotterill et al., (2000), have identified the demand equation for the private label share and the national brands share. But psychographic variables were not involved in this research. Psychographic and demographic attributes drive the purchase intentions of private label and national brands (Aidawadi et al., 2001; Garretson et al., 2002). Sinha and Batra (1999) also identified price conscious as the major factor determining the consumer purchase intentions in the purchase of Private Label brands. The price unfairness in the national brands was also the partial reason for the significance of the price consciousness attribute. Consumer consciousness of reducing purchase mistakes was also improving the purchase of private labels in the store. Ravi and Bhagat (2020) suggested that the retail store managers should harmonize their Private label brands with the national brands present in the store to establish a concrete store image for the retail outlet. They also claimed that the store quality

and store atmosphere as the dimensions of the store image.

Martenson (2007) in his study claimed that the store image is the combination of a retail brand, national brands, and private brands perceived by the consumers. He interpreted that store image concerning consumer loyalty and customer satisfaction. Store image can be estimated by the products and service quality perceived by the consumers at the respective stores. Ailawadi et al. (2001) in their study compared the promotions of the national brands and the private label brands. They concluded that the national brands are comparatively aggressive in promotion while the private label brands more focus on economic benefits and cost. Manzur et al. (2011) conducted a novel study to identify the consumer attitude towards advertisements of national brands and store brands. Their results strongly emphasized that the consumer attitude is similar to both national brands and store brands in the pricing issues. The strength of national brand advertisements differs in aspects like loyalty and relationships. Advertisements yield good results to the national brands but the authors suggested that the retailers should design their advertisements in such manner not to conflict with the national brands. De Wulf et al. (2005a) investigated the consumer perception of private label brands concerning national brands. They discussed the retailer's positioning strategies with the store brands promoted by the retailers. They confirmed that the store brands positioning by the store and the quality of the store brands will determine the success of the retailer.

Juhl et al. (2006) claimed that the store brand visibility in the retail stores is the extent to which the consumer considers the ease of purchase. The affiliation with the name of the retailer in the private label brands also significantly works as a pull strategy in the fight between the private labels and the national brands. Huang et al. (2012) worked on a novel concept of assessing price elasticity for private labels and national brands by store locations within different socio-economic environments. They identified that the private label brands have lower price elasticity when compared to the national brands and store locations impact both private label products and national brands equally. The quality of private label brands often impacts the store loyalty

of the organized retail store. The other factors like the number of product lines available, the price gaps between the national brands and the private label brands enhance the store quality (Goswami, 2012). Coelho & Matos (2015) studied the copycat packaging impact on the in-store brand purchase patterns. They illustrated that packaging is the major considered criterion by consumers in the decision-making process of private label brands. They conducted experimental studies elaborating on the private label brand's similarities with national brands and analysed their influence on consumer purchase patterns over 22 different categories. The results surprisingly indicated the more the similarities with the national brands the more the consumer acceptance and the higher the quality perceptions. Nogales & Suarez (2005) conducted research on the shelf space management by the retailers on their private label brands. They identify the impact of the number of faces on the shelf per product and its influence on the purchase patterns of the consumers. They compared the national brands and private label brands' shelf space management by the retailers. They identified that the space allocated to the private label brands in a retail store is comparatively higher than the national brands. Amrouche & Zaccour (2007) established a game theory model. It coined national brands as market leaders maximizing its profits and respective retailer promoting private label brands to maximize the category profits. De Wulf et al. (2005b) the authors compared the national brand's products with the private label brands. Private label brands are gaining importance in recent times. Awareness in consumer minds is also improving. They analysed the store brands and national brand's impact on store loyalty. The private label brands are only profitable to the retailers but the national brands are profitable to both manufacturers and retailers. The profits have been shared in the case of the national brands. Choi & Coughlan (2006) in their study examined the positioning of private label brands and national brands based on quality and features. They compared a strong national brand to high-quality private label brands and a weak national brand to a low-quality private label brand. They also explained that if the national brands in a particular category are not defined then they can be differentiated by the private

label brands.

Research Problem

In traditional retail, the consumer's purchases used to happen only from the nearby retail stores of unorganized segments. With the globalization and retail revolution undercurrent, the majority of the consumers are observed to purchase in Hyper Markets, Supermarkets and malls in organized sectors. Many researches proved that the consumers moved from unorganized segment to organized segment but there are very few studies on the retailer's private label brands sale. Research also examined the major attributes that the consumer considers in the purchase of PLB in comparison with the national brands. This also highlighted the unique positions of the PLBs which influence the consumer to purchase the PLB over the national brands in the intense organized retail offline competition.

Objectives of the Study

- To evaluate various factors influencing consumer purchase decisions of Private Label Brands over the National brands.
- To identify the most preferred store Private Label Brands among the hyper Chains in Bengaluru city.

Research Methodology

The research design used in the study was Descriptive and quantitative research. As this research involved the details of the consumer preferences of Private label brands in comparison with National Brands this can study can be considered as descriptive study. Primary data was collected to understand the consumer's preferences to choose private label brands over the national brands. The sample size considered for the consumer survey is 600 which has been divided in quota sampling among the hyper store chains in Bengaluru city. The researcher collected an exploratory study from interviews to collect the data from the Store Managers and Floor Managers to identify various factors that influence the consumer's preferences to pick PLBs over the National brands and evaluated the consumer preferences of PLB in comparison with National Brand shown in table 1. Every question posted compares the PLB with

National brands in 33 various factors mentioned in table 1 below. The questions were framed in five point Likert scale where 1 stands for Strongly Disagree, 2- Disagree, 3- Neutral, 4- Agree and 5- Strongly Agree. The questionnaire was also provided with an open-

ended question to invite further factors influencing the consumer to prefer PLB over National Brands with the help of exploratory factor analysis shown in table 2 .

Table 1 Consumer Preferences- Sources from LR

S.no	Factors	Adopted from
1	I prefer PLBs of stores based on store size and parking facilities.	Sushil Raturi (2013) Irfan Mumtaz (2015) Andres Cuneo, Sandra J. Milberg, Jose Miguel Benavente, and Javier Palacios- Fenech (2015)
2	My decision to purchase PLBs is influenced by television advertisement for private label brands.	
3	The eye level displays and price tags influence me to pick PLB brands.	
4	I purchase PLBs as my friends and family influence me.	
5	I prefer PLBs as these product packaging is more appealing.	
6	PLB Look more stylish products.	
7	I prefer PLB because the payment transactions in the store are safe.	
8	PLB products of particular retail stores are more reliable than the national brands.	
9	I prefer PLB products as they are innovative in nature.	
10	I pick PLBs as they are value for money products.	
11	I get attracted to PLBs as they are mostly bundled or saver packs.	
12	I Prefer PLB as they have wide selection options.	
13	My trust in store is motive to purchase PLB brands.	
14	I prefer PLB products as their billing and bar code issues are minimal in retail stores.	
15	I purchase PLB products as the store staff personally explain and elaborate the product features,	
16	I buy PLBs as their availability is high in the store.	
17	I pick up PLB brands in stores closer to my location.	
18	I pick up PLB as their product's service issues are solved more easily at customer care desks than the national brands.	
19	I will purchase PLB products considering the flyers at the store entrance.	
20	I buy PLBs as their manufacturing and expiry dates are properly mentioned on the packaging.	
21	I like to buy PLB as more credible in nature.	
22	I prefer PLBs as these products are more nutritious and durable when compared to national brands.	
23	I choose PLBs as they provide good flavor and safe products.	
24	I pick PLBs as they are fancy displayed in the stores.	
25	I Purchase PLB products as the offers and discounts are high for these products.	
26	I buy PLBs as they have better return and replace options than the national brands.	
27	I prefer PLBs as they have higher pay back benefits in particular retail stores.	

28	I consider PLBs as their information display on packaging is clear and transparent.
29	I buy PLBs are they are fresh stocks than the national brands.
30	I purchase PLBs on retail stores based on my previous experiences with the store.
31	I prefer PLBs of the stores where staff are more courteous during the purchase.
32	I prefer particular store PLB as their retail ambiance is good for shopping.
33	Good information about product features by store staff influence me for the purchase of PLBs.

Exploratory Factor Analysis

Exploratory factor analysis is the technique used to explore the underlying theoretical structure by reducing the data into a small set of summary variables. It is majorly used to identify the relationship between the variables and group the factors into a finite model. This test is conducted to test the null hypothesis. Factor analysis holds good when the sample size is more than 200 and the research involved a sample size of 600 respondents. So, exploratory factor analysis can be rightly used to evaluate the variables and their relationships accordingly.

Table 2 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.871
Bartlett's Test of Sphericity	Approx. Chi-Square	7733.686
	Df	528
	Sig.	.000

The KMO and the Bartlett's test was conducted to test the adequacy of the sample. The adequacy ranges from 0 to 1 and the values above 0.6 are considered as significant in the factor analysis testing method. The KMO adequacy was marked as 0.871 which was above 0.6 and was proved significant with the chi-square of 7733.686 with a 528 degree of freedom at a significance level of 0.00 as specified in the above Table 2. This analysis suggested sampling adequacy appropriateness for factor analysis testing. The depicted value for Chi-square in Bartlett's test is 7733.686 which also stands acceptable and also indicated the relationship among the variables. This table also specifies a significant value as 0.00 in the Bartlett's sphericity test which is less than 0.05 and

stands significant.

The following table is the table of communalities which indicated the variances of various factors. The communalities values are considered to be acceptable when the extractions are more than 0.5 for further analysis. The below table 3 highlighted the communalities of variables, where all the extractions are above 0.5 and stand qualified for further analysis .84% of the variance in —Store Trustl is accounted for, while 53% of the variance in —less Billing Issuesl is accounted for in Table 3.

Table 3 Communalities

	Initial	Extraction
Store size and good parking	1.000	.656
TV ads	1.000	.651
Eye level displays	1.000	.773
Friends & Family	1.000	.542
Appealing	1.000	.604
Stylish	1.000	.595
Payment methods	1.000	.641
Reliable	1.000	.718
Innovation	1.000	.608
Value for Money	1.000	.685
Bundle packs and Saver packs	1.000	.750
high in Variety	1.000	.632
Store trust	1.000	.843
Low billing issues	1.000	.535
Staff interaction	1.000	.623
High availability	1.000	.649
Proximity	1.000	.712
Problem solving at customer care	1.000	.581

desk	1.000	.668
Flyers	1.000	.561
Proper Manufacturing & expiry dates	1.000	.535
higher Credibility	1.000	.701
Good nutritional information	1.000	.631
Good flavour and safe products	1.000	.684
Attractive displays	1.000	.735
Offers & Discounts	1.000	.792
Return policy	1.000	.540
Pay-back benefits	1.000	.566
Product Information	1.000	.585
Freshness	1.000	.536
Previous experience	1.000	.580
Courteous Staff	1.000	.584
Store Ambiance	1.000	.678
Employee Knowledge		

Further analysis emphasizes the factors extractable with their respective eigenvalues. Eigenvalues refer to the total number of extracted factors which were the same as the number of items passed factor analysis. For analysis of Total Variance explained in table 4, the items to be considered majorly are Extracted Sums of Squared Loadings. From the below table, the first factor accounts for 25.3% of the variance, while the second was 7.4% and the third as 5.9% of the variance while the others are not majorly significant. The total variance accounted for these nine factors is 63.2% of the variance which is considered to be satisfactory as the percentage variance is above 60%. Thus the study accepts the alternate hypothesis that there is a statistically significant interrelationship between variables affecting the consumer preferences on PLBs in retail hypermarkets. Hence the study is preceded for further analysis.

Table 4 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	8.367	25.356	25.356	8.367	25.356	25.356	4.218	12.782	12.782
2	2.451	7.428	32.783	2.451	7.428	32.783	3.197	9.689	22.471
3	1.951	5.912	38.695	1.951	5.912	38.695	2.478	7.509	29.981
4	1.709	5.180	43.875	1.709	5.180	43.875	2.136	6.472	36.453
5	1.607	4.869	48.744	1.607	4.869	48.744	2.107	6.386	42.839
6	1.497	4.535	53.279	1.497	4.535	53.279	1.869	5.664	48.503
7	1.171	3.549	56.828	1.171	3.549	56.828	1.760	5.333	53.835
8	1.095	3.319	60.147	1.095	3.319	60.147	1.702	5.158	58.994
9	1.023	3.100	63.247	1.023	3.100	63.247	1.404	4.253	63.247
10	.892	2.703	65.950						
11	.839	2.543	68.492						
12	.762	2.309	70.801						
13	.710	2.152	72.953						
14	.684	2.074	75.028						
15	.657	1.991	77.018						
16	.639	1.936	78.954						
17	.603	1.826	80.780						
18	.566	1.716	82.496						
19	.526	1.595	84.091						
20	.502	1.521	85.612						
21	.484	1.468	87.080						

22	.483	1.465	88.545						
23	.438	1.326	89.871						
24	.417	1.262	91.133						
25	.400	1.211	92.344						
26	.391	1.184	93.528						
27	.362	1.097	94.625						
28	.344	1.041	95.666						
29	.339	1.026	96.692						
30	.297	.901	97.593						
31	.286	.868	98.461						
32	.272	.825	99.286						
33	.236	.714	100.000						

Extraction Method: Principal Component Analysis.

Screen Plot

Screen Plot refers to the figure of all factors against the eigenvalues. This figure is essential to understand the factors to be considered for further analysis. The major consideration will be the point where the curve flattens. In below figure 1, the curve flattens after the ninth factor so the initial nine factors can be considered for further analysis.

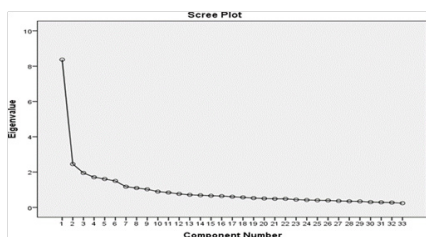


Figure 1 Screen plot

Rotated Component Matrix

The rotation matrix is a tool that makes the interpretation of the factor analysis simpler in nature. It investigates the variables which possess higher loadings. The variables which are less than 0.4 are vomited from the rotation matrix and need not be considered for further analysis. In the below Table 5, variables like- ‘_Store Ambiance’ and ‘_Payback Benefits’ are excluded as their values in the rotated component matrix are identified as below 0.4 while the remaining factors as sustainably loaded on factor. These variables are considered for further analysis.

Table 5 Rotated Component Matrix

	Component								
	1	2	3	4	5	6	7	8	9
high in Variety	.770								
Staff interaction	.753								
Employee Knowledge	.746								
Problem solvingat customer caredesk	.734								
Courteous Staff	.616								
Low billing issues	.507								
High availability	.480								
Stylish		.756							
Appealing		.755							
Innovation		.718							
Proper Manufacturing & expiry dates		.656							

Product Information		.498							
Reliable			.834						
Store trust			.781						
Previous experience			.495						
Friends & Family			.491						
higher Credibility			.455						
Value for Money				.802					
Good nutritional information				.791					
Freshness				.513					
Good flavour and safe products				.479					
Flyers					.785				
TV ads					.773				
Store Ambiance									
Pay-back benefits									
Offers & Discounts						.816			
Bundle packs and Saver packs						.787			
Proximity							.795		
Store size and good parking							.723		
Attractive displays								.742	
Eye level displays								.671	
Return policy									.854
Payment methods									.574

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 7 iterations.

Factor Consolidation

Based on the Rotated component index in table 5, the factors grouped were identified and named as explained in below table 6. The grouped variables were given by a factor name based on the nature of the variables. Each factor number name and grouping variables were in detail established in table 6.

Table 6 Consolidated Factor Output

Factor No	Variables	Factor Name
F1	high in Variety Staff interaction	Service Perceived
	Employee Knowledge	
	Problem solving at customer care desk	
	Courteous Staff Low billing issues	
	High availability	
F2	Stylish	Packaging

F2	Appealing	Packaging
	Innovation	
	Proper Manufacturing & expiry dates	
	Product Information	
F3	Reliable	Store Image
	Store trust	
	Previous experience	
	Friends & Family higher Credibility	
F4	Value for Money	Quality
	Good nutritional information	
	Freshness	

	Good flavour and safe products	Quality
F5	Flyers	Advertisements
	TV ads	
F6	Offers & Discounts	Price
	Bundle packs and Saver packs	

F7	Proximity	Convenience
	Store size and good parking	
F8	Attractive displays	Visibility
	Eye level displays	
F9	Return policy	Policy
	Payment methods	

Table 7 Descriptive Analysis of the Computed Variables Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Service_Perceived	600	2	5	3.78	.701
Packaging	600	1	5	3.48	.729
Store_Image	600	2	5	3.58	.665
Quality	600	2	6	3.51	.692
Advertisements	600	1	5	3.49	.861
Price	600	1	5	3.51	.895
Convenience	600	2	5	3.56	.929
Visibility	600	1	5	3.64	.828
Policy	600	2	5	3.49	.851
Valid N (list wise)	600				

The above descriptive analysis from Table 7 emphasized the various factors and their computed mean and standard deviations. All nine factors were measured on the same scale of 1- 5. This analysis clearly concluded that the best-rated factor is ‘Serviced Perceived’ with a mean of 3.78 followed by in store visibility with 3.64, followed by store image accounting to 3.58, followed by convenience at 3.56, followed by quality and price with 3.51, followed by policy and advertisements with 3.49 each and the low rated factor is identified as ‘Packaging’ with a mean value of 3.48.

Amos Model on Consumer Perception towards PLB Over National Brands

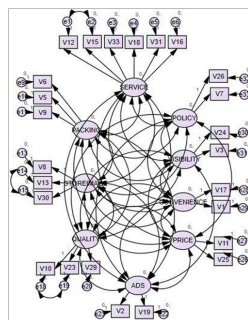


Figure 2 Confirmatory Factor Analyses

Variables Description

SEM model is created using AMOS 24 from the 33 variables adopted from the factor analysis conducted in the previous section. Out of 33 variables, 31 were confirmed in the factor analysis. After the detailed AMOS testing, the variables stand significant in the model identified 25 factors to meet the criteria of the model fit as represented in the above model. The variables were mentioned below. The eliminated variables to fit the model analysis include V4, V14, V20,V21,V22 and V27. The model fit analysis was performed to analyse the credibility of the model in Amos 24.

Table 8 Factors Influencing Consumer Preferences towards PLBS

Variables	Attributes
V1	Store size and good parking
V2	TV ads
V3	Eye level displays
V4	Friends & Family
V5	Appealing
V6	Stylish
V7	Payment methods

V8	Reliable
V9	Innovation
V10	Value for Money
V11	Bundle packs and Saver packs
V12	high in Variety
V13	Store trust
V14	Low billing issues
V15	Staff interaction
V16	High availability
V17	Proximity
V18	Problem solving at customer care desk
V19	Flyers
V20	Proper Manufacturing & expiry dates
V21	higher Credibility
V22	Good nutritional information
V23	Good flavour and safe products
V24	Attractive displays
V25	Offers & Discounts
V26	Return policy
V27	Pay-back benefits
V28	Product Information
V29	Freshness
V30	Previous experience
V31	Courtious Staff
V32	Store Ambiance
V33	Employee Knowledge

Notes for Model (Default Model)

Computation of Degrees of Freedom (Default Model)

Degrees of Freedom are also an important initial parameter to test the model fit accuracy in the SEM. The formula of Degrees of Freedom is identified as the difference between the number of distinct sample moments and the number of distinct parameters to be estimated. The values were observed as below.

- Number of distinct sample moments: 350
- Number of distinct parameters to be estimated: 122
- Degrees of freedom (350 - 122):228

One of the critical tests I the model fit of AMOS stands the chi-square testing. The chi-square test for the model fit is identified as 448.785 with 228 degrees of freedom with a significant probability value of less than 0.001. Thus the model is accepted as a fit model for AMOSTesting.

Result (Default Model)

- Minimum was achieved
- Chi-square = 448.785
- Degrees of freedom = 228
- Probability level = .000

Model Fit Summary

The model fit summary includes the crucial analysis called the baseline analysis. The baseline analysis includes the model fit indices like NFI, RFI, IFI, TLI, CFI. The model is considered an accurate model if all the values of baseline analyses are close to 1. The values of baseline analysis generally range from 0 to 1 and the values are considered significant if they are greater than 0.9 shown in table 9.

Table 9 Model Fit Analysis Formula and Descriptions

Bentler-Bonett Normed Fit Index	NFI	$NFI = \Delta_1 = 1 - \frac{\hat{C}}{\hat{C}_b} = 1 - \frac{\hat{F}}{\hat{F}_b}$	$\hat{C} = n\hat{F}$ - minimum Discrepancy
Bollen's relative fit index	RFI	$RFI = \rho_1 = 1 - \frac{\hat{C}/d}{\hat{C}_b/d_b} = 1 - \frac{\hat{F}/d}{\hat{F}_b/d_b}$	$\hat{C}_b = n\hat{F}_b$ - minimum discrepancy of the baseline
Bollen's incremental fit index	IFI	$IFI = \Delta_2 = \frac{\hat{C}_b - \hat{C}}{\hat{C}_b - d}$	\hat{C} - Discrepancy

Tucker-Lewis index	TLI	$TLI = \rho_2 = \frac{\frac{\hat{C}_t - \hat{C}_a}{\hat{C}_t - \hat{C}_a}}{\frac{\hat{C}_t - \hat{C}_a}{\hat{C}_t - \hat{C}_a}}$	d - Degree of freedom
Bentler Comparative Fit Index.	CFI	$CFI = 1 - \frac{\max(\hat{C} - d, 0)}{\max(\hat{C}_b - d_b, 0)} = 1 - \frac{NCP}{NCP_b}$	\hat{C}_b & d_b - for baseline model NCP – Non Centrality Parameter Estimates

Model Fit Summary

Table 10 CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	122	448.785	228	.000	1.968
Saturated model	350	.000	0		
Model	NPAR	CMIN	DF	P	CMIN/DF
Independence model	50	4878.637	300	.000	16.262

Table 11 Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.908	.901	.953	.937	.952
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Table 12 Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.760	.690	.723
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

Table 13 NCP

Model	NCP	LO 90	HI 90
Default model	220.785	164.449	284.911
Saturated model	.000	.000	.000
Independence model	4578.637	4355.964	4808.577

Table 14 FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.716	.352	.262	.454
Saturated model	.000	.000	.000	.000
Independence model	7.781	7.302	6.947	7.669

RMSEA stands for the Root Mean Square Error of Approximation in AMOS and the value observed in the analysis was 0.039 which was considered as significant as the value is less than 0.08 as per the model proposed by Browne & Cudeck (1993). Thus the model is proved as an acceptable fit.

Table 15 RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.059	.054	.065	1.000
Independence model	.156	.152	.160	.000

Table 16 AIC

Model	AIC	BCC	BIC	CAIC
Default model	692.785	703.341		
Saturated model	700.000	730.283		
Independence model	4978.637	4982.963		

Table 17 ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1.105	1.015	1.207	1.122
Saturated model	1.116	1.116	1.116	1.165
Independence model	7.940	7.585	8.307	7.947

Table 18 HOELTER

	HOELTER	HOELTER
Model	.05	.01
Default model	370	393
Independence model	44	47

Minimization:	.078
Miscellaneous:	3.641
Bootstrap:	.000
Total:	3.719

With the above model fit analysis using AMOS, the model is proved a good fit when verified for Absolute model fit, which include chi square and significant p value. The model is also identified for

incremental fit analysis with TLI, AGFI, CFI, NFI significant values. The model is also identified as parsimonious fit with verified chi square and degrees of freedom. The modification fit indices is also applied to improve the accuracy of the model fit.

Most Preferred Hyper Store For PLBS by Descriptive Statistics

The next section of the analysis comprised the evaluation of most preferred hyper store's private label brands among the seven hyper stores present in Bengaluru city. Descriptive analysis techniques were used to analyze the data. The mean and standard deviations were calculated to identify the most and least preferred hypermarket chains for private label brands in the city. The descriptive statistics were exhibited in the below table in table 19.

Table 19 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Big Bazaar	600	1	5	3.73	1.063
Vishal	600	1	5	2.63	1.327
D-mart	600	1	5	3.32	1.173
More Mega	600	1	5	4.02	.907
Mart	600	1	5	3.68	.841
Star Bazaar	600	1	5	3.45	1.197
Reliance Smart	600	1	5	3.45	1.125
SPAR Hyper	600				
Valid N					
(listwise)					

The results elaborate that out of Seven hyper stores namely (1) Big Bazaar (2) Vishal Mega Mart (3) D-mart (4) More Mega Mart (5) Star Bazaar (6) Reliance Smart (7) Spar Hyper stores, The most accepted consumer-preferred brands of Private Label Brands were identified by calculating the respective means of the seven hyper stores. The standard deviations were also calculated respectively. The most accepted Private label brand preference was identified from More Mega mart with 4.02 mean followed by 3.73 for Big Bazaar, star bazaar as 3.68, while Reliance and Spar stand at 3.45, Dmart at 3.37 and least preferred PLB was identified from Vishal Mega Mart with mean of 2.63.

Findings and Recommendations

The influence of Service Perceived variable on the consumer preferences over Private label brands over national brands stands highest which includes the factors like high in Variety Staff interaction, Employee Knowledge, Problem-solving at customer care desk, Courteous Staff, Low billing issues and High availability with a mean value of 3.78. The most accepted Private label brand preference was identified from More Mega mart followed by Big Bazaar, star bazaar, Reliance and Spar, Dmart and the least preferred PLB was identified from Vishal Mega Mart. Since the consumers majorly visiting the retail hyper store on monthly basis, the saver packs and bundle packs to be more focused on PLB brands and should be displayed at the eye level of the

shelf to catch the consumer's attention. It is found that the consumers are not happy with the packaging on the PLBs. Innovative and attractive designs to be formulated for packaging rather than following the copycat packaging.

Managerial Implication

Indian market is in the baby steps of PLB growth and huge opportunities to unfold. The present study largely focused on food, non-food, beverages, home care products and excluded furniture, apparel, footwear, electronics in Private label brands which can be studied by understanding consumer preferences in the remaining segments or analyzes each segment individually. Further studies can also focus on locations other than Bengaluru and even opt for a comparison study of the consumer preferences of private label brands over the national brands in different geographic areas.

Thus further studies can also compare India with the United Kingdom and the United States where the sale of PLB is huge and also high in demand. The retailer's strategies and consumer preferences can also be compared in future studies. The organized retail industry is the most affected in the pandemic times of Covid 19. Huge losses were borne by the retailers due to government regulations and lockdown policies. These situations taught lessons to the hyper store retailers to concentrate on online sales as e-commerce with D2C (Direct to Consumer) strategies but not by losing on the consumer base.

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