CHAPTER 7

DATA ANALYSIS AND INTERPRETATION

1. Demographic Profile of Respondents

Following table presents demographic profile of respondents across four selected cities and six demographic parameters viz. gender, age group, monthly household income, type of family, occupation and marital status.

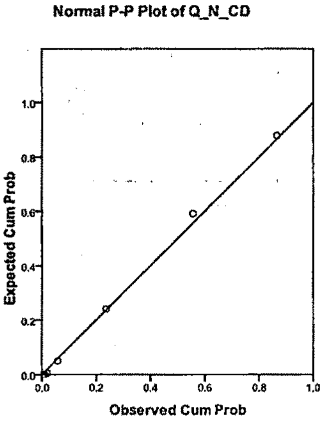
Table 7.1 : The demographic profile of respondents (N = n1+n2+n3+n4 = 500)

Demographic Parameters		Ahmedabad n1 = 125	Surat n2 = 125	Vadodara n3 = 125	Rajkot n4 = 125
Gender	Male	54	86	47	103
	Female	71	39	78	22
Age Group	18 to 30 Years	58	106	53	96
	31 to 40 Years	61	12	49	27
	41 to 50 Years	4	6	9	0
	51 to 60 Years	2	1	14	2
Monthly Household Income Group (Rs.)	Up to. 20,000	37	55	49	53
	21,000 to 40,000	62	45	44	44
	41,000 to 60,000	19	18	23	22
	61,000 to 80,000	5	7	5	6
	81,000 to 100,000	2	0	4	0
Type of Family	Nuclear	59	60	73	81
	Joint	66	65	52	44
Occupation	Student	15	42	8	4
	Housewife	23	3	12	4
	Service	73	55	68	94
	Self Employed / Business	11	20	19	23
	Professional (Dr, CA, Lawyer, Consultant)	3	5	18	0
Marital Status	Unmarried	34	83	38	44
	Married	91	42	87	81

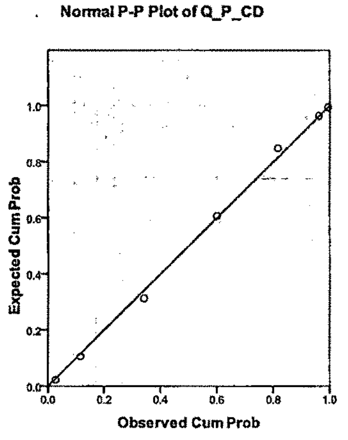
2. Test for Normality of Data Collected

Many statistical tests and procedures assume that data follows a normal distribution. Before applying statistical methods that assume normality, it is necessary to perform a normality test on the data; hence here graphical method (p-p plots) is used for the same. Moreover all data's across 30 variable were found to be normal.

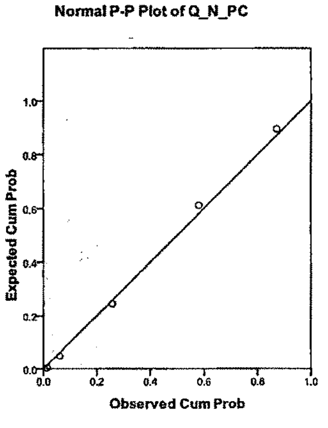
Test of Normality: P-P Plot. (Composite of all four selected cities)



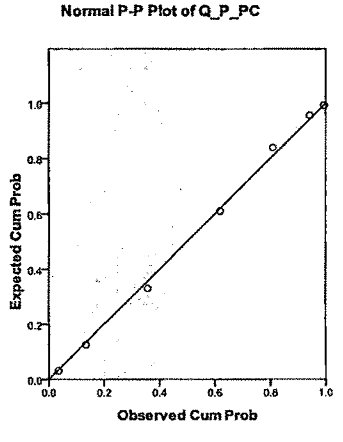
Graph 1 : Normal PP Plot of Q_N_CD



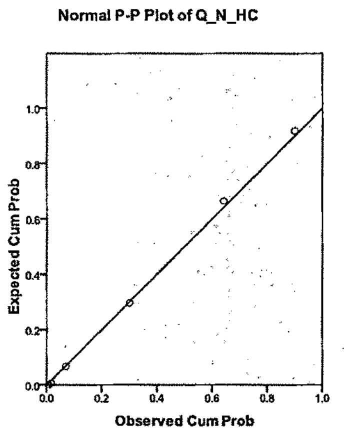
Graph 2 : Normal PP Plot of Q_P_CD



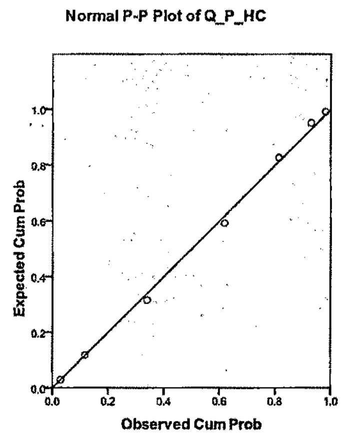
Graph 3 : Normal PP Plot of Q_N_PC



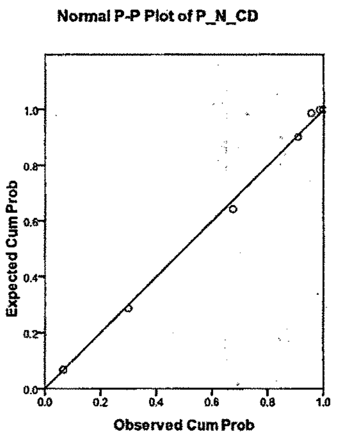
Graph 4 : Normal PP Plot of Q_P_CD



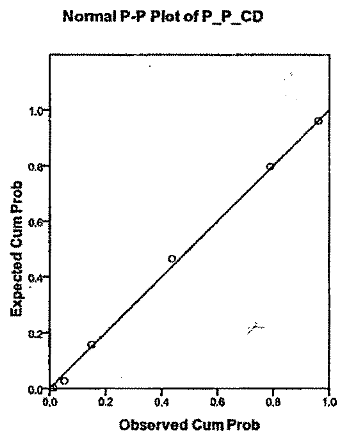
Graph 5 : Normal PP Plots of Q_N_HC



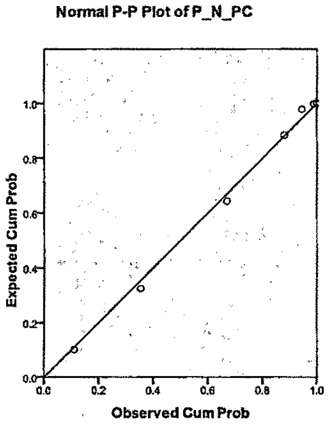
Graph 6 : Normal PP Plots of Q_P_HC



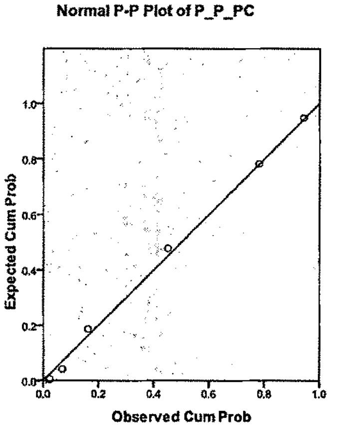
Graph 7 : Normal PP Plots of P_N_CD



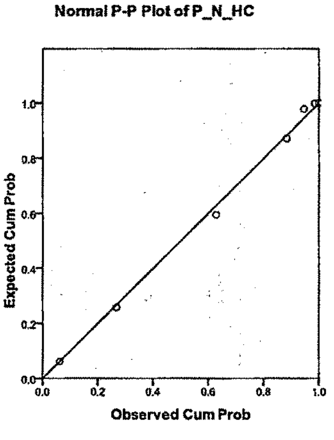
Graph 8 : Normal PP Plots of P_P_CD



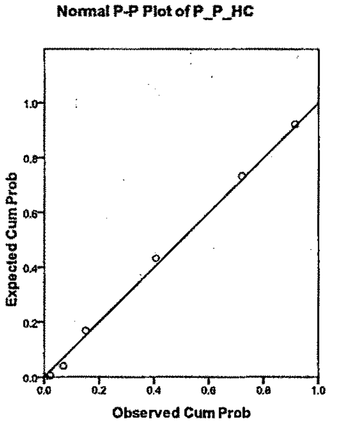
Graph 9 : Normal PP Plots of P_N_PC



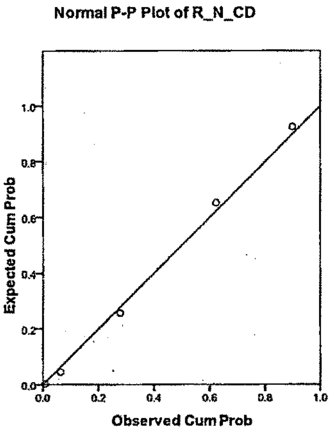
Graph 10 Normal PP Plots of P_P_PC

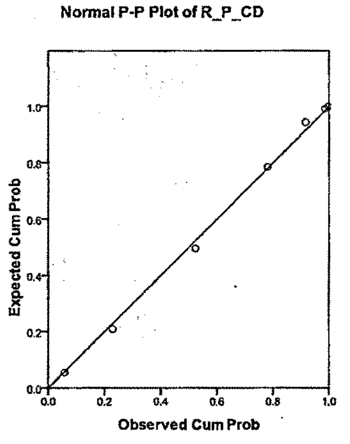


Graph 11 : Normal PP Plots of P_N_HC



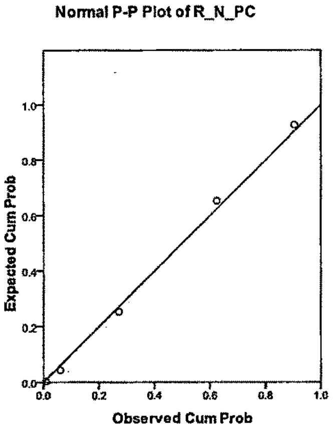
Graph 12 : Normal PP Plots of P_P_HC

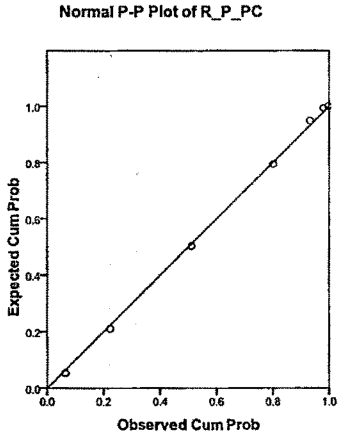




Graph 13 : Normal PP Plots of R_N_CD

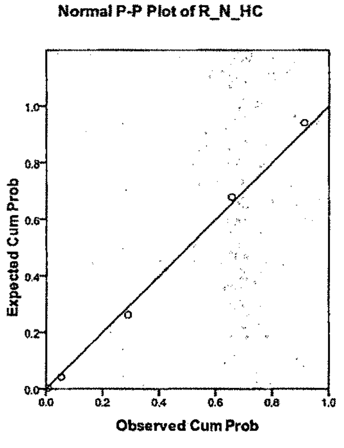
Graph 14 : Normal PP Plots of R_P_CD



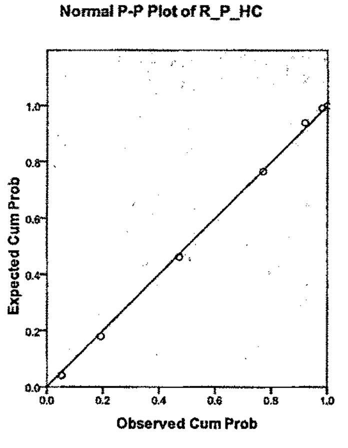


Graph 15 : Normal PP Plots of R_N_PC

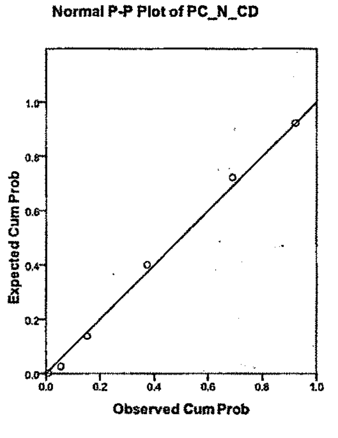
Graph 16 : Normal PP Plots of R_P_PC



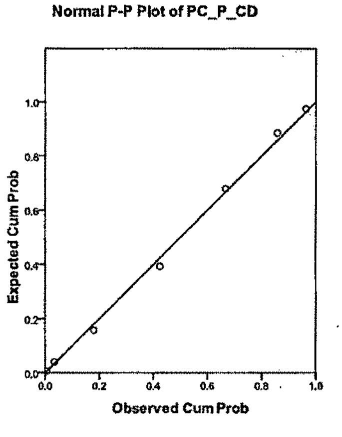
Graph 17 : Normal PP Plots of R_N_HC



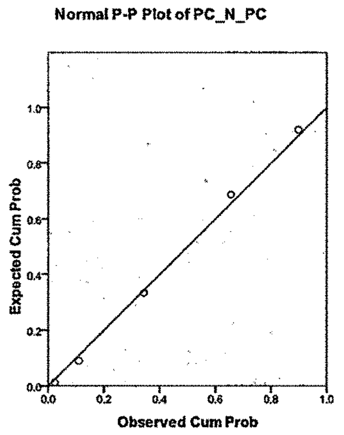
Graph 18 : Normal PP Plots of R_P_HC



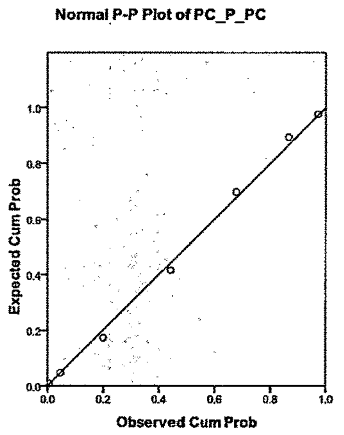
Graph 19 : Normal PP Plots of PC_N_CD



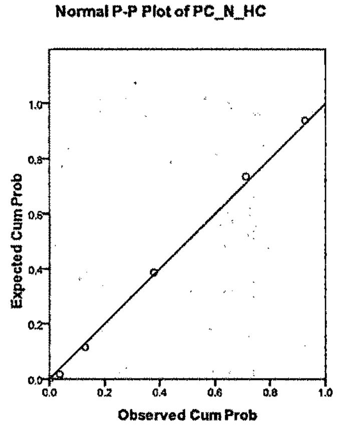
Graph 20 : Normal PP Plots of PC_P_CD



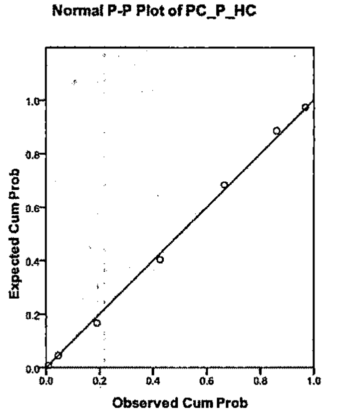
Graph 21 : Normal PP Plots of PC_N_PC



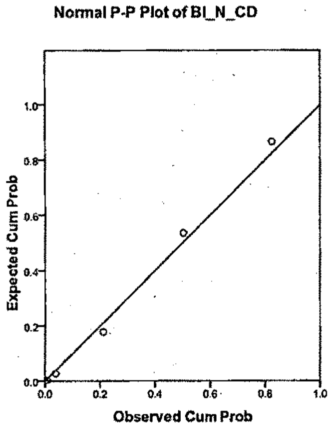
Graph 22 : Normal PP Plots of PC_P_PC



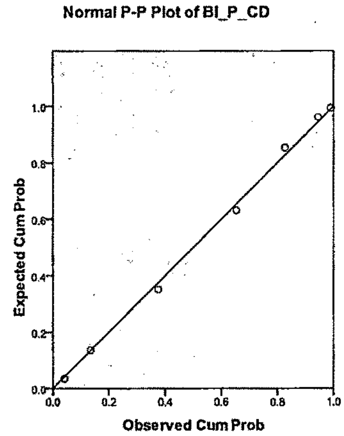
Graph 23 : Normal PP Plots of PC_N_HC



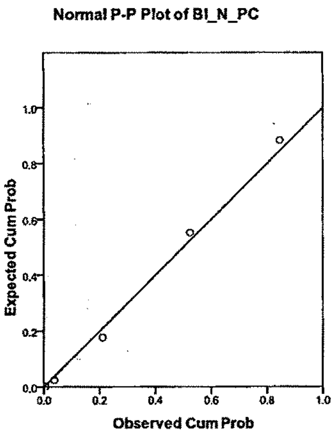
Graph 24 : Normal PP Plots of PC_P_HC



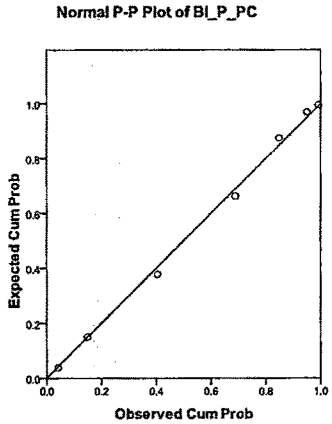
Graph 25 : Normal PP Plot of BI_N_CD



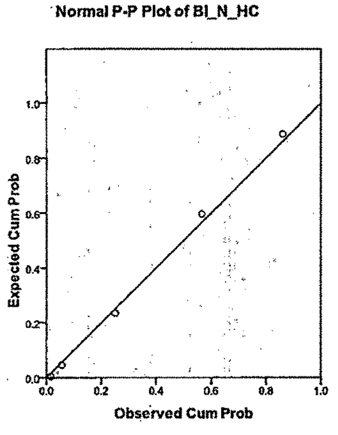
Graph 26 : Normal PP Plots of BI_P_CD

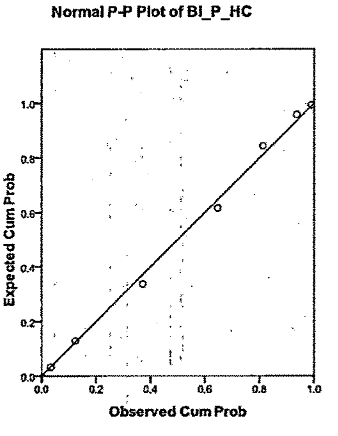


Graph 27 : Normal PP Plot of BI_N_PC



Graph 28 : Normal PP Plots of BI_P_PC





Graph 29 : Normal PP Plots of BI_N_HC   Graph 30 : Normal PP Plots of BI_P_HC

3. Test for Reliability of Data Collected

Data reliability and validity plays most significant role in any research, before data analysis and interpretation. The present study had adopted internal consistency analysis to conduct reliability testing. Composite Cronbach's ά came out to be 0.781, which indicates that reliability of the scale of measurement was significantly high. While city wise and variable wise was also found for measuring the internal consistency and was found to be 0.821, 0.779, 0.705 and 0.746 for Ahmedabad, Surat, Vadodara and Rajkot Cities respectively which are stated in below mentioned tables (Table 7.2 to Table 7.6).

Table 7.2 : Cronbach's Alpha - Composite for all selected cities					
Case Processing Summary				**Reliability Statistics**	
		N	**%**	**Cronbach's Alpha**	**N of Items**
Cases	Valid	500	100.0	.781	30
	Excluded	0	.0		
	Total	500	100.0		

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q_N_CD	128.56	167.116	.184	.779
Q_P_CD	130.67	159.879	.353	.772
Q_N_PC	128.61	165.582	.253	.777
Q_P_PC	130.71	159.646	.332	.773
Q_N_HC	128.76	167.474	.178	.780
Q_P_HC	130.64	158.407	.365	.771
P_N_CD	131.71	167.341	.174	.780
P_P_CD	129.22	171.058	.039	.786
P_N_PC	131.76	165.976	.187	.780
P_P_PC	129.25	170.275	.053	.786
P_N_HC	131.59	163.742	.291	.775
P_P_HC	129.10	168.549	.098	.784
R_N_CD	128.69	167.453	.201	.779
R_P_CD	131.30	165.968	.180	.780
R_N_PC	128.69	166.071	.262	.776
R_P_PC	131.32	163.306	.271	.776
R_N_HC	128.74	167.642	.208	.778
R_P_HC	131.20	164.230	.245	.777
PC_N_CD	129.02	162.126	.323	.773
PC_P_CD	129.95	154.158	.512	.763
PC_N_PC	128.85	163.372	.315	.774
PC_P_PC	130.02	153.703	.522	.762
PC_N_HC	129.00	163.994	.292	.775
PC_P_HC	129.98	153.094	.536	.761
BI_N_CD	128.40	165.115	.286	.775
BI_P_CD	130.78	155.817	.447	.766
BI_N_PC	128.44	165.586	.282	.776
BI_P_PC	130.89	157.495	.406	.769
BI_N_HC	128.57	165.272	.263	.776
BI_P_HC	130.73	156.867	.414	.768

Table 7.3 : : Cronbach's Alpha – Ahmedabad City					
Case Processing Summary				**Reliability Statistics**	
		N	%	**Cronbach's Alpha**	**N of Items**
Cases	Valid	125	100.0	.821	30
	Excluded	0	.0		
	Total	125	100.0		

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q_N_CD	122.19	137.914	.418	.813
Q_P_CD	124.63	144.170	.199	.821
Q_N_PC	122.23	140.583	.326	.817
Q_P_PC	124.67	143.867	.210	.821
Q_N_HC	122.38	143.561	.204	.821
Q_P_HC	124.68	143.058	.284	.818
P_N_CD	125.10	153.378	-.198	.832
P_P_CD	122.58	150.390	-.060	.828
P_N_PC	125.14	151.011	-.087	.830
P_P_PC	122.59	148.550	.019	.827
P_N_HC	124.99	150.314	-.055	.828
P_P_HC	122.53	148.396	.029	.826
R_N_CD	122.00	141.452	.368	.815
R_P_CD	124.89	142.181	.277	.818
R_N_PC	121.99	141.782	.357	.816
R_P_PC	124.90	141.836	.269	.819
R_N_HC	122.07	142.100	.348	.816
R_P_HC	124.82	141.840	.290	.818
PC_N_CD	122.36	132.926	.600	.805
PC_P_CD	123.81	130.979	.621	.803
PC_N_PC	122.18	133.184	.565	.806
PC_P_PC	123.87	131.419	.590	.805
PC_N_HC	122.37	135.105	.509	.809
PC_P_HC	123.87	131.500	.630	.803
BI_N_CD	121.83	136.738	.562	.808
BI_P_CD	124.71	135.174	.520	.809
BI_N_PC	121.88	139.090	.456	.812
BI_P_PC	124.82	139.103	.405	.814
BI_N_HC	121.89	139.036	.457	.812
BI_P_HC	124.73	136.893	.482	.811

Table 7.4 : Cronbach's Alpha – Surat City					
Case Processing Summary				**Reliability Statistics**	
		N	%	Cronbach's Alpha	N of Items
Cases	Valid	125	100.0	.779	30
	Excluded	0	.0		
	Total	125	100.0		

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q_N_CD	133.38	194.027	.048	.783
Q_P_CD	134.87	180.209	.391	.767
Q_N_PC	133.33	190.013	.191	.777
Q_P_PC	134.85	174.275	.526	.759
Q_N_HC	133.52	194.445	.043	.783
Q_P_HC	134.78	179.837	.350	.769
P_N_CD	136.18	185.211	.306	.772
P_P_CD	133.90	191.394	.150	.778
P_N_PC	136.14	185.780	.258	.774
P_P_PC	133.82	191.022	.144	.779
P_N_HC	135.98	180.572	.422	.766
P_P_HC	133.70	185.823	.304	.772
R_N_CD	133.26	192.777	.124	.779
R_P_CD	135.95	187.433	.214	.776
R_N_PC	133.23	189.325	.262	.774
R_P_PC	135.98	183.927	.319	.771
R_N_HC	133.41	191.727	.209	.776
R_P_HC	135.89	188.923	.178	.778
PC_N_CD	133.62	183.462	.320	.771
PC_P_CD	134.29	178.852	.425	.765
PC_N_PC	133.41	188.405	.241	.775
PC_P_PC	134.41	181.663	.348	.770
PC_N_HC	133.57	188.038	.249	.775
PC_P_HC	134.19	180.237	.425	.766
BI_N_CD	133.22	188.982	.202	.777
BI_P_CD	135.04	176.184	.446	.764
BI_N_PC	133.27	189.361	.216	.776
BI_P_PC	135.14	179.286	.357	.769
BI_N_HC	133.52	186.381	.298	.772
BI_P_HC	134.93	177.809	.390	.767

Table 7.5 : Cronbach's Alpha – Vadodara City				
Case Processing Summary				**Reliability Statistics**
		N	%	Cronbach's Alpha	N of Items
Cases	Valid	125	100.0	.705	30
	Excluded	0	.0		
	Total	125	100.0		

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q_N_CD	130.56	143.506	-.001	.712
Q_P_CD	133.02	130.726	.442	.683
Q_N_PC	130.68	141.348	.096	.706
Q_P_PC	133.14	136.915	.173	.703
Q_N_HC	130.89	141.084	.097	.706
Q_P_HC	132.96	130.861	.338	.689
P_N_CD	134.22	137.945	.234	.698
P_P_CD	131.59	145.905	-.095	.719
P_N_PC	134.31	135.958	.245	.697
P_P_PC	131.63	147.863	-.158	.725
P_N_HC	134.06	134.802	.308	.693
P_P_HC	131.34	147.209	-.134	.727
R_N_CD	130.88	138.945	.229	.699
R_P_CD	133.98	139.290	.112	.707
R_N_PC	130.93	137.390	.302	.695
R_P_PC	133.90	134.104	.298	.693
R_N_HC	130.82	140.329	.175	.701
R_P_HC	133.67	133.771	.288	.694
PC_N_CD	131.22	141.235	.065	.709
PC_P_CD	132.06	124.222	.516	.672
PC_N_PC	131.05	141.046	.096	.706
PC_P_PC	132.21	119.682	.629	.660
PC_N_HC	131.21	143.989	-.022	.713
PC_P_HC	132.26	120.821	.541	.667
BI_N_CD	130.56	138.781	.227	.699
BI_P_CD	133.18	129.195	.403	.684
BI_N_PC	130.58	138.003	.282	.696
BI_P_PC	133.30	129.871	.405	.684
BI_N_HC	130.66	139.709	.169	.702
BI_P_HC	133.09	129.952	.388	.685

Table 7.6 : Cronbach's Alpha – Rajkot City					
Case Processing Summary				**Reliability Statistics**	
		N	%	Cronbach's Alpha	N of Items
Cases	Valid	125	100.0	.746	30
	Excluded	0	.0		
	Total	125	100.0		

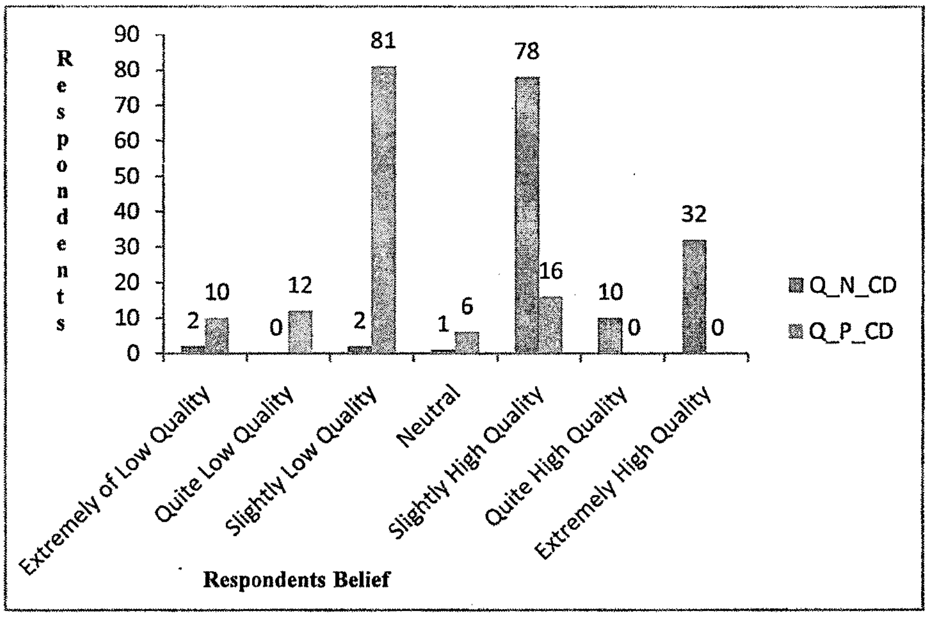
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q_N_CD	128.13	128.580	.257	.740
Q_P_CD	130.18	127.937	.127	.749
Q_N_PC	128.18	126.442	.328	.736
Q_P_PC	130.17	127.109	.144	.748
Q_N_HC	128.24	126.200	.356	.735
Q_P_HC	130.15	124.985	.238	.741
P_N_CD	131.34	126.211	.249	.739
P_P_CD	128.80	128.323	.153	.745
P_N_PC	131.46	125.089	.254	.739
P_P_PC	128.95	126.272	.183	.745
P_N_HC	131.31	123.716	.364	.733
P_P_HC	128.84	126.829	.154	.747
R_N_CD	128.62	129.642	.135	.745
R_P_CD	130.39	127.627	.185	.743
R_N_PC	128.60	128.726	.180	.743
R_P_PC	130.52	126.477	.229	.741
R_N_HC	128.65	129.327	.150	.745
R_P_HC	130.42	126.456	.250	.739
PC_N_CD	128.87	123.838	.400	.732
PC_P_CD	129.63	124.702	.345	.734
PC_N_PC	128.75	124.188	.412	.731
PC_P_PC	129.61	123.256	.427	.730
PC_N_HC	128.86	122.506	.483	.728
PC_P_HC	129.60	122.661	.449	.729
BI_N_CD	128.00	128.145	.263	.739
BI_P_CD	130.21	124.956	.263	.739
BI_N_PC	128.02	128.169	.261	.739
BI_P_PC	130.31	123.926	.301	.736
BI_N_HC	128.21	125.698	.314	.736
BI_P_HC	130.18	126.614	.203	.742

4. **Measuring & Comparing respondents Belief towards NBs vs. PL's**

City wise analysis of respondent belief's for NB vs. PL's for consumer durable, personal care products and home care products for selected attributes viz. quality, price, risk, packaging and image is discussed below with the graphs.

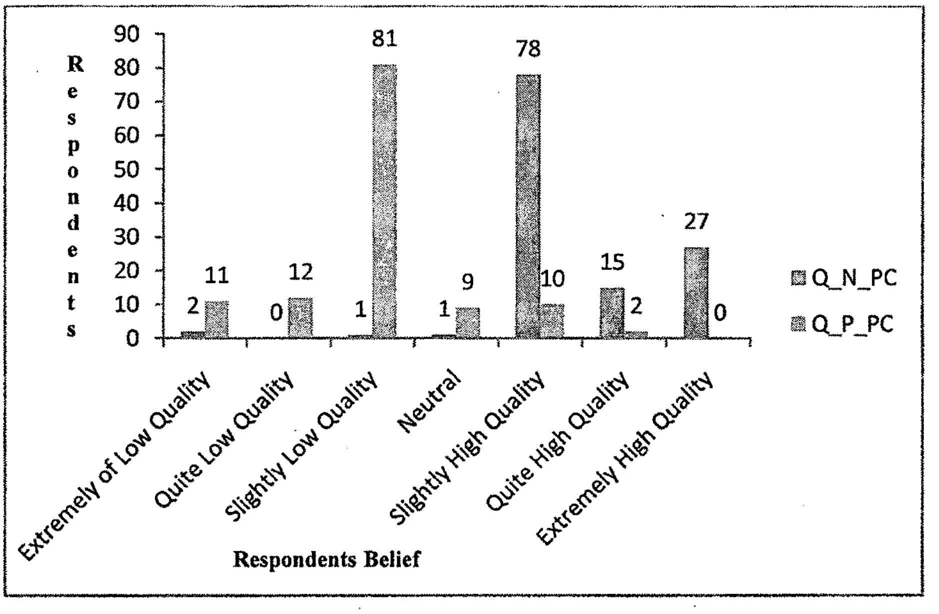
A. **Comparative Analysis of Belief towards NBs vs. PLs across Different Categories and Attribute in Ahmedabad City.**



Graph 31: Respondents Belief for Q_N_CD vs. Q_P_CD

As per above graph out of 125 respondents in Ahmedabad city, 81 respondents believe that private label consumer durables offer slightly low quality compared to national brand consumer durables, while 78 respondents agree that quality of national brand consumer durables is slightly high quality than private label consumer durables. Only 16 respondents believe that quality of consumer durables offered by private label are high comparative to national brands. Only 4 respondents states that national brand consumer durable offers low quality.

Moreover all together 103 respondents believe that quality of private label consumer durable is lower than national brands consumer durable, while all together 120 respondents strongly support the national brand consumer durables with respect to quality as attribute.

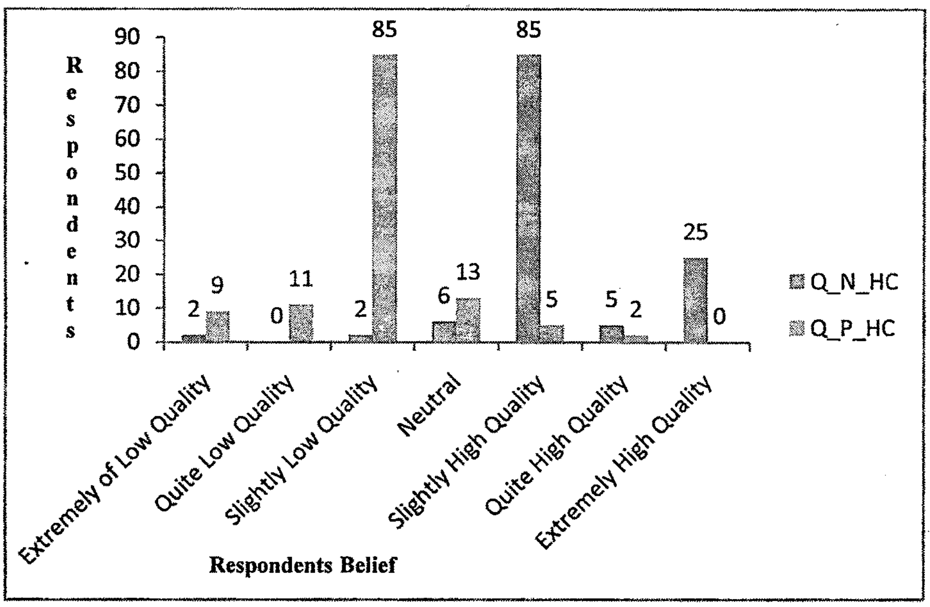


Graph 32: Respondents Belief for Q_N_PC vs. Q_P_PC

From the above graph it is observed that out of 125 respondents in Ahmedabad city 81 respondents believe that private label personal care products offer slightly low quality compared to national brands, while 78 respondents replied that national brands offer slightly high quality compared to private label personal care products.

Only 10 respondents find quality of private label personal care products to be slightly high than that of national brand personal care products. While 3 respondents believe that national brand personal care products offer low quality.

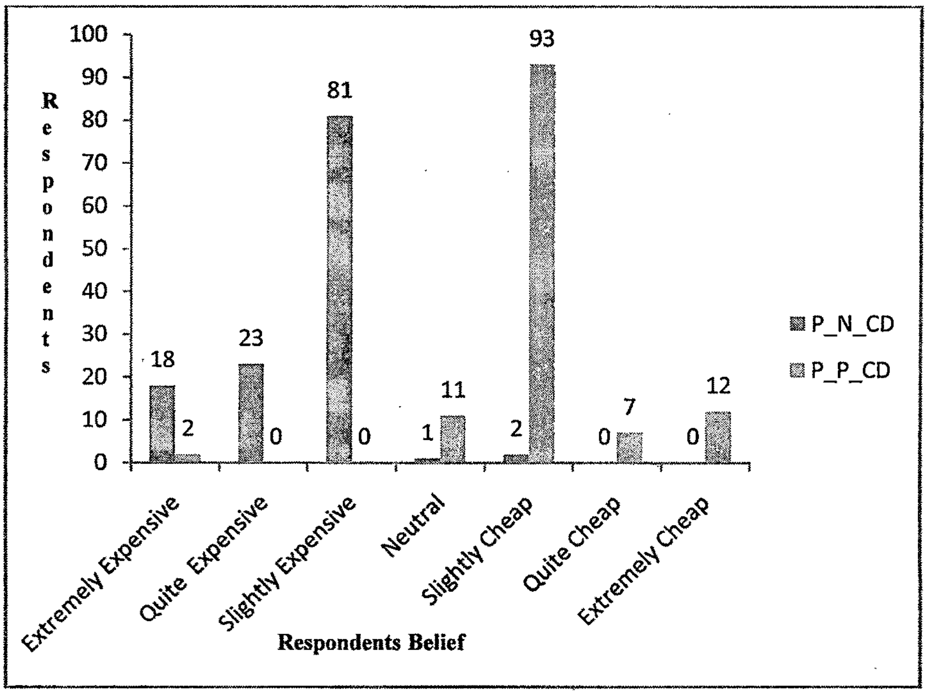
All together 104 consumers believe that private label personal care products offer low quality, and 120 respondents supports the quality offered by national brand personal care products.



Graph 33: Respondents Belief for Q_N_HC vs. Q_P_HC

It can be observed from the above graph that 85 respondents believes that national brand home care products offer slightly high quality, and overall 115 respondents out of 125 favors national brand home care products with respect to the quality offered.

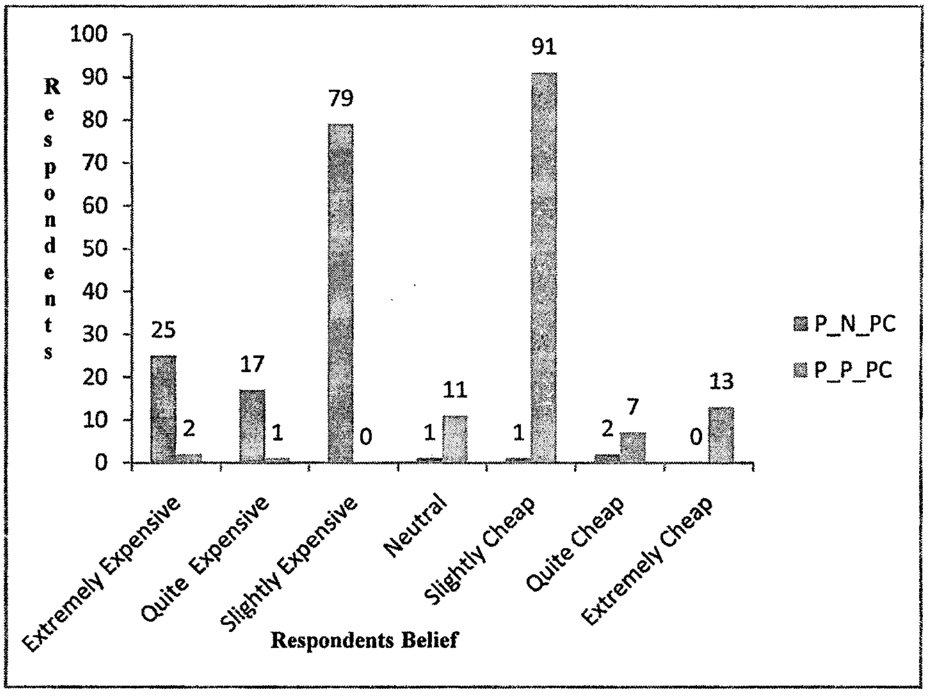
Moreover all together 105 respondents out of 125 believes that private label home care brands offers slightly low quality than national brands, while only 7 believes that private label offers high quality.



Graph 34: Respondents Belief for P_N_CD vs. P_P_CD

In the above graph it can be clearly observed that price of private label is quite lower than that of national brand consumer durables as many as 93 respondents out of 125 states that price of private label consumer durable is slightly cheap, while overall 112 believe that price of private label consumer durable is lower compared to national brands.

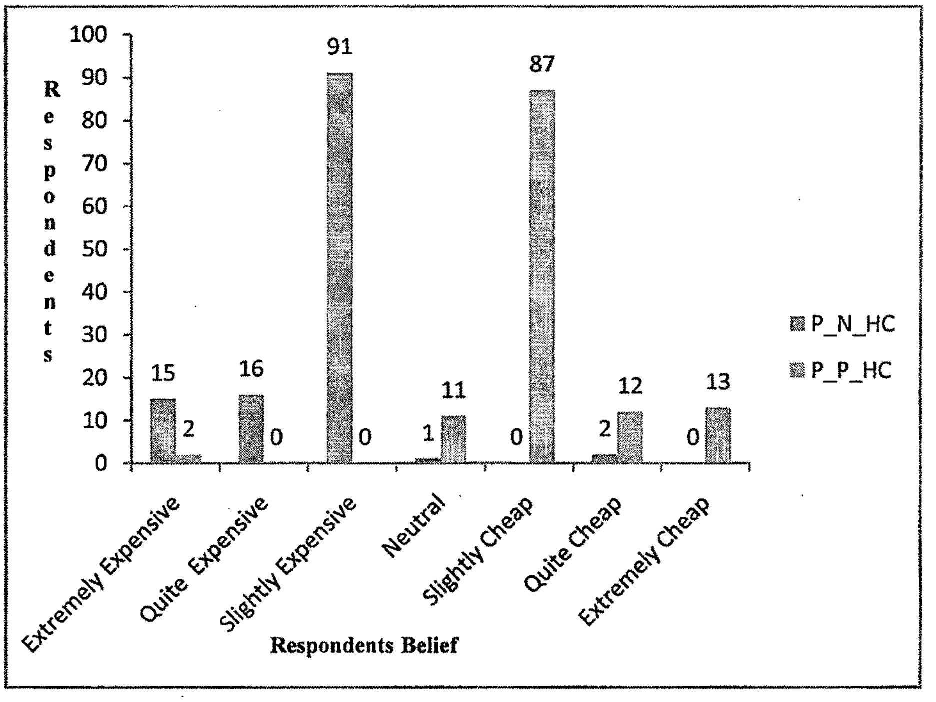
All together 122 respondents out of 125 in Ahmedabad believe national brand consumer durables are expensive.



Graph 35: Respondents Belief for P_N_PC vs. P_P_PC

All together 111 respondents out of 125 from Ahmedabad believe that private label personal care products offered are cheaper than national brands.

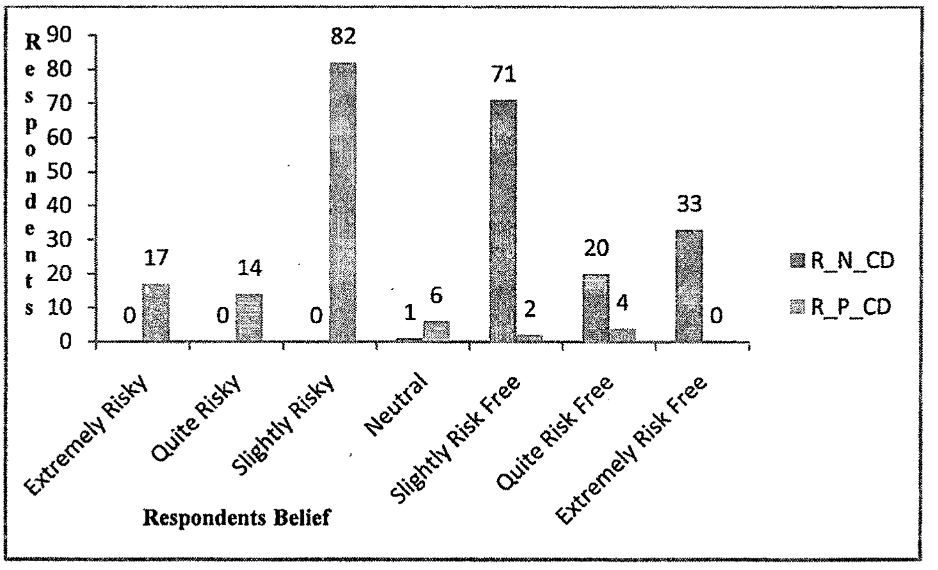
Further 121 respondents believe that national brands are expensive than their private label competitors.



Graph 36: Respondents Belief for P_N_HC vs. P_P_HC

As per above graph 87 respondents believe that private label home care products are slightly cheap, while all together 112 respondents' out of 125 states that private label home care products are cheap than national brand home care products.

Moreover 15 respondents find national brands extremely expensive, and all together 122 believes that national brands home care products are expensive compared to private labels.

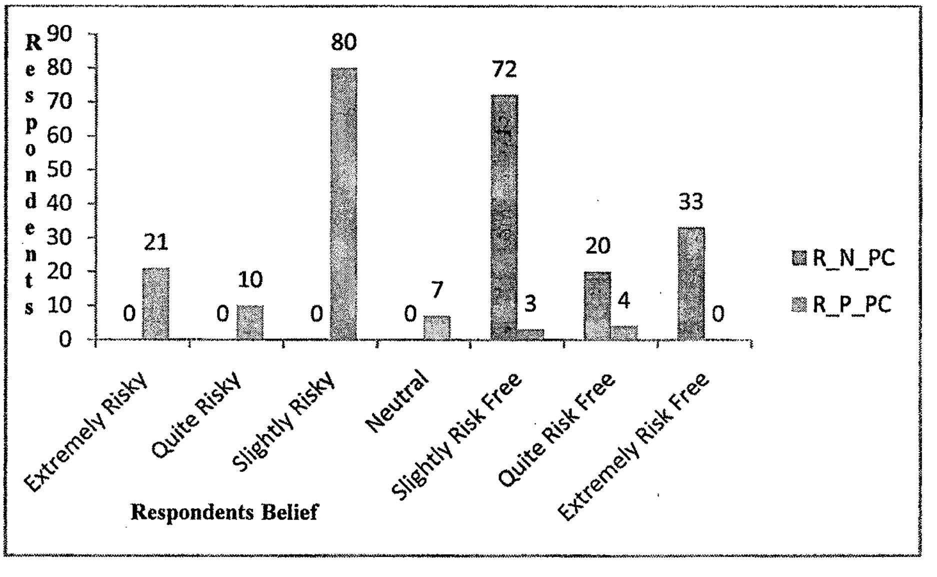


Graph 37: Respondents Belief for R_N_CD vs. R_P_CD

With reference to above graph 82 respondents believe that private label consumer durables are slightly risky while 71 believes that national brand consumer durable are slightly risk free.

All together 113 respondents believe that private label consumer durable are risky while 124 respondents believe that national brands are risk free.

Only 6 respondents believe that private label consumer durable is risk free.

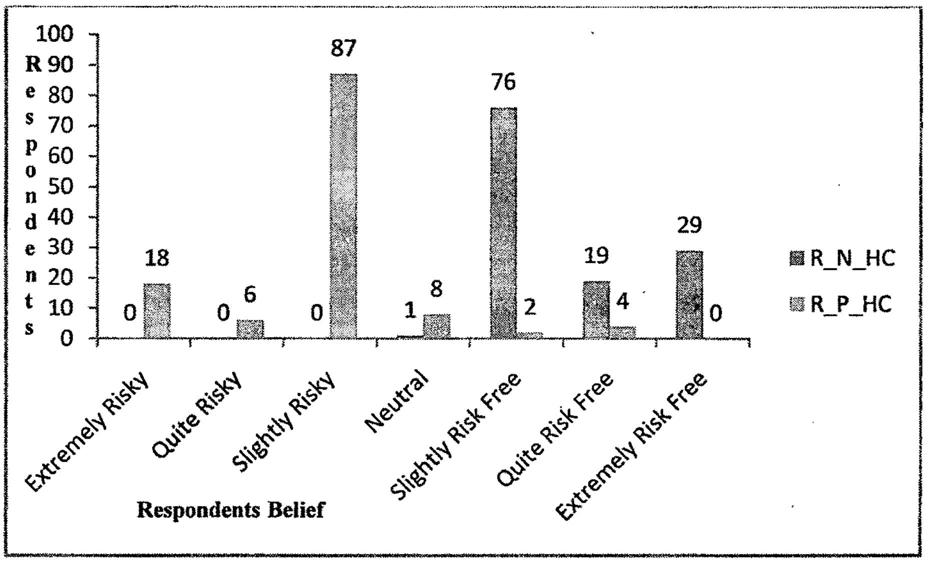


Graph 38: Respondents Belief for R_N_PC vs. R_P_PC

From the above graph it is observed that 80 respondents believe that private label personal care products are slightly risky while 72 believe that national brand personal care products are slightly risk free.

All together 111 respondents believe that private label personal care products are risky while 125 respondents believe that national brand personal care products are risk free.

Only 30 respondents believe that national brand personal care products are risky while 7 respondents believe that private label personal care products are risk free.

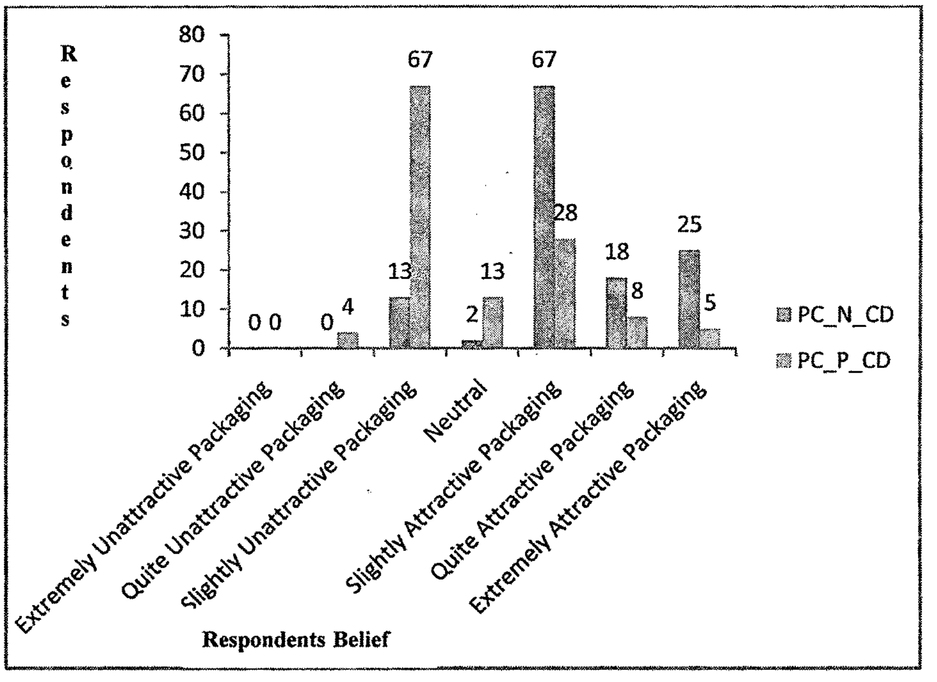


Graph 39: Respondents Belief for R_N_HC vs. R_P_HC

As per above graph it can be observed that 87 respondents believe that private label home care products are slightly risky while 76 respondents believe that national brand home care products are slightly risk free.

All together 111 respondents believe that private label home care products are risky while 124 believe that national brand home care products are risk free.

Only 6 respondents believe that private label home care products are risk free.

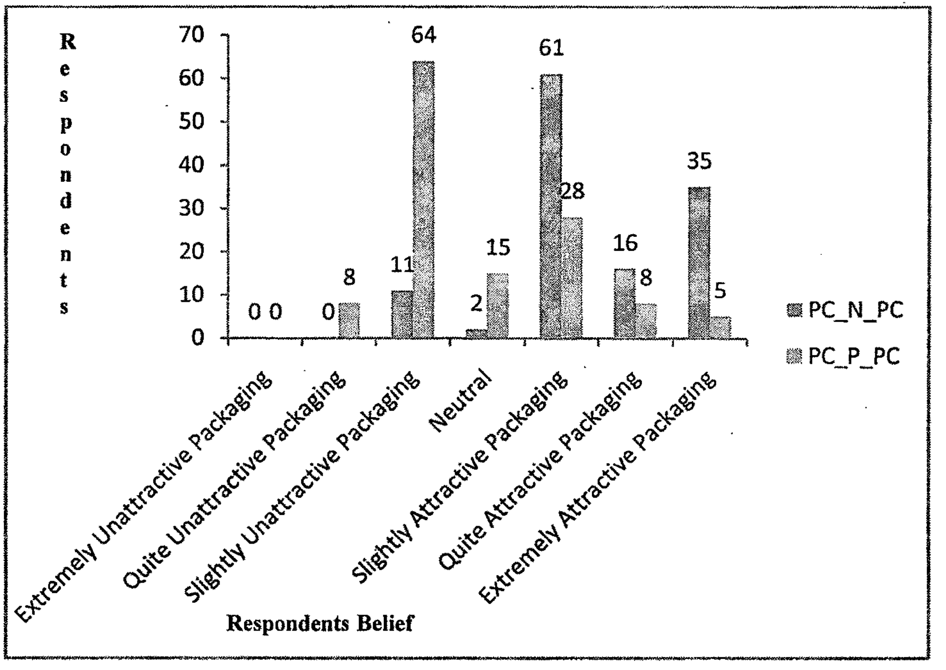


Graph 40: Respondents Belief for PC_N_CD vs. PC_P_CD

From the above graph it is observed that 67 respondents believe that packaging of private label consumer durable is slightly unattractive, while all together 41 respondents found private label consumer durables packaging attractive.

67 respondents found to believe that national brands consumer durable offers slightly attractive packaging, while altogether 110 respondents believe that national brands consumer durable offer attractive packaging.

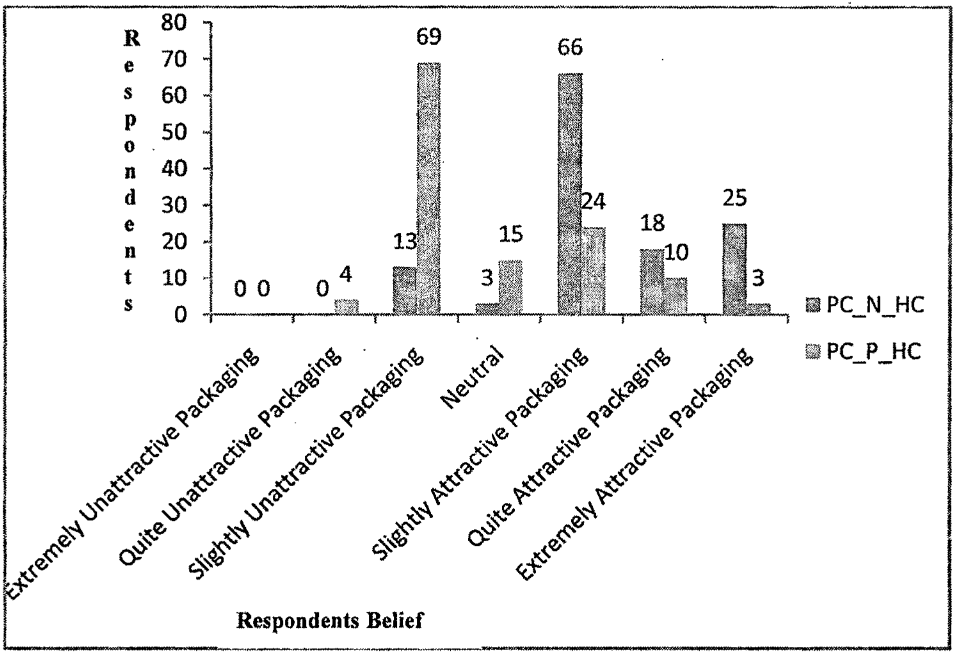
Only 13 respondents believe that national brand consumer durable packaging is unattractive.



Graph 41: Respondents Belief for PC_N_PC vs. PC_P_PC

64 respondents believe that packaging of private label personal care products is slightly unattractive, while 56 respondents believe that private label personal care products offer attractive packaging, out of total 125 respondents.

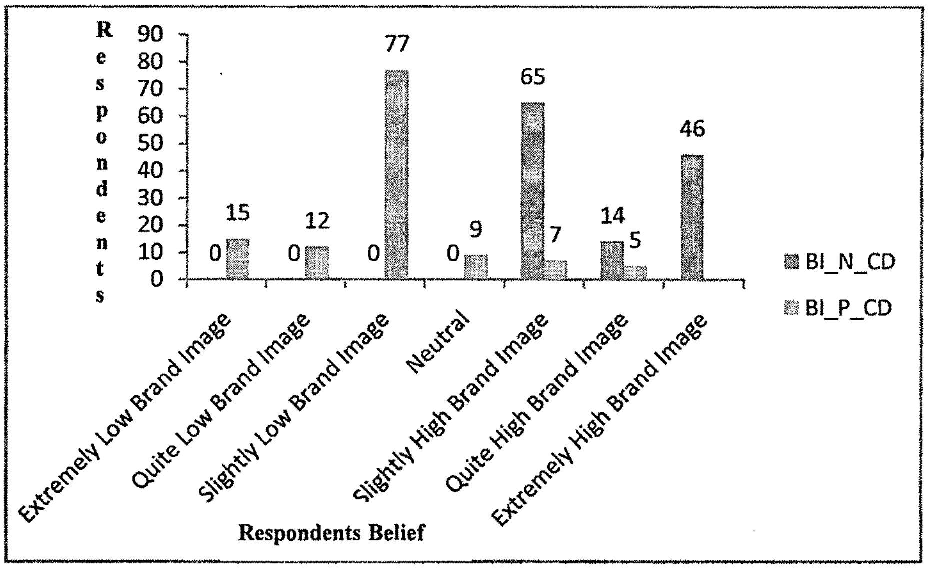
Moreover 61 respondents believe that packaging offered by national brand is slightly attractive, while all together 112 respondents believe that national brand personal care product offer attractive packaging. Only 11 respondents believe that national brand personal care product offer slightly unattractive packaging.



Graph 42: Respondents Belief for PC_N_HC vs. PC_P_HC

As per above graph 69 believe that they offer slightly unattractive packaging, while all together 73 respondents believe that private label home care product offer unattractive packaging,. Only 37 respondents believe that packaging offered by private label home care product is attractive out of 125 respondents in Ahmedabad.

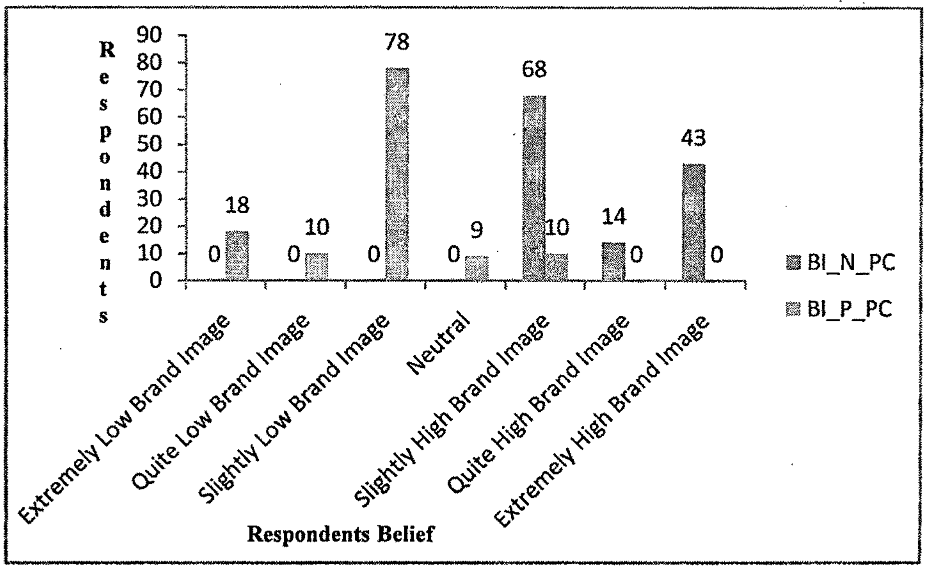
66 respondents believe that national brand offer slightly attractive packaging, while all together 109 respondents believe that national brand home care offer attractive packaging. Only 13 respondents were found to believe that national brand home care product offer slightly unattractive packaging, out of total 125 respondents in Ahmedabad.



Graph 43: Respondents Belief for BI_N_CD vs. BI_P_CD

With respect to above graph 77, 12 and 15 respondents believe that private label consumer durable have slightly low, quite low and extremely low brand image respectively. Only 12 respondents believe that private label consumer durable offer high brand image.

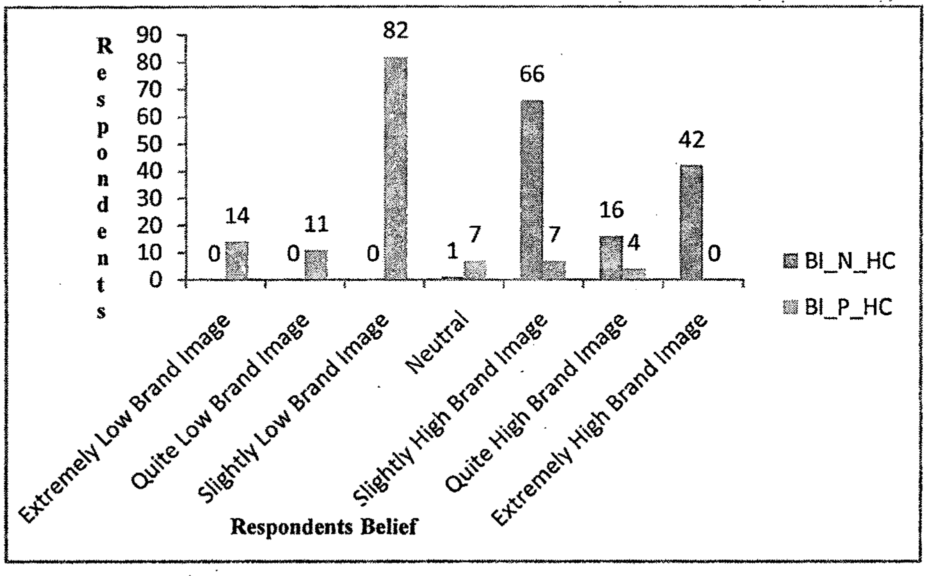
All the selected 125 respondents favors that brand image of national brand consumer durable are high. Out of above 46 respondents believe that national brand consumer durable offer extremely high brand image.



Graph 44: Respondents Belief for BI_N_PC vs. BI_P_PC

With respect to above graph 78, 10 and 18 respondents believe that private label personal care products have slightly low, quite low and extremely low brand image. Only 10 respondents believe that private label personal care products offer slightly high brand image.

All the selected 125 respondents favors that brand image of national brand personal care products are high. Out of above 43 respondents believe that national brand personal care products offer extremely high brand image.

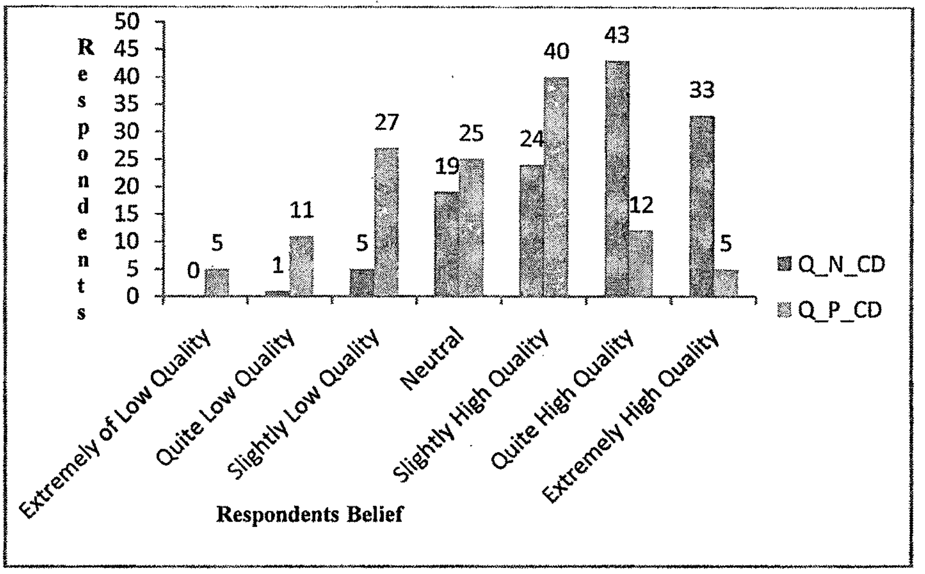


Graph 45: Respondents Belief for BI_N_HC vs. BI_P_HC

With respect to above graph 82 respondents believe that private label home care product have slightly low brand image, while 11 respondents believes that they have quite low brand and 14 respondent believes that they have extremely low brand image; out of 125 respondents selected in Ahmedabad city.

66, 16 and 42 respondents respectively believes that national brand home care products have slightly high, quite high, and extremely high brand image. Hence all selected favored that brand image offered by national brand home care products is high compared to private label home care products.

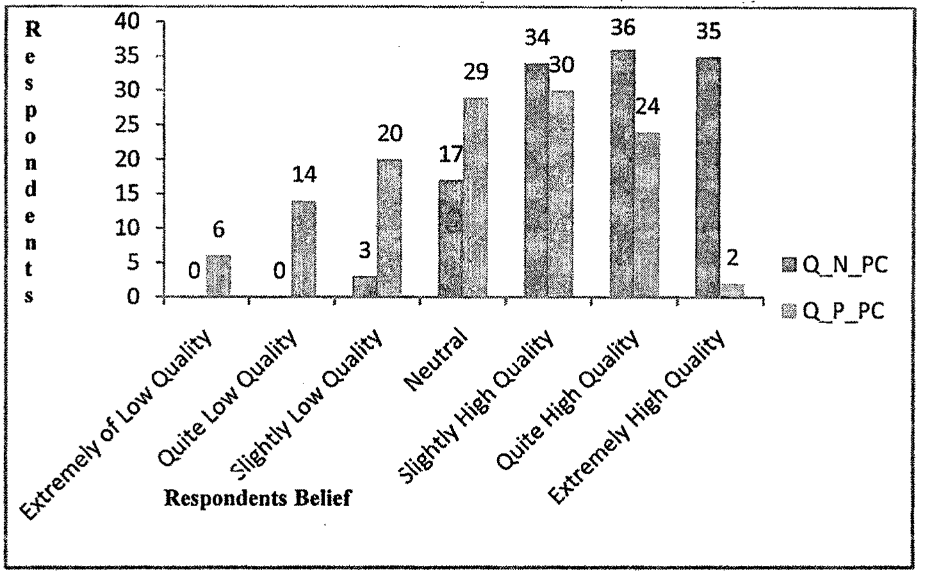
B. Comparative Analysis of Belief towards NBs vs. PLs across Different Categories and Attribute in Surat City.



Graph 46: Respondents Belief for Q_N_CD vs. Q_P_CD

As per above graph out of 125 respondents in Surat city, only 43 respondents believe that private label consumer durable offer low quality, while 57 believe that private label offer high quality than national brand consumer durables.

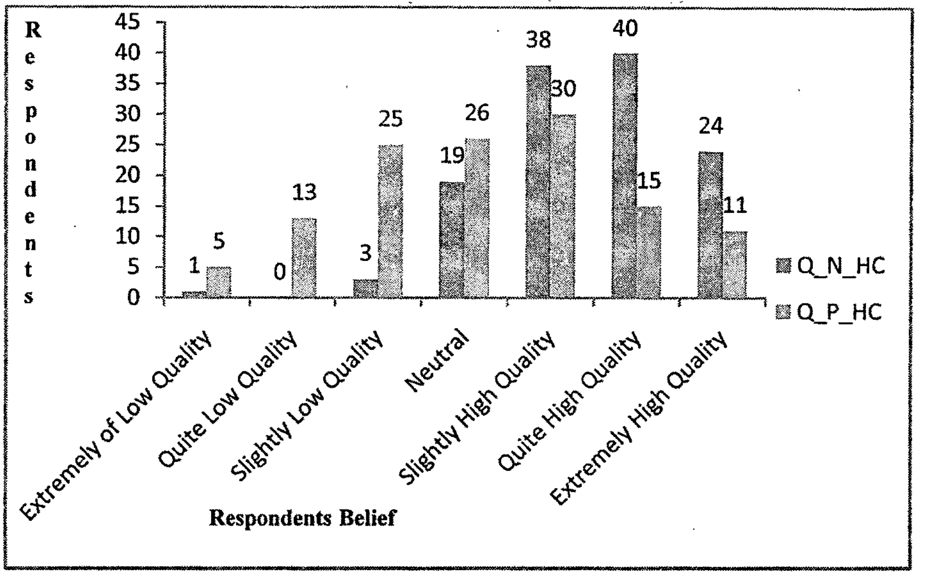
All together 100 respondents believe that national brand consumer durable offer high quality. While only 6 respondents believe that national brand offer low quality.



Graph 47: Respondents Belief for Q_N_PC vs. Q_P_PC

From the above graph it is observed that out of 125 respondents in Surat city 20 respondents believe that private label personal care products offer slightly low quality while 14 and 6 believe that they offer quite low and extremely low quality compared to national brands.

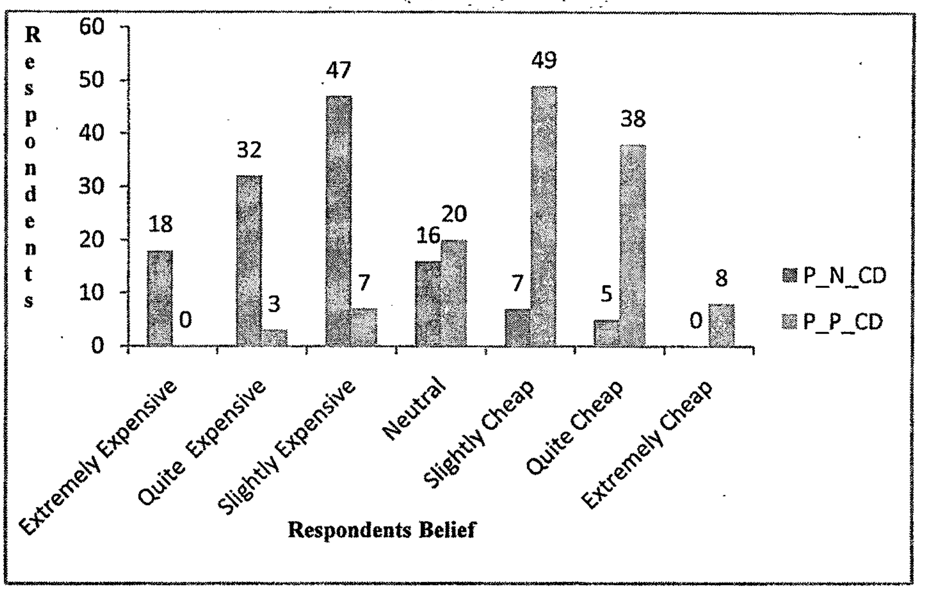
30 respondents find quality of private label personal care products to be slightly high as well as 24 believe that private label personal care product offer quite high quality personal care products. While 3 respondents believe that national brand personal care products offer low quality.



Graph 48: Respondents Belief for Q_N_HC vs. Q_P_HC

It can be observed from the above graph that 38 respondents believes that national brand home care products offer slightly high quality, while 40 believe that they offer quite high quality while 11 extremely favors quality offered to be higher of national brands. Overall 102 respondents out of 125 favors national brand home care products with respect to the quality offered.

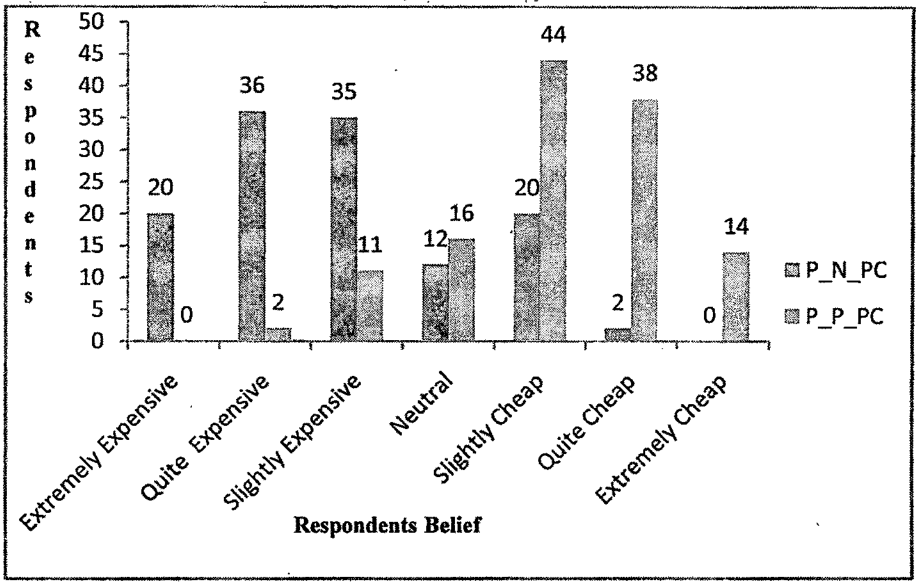
Moreover 25 respondents out of 125 believes that private label home care brands offers slightly low quality than national brands, 13 believes that they offer quite low quality , and 5 believe that they offer extremely low quality. Only 56 believes that private label offers high quality.



Graph 49: Respondents Belief for P_N_CD vs. P_P_CD

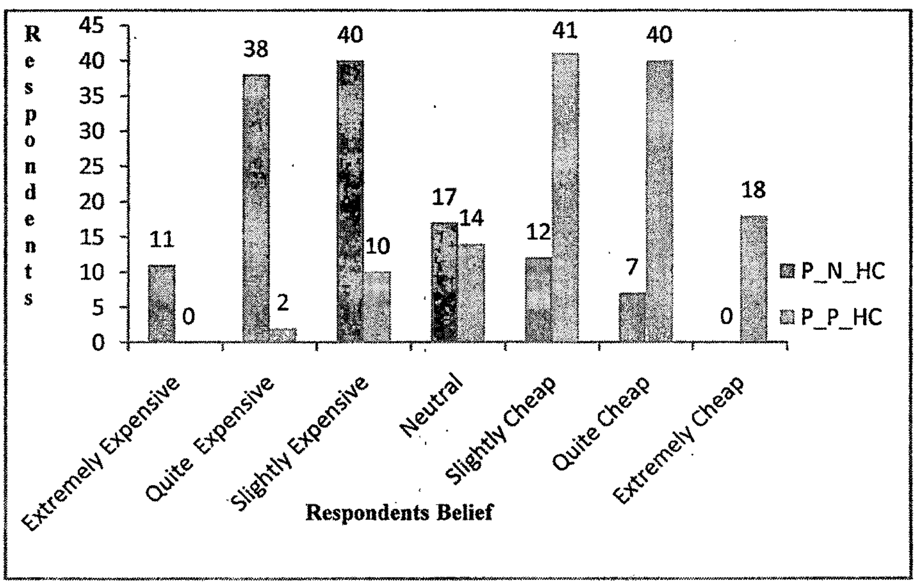
In the above graph it can be clearly observed that price of private label is quite lower than that of national brand consumer durables as many as 49 respondents out of 125 states that price of private label consumer durable is slightly cheap, while overall 95 believe that price of private label consumer durable is lower compared to national brands.

All together 97 respondents out of 125 in believe national brand consumer durables are expensive.



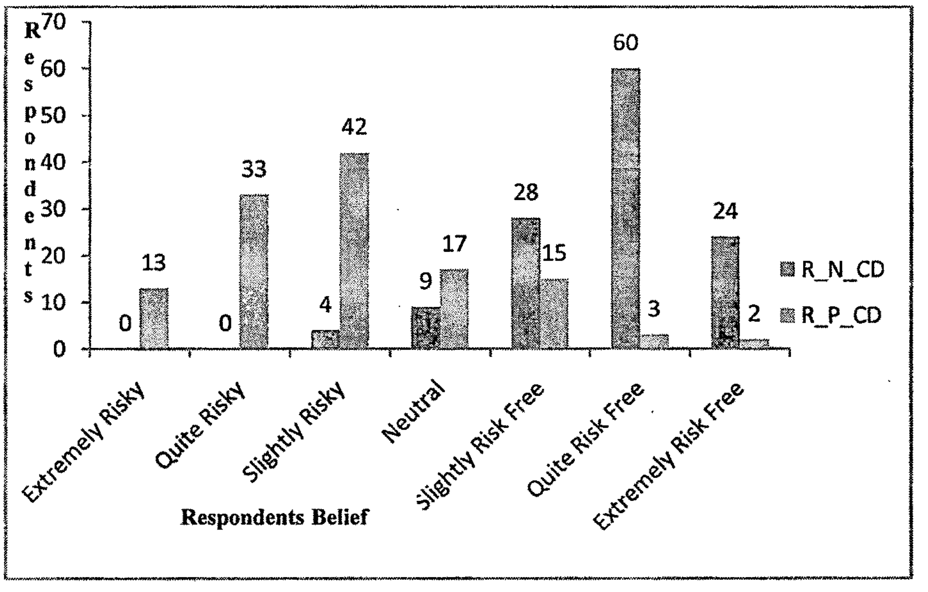
Graph 50: Respondents Belief for P_N_PC vs. P_P_PC

All together 91 respondents out of 125 believe that private label personal care products offered are cheaper than national brands. Further 96 respondents out of 125 believe that national brands are expensive than their private label personal care products in Surat city.



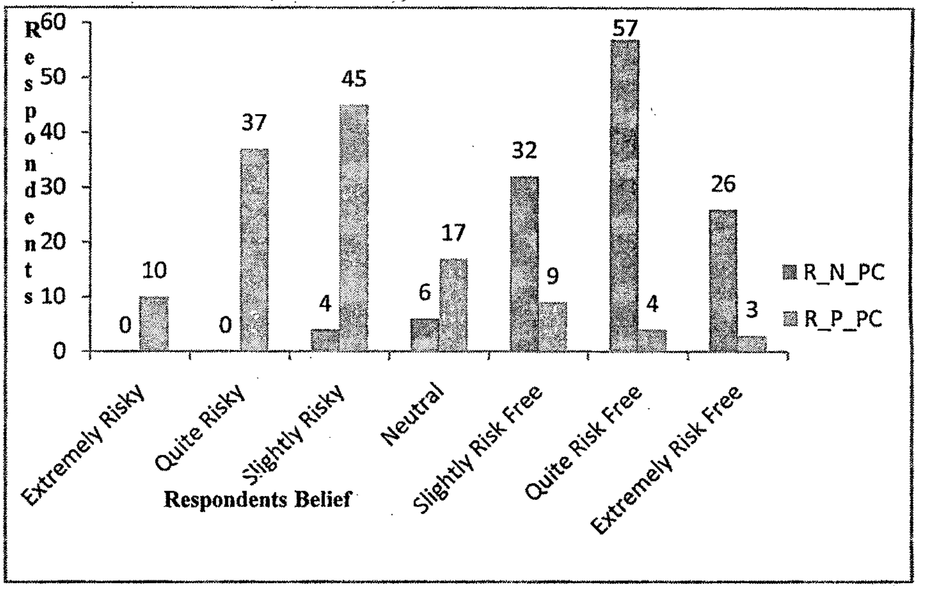
Graph 51: Respondents Belief for P_N_HC vs. P_P_HC

As per above graph 41 respondents believe that private label home care products are slightly cheap, while all together 91 respondents' out of 125 states that private label home care products are cheap than national brand home care products.
Moreover 11 respondents find national brands extremely expensive, and all together 89 believes that national brands home care products are expensive compared to private labels.



Graph 52: Respondents Belief for R_N_CD vs. R_P_CD

With reference to above graph 42, 33 and 13 respondents believe that private label consumer durables are slightly risky, quite risky, and extremely risky respectively; while 28, 60 and 24 believes that national brand consumer durable are slightly risk free, quite risk free as well as extremely risk free respectively.
All together 88 respondents believe that private label consumer durable are risky while 112 respondents believe that national brands are risk free.
Only 20 respondents believe that private label consumer durable is risk free.

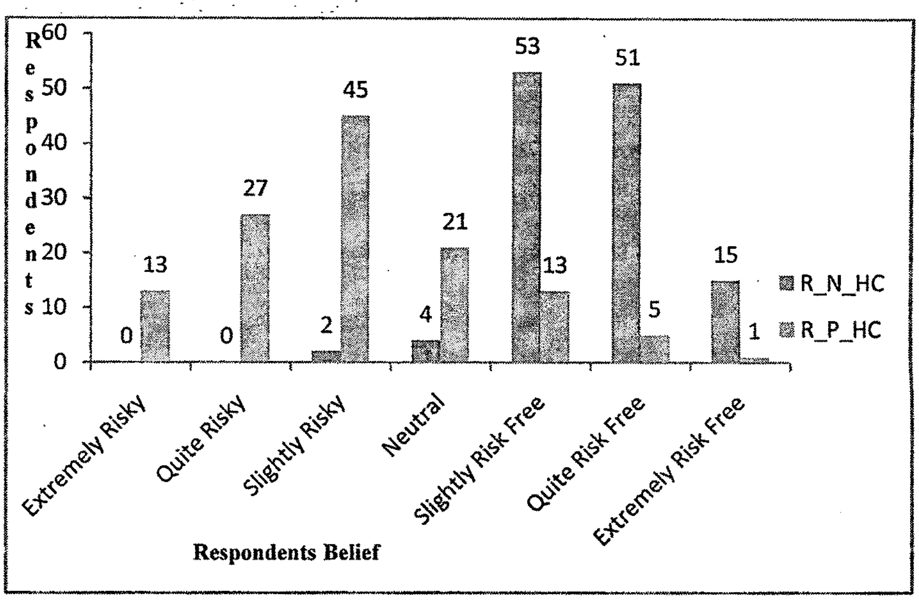


Graph 53: Respondents Belief for R_N_PC vs. R_P_PC

From the above graph it is observed that 45 respondents believe that private label personal care products are slightly risky while 32 believe that national brand personal care products are slightly risk free. 37 and 10 respondents believe that private labels are quite risky and extremely risky respectively. While 57 and 26 respondents believe that national brand personal care products are quite risk free and extremely risk free respectively.

All together 92 respondents believe that private label personal care products are risky while 115 respondents believe that national brand personal care products are risk free.

Only 4 respondents believe that national brand personal care products are risky while 16 respondents believe that private label personal care products are risk free.

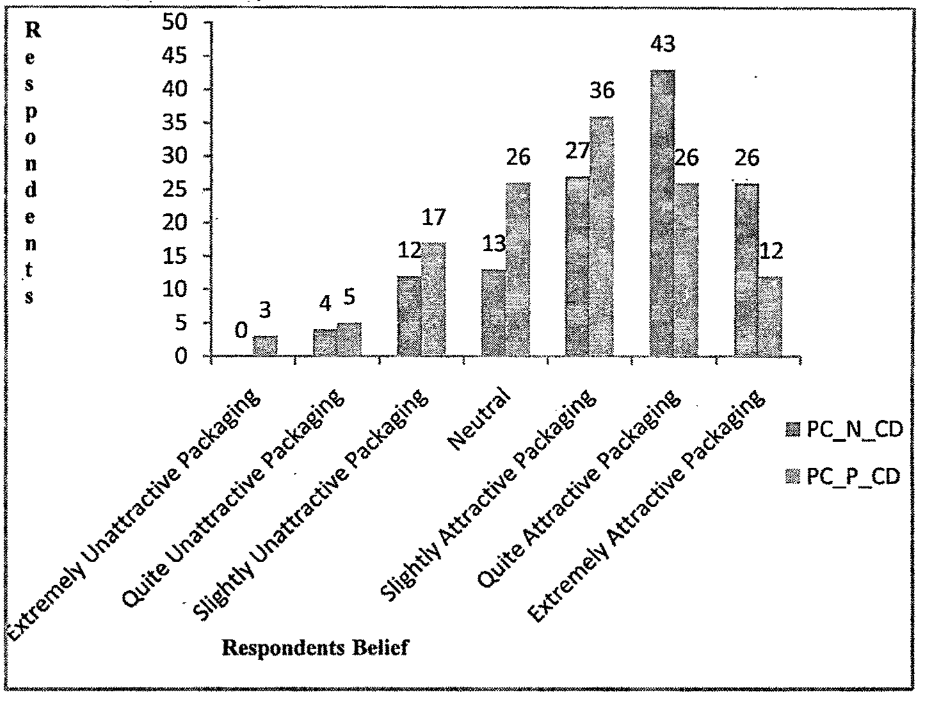


Graph 54: Respondents Belief for R_N_HC vs. R_P_HC

As per above graph it can be observed that 45, 27, and 13 respondents believe that private label home care products are slightly risky, quite risky and extremely risky while 53, 51 and 15 respondents believe that national brand home care products are slightly risk free, quite risk free and extremely risk free.

All together 95 respondents believe that private label home care products are risky while 119 believe that national brand home care products are risk free.

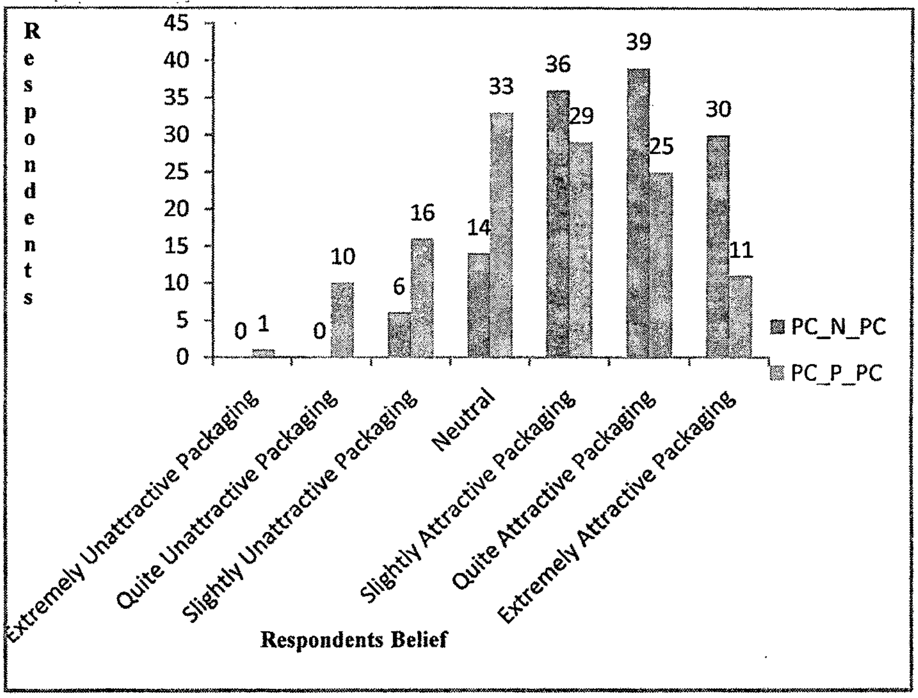
Only 19 respondents believe that private label home care products are risk free, while 2 respondents believe that national brand home care product are risky.



Graph 55: Respondents Belief for PC_N_CD vs. PC_P_CD

From the above graph it is observed that only 17, 5, 3 respondents believe that packaging of private label consumer durable is slightly unattractive, quite unattractive and extremely unattractive. While 27, 43 and 26 respondents believe that national brand consumer durables offer slightly attractive, quite attractive, and extremely attractive packaging.

Only 16 respondents believe that national brand consumer durable packaging is unattractive, while 74 respondents believe that private label consumer durable also offer attractive packing as national brands in Surat.

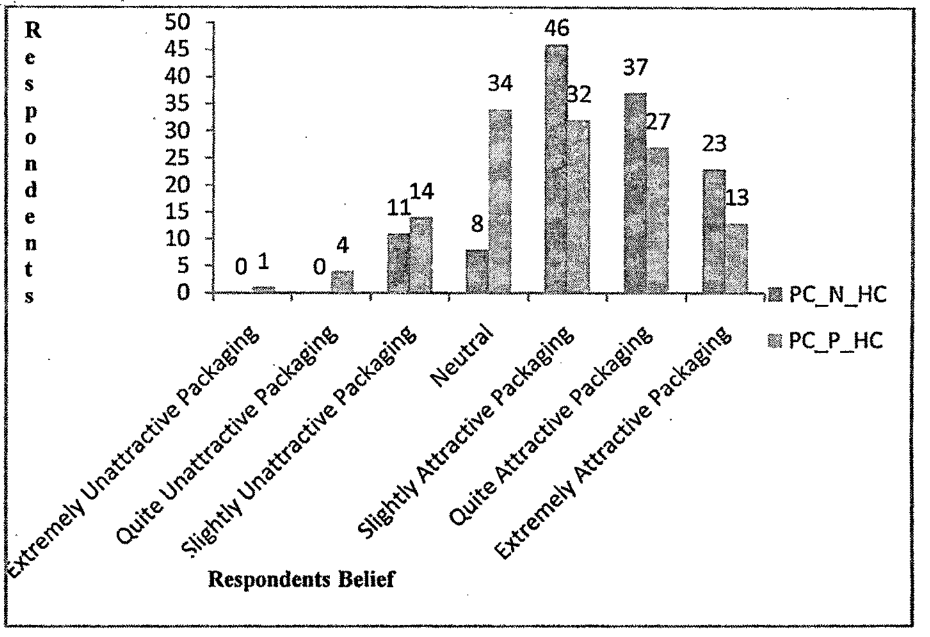


Graph 56: Respondents Belief for PC_N_PC vs. PC_P_PC

From above graph it can be observed that 16, 10 and 1 respondents believe that packaging of private label personal care products is slightly unattractive, quite unattractive and extremely unattractive respectively; while 29, 25 and 11 respondents believe that private label personal care products offer slightly attractive packaging, quite attractive and extremely attractive packaging respectively out of total 125 respondents.

Moreover 36, 39 and 30 respondents believe that packaging offered by national brand is slightly attractive, quite attractive and extremely attractive packaging respectively.

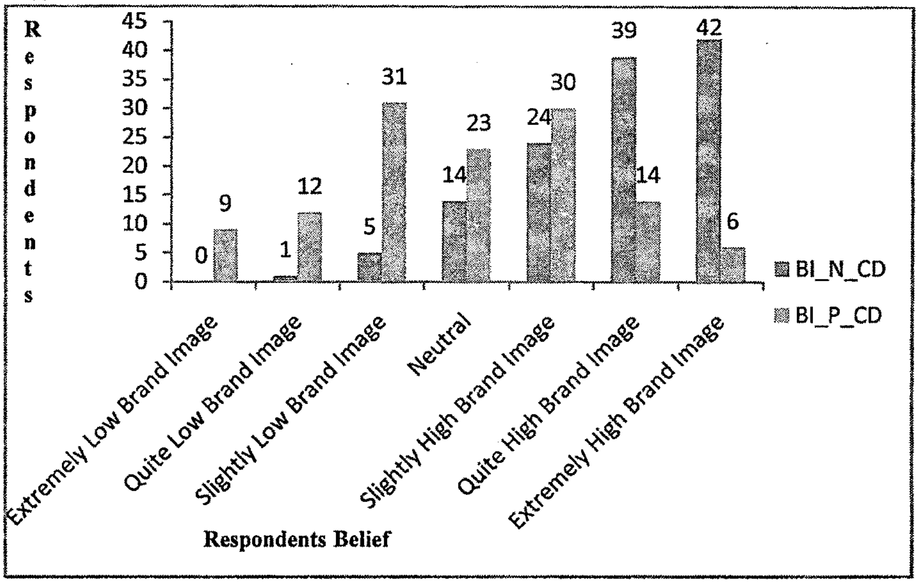
Only 6 respondents believe that national brand personal care product offer slightly unattractive packaging.



Graph 57: Respondents Belief for PC_N_HC vs. PC_P_HC

As per above graph all together 18 respondents believe that private label home care product offer unattractive packaging. While 72 respondents believe that packaging offered by private label home care product is attractive out of 125 respondents in Ahmedabad.

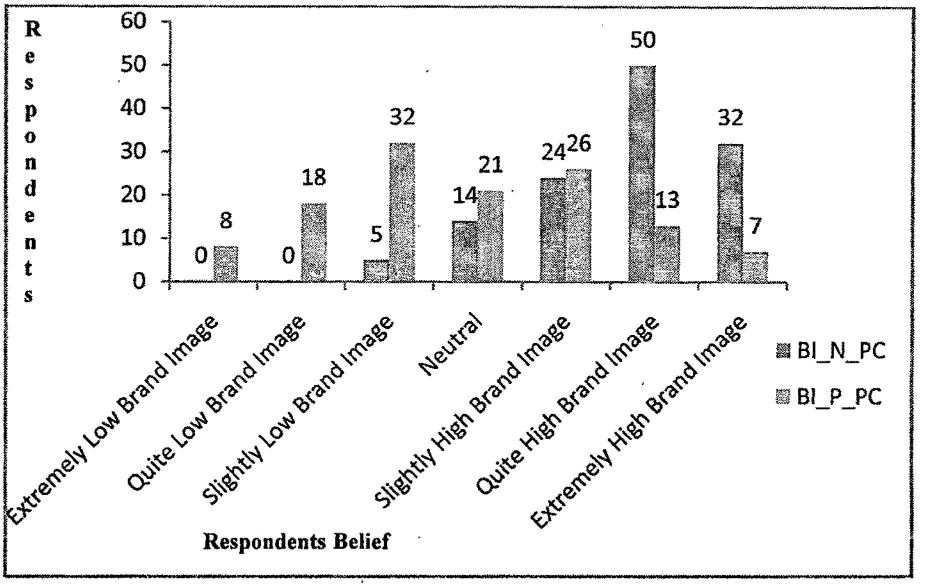
46 respondents believe that national brand offer slightly attractive packaging, while all together 106 respondents believe that national brand home care offer attractive packaging. Only 11 respondents were found to believe that national brand home care product offer slightly unattractive packaging, out of total 125 respondents in Ahmedabad.



Graph 58: Respondents Belief for BI_N_CD vs. BI_P_CD

With respect to above graph 31, 12 and 9 respondents believe that private label consumer durable have slightly low, quite low and extremely low brand image respectively. 50 respondents believe that private label consumer durable offer high brand image.

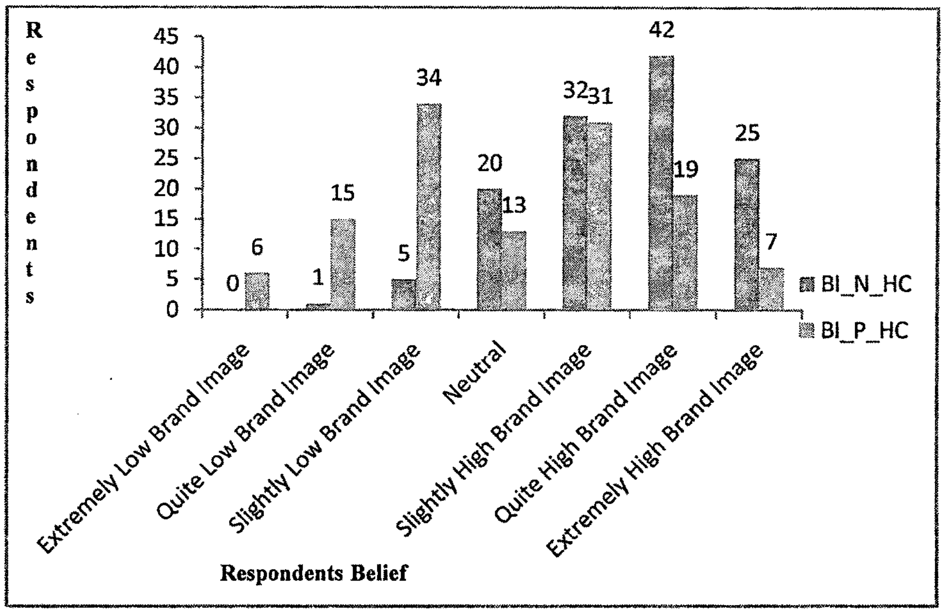
Out of all the selected 125 respondents in Surat city, 105 respondents favors that brand image of national brand consumer durable are high. Out of above 46 respondents believe that national brand consumer durable offer extremely high brand image.



Graph 59: Respondents Belief for BI_N_PC vs. BI_P_PC

With respect to above graph 32, 18 and 8 respondents believe that private label personal care products have slightly low, quite low and extremely low brand image. 46 respondents believe that private label personal care products offer slightly high brand image.

Moreover out of 125; 24, 50 and 32 respondents believe that national brand personal care product offer slightly high, quite high and extremely high brand image. While 5 respondents believe that national brands offer low brand image.

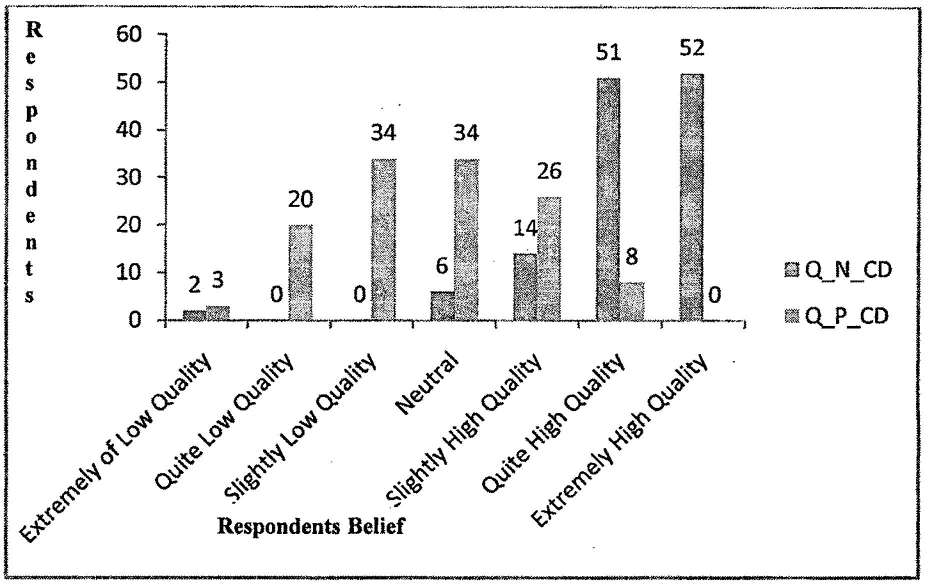


Graph 60: Respondents Belief for BI_N_HC vs. BI_P_HC

With respect to above graph 34 respondents believe that private label home care product have slightly low brand image, while 15 respondents believes that they have quite low brand and 6 respondent believes that they have extremely low brand image; out of 125 respondents selected in Surat city. It was observed that 57 respondents believe that private label have high brand image.

32, 42 and 25 respondents respectively believes that national brand home care products have slightly high, quite high, and extremely high brand image. Only 6 respondents believe that national brands offer lower brand image.

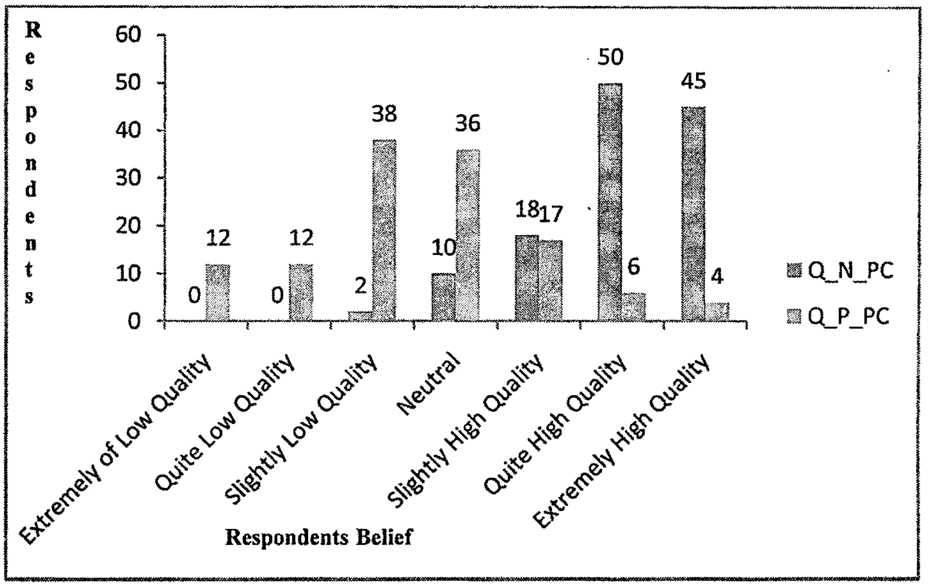
C. **Comparative Analysis of Belief towards NBs vs. PLs across Different Categories and Attribute in Vadodara City.**



Graph 61: Respondents Belief for Q_N_CD vs. Q_P_CD

As per above graph out of 125 respondents in Vadodara city, only 57 respondents believe that private label consumer durable offer low quality, while 34 believe that private label offer high quality than national brand consumer durables.

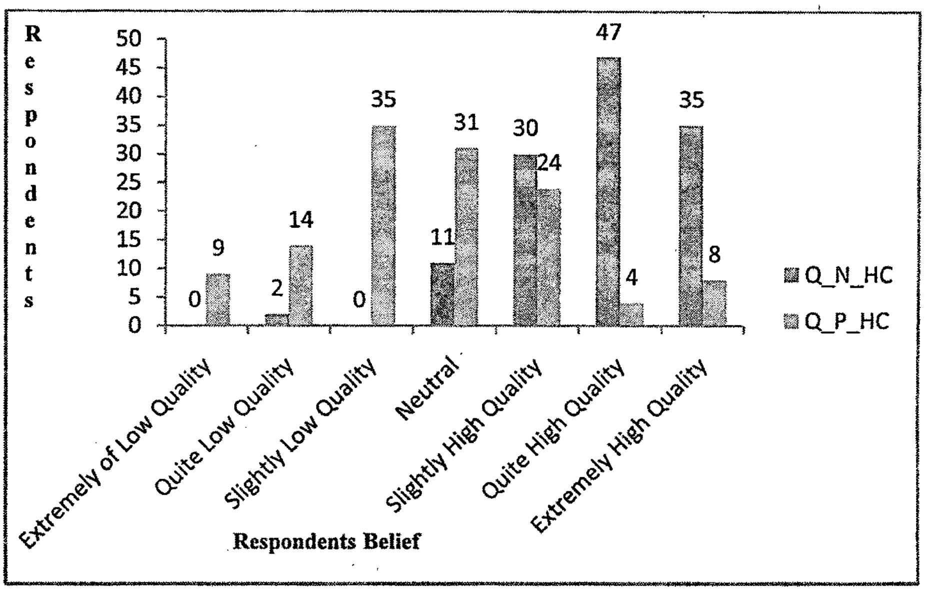
All together 107 respondents believe that national brand consumer durable offer high quality. While only 2 respondents believe that national brand offer low quality.



Graph 62: Respondents Belief for Q_N_PC vs. Q_P_PC

As per above graph out of 125 respondents in Vadodara city, only 62 respondents believe that private label personal care products offer low quality, while 27 believe that private label offer high quality than national brand personal care products.

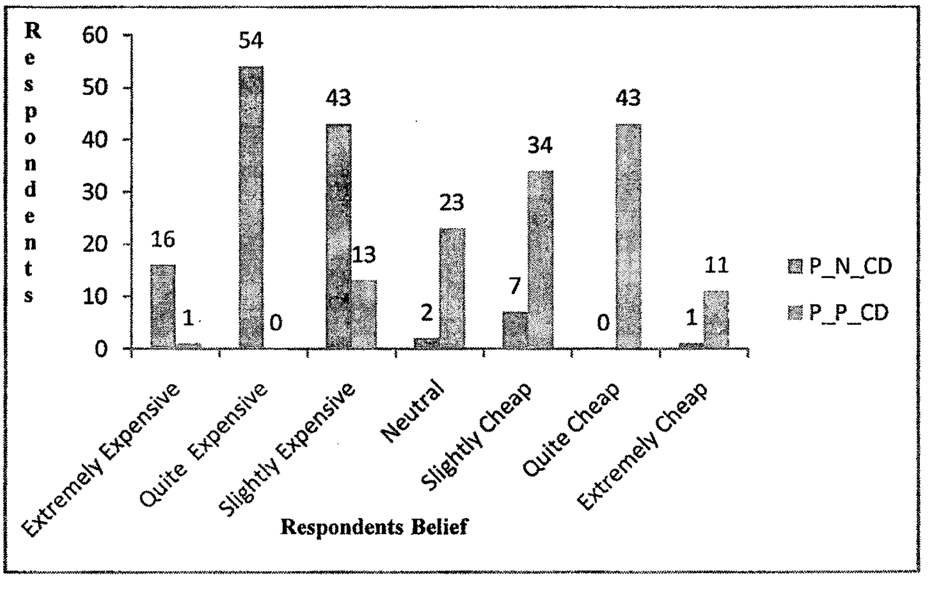
All together 113 respondents believe that national brand personal care products offer high quality. While only 2 respondents believe that national brand offer low quality.



Graph 63: Respondents Belief for Q_N_HC vs. Q_P_HC

As per above graph out of 125 respondents in Vadodara city, only 58 respondents believe that private label home care products offer low quality, while 36 believe that private label offer high quality than national brand home care products.

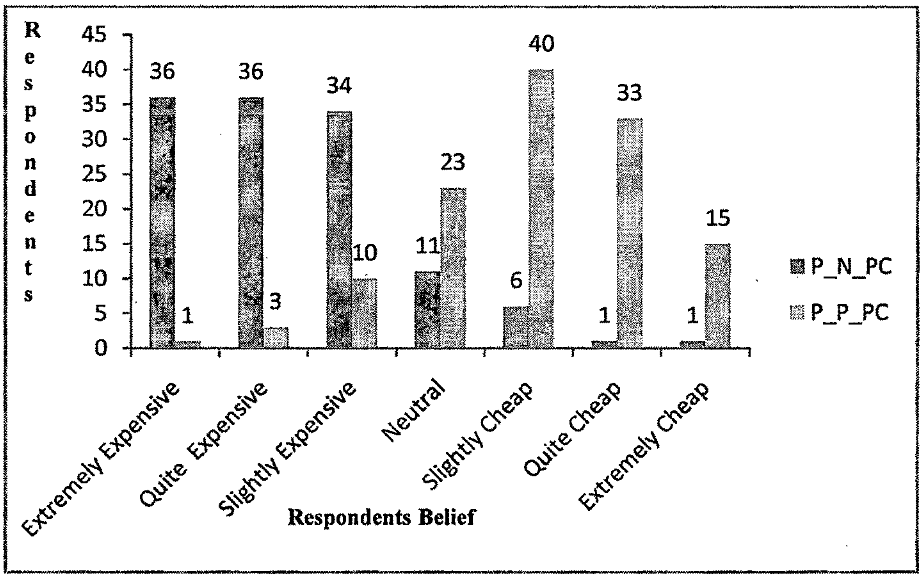
All together 112 respondents believe that national brand home care products offer high quality. While only 2 respondents believe that national brand offer low quality.



Graph 64: Respondents Belief for P_N_CD vs. P_P_CD

As per above graph out of 125 respondents in Vadodara city, only 1 respondents believe that private label consumer durable are expensive, while 88 believe that private label are cheaper than national brand consumer durables.

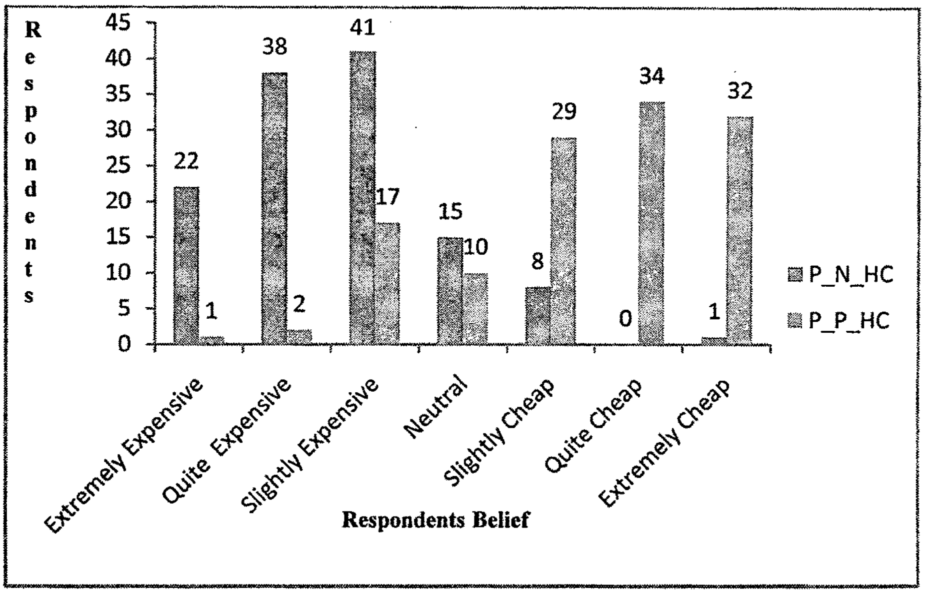
All together 113 respondents believe that national brand consumer durable are expensive, while only 8 respondents believe that national brand are cheaper than private label consumer durable.



Graph 65: Respondents Belief for P_N_PC vs. P_P_PC

As per above graph out of 125 respondents in Vadodara city, only 14 respondents believe that private label personal care products are expensive, while 88 believe that private label are cheaper than national brand personal care products.

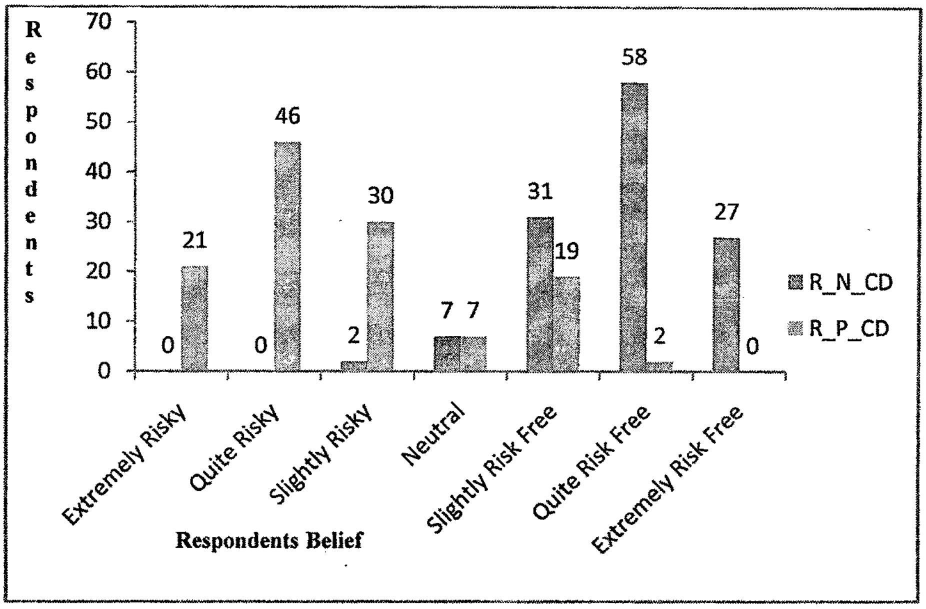
All together 106 respondents believe that national brand personal care products are expensive, while only 8 respondents believe that national brand are cheaper than private label personal care products.



Graph 66: Respondents Belief for P_N_HC vs. P_P_HC

As per above graph out of 125 respondents in Vadodara city, only 20 respondents believe that private label home care products are expensive, while 95 believe that private label are cheaper than national brand home care products.

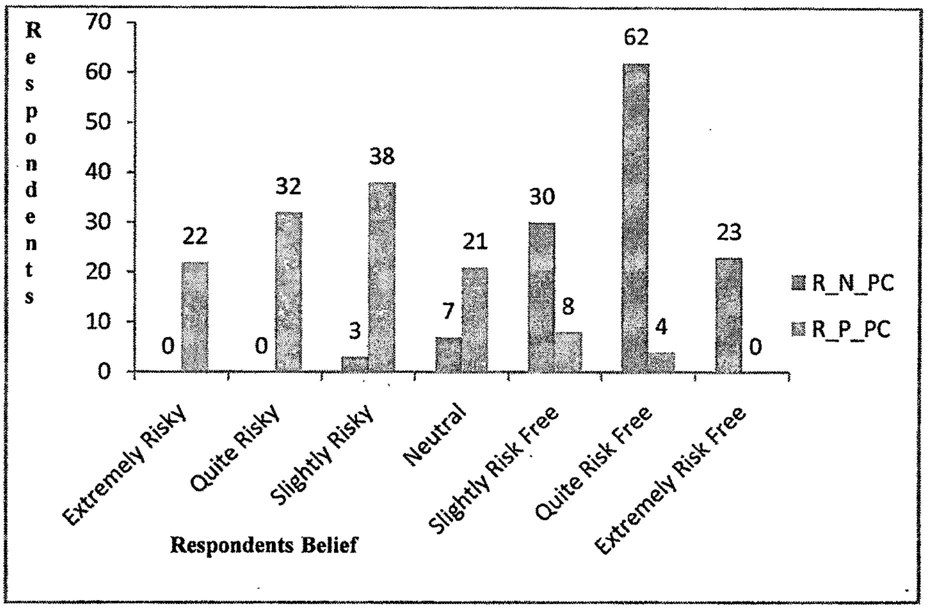
All together 101 respondents believe that national brand home care products are expensive, while only 9 respondents believe that national brand are cheaper than private label home care products.



Graph 67: Respondents Belief for R_N_CD vs. R_P_CD

As per above graph out of 125 respondents in Vadodara city, only 21 respondents believe that private label consumer durable are risk free, while 97 believe that private label are risky than national brand consumer durables.

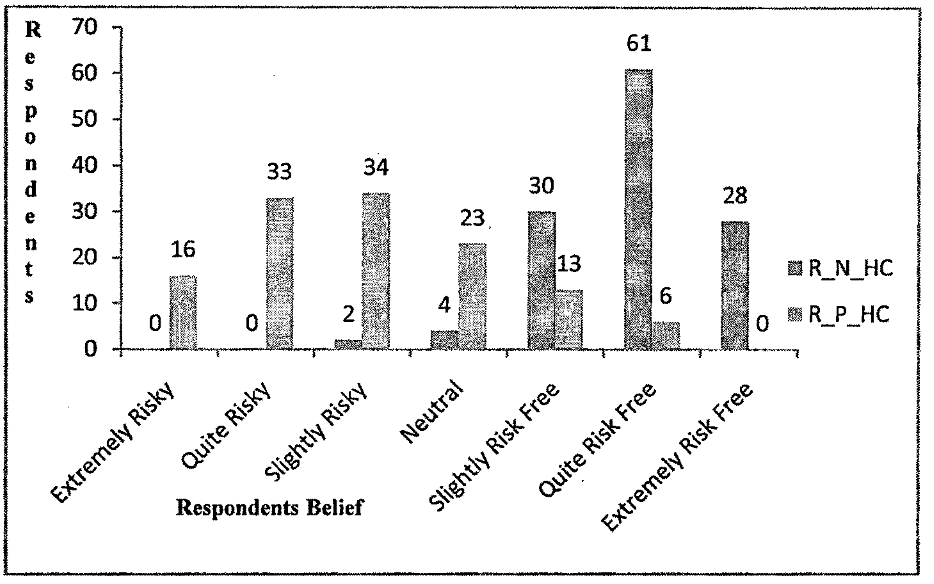
All together 116 respondents believe that national brand consumer durable are risk free, while only 2 respondents believe that national brand are risky than private label consumer durable.



Graph 68: Respondents Belief for R_N_PC vs. R_P_PC

As per above graph out of 125 respondents in Vadodara city, only 12 respondents believe that private label personal care products are risk free, while 92 believe that private label are risky than national brand personal care products.

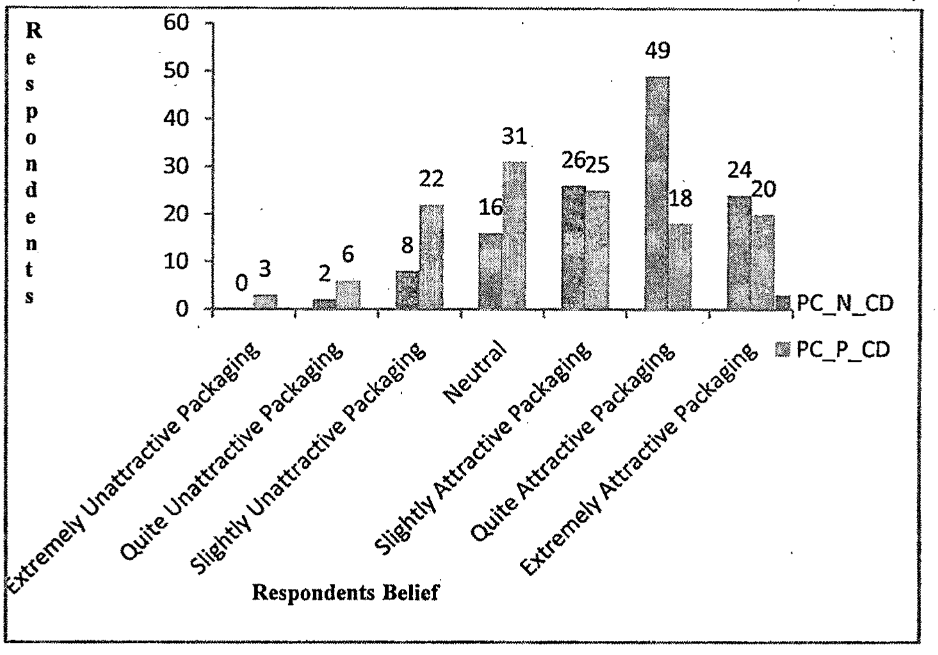
All together 115 respondents believe that national brand personal care products are risk free, while only 3 respondents believe that national brand are risky than private label personal care products.



Graph 69: Respondents Belief for R_N_HC vs. R_P_HC

As per above graph out of 125 respondents in Vadodara city, only 19 respondents believe that private label home care products are risk free, while 83 believe that private label are risky than national brand home care products.

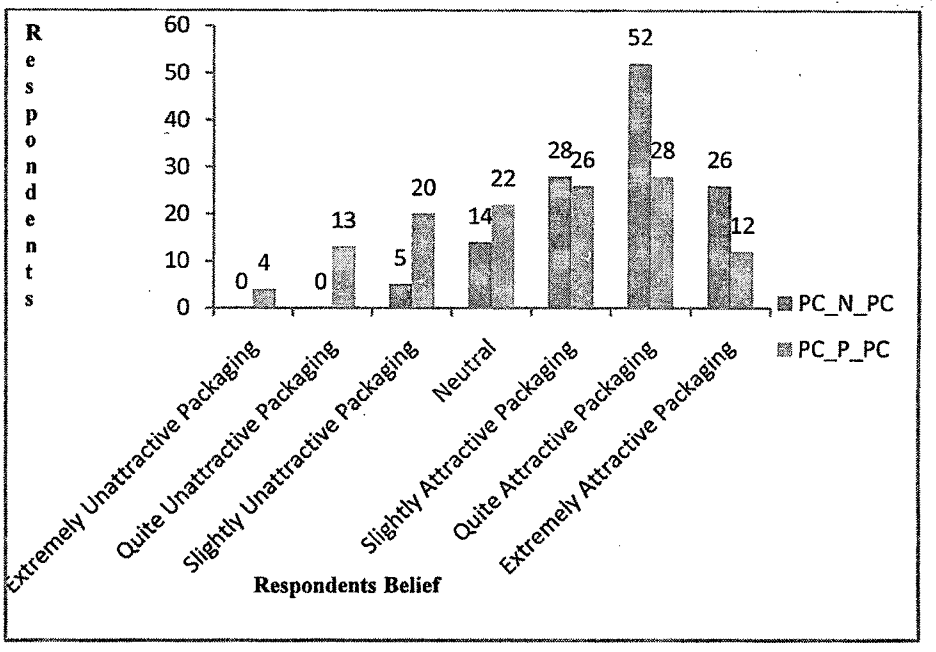
All together 119 respondents believe that national brand home care products are risk free, while only 2 respondents believe that national brand are risky than private label home care products.



Graph 70: Respondents Belief for PC_N_CD vs. PC_P_CD

As per above graph out of 125 respondents in Vadodara city, 31 respondents believe that private label consumer durable have unattractive packaging, while 63 believe that private label consumer durable have attractive packaging.

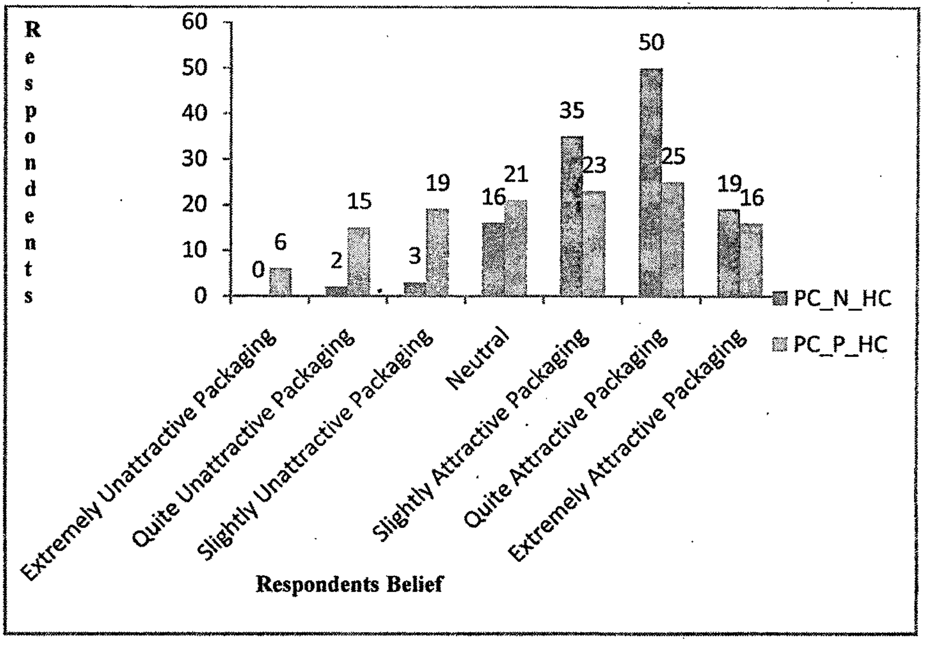
All together 99 respondents believe that national brand consumer durable have attractive packaging, while only 10 respondents believe that national brand have unattractive packaging than private label consumer durable.



Graph 71: Respondents Belief for PC_N_PC vs. PC_P_PC

As per above graph out of 125 respondents in Vadodara city, 37 respondents believe that private label personal care products have unattractive packaging, while 66 believe that private label personal care products have attractive packaging.

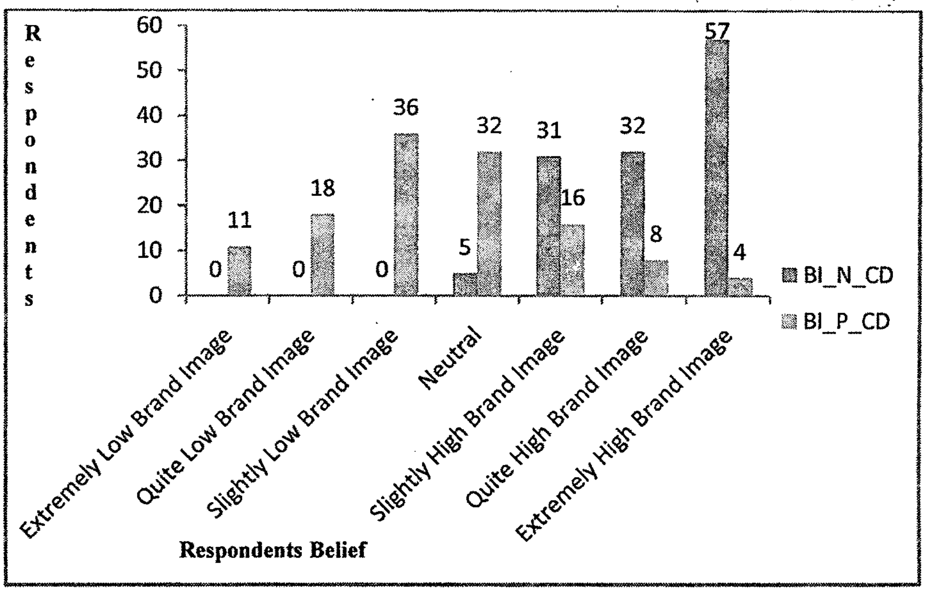
All together 106 respondents believe that national brand personal care products have attractive packaging, while only 5 respondents believe that national brand have unattractive packaging than private label personal care products.



Graph 72: Respondents Belief for PC_N_HC vs. PC_P_HC

As per above graph out of 125 respondents in Vadodara city, 50 respondents believe that private label home care products have unattractive packaging, while 64 believe that private label home care products have attractive packaging.

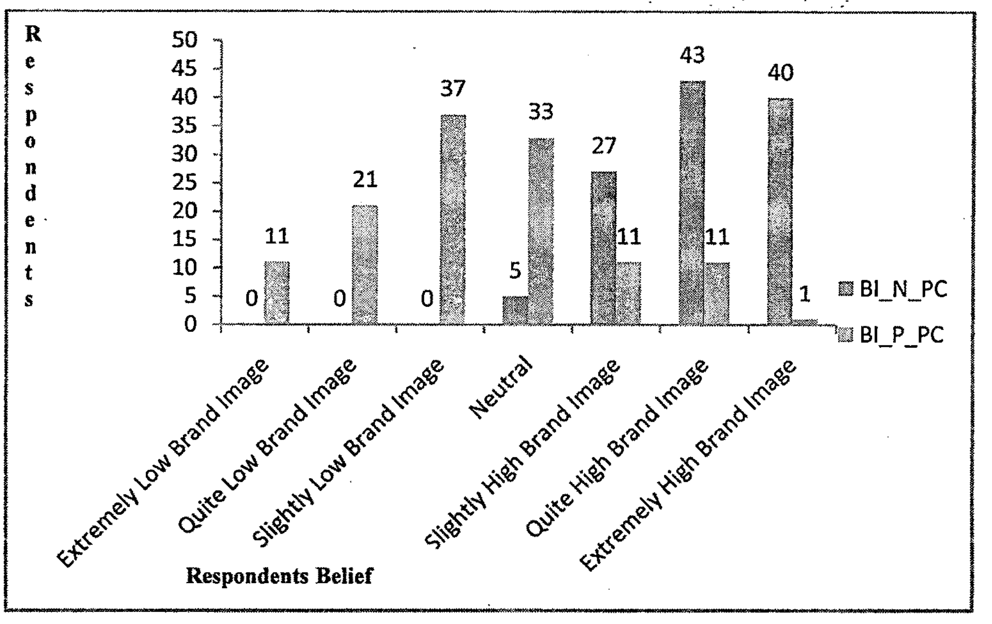
All together 104 respondents believe that national brand home care products have attractive packaging, while only 40 respondents believe that national brand have unattractive packaging than private label home care products.



Graph 73: Respondents Belief for BI_N_CD vs. BI_P_CD

With respect to above graph 36, 18 and 11 respondents believe that private label consumer durable have slightly low, quite low and extremely low brand image respectively, while 28 respondents believe that private label consumer durable offer high brand image.

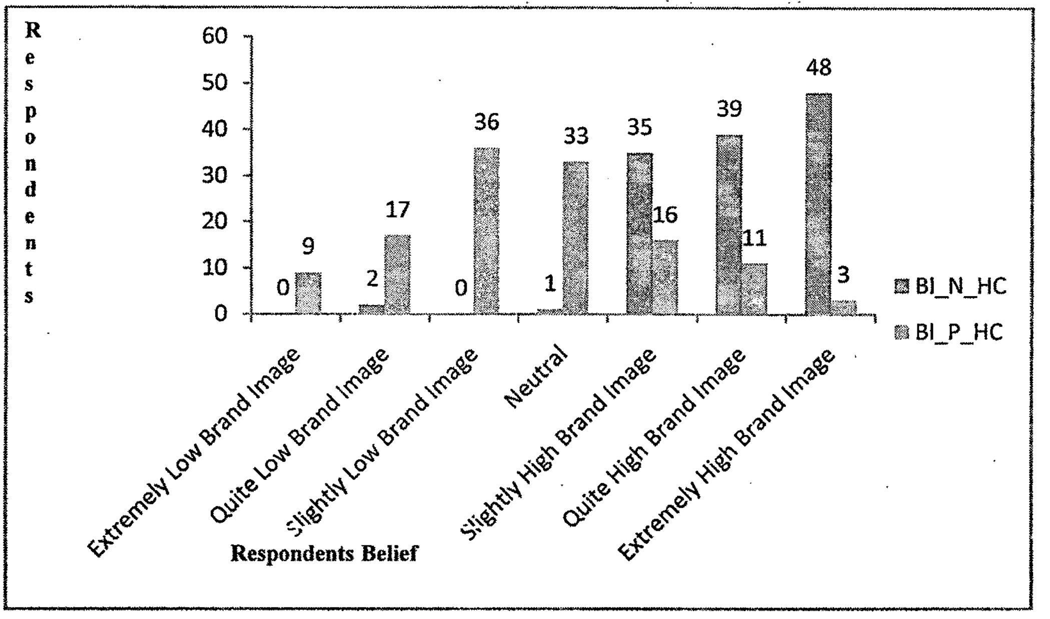
Out of all the selected 125 respondents, 63 respondents favor the brand image of national brand consumer durable and term it as higher than private label. Moreover 46 respondents believe that national brand consumer durable offer extremely high brand image.



Graph 74: Respondents Belief for BI_N_PC vs. BI_P_PC

With respect to above graph 37, 21 and 11 respondents believe that private label personal care products have slightly low, quite low and extremely low brand image. 23 respondents believe that private label personal care products offer slightly high brand image.

Moreover out of 125; 27, 43 and 40 respondents believe that national brand personal care product offer slightly high, quite high and extremely high brand image respectively. None of the respondents believe that national brands offer low brand image.

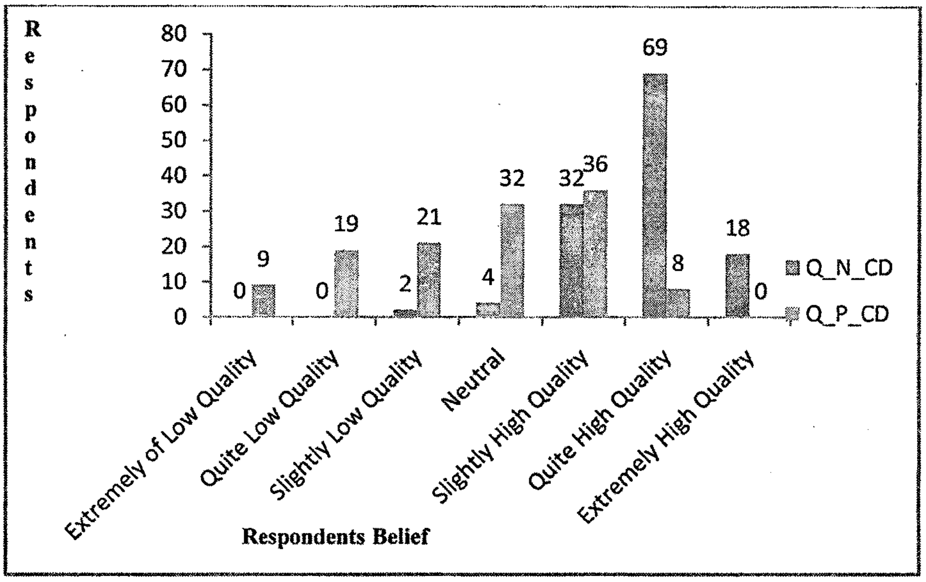


Graph 75: Respondents Belief for BI_N_HC vs. BI_P_HC

With respect to above graph 36 respondents believe that private label home care product have slightly low brand image, while 17 respondents believes that they have quite low brand and 9 respondent believes that they have extremely low brand image; out of 125 respondents selected in Vadodara city. It was observed that 30 respondents believe that private label have high brand image.

Moreover 35, 39 and 48 respondents respectively believes that national brand home care products have slightly high, quite high, and extremely high brand image respectively. Only 2 respondents believe that national brand home care products offer lower brand image.

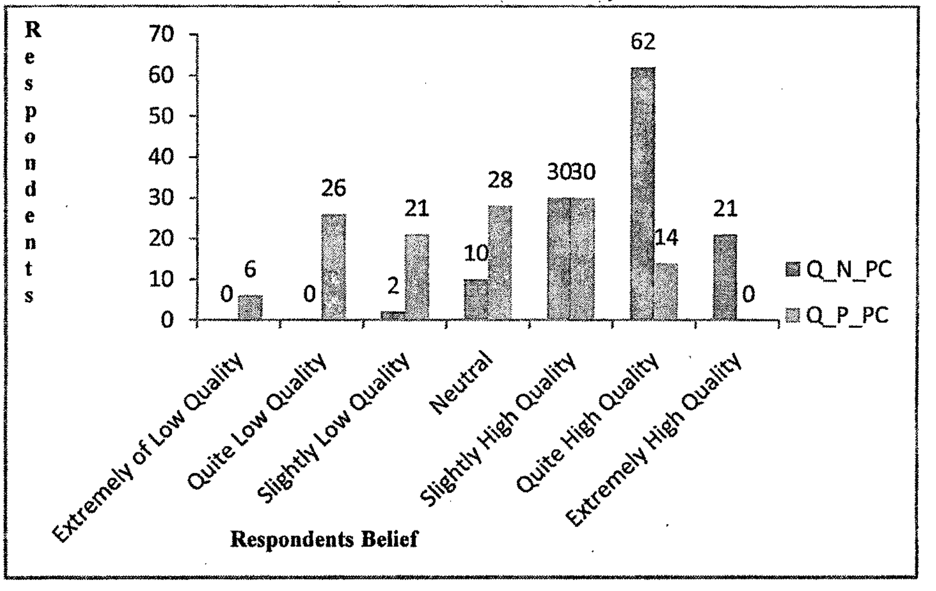
D. Comparative Analysis of Belief towards NBs vs. PLs across Different Categories and Attribute in Rajkot City.



Graph 76: Respondents Belief for Q_N_CD vs. Q_P_CD

As per above graph out of 125 respondents in Rajkot city, only 49 respondents believe that private label consumer durable offer low quality, while 44 believe that private label offer high quality than national brand consumer durables.

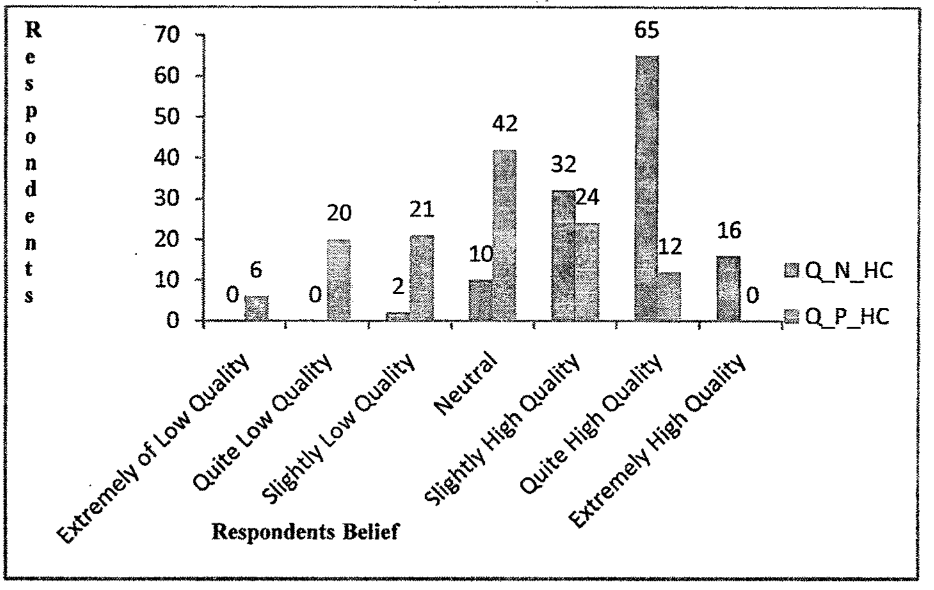
All together 119 respondents believe that national brand consumer durable offer high quality. While only 2 respondents believe that national brand offer low quality.



Graph 77: Respondents Belief for Q_N_PC vs. Q_P_PC

As per above graph out of 125 respondents in Rajkot city, 53 respondents believe that private label personal care products offer low quality, while 44 believe that private label offer high quality than national brand personal care products.

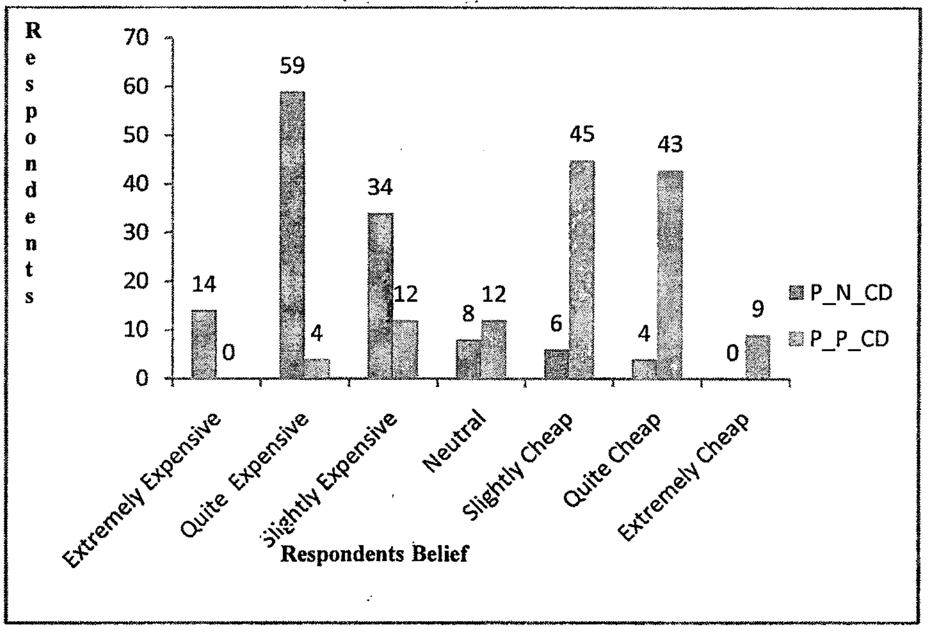
All together 113 respondents believe that national brand personal care products offer high quality. While only 2 respondents believe that national brand offer low quality.



Graph 78: Respondents Belief for Q_N_HC vs. Q_P_HC

As per above graph out of 125 respondents in Rajkot city, only 47 respondents believe that private label home care products offer low quality, while 36 believe that private label offer high quality than national brand home care products.

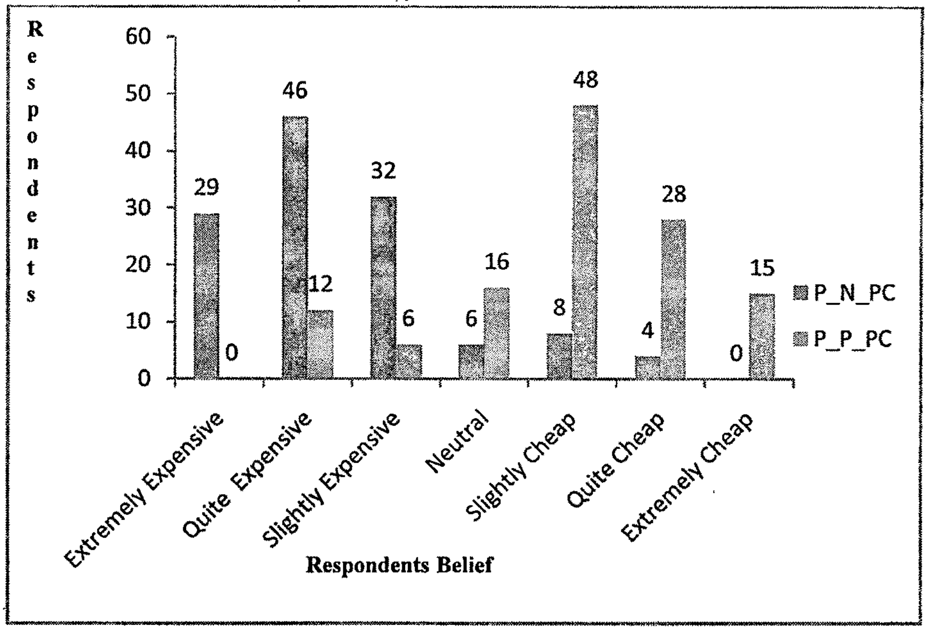
All together 113 respondents believe that national brand home care products offer high quality. While only 2 respondents believe that national brand offer low quality.



Graph 79: Respondents Belief for P_N_CD vs. P_P_CD

As per above graph out of 125 respondents in Rajkot city, only 16 respondents believe that private label consumer durable are expensive, while 97 believe that private label are cheaper than national brand consumer durables.

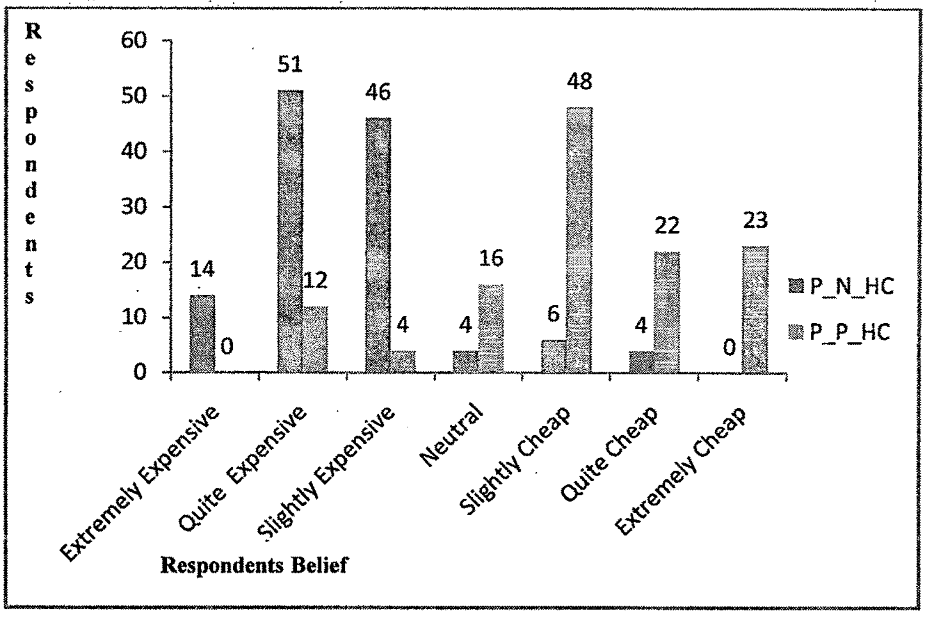
All together 107 respondents believe that national brand consumer durable are expensive, while only 10 respondents believe that national brand are cheaper than private label consumer durable.



Graph 80: Respondents Belief for P_N_PC vs. P_P_PC

As per above graph out of 125 respondents in Rajkot city, only 18 respondents believe that private label personal care products are expensive, while 91 believe that private label are cheaper than national brand personal care products.

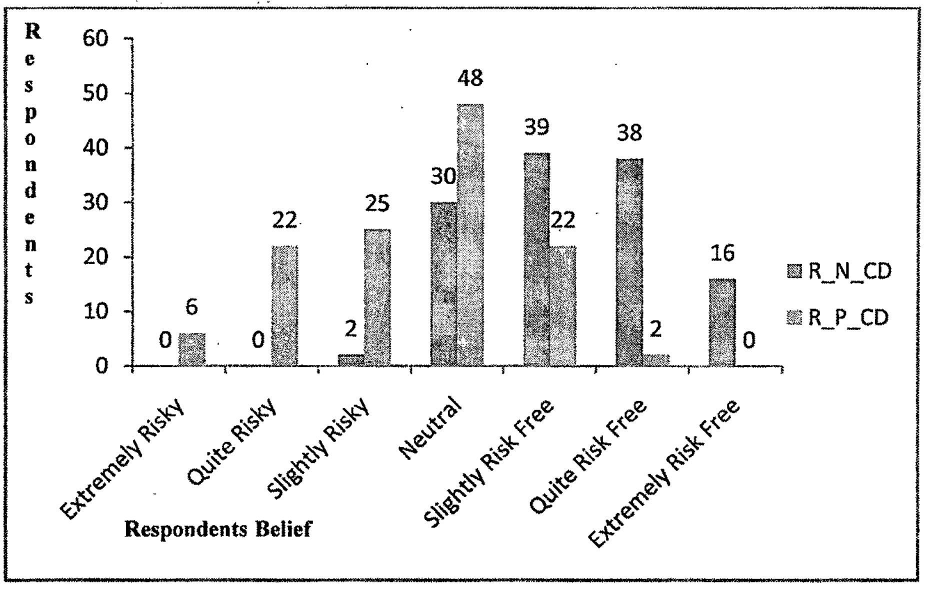
All together 107 respondents believe that national brand personal care products are expensive, while only 12 respondents believe that national brand are cheaper than private label personal care products.



Graph 81: Respondents Belief for P_N_HC vs. P_P_HC

As per above graph out of 125 respondents in Rajkot city, only 18 respondents believe that private label home care products are expensive, while 93 believe that private label are cheaper than national brand home care products.

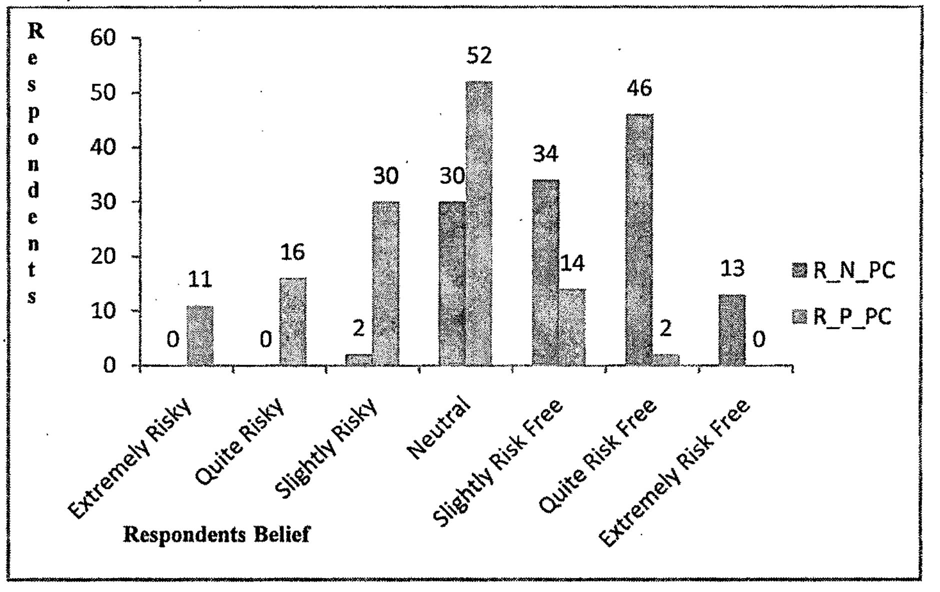
All together 111 respondents believe that national brand home care products are expensive, while only 10 respondents believe that national brand are cheaper than private label home care products.



Graph 82: Respondents Belief for R_N_CD vs. R_P_CD

As per above graph out of 125 respondents in Rajkot city, only 44 respondents believe that private label consumer durable are risk free, while 53 believe that private label are risky than national brand consumer durables.

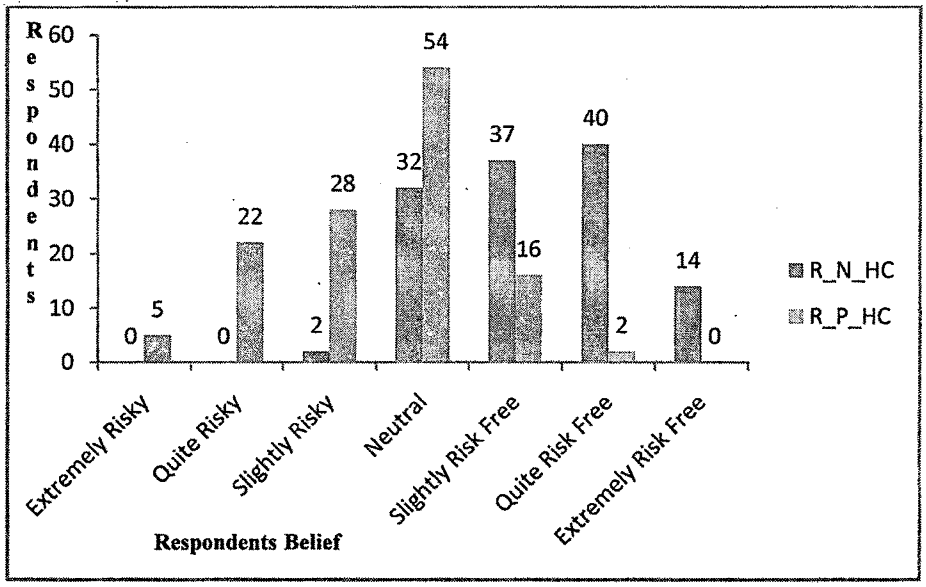
All together 93 respondents believe that national brand consumer durable are risk free, while only 2 respondents believe that national brand are risky than private label consumer durable.



Graph 83: Respondents Belief for R_N_PC vs. R_P_PC

As per above graph out of 125 respondents in Rajkot city, only 16 respondents believe that private label personal care products are risk free, while 57 believe that private label are risky than national brand personal care products.

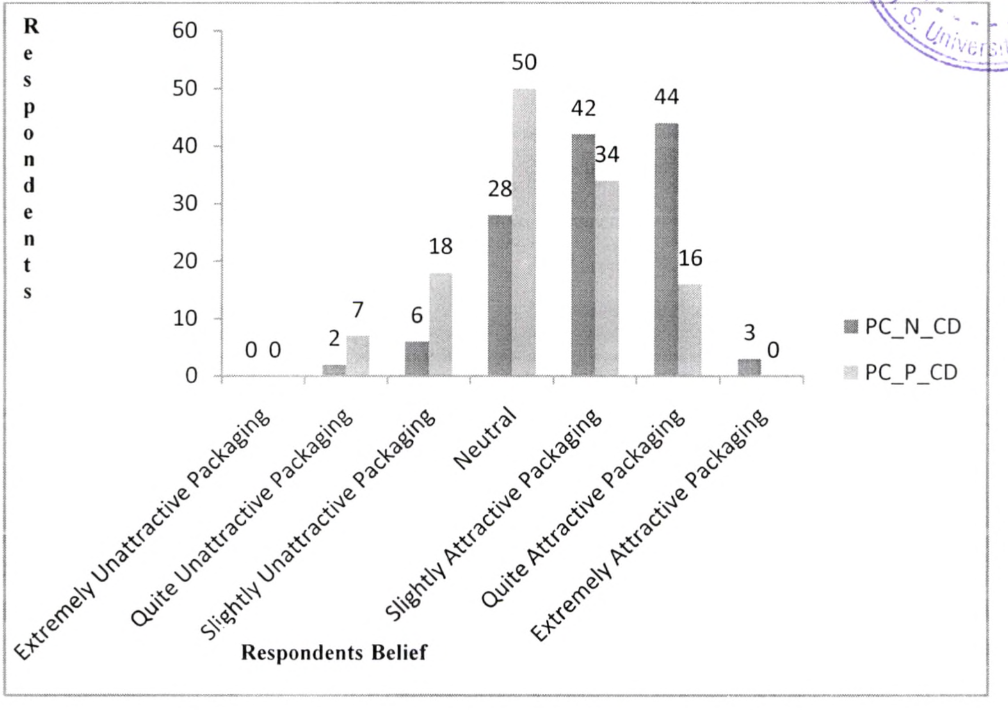
All together 93 respondents believe that national brand personal care products are risk free, while only 2 respondents believe that national brand are risky than private label personal care products.



Graph 84: Respondents Belief for R_N_HC vs. R_P_HC

As per above graph out of 125 respondents in Rajkot city, only 18 respondents believe that private label home care products are risk free, while 55 believe that private label are risky than national brand home care products.

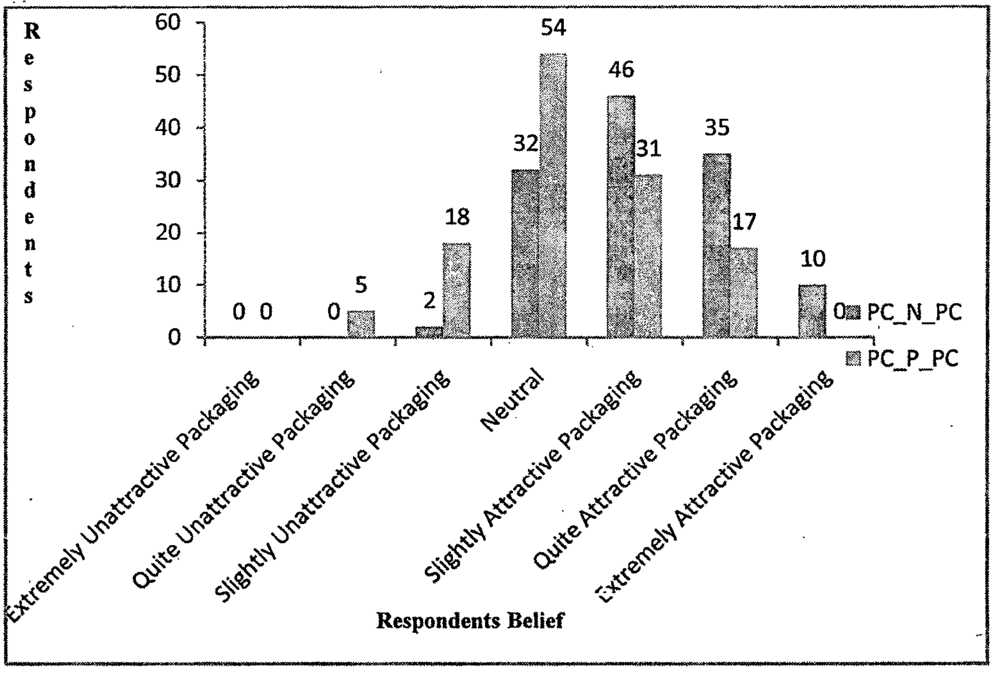
All together 91 respondents believe that national brand home care products are risk free, while only 2 respondents believe that national brand are risky than private label home care products.



Graph 85: Respondents Belief for PC_N_CD vs. PC_P_CD

As per above graph out of 125 respondents in Rajkot city, 25 respondents believe that private label consumer durable have unattractive packaging, while 50 believe that private label consumer durable have attractive packaging.

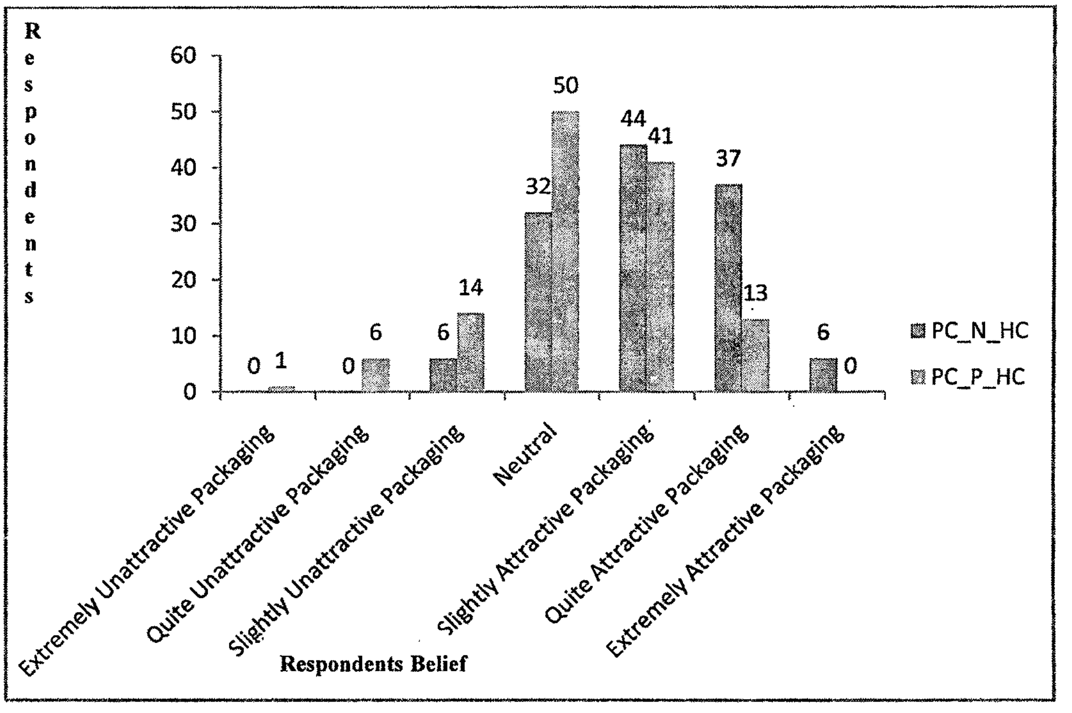
All together 89 respondents believe that national brand consumer durable have attractive packaging, while only 8 respondents believe that national brand have unattractive packaging than private label consumer durable.



Graph 86: Respondents Belief for PC_N_PC vs. PC_P_PC

As per above graph out of 125 respondents in Rajkot city, 23 respondents believe that private label personal care products have unattractive packaging, while 48 believe that private label personal care products have attractive packaging.

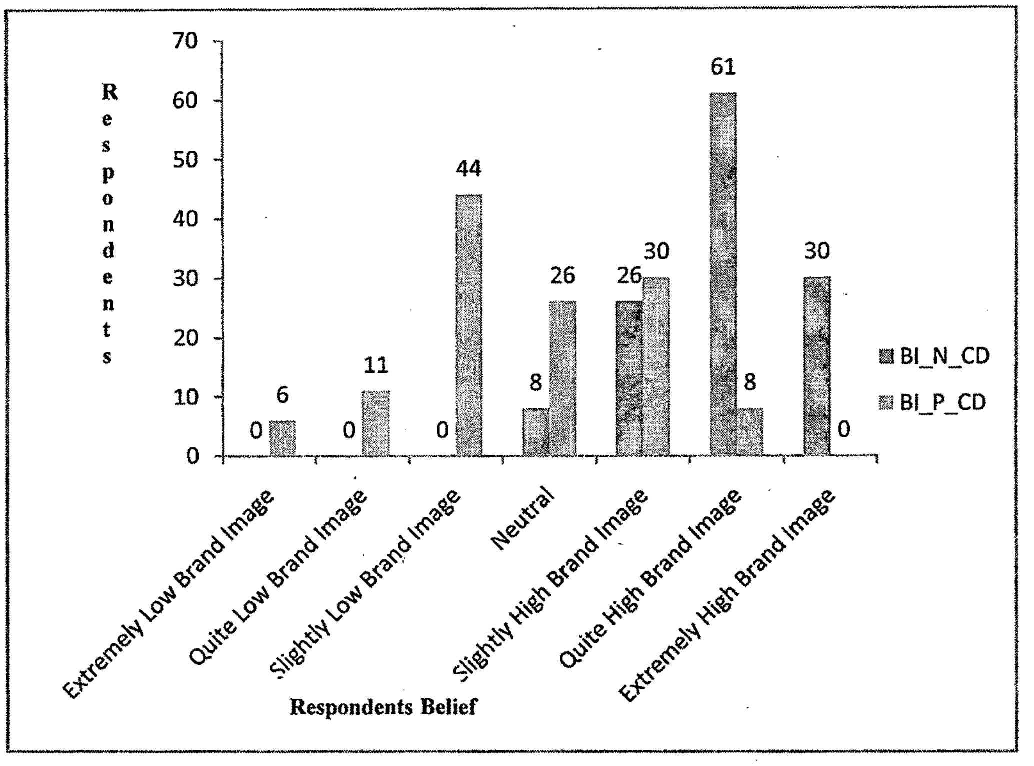
All together 91 respondents believe that national brand personal care products have attractive packaging, while only 2 respondents believe that national brand have unattractive packaging than private label personal care products.



Graph 87: Respondents Belief for PC_N_HC vs. PC_P_HC

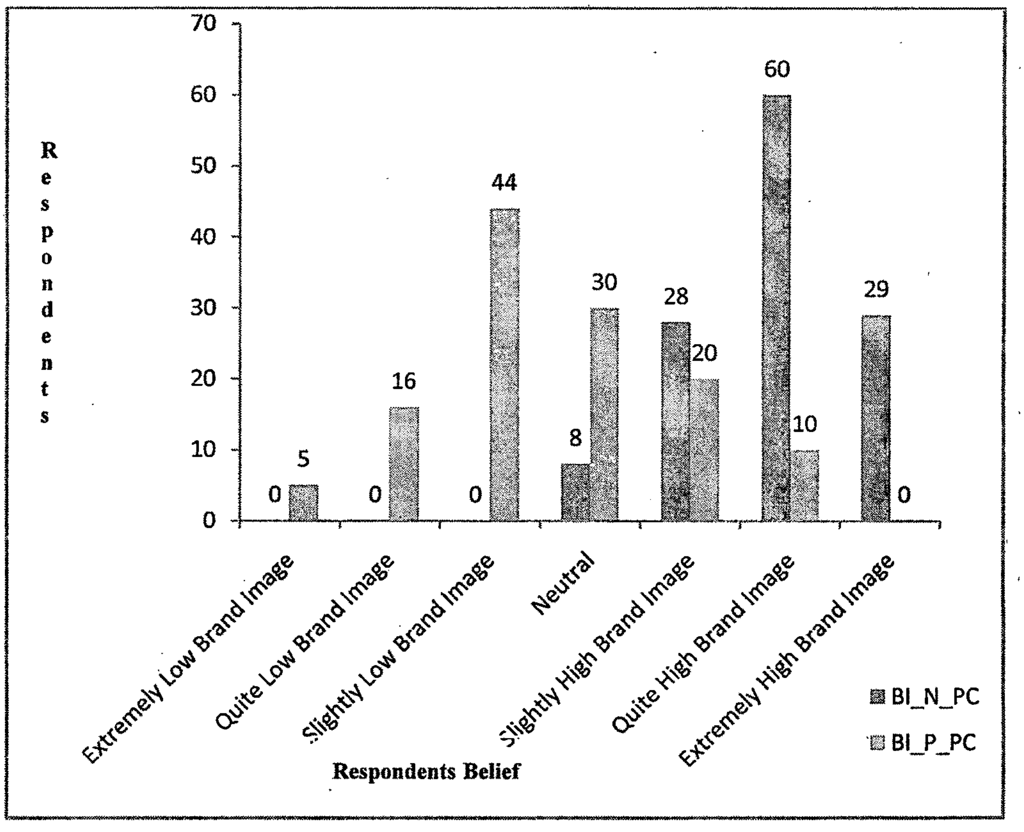
As per above graph out of 125 respondents in Rajkot city, 21 respondents believe that private label home care products have unattractive packaging, while 54 believe that private label home care products have attractive packaging.

All together 87 respondents believe that national brand home care products have attractive packaging, while only 6 respondents believe that national brand have unattractive packaging than private label home care products.



Graph 88: Respondents Belief for BI_N_CD vs. BI_P_CD

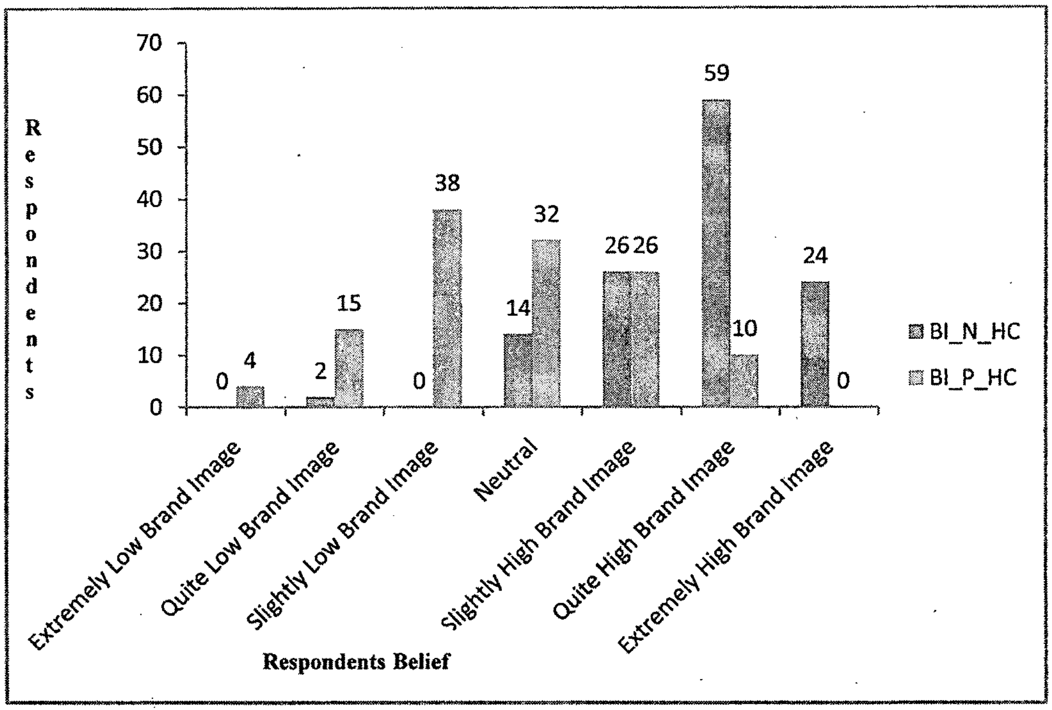
With respect to above graph 11 and 6 respondents believe that private label consumer durable have quite low and extremely low brand image respectively. 38 respondents believe that private label consumer durable offer high brand image. Out of all the selected 125 respondents, 117 respondents favor the brand image of national brand consumer durable and term it as higher than private label. Moreover 30 respondents believe that national brand consumer durable offer extremely high brand image. None of the respondents believe that national brands have low brand image.



Graph 89: Respondents Belief for BI_N_PC vs. BI_P_PC

With respect to above graph 5 and 16 respondents believe that private label personal care products have quite low and extremely low brand image. 30 respondents believe that private label personal care products offer slightly high brand image.

Moreover out of 125; 28, 60 and 29 respondents believe that national brand personal care product offer slightly high, quite high and extremely high brand image respectively. None of the respondents believe that national brands offer low brand image.



Graph 90: Respondents Belief for BI_N_HC vs. BI_P_HC

With respect to above graph 15 respondents believes that they have quite low brand and 4 respondents believes that they have extremely low brand image; out of 125 respondents selected in Rajkot city. It was observed that 36 respondents believe that private label have high brand image.

Moreover 26,59 and 24 respondents respectively believes that national brand home care products have slightly high, quite high, and extremely high brand image respectively. Only 2 respondents believe that national brand home care products offer lower brand image.

5. Measuring & Comparing Attitude towards NBs vs. PL's.

Importance of attitude towards NBs & PLs was calculated for 500 respondents from the formula of *"Adequacy-Importance"* with respect to 5 different selected attributes across 3 selected categories and four selected cities of Gujarat. Further for comparison t- test for equality of means was carried out. Following tables highlights

a. Overall and city wise comparison with respected to selected categories and attributes

b. Comparison with respect to selected categories and attributes across selected cities.

A. Overall and City wise comparison with respected to selected categories and attributes.

Table 7.7: Comparative Analysis of (Means) Attitude Towards NBs vs. PLs Across Different Categories and Attributes							
Overall (All four selected Cities) (N = 500)							
Categories	**Brand Attributes**	**Attitude towards NBs**		**Attitude towards PLs**		**t-test for equality of means; Df: 499**	**Sig. (2 -Tailed)**
N = 500		**Mean**	***Std. Dev.***	**Mean**	***Std. Dev.***		
Consumer Durables	**Quality**	6.04	*1.176*	5.55	*1.051*	14.484	0.000*
	Price	4.95	*0.955*	5.57	*1.424*	-17.553	0.000*
	Risk	5.15	*1.341*	4.79	*0.972*	12.155	0.000*
	Packaging	4.52	*1.584*	4.48	*1.432*	1.877	0.621
	Image	5.33	*1.658*	4.95	*1.293*	10.678	0.000*
Personal Care Product	**Quality**	6.02	*1.184*	5.52	*1.010*	15.187	0.000*
	Price	4.95	*0.964*	5.54	*1.410*	-15.949	0.000*
	Risk	5.15	*1.341*	4.79	*0.958*	12.269	0.000*
	Packaging	4.53	*1.603*	4.48	*1.406*	2.509	0.012
	Image	5.33	*1.663*	4.93	*1.232*	11.747	0.000*
Home Care Products	**Quality**	6	*1.179*	5.52	*1.012*	14.308	0.000*
	Price	4.99	*0.997*	5.56	*1.412*	-16.942	0.000*
	Risk	5.16	*1.349*	4.81	*0.986*	11.805	0.000*
	Packaging	4.52	*1.606*	4.48	*1.426*	1.948	0.52
	Image	5.31	*1.663*	4.98	*1.269*	10.020	0.000*
Asterix (*) denotes that the difference in means is statistically significant at 5% significance level							

From the above table we can analyze overall / composite of all selected cities consumer's attitudes towards NBs vs. PLs which shows that there was perceived difference on the attributes of quality, price, risk and image (difference in means are statistically significant at 5% significance level) across all selected categories.

However, there was no perceived difference on the attributes of Packaging (means are significant at 5% significance level) across all selected categories.

Further, means of NBs & PLs can be compared and interpreted from above table as follows:

1. NB > PL: NBs perceived to be better than PLs : Quality, Risk & Image
2. NB < PL: PLs perceived to be better than NBs : Price
3. NBs = PLs: NBs & PLs perceived to be same : Packaging

Table 7.8 : Comparative Analysis of (Means) Attitude Towards NBs vs. PLs Across Different Categories and Attribute in Ahmedabad City.

Categories	Brand Attributes	Attitude towards NBs		Attitude towards PLs		t-test for equality of means; Df:124	Sig. (2 -Tailed)
n1 = 125		Mean	*Std. Dev.*	Mean	*Std. Dev.*		
Consumer Durables	Quality	5.56	*1.291*	5.03	*0.951*	8.406	0.000*
	Price	4.98	*1.157*	5.78	*1.692*	-11.136	0.000*
	Risk	4.82	*1.143*	4.58	*0.774*	4.587	0.000*
	Packaging	3.76	*1.902*	3.75	*1.564*	0.145	0.885
	Image	4.59	*2.247*	4.28	*1.473*	3.690	0.000*
Personal Care Product	Quality	5.56	*1.291*	5.02	*0.893*	8.681	0.000*
	Price	4.96	*1.146*	5.78	*1.692*	-11.185	0.000*
	Risk	4.82	*1.143*	4.58	*0.765*	4.567	0.000*
	Packaging	3.74	*1.921*	3.77	*1.551*	-0.0403	0.688
	Image	4.59	*2.247*	4.27	*1.467*	3.744	0.000*
Home Care Products	Quality	5.53	*1.126*	5.01	*0.866*	8.560	0.000*
	Price	5.03	*1.117*	5.78	*1.692*	-11.087	0.000*
	Risk	4.82	*1.143*	4.59	*0.784*	4.551	0.000*
	Packaging	3.74	*1.921*	3.75	*1.564*	-0.142	0.887
	Image	4.59	*2.247*	4.29	*1.480*	3.634	0.000*

Asterix (*) denotes that the difference in means is statistically significant at 5% significance level

From the above table we can analyze consumer's attitudes towards NBs vs. PLs which shows that there was perceived difference on the attributes of quality, price, risk and image (difference in means are statistically significant at 5% significance level) across all selected categories in Ahmedabad City.

However, there was no perceived difference on the attributes of Packaging (means are significant at 5% significance level) across all selected categories.

Further, means of NBs & PLs can be compared and interpreted from above table as follows:

1. NB > PL: NBs perceived to be better than PLs : Quality, Risk & Image
2. NB < PL: PLs perceived to be better than NBs : Price
3. NBs = PLs: NBs & PLs perceived to be same : Packaging

Table 7.9 : Comparative Analysis of (Means) Attitude Towards NBs vs. PLs Across Different Categories and Attribute in Surat City.

Categories	Brand Attributes	Attitude towards NBs		Attitude towards PLs		t-test for equality of means; Df:124	Sig. (2 - Tailed)
n2 = 125		Mean	*Std. Dev.*	Mean	*Std. Dev.*		
Consumer Durables	Quality	6.19	*1.053*	5.83	*1.083*	5.182	0.000*
	Price	4.99	*0.938*	5.40	*1.215*	-6.547	0.000*
	Risk	5.11	*1.432*	4.78	*0.997*	5.292	0.000*
	Packaging	4.73	*1.467*	4.75	*1.395*	-0.687	0.493
	Image	5.58	*1.116*	5.28	*1.044*	4.534	0.000*
Personal Care Product	Quality	6.22	*1.028*	5.78	*1.028*	6.905	0.000*
	Price	5.03	*0.975*	5.38	*1.262*	-5.295	0.000*
	Risk	5.14	*1.444*	4.74	*0.943*	5.952	0.000*
	Packaging	4.79	*1.467*	4.74	*1.337*	1.420	0.158
	Image	5.62	*1.148*	5.22	*0.983*	6.655	0.000*
Home Care Products	Quality	6.17	*1.030*	5.78	*1.036*	5.816	0.000*
	Price	5.06	*0.998*	5.42	*1.296*	-6.048	0.000*
	Risk	5.13	*1.437*	4.77	*1.041*	5.845	0.000*
	Packaging	4.74	*1.461*	4.74	*1.461*	0.000	1.000
	Image	5.58	*1.166*	5.30	*1.057*	4.753	0.000*
Asterix (*) denotes that the difference in means is statistically significant at 5% significance level							

From the above table we can analyze consumer's attitudes towards NBs vs. PLs which shows that there was perceived difference on the attributes of quality, price, risk and image (difference in means are statistically significant at 5% significance level) across all selected categories in Surat City.

However, there was no perceived difference on the attributes of Packaging (means are significant at 5% significance level) across all selected categories.

Further, means of NBs & PLs can be compared and interpreted from above table as follows:

1. NB > PL: NBs perceived to be better than PLs : Quality, Risk & Image
2. NB < PL: PLs perceived to be better than NBs : Price
3. NBs = PLs: NBs & PLs perceived to be same : Packaging

Table 7.10: Comparative Analysis of (Means) Attitude Towards NBs vs. PLs Across Different Categories and Attribute in Vadodara City.

Categories	Brand Attributes	Attitude towards NBs		Attitude towards PLs		t-test for equality of means; Df:124	Sig. (2 - Tailed)
n3 = 125		Mean	*Std. Dev.*	Mean	*Std. Dev.*		
Consumer Durables	Quality	6.21	*1.340*	5.66	*1.77*	8.037	0.000*
	Price	4.79	*0.892*	5.26	*1.408*	-6.496	0.000*
	Risk	5.59	*1.582*	4.92	*1.209*	9.264	0.000*
	Packaging	4.94	*1.401*	4.83	*1.306*	2.663	0.009*
	Image	5.5	*1.490*	5.08	*1.154*	0.666	0.000*
Personal Care Product	Quality	6.16	*1.388*	5.61	*1.106*	7.940	0.000*
	Price	4.81	*0.904*	5.26	*1.396*	-5.983	0.000*
	Risk	4.92	*1.209*	5.58	*1.572*	8.822	0.000*
	Packaging	4.95	*1.419*	4.81	*1.324*	3.424	0.001*
	Image	5.48	*1.479*	5.04	*1.194*	7.144	0.000*
Home Care Products	Quality	6.16	*1.388*	5.65	*1.159*	6.905	0.000*
	Price	4.82	*0.968*	5.28	*1.383*	-6.644	0.000*
	Risk	5.62	*1.595*	5.02	*1.205*	7.963	0.000*
	Packaging	4.96	*1.428*	4.79	*1.303*	4.317	0.000*
	Image	5.48	*1.490*	5.09	*1.231*	6.311	0.000*

Asterix (*) denotes that the difference in means is statistically significant at 5% significance level

From the above table we can analyze consumer's attitudes towards NBs vs. PLs which shows that there was perceived difference on the attributes of quality, price, risk packaging and image (difference in means are statistically significant at 5% significance level) across all selected categories in Vadodara City.

Moreover, means of NBs & PLs can be compared and interpreted from above table as follows:

1. NB > PL: NBs perceived to be better than PLs : Quality, Risk, Packaging & Image
2. NB < PL: PLs perceived to be better than NBs : Price

Table 7.11: Comparative Analysis of (Means) Attitude Towards NBs vs. PLs Across Different Categories and Attributes in Rajkot City.							
Categories	**Brand Attributes**	**Attitude towards NBs**		**Attitude towards PLs**		**t-test for equality of means; Df:124**	**Sig. (2 - Tailed)**
n4 = 125		**Mean**	***Std. Dev.***	**Mean**	***Std. Dev.***		
Consumer Durables	**Quality**	6.19	*0.830*	5.68	*0.819*	7.553	0.000*
	Price	5.02	*0.793*	5.84	*1.180*	-11.606	0.000*
	Risk	5.08	*1.036*	4.87	*0.833*	5.707	0.000*
	Packaging	4.66	*1.244*	4.63	*1.185*	2.351	0.098
	Image	5.64	*1.346*	5.18	*0.976*	7.273	0.000*
Personal Care Product	**Quality**	6.16	*0.837*	5.66	*0.824*	6.961	0.000*
	Price	5.02	*0.824*	5.74	*1.177*	-10.086	0.000*
	Risk	5.08	*1.036*	4.87	*0.833*	5.707	0.000*
	Packaging	4.65	*1.272*	4.60	*1.143*	1.164	0.109
	Image	5.64	*1.346*	5.19	*0.981*	7.032	0.000*
Home Care Products	**Quality**	6.16	*0.837*	5.66	*0.763*	7.540	0.000*
	Price	5.03	*0.803*	5.76	*1.187*	-10.626	0.000*
	Risk	5.08	*1.036*	4.86	*0.820*	5.496	0.000*
	Packaging	4.63	*1.168*	4.63	*1.168*	0.000	1.000
	Image	5.61	*1.337*	5.24	*0.995*	6.065	0.000*
Asterix (*) denotes that the difference in means is statistically significant at 5% significance level							

From the above table we can analyze consumer's attitudes towards NBs vs. PLs which shows that there was perceived difference on the attributes of quality, price, risk and image (difference in means are statistically significant at 5% significance level) across all selected categories in Rajkot City.

However, there was no perceived difference on the attributes of Packaging (means are significant at 5% significance level) across all selected categories.

Further, means of NBs & PLs can be compared and interpreted from above table as follows:

1. NB > PL: NBs perceived to be better than PLs : Quality, Risk & Image
2. NB < PL: PLs perceived to be better than NBs : Price
3. NBs = PLs: NBs & PLs perceived to be same : Packaging

B. Comparison with respect to selected categories and attributes across selected cities.

Following tables states mean rank of all selected attributes across selected categories of NBs and PLs.

Table 7.12 : Overall Mean Rank Analysis of Attitudes Towards NBs vs. PLs Across Different Attributes and Product Categories							
Overall (All four selected Cities) (N = 500)							
Categories	Brand Attributes	Attitude towards NBs		Mean Rank NBs	Attitude towards PLs		Mean Rank PLs
N = 500		Mean	*Std. Dev.*		Mean	*Std. Dev.*	
Consumer Durables	Quality	6.04	*1.176*	1	5.55	*1.051*	2
	Price	4.95	*0.955*	4	5.57	*1.424*	1
	Risk	5.15	*1.341*	3	4.79	*0.972*	4
	Packaging	4.52	*1.584*	5	4.48	*1.432*	5
	Image	5.33	*1.658*	2	4.95	*1.293*	3
Personal Care Product	Quality	6.02	*1.184*	1	5.52	*1.010*	2
	Price	4.95	*0.964*	4	5.54	*1.410*	1
	Risk	5.15	*1.341*	3	4.79	*0.958*	4
	Packaging	4.53	*1.603*	5	4.48	*1.406*	5
	Image	5.33	*1.663*	2	4.93	*1.232*	3
Home Care Products	Quality	6	*1.179*	1	5.52	*1.012*	2
	Price	4.99	*0.997*	4	5.56	*1.412*	1
	Risk	5.16	*1.349*	3	4.81	*0.986*	4
	Packaging	4.52	*1.606*	5	4.48	*1.426*	5
	Image	5.31	*1.663*	2	4.98	*1.269*	3

Following observations were made from the above table :

Overall respondent's hierarchy of attributes (higher to lower) preferred for national brand consumer durable is quality, image, risk, price and packaging.

Overall preference for quality (Mean = 6.04) is highest while packaging (Mean = 4.52) is lowest for national brand consumer durable.

Overall respondent's hierarchy of attributes preferred for private label consumer durable is price, quality, image, risk and packaging.

Overall preference for price (Mean = 5.57) is highest while packaging (Mean =4.95) is lowest for private label consumer durable.

Overall respondent's hierarchy of attributes (higher to lower) preferred for national brand personal care products is quality, image, risk, price and packaging.

Overall preference for quality (Mean = 6.02) is highest while packaging (Mean = 4.53) is lowest for national brand personal care products.

Overall respondent's hierarchy of attributes preferred for private label personal care products is price, quality, image, risk and packaging.

Overall preference for price (Mean = 5.54) is highest while packaging (Mean =4.93) is lowest for private label personal care products.

Overall respondent's hierarchy of attributes (higher to lower) preferred for national brand home care products is quality, image, risk, price and packaging.

Overall preference for quality (Mean =6) is highest while packaging (Mean = 4.52) is lowest for national brand home care products.

Overall respondent's hierarchy of attributes preferred for private label home care products is price, quality, image, risk and packaging.

Overall preference for price (Mean = 5.56) is highest while packaging (Mean =4.48) is lowest for private label home care products.

Table 7.13 : Mean Rank Analysis of Attitudes Towards NBs vs. PLs Across Different Attributes and Product Categories for Ahmedabad City (n2 = 125)							
Categories	Brand Attributes	Attitude towards NBs		Mean Rank NBs	Attitude towards PLs		Mean Rank PLs
N = 500		Mean	*Std. Dev.*		Mean	*Std. Dev.*	
Consumer Durables	Quality	5.56	*1.291*	1	5.03	*0.951*	2
	Price	4.98	*1.157*	2	5.78	*1.692*	1
	Risk	4.82	*1.143*	3	4.58	*0.774*	3
	Packaging	3.76	*1.902*	5	3.75	*1.564*	5
	Image	4.59	*2.247*	4	4.28	*1.473*	4
Personal Care Product	Quality	5.56	*1.291*	1	5.02	*0.893*	2
	Price	4.96	*1.146*	2	5.78	*1.692*	1
	Risk	4.82	*1.143*	3	4.58	*0.765*	3
	Packaging	3.74	*1.921*	5	3.77	*1.551*	5
	Image	4.59	*2.247*	4	4.27	*1.467*	4
Home Care Products	Quality	5.53	*1.126*	1	5.01	*0.866*	2
	Price	5.03	*1.117*	2	5.78	*1.692*	1
	Risk	4.82	*1.143*	3	4.59	*0.784*	3
	Packaging	3.74	*1.921*	5	3.75	*1.564*	5
	Image	4.59	*2.247*	4	4.29	*1.480*	4

From the above table following observations can be highlighted for respondents of Ahmedabad City:

Respondent's hierarchy of attributes (higher to lower) preferred for national brand consumer durable in Ahmedabad city is quality, price, risk, image and packaging.

Respondents preference for quality (Mean =5.5 6) is highest while packaging (Mean = 3.76) is lowest for national brand consumer durable.

Respondent's hierarchy of attributes preferred for private label consumer durable is price, quality, risk, image, and packaging.

Respondents preference for price (Mean = 5.78) is highest while packaging (Mean =3.75) is lowest for private label consumer durable.

Respondent's hierarchy of attributes (higher to lower) preferred for national brand personal care products is quality, price, risk, image and packaging.

Respondents preference for quality (Mean = 5.56) is highest while packaging (Mean = 3.74) is lowest for national brand personal care products.

Respondent's hierarchy of attributes preferred for private label personal care products is price, quality, risk, image, and packaging.

Respondents preference for price (Mean = 5.78) is highest while packaging (Mean =3.77) is lowest for private label personal care products.

Respondent's hierarchy of attributes (higher to lower) preferred for national brand home care products is quality, price, risk, image and packaging.

Respondents preference for quality (Mean =5.53) is highest while packaging (Mean = 3.47) is lowest for national brand home care products.

Respondent's hierarchy of attributes preferred for private label home care products is price, quality, risk, image and packaging.

Respondents preference for price (Mean = 5.78) is highest while packaging (Mean =3.75) is lowest for private label home care products.

Table 7.14 : Mean Rank Analysis of Attitudes Towards NBs vs. PLs Across Different Attributes and Product Categories for Surat City (n2 = 125)

Categories	Brand Attributes	Attitude towards NBs		Mean Rank NBs	Attitude towards PLs		Mean Rank PLs
N = 500		Mean	*Std. Dev.*		Mean	*Std. Dev.*	
Consumer Durables	Quality	6.19	*1.053*	1	5.83	*1.083*	1
	Price	4.99	*0.938*	4	5.40	*1.215*	2
	Risk	5.11	*1.432*	3	4.78	*0.997*	4
	Packaging	4.73	*1.467*	5	4.75	*1.395*	5
	Image	5.58	*1.116*	2	5.28	*1.044*	3
Personal Care Product	Quality	6.22	*1.028*	1	5.78	*1.028*	1
	Price	5.03	*0.975*	4	5.38	*1.262*	2
	Risk	5.14	*1.444*	3	4.74	*0.943*	4
	Packaging	4.79	*1.467*	5	4.74	*1.337*	4
	Image	5.62	*1.148*	2	5.22	*0.983*	3
Home Care Products	Quality	6.17	*1.030*	1	5.78	*1.036*	1
	Price	5.06	*0.998*	4	5.42	*1.296*	2
	Risk	5.13	*1.437*	3	4.77	*1.041*	4
	Packaging	4.74	*1.461*	5	4.74	*1.461*	5
	Image	5.58	*1.166*	2	5.30	*1.057*	3

From the above table following observations can be highlighted for respondents of Surat City:

Respondent's hierarchy of attributes (higher to lower) preferred for national brand consumer durable in Surat city is quality, image, risk, price and packaging.

Respondents preference for quality (Mean = 6.19) is highest while packaging (Mean = 4.73) is lowest for national brand consumer durable.

Respondent's hierarchy of attributes preferred for private label consumer durable is quality, price, image, risk and packaging.

Respondents preference for price (Mean = 5.83) is highest while packaging (Mean = 4.75) is lowest for private label consumer durable.

Respondent's hierarchy of attributes (higher to lower) preferred for national brand personal care products is quality, image, risk, price and packaging.

Respondents preference for quality (Mean = 5.56) is highest while packaging (Mean = 3.74) is lowest for national brand personal care products.

Respondent's hierarchy of attributes preferred for private label personal care products is quality, price, image, risk and packaging.

Respondents preference for price (Mean = 5.78) is highest while risk & packaging (Mean = 4.74) is lowest for private label personal care products.

Respondent's hierarchy of attributes (higher to lower) preferred for national brand home care products is quality, image, risk, price and packaging.

Respondents preference for quality (Mean = 6.17) is highest while packaging (Mean = 4.74) is lowest for national brand home care products.

Respondent's hierarchy of attributes preferred for private label home care products is quality, price, image, risk and packaging.

Respondents preference for price (Mean = 5.78) is highest while packaging (Mean = 4.74) is lowest for private label home care products.

Table 7.15 : Mean Rank Analysis of Attitudes Towards NBs vs. PLs Across Different Attributes and Product Categories for Vadodara City (n2 = 125)

Categories	Brand Attributes	Attitude towards NBs		Mean Rank NBs	Attitude towards PLs		Mean Rank PLs
N = 500		Mean	*Std. Dev.*		Mean	*Std. Dev.*	
Consumer Durables	Quality	6.21	*1.340*	1	5.66	*1.77*	1
	Price	4.79	*0.892*	5	5.26	*1.408*	2
	Risk	5.59	*1.582*	2	4.92	*1.209*	4
	Packaging	4.94	*1.401*	4	4.83	*1.306*	5
	Image	5.5	*1.490*	3	5.08	*1.154*	3
Personal Care Product	Quality	6.16	*1.388*	1	5.61	*1.106*	1
	Price	4.81	*0.904*	5	5.26	*1.396*	3
	Risk	4.92	*1.209*	4	5.58	*1.572*	2
	Packaging	4.95	*1.419*	3	4.81	*1.324*	5
	Image	5.48	*1.479*	2	5.04	*1.194*	4
Home Care Products	Quality	6.16	*1.388*	1	5.65	*1.159*	1
	Price	4.82	*0.968*	4	5.28	*1.383*	2
	Risk	5.62	*1.595*	5	5.02	*1.205*	4
	Packaging	4.96	*1.428*	3	4.79	*1.303*	5
	Image	5.48	*1.490*	2	5.09	*1.231*	3

From the above table following observations can be highlighted for respondents of Rajkot City:

Respondent's hierarchy of attributes (higher to lower) preferred for national brand consumer durable in Vadodara city is quality, risk, image, risk, packaging and price.

Respondents preference for quality (Mean = 6.21) is highest while price (Mean = 4.79) is lowest for national brand consumer durable.

Respondent's hierarchy of attributes preferred for private label consumer durable is quality, price, image, risk and packaging.

Respondents preference for quality (Mean = 5.66) is highest while packaging (Mean = 4.66) is lowest for private label consumer durable.

Respondent's hierarchy of attributes (higher to lower) preferred for national brand personal care products is quality, image, packaging, risk, and price.

Respondents preference for quality (Mean = 6.16) is highest while price (Mean = 4.81) is lowest for national brand personal care products.

Respondent's hierarchy of attributes preferred for private label personal care products is quality, risk, price, image and packaging.

Respondents preference for quality (Mean = 5.6) is highest while packaging (Mean = 4.81) is lowest for private label personal care products.

Respondent's hierarchy of attributes (higher to lower) preferred for national brand home care products is quality, image, packaging, price and risk.

Respondents preference for quality (Mean = 6.16) is highest while risk (Mean = 5.62) is lowest for national brand home care products.

Respondent's hierarchy of attributes preferred for private label home care products is quality, price, image, risk and packaging.

Respondents preference for quality (Mean = 5.65) is highest while packaging (Mean = 4.79) is lowest for private label home care products.

Table 7.16 : Mean Rank Analysis of Attitudes Towards NBs vs. PLs Across Different Attributes and Product Categories for Rajkot City (n2 = 125)							
Categories	**Brand Attributes**	**Attitude towards NBs**		**Mean Rank NBs**	**Attitude towards PLs**		**Mean Rank PLs**
N = 500		**Mean**	***Std. Dev.***		**Mean**	***Std. Dev.***	
Consumer Durables	**Quality**	6.19	*0.830*	1	5.68	*0.819*	2
	Price	5.02	*0.793*	4	5.84	*1.180*	1
	Risk	5.08	*1.036*	3	4.87	*0.833*	4
	Packaging	4.66	*1.244*	5	4.60	*1.185*	5
	Image	5.64	*1.346*	2	5.18	*0.976*	3
Personal Care Product	**Quality**	6.16	*0.837*	1	5.66	*0.824*	2
	Price	5.02	*0.824*	4	5.74	*1.177*	1
	Risk	5.08	*1.036*	3	4.87	*0.833*	4
	Packaging	4.65	*1.272*	5	4.60	*1.143*	5
	Image	5.64	*1.346*	2	5.19	*0.981*	3
Home Care Products	**Quality**	6.16	*0.837*	1	5.66	*0.763*	2
	Price	5.03	*0.803*	4	5.76	*1.187*	1
	Risk	5.08	*1.036*	3	4.86	*0.820*	4
	Packaging	4.63	*1.168*	5	4.63	*1.168*	5
	Image	5.61	*1.337*	2	5.24	*0.995*	3

From the above table following observations can be highlighted for respondents of Rajkot City:

Respondent's hierarchy of attributes (higher to lower) preferred for national brand consumer durable in Rajkot city is quality, image, risk, price and packaging.

Respondents preference for quality (Mean = 6.19) is highest while packaging (Mean = 4.66) is lowest for national brand consumer durable.

Respondent's hierarchy of attributes preferred for private label consumer durable is price, quality, image, risk and packaging.

Respondents preference for price (Mean = 5.84) is highest while packaging (Mean = 4.60) is lowest for private label consumer durable.

Respondent's hierarchy of attributes (higher to lower) preferred for national brand personal care products is quality, image, risk, price and packaging.

Respondents preference for quality (Mean = 6.16) is highest while packaging (Mean = 4.65) is lowest for national brand personal care products.

Respondent's hierarchy of attributes preferred for private label personal care products is price, quality, image, risk and packaging.

Respondents preference for price (Mean = 5.74) is highest while packaging (Mean = 4.60) is lowest for private label personal care products.

Respondent's hierarchy of attributes (higher to lower) preferred for national brand home care products is quality, image, risk, price and packaging.

Respondents preference for quality (Mean = 6.16) is highest while packaging (Mean = 4.63) is lowest for national brand home care products.

Respondent's hierarchy of attributes preferred for private label home care products is price, quality, image, risk and packaging.

Respondents preference for price (Mean = 5.76) is highest while packaging (Mean = 4.63) is lowest for private label home care products.

C. Mean Rank Analysis of Attitudes towards NBs and PLs Consumer Durables across Attributes and Selected Cities

Table 7.17: Mean Rank Analysis of Attitudes Towards NBs and PLs Consumer Durables Across Attributes and Selected Cities.

Category	Brands Attributes	Ahmedabad		Surat		Vadodara		Rajkot	
		Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
Consumer Durables (NB)	Quality	5.56	1.291	6.19	1.053	6.21	1.340	6.19	0.830
	Mean Rank	4		2		1		3	
	Price	5.98	1.157	4.99	0.938	4.97	0.892	5.02	0.793
	Mean Rank	1		3		4		2	
	Risk	4.82	1.143	5.11	1.432	5.59	1.582	5.08	1.036
	Mean Rank	4		2		1		3	
	Packaging	3.76	1.902	3.75	1.564	4.94	1.401	4.66	1.244
	Mean Rank	3		4		1		2	
	Image	4.59	2.247	5.58	1.116	5.5	1.490	5.64	1.346
	Mean Rank	4		2		3		1	
Consumer Durables (PLs)	Quality	5.03	0.951	5.83	1.083	5.66	1.77	5.68	0.819
	Mean Rank	4		1		3		2	
	Price	5.78	1.692	5.40	1.215	5.26	1.408	5.84	1.180
	Mean Rank	2		3		4		1	
	Risk	4.58	0.774	4.78	0.997	4.92	1.209	4.87	0.833
	Mean Rank	4		3		1		2	
	Packaging	3.75	1.564	4.75	1.395	4.83	1.306	4.60	1.185
	Mean Rank	4		2		1		3	
	Image	4.28	1.473	5.28	1.044	5.08	1.154	5.18	0.976
	Mean Rank	4		1		3		2	

Below mentioned observations can be drawn from the above table:

Respondents from Vadodara have highest positive attitude (M = 6.21), while of Ahmedabad least positive attitude (M = 5.56) for national brands consumer durables, with respect to quality as attribute.

Respondents from Ahmedabad have highest positive attitude (M = 5.98), while of Vadodara have lowest positive attitude (M = 4.97) for national brands consumer durables, with respect to price as attribute.

Respondents of Vadodara have highest positive attitude (M = 5.59), while of Ahmedabad have least positive attitude (M = 4.82) for national brands consumer durables, with respect to risk (risk – free) as attribute.

Respondents of Vadodara have highest positive attitude (M = 4.94), while of Surat have lowest positive attitude (M = 3.75) for national brands consumer durables, with respect to packaging as attribute.

Respondents of Rajkot have highest positive attitude (M = 5.64), while of Ahmedabad have least positive attitude (M = 4.59) for national brands consumer durables, with respect to image as attribute.

Respondents from Surat have highest positive attitude (M = 5.83), while of Ahmedabad least positive attitude (M = 5.03) for private label consumer durables, with respect to quality as attribute.

Respondents from Rajkot have highest positive attitude (M = 5.84), while of Vadodara have lowest positive attitude (M = 5.26) for private label consumer durables, with respect to price as attribute.

Respondents of Vadodara have highest positive attitude (M = 4.92), while of Ahmedabad have least positive attitude (M = 4.58) for private label consumer durables, with respect to risk (risk – free) as attribute.

Respondents of Vadodara have highest positive attitude (M = 4.83), while of Ahmedabad have lowest positive attitude (M = 3.75) for private label consumer durables, with respect to packaging as attribute.

Respondents of Surat have highest positive attitude (M = 5.28), while of Ahmedabad have least positive attitude (M = 4.28) for private label consumer durables, with respect to image as attribute.

Table 7.18: Mean Rank Analysis of Attitudes Towards NBs and PLs Personal Care Products Across Attributes and Selected Cities.

Category	Brands Attributes	Ahmedabad		Surat		Vadodara		Rajkot	
		Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
Personal Care Products (NB)	Quality	5.56	*1.291*	6.22	*1.028*	6.16	*1.388*	6.16	*0.837*
	Mean Rank	3		1		2		2	
	Price	4.96	*1.146*	5.03	*0.975*	4.81	*0.904*	5.02	*0.824*
	Mean Rank	3		1		4		2	
	Risk	4.82	*1.143*	5.14	*1.444*	4.92	*1.209*	5.08	*1.036*
	Mean Rank	4		1		3		2	
	Packaging	3.74	*1.921*	4.79	*1.467*	4.95	*1.419*	4.65	*1.272*
	Mean Rank	4		2		1		3	
	Image	4.59	*2.247*	5.62	*1.148*	5.48	*1.479*	5.64	*1.346*
	Mean Rank	4		2		3		1	
Personal Care Products (PLs)	Quality	5.02	*0.893*	5.78	*1.028*	5.61	*1.106*	5.66	*0.824*
	Mean Rank	4		1		3		2	
	Price	5.78	*1.692*	5.38	*1.262*	5.26	*1.396*	5.74	*1.177*
	Mean Rank	1		3		4		2	
	Risk	4.58	*0.765*	4.74	*0.943*	5.58	*1.572*	4.87	*0.833*
	Mean Rank	4		3		1		2	
	Packaging	3.77	*1.551*	4.74	*1.337*	4.81	*1.324*	4.60	*1.143*
	Mean Rank	4		2		1		3	
	Image	4.27	*1.467*	5.22	*0.983*	5.04	*1.194*	5.19	*0.981*
	Mean Rank	4		1		3		2	

Below mentioned observations can be drawn from the above table:

Respondents from Surat have highest positive attitude (M = 6.22), while of Ahmedabad least positive attitude (M = 5.56) for national brands personal care products, with respect to quality as attribute.

Respondents from Surat have highest positive attitude (M = 5.03), while of Vadodara have lowest positive attitude (M = 4.81) for national brands personal care products, with respect to price as attribute.

Respondents of Surat have highest positive attitude (M = 5.14), while of Ahmedabad have least positive attitude (M = 4.82) for national brands personal care products, with respect to risk (risk – free) as attribute.

Respondents of Vadodara have highest positive attitude (M = 4.95), while of Ahmedabad have lowest positive attitude (M = 3.74) for national brands personal care products, with respect to packaging as attribute.

Respondents of Rajkot have highest positive attitude (M = 5.64), while of Ahmedabad have least positive attitude (M = 4.59) for national brands personal care products, with respect to image as attribute.

Respondents from Surat have highest positive attitude (M = 5.78), while of Ahmedabad least positive attitude (M = 5.02) for private label personal care products, with respect to quality as attribute.

Respondents from Ahmedabad have highest positive attitude (M = 5.78), while of Vadodara have lowest positive attitude (M = 5.26) for private label personal care products, with respect to price as attribute.

Respondents of Vadodara have highest positive attitude (M = 5.58), while of Ahmedabad have least positive attitude (M = 4.58) for private label personal care products, with respect to risk (risk – free) as attribute.

Respondents of Vadodara have highest positive attitude (M = 4.81), while of Ahmedabad have lowest positive attitude (M = 3.77) for private label personal care products, with respect to packaging as attribute.

Respondents of Surat have highest positive attitude (M = 5.22), while of Ahmedabad have least positive attitude (M = 4.24) for private label personal care products, with respect to image as attribute.

Table 7.19: Mean Rank Analysis of Attitudes Towards NBs and PLs Home Care Products Across Attributes and Selected Cities.

Category	Brands Attributes	Ahmedabad		Surat		Vadodara		Rajkot	
		Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
Home Care Products (NB)	Quality	5.53	*1.126*	6.17	*1.030*	6.16	*1.388*	6.16	*0.837*
	Mean Rank	3		1		2		2	
	Price	5.03	*1.117*	5.06	*0.998*	4.82	*0.968*	5.03	*0.803*
	Mean Rank	2		1		3		2	
	Risk	4.82	*1.143*	5.13	*1.437*	5.62	*1.595*	5.08	*1.036*
	Mean Rank	4		2		1		3	
	Packaging	3.74	*1.921*	4.74	*1.461*	4.96	*1.428*	4.63	*1.168*
	Mean Rank	4		2		1		3	
	Image	4.59	*2.247*	5.58	*1.166*	5.48	*1.490*	5.61	*1.337*
	Mean Rank	4		2		3		1	
Home Care Products (PLs)	Quality	5.01	*0.866*	5.78	*1.036*	5.65	*1.159*	5.66	*0.763*
	Mean Rank	4		1		3		2	
	Price	5.78	*1.692*	5.42	*1.296*	5.28	*1.383*	5.76	*1.187*
	Mean Rank	1		3		4		2	
	Risk	4.59	*0.784*	4.77	*1.041*	5.02	*1.205*	4.86	*0.820*
	Mean Rank	4		3		1		2	
	Packaging	3.75	*1.564*	4.74	*1.461*	4.79	*1.303*	4.63	*1.168*
	Mean Rank	4		2		1		3	
	Image	4.29	*1.480*	5.30	*1.057*	5.09	*1.231*	5.24	*0.995*
	Mean Rank	4		1		3		2	

Below mentioned observations can be drawn from the above table:

Respondents from Surat have highest positive attitude (M = 6.17), while of Ahmedabad least positive attitude (M = 5.53) for national brands home care products, with respect to quality as attribute.

Respondents from Surat have highest positive attitude (M = 5.06), while of Vadodara have lowest positive attitude (M = 4.82) for national brands home care products, with respect to price as attribute.

Respondents of Vadodara have highest positive attitude (M = 5.62), while of Ahmedabad have least positive attitude (M = 4.82) for national brands home care products, with respect to risk (risk – free) as attribute.

Respondents of Vadodara have highest positive attitude (M = 4.96), while of Ahmedabad have lowest positive attitude (M = 3.74) for national brands home care products, with respect to packaging as attribute.

Respondents of Rajkot have highest positive attitude (M = 5.61), while of Ahmedabad have least positive attitude (M = 4.59) for national brands home care products, with respect to image as attribute.

Respondents from Surat have highest positive attitude (M = 5.78), while of Ahmedabad least positive attitude (M = 5.01) for private label home care products, with respect to quality as attribute.

Respondents from Ahmedabad have highest positive attitude (M = 5.78), while of Vadodara have lowest positive attitude (M = 5.28) for private label home care products, with respect to price as attribute.

Respondents of Vadodara have highest positive attitude (M = 5.02), while of Ahmedabad have least positive attitude (M = 4.59) for private label home care products, with respect to risk (risk – free) as attribute.

Respondents of Vadodara have highest positive attitude (M = 4.79), while of Ahmedabad have lowest positive attitude (M = 4.59) for private label home care products, with respect to packaging as attribute.

Respondents of Surat have highest positive attitude (M = 5.30), while of Ahmedabad have least positive attitude (M = 4.29) for private label home care products, with respect to image as attribute.

6. Testing of Hypothesis

All hypotheses were tested with respect to each city, only significant results and analysis are discussed as follows with respective tables. Moreover after one-way analysis of variance (ANOVA), to explore further and compare the mean of one group with the mean of another Fisher's Least Significant Difference (LSD) test was administered to Age Group, Monthly Household Income, Occupation and Shopping Frequency of respondent. The test was not administered for variables viz. Gender, Type of Family and Marital Status as there are less than three groups.

Hθ1 Respondent's attitude towards Quality of Private Label Product (CD, PC & HC) is independent of Gender.

Hθ2 Respondent's attitude towards Price of Private Label Product (CD, PC & HC) is independent of Gender.

Hθ3 Respondent's attitude towards Risk Associated of Private Label Product (CD, PC & HC) is independent of Gender.

Hθ4 Respondent's attitude towards Packaging of Private Label (CD, PC & HC) Product is independent of Gender.

Hθ5 Respondent's attitude towards Brand Image of Private Label Product (CD, PC & HC) is independent of Gender.

Ahmedabad City

As per Table 7.20.a, gender has significant effect on attitude towards private label brands, across quality, price, packaging and brand image across all merchandise categories viz. consumer durables, personal care products and home care products.

It is observed from Table 7.20.b that male have slightly positive attitude with respect to quality as attribute across all product categories of private label brands.

Further from Table 7.20.b we can notice that female have moderately positive attitude with respect to price as attribute across all product categories, with respect to quality it is observed to be slightly positive across all product categories, with respect to brand image it was found to be neutral across all product categories and with respect to packaging female respondents have slightly negative attitude towards all categories of private label brands.

Table 7.20.a : Effect of respondents Gender on attitude towards PLs (ANOVA) - Ahmedabad						
		Sum of Squares	df	Mean Square	F	Sig.
Q_P_CD	Between Groups	5.743	1	5.743	7.198	.008
	Within Groups	98.129	123	.798		
	Total	103.872	124			
Q_P_PC	Between Groups	8.040	1	8.040	10.881	.001
	Within Groups	90.888	123	.739		
	Total	98.928	124			
Q_P_HC	Between Groups	7.902	1	7.902	11.422	.001
	Within Groups	85.090	123	.692		
	Total	92.992	124			
P_P_CD	Between Groups	32.014	1	32.014	12.185	.001
	Within Groups	323.154	123	2.627		
	Total	355.168	124			
P_P_PC	Between Groups	32.014	1	32.014	12.185	.001
	Within Groups	323.154	123	2.627		
	Total	355.168	124			
P_P_HC	Between Groups	32.014	1	32.014	12.185	.001
	Within Groups	323.154	123	2.627		
	Total	355.168	124			
PC_P_CD	Between Groups	67.176	1	67.176	34.991	.000
	Within Groups	236.136	123	1.920		
	Total	303.312	124			
PC_P_PC	Between Groups	70.581	1	70.581	38.128	.000
	Within Groups	227.691	123	1.851		
	Total	298.272	124			
PC_P_HC	Between Groups	67.176	1	67.176	34.991	.000
	Within Groups	236.136	123	1.920		
	Total	303.312	124			
BI_P_CD	Between Groups	21.837	1	21.837	10.858	.001
	Within Groups	247.363	123	2.011		
	Total	269.200	124			
BI_P_PC	Between Groups	20.889	1	20.889	10.450	.002
	Within Groups	245.863	123	1.999		
	Total	266.752	124			
BI_P_HC	Between Groups	21.114	1	21.114	10.366	.002
	Within Groups	250.518	123	2.037		
	Total	271.632	124			

Table 7.20.b : Effect of respondents Gender on attitude towards PLs (Descriptive) - Ahmedabad							
		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
Q_P_CD	Male	54	5.28	.899	.122	3	7
	Female	71	4.85	.889	.105	3	7
	Total	125	5.03	.915	.082	3	7
Q_P_PC	Male	54	5.31	.907	.123	3	7
	Female	71	4.80	.821	.097	3	7
	Total	125	5.02	.893	.080	3	7
Q_P_HC	Male	54	5.30	.882	.120	3	7
	Female	71	4.79	.791	.094	3	6
	Total	125	5.01	.866	.077	3	7
P_P_CD	Male	54	5.20	1.784	.243	1	7
	Female	71	6.23	1.485	.176	1	7
	Total	125	5.78	1.692	.151	1	7
P_P_PC	Male	54	5.20	1.784	.243	1	7
	Female	71	6.23	1.485	.176	1	7
	Total	125	5.78	1.692	.151	1	7
P_P_HC	Male	54	5.20	1.784	.243	1	7
	Female	71	6.23	1.485	.176	1	7
	Total	125	5.78	1.692	.151	1	7
PC_P_CD	Male	54	4.59	1.267	.172	2	7
	Female	71	3.11	1.469	.174	1	6
	Total	125	3.75	1.564	.140	1	7
PC_P_PC	Male	54	4.63	1.202	.164	2	7
	Female	71	3.11	1.469	.174	1	6
	Total	125	3.77	1.551	.139	1	7
PC_P_HC	Male	54	4.59	1.267	.172	2	7
	Female	71	3.11	1.469	.174	1	6
	Total	125	3.75	1.564	.140	1	7
BI_P_CD	Male	54	4.76	1.115	.152	2	6
	Female	71	3.92	1.610	.191	1	7
	Total	125	4.28	1.473	.132	1	7
BI_P_PC	Male	54	4.74	1.102	.150	2	6
	Female	71	3.92	1.610	.191	1	7
	Total	125	4.27	1.467	.131	1	7
BI_P_HC	Male	54	4.76	1.115	.152	2	6
	Female	71	3.93	1.624	.193	1	7
	Total	125	4.29	1.480	.132	1	7

Surat City

As per Table 7.21.a, gender has significant effect on attitude towards private label brands, across risk, packaging and brand image as attributes for personal care products; risk and packaging as attributes for home care products; and packaging as attribute for consumer durables.

It is observed from Table 7.21.b that male have slightly positive attitude with respect to risk as attribute for personal care as well as house hold care products, packaging for house hold care and brand image for personal care products while attitude is found to be neutral for packaging of consumer durable as well as personal care products.

Further from Table 7.21.b we can notice that female have slightly positive attitude with respect to risk as attribute across personal care and house hold care products; for packaging as attribute across all categories while for brand image as attribute personal care products, respectively.

Table 7.21.a : Effect of respondents Gender on attitude towards PLs (ANOVA) – Surat

		Sum of Squares	df	Mean Square	F	Sig.
R_P_PC	Between Groups	4.756	1	4.756	5.543	.020
	Within Groups	105.532	123	.858		
	Total	110.288	124			
R_P_HC	Between Groups	4.549	1	4.549	4.313	.040
	Within Groups	129.723	123	1.055		
	Total	134.272	124			
PC_P_CD	Between Groups	20.884	1	20.884	11.653	.001
	Within Groups	220.428	123	1.792		
	Total	241.312	124			
PC_P_PC	Between Groups	21.438	1	21.438	13.160	.000
	Within Groups	200.370	123	1.629		
	Total	221.808	124			
PC_P_HC	Between Groups	16.411	1	16.411	8.955	.003
	Within Groups	225.397	123	1.832		
	Total	241.808	124			
BI_P_PC	Between Groups	3.926	1	3.926	4.170	.043
	Within Groups	115.802	123	.941		
	Total	119.728	124			

Table 7.21.b : Effect of respondents Gender on attitude towards PLs (Descriptive) - Surat							
		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
R_P_PC	Male	86	4.60	.871	.094	2	7
	Female	39	5.03	1.038	.166	3	7
	Total	125	4.74	.943	.084	2	7
R_P_HC	Male	86	4.64	.919	.099	2	7
	Female	39	5.05	1.234	.198	2	7
	Total	125	4.77	1.041	.093	2	7
PC_P_CD	Male	86	4.48	1.461	.158	1	7
	Female	39	5.36	1.013	.162	3	7
	Total	125	4.75	1.395	.125	1	7
PC_P_PC	Male	86	4.47	1.378	.149	1	7
	Female	39	5.36	1.013	.162	3	7
	Total	125	4.74	1.337	.120	1	7
PC_P_HC	Male	86	4.50	1.493	.161	1	7
	Female	39	5.28	.972	.156	3	7
	Total	125	4.74	1.396	.125	1	7
BI_P_PC	Male	86	5.10	.908	.098	3	7
	Female	39	5.49	1.097	.176	2	7
	Total	125	5.22	.983	.088	2	7

Vadodara City

It was observed that attitude towards private label brands is independent of gender of respondents, in Vadodara City.

Rajkot City

As per Table 7.22.a, gender has significant effect on attitude towards private label brands, across risk and packaging attributes for all selected product categories.

It is observed from Table 7.21.b that male and female both have slightly positive attitude with respect to risk and packaging as attribute for all product categories respectively.

Table 7.22.a : Effect of respondents Gender on attitude towards PLs (ANOVA) - Rajkot						
		Sum of	df	Mean Square	F	Sig.
R_P_CD	Between Groups	4.287	1	4.287	6.458	.012
	Within Groups	81.665	123	.664		
	Total	85.952	124			
R_P_PC	Between Groups	4.287	1	4.287	6.458	.012
	Within Groups	81.665	123	.664		
	Total	85.952	124			
R_P_HC	Between Groups	4.637	1	4.637	7.240	.008
	Within Groups	78.771	123	.640		
	Total	83.408	124			
PC_P_CD	Between Groups	6.434	1	6.434	4.723	.032
	Within Groups	167.566	123	1.362		
	Total	174.000	124			
PC_P_PC	Between Groups	6.434	1	6.434	5.087	.026
	Within Groups	155.566	123	1.265		
	Total	162.000	124			
PC_P_HC	Between Groups	5.623	1	5.623	4.231	.042
	Within Groups	163.449	123	1.329		
	Total	169.072	124			

Table 7.22.b : Effect of respondents Gender on attitude towards PLs (Descriptive) - Rajkot							
		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
R_P_CD	Male	103	4.79	.848	.084	3	6
	Female	22	5.27	.631	.135	4	6
	Total	125	4.87	.833	.074	3	6
R_P_PC	Male	103	4.79	.848	.084	3	6
	Female	22	5.27	.631	.135	4	6
	Total	125	4.87	.833	.074	3	6
R_P_HC	Male	103	4.77	.831	.082	3	6
	Female	22	5.27	.631	.135	4	6
	Total	125	4.86	.820	.073	3	6
PC_P_CD	Male	103	4.50	1.128	.111	2	7
	Female	22	5.09	1.342	.286	2	7
	Total	125	4.60	1.185	.106	2	7
PC_P_PC	Male	103	4.50	1.074	.106	2	7
	Female	22	5.09	1.342	.286	2	7
	Total	125	4.60	1.143	.102	2	7
PC_P_HC	Male	103	4.53	1.110	.109	2	7
	Female	22	5.09	1.342	.286	2	7
	Total	125	4.63	1.168	.104	2	7

H06 Respondent's attitude towards Quality of Private Label Product (CD, PC & HC) is independent of Age (age group).

H07 Respondent's attitude towards Price of Private Label Product (CD, PC & HC) is independent of Age (age group).

H08 Respondent's attitude towards Risk Associated of Private Label Product (CD, PC & HC) is independent of Age (age group).

H09 Respondent's attitude towards Packaging of Private Label Product (CD, PC & HC) is independent of Age (age group).

H010 Respondent's attitude towards Brand Image of Private Label Product (CD, PC & HC) is independent of Age (age group).

Ahmadabad City

It was observed that attitude towards private label brands is independent of respondents age in Ahmedabad City.

Surat City

It was observed that attitude towards private label brands is independent of respondents age in Surat City.

Vadodara City

From table 7.23.a it is observed that respondent's age has significant effect on attitude towards private label brands.

Age was found to have significant effect on respondent's attitude for price and risk (risk free) as attributes across all selected private label categories; while it was found to be significant for brand image as attribute, for private label consumer durable and home care products.

From table 7.23.b and 7.23.c it is observed that -

- Price as attribute for private label consumer durables, means are significantly different for 18 to 30 Years and 31 to 40 Years age group, and attitude is found to be moderately positive and slightly positive respectively.
- Price as attribute for private label personal care as well as home care products, means are significantly different for age group viz. 18 to 30 Years & 31 to 40 Years, and 31 to 40 Years & 51 to 60 Years respectively. Moreover moderately positive attitude was found for 18 to 30 Years and 51 to 60 Years age group, while slightly positive attitude was found for 31 to 40 Years age group.
- Risk (risk free) as attribute for private label consumer durable, personal care products and home care products, means are significantly different for age group viz. 18 to 30 Years & 41 to 50 Years, 18 to 30 Years & 51 to 60 Years, 31 to 40 Years & 41 to 50 Years and 31 to 40 Years & 51 to 60 Years respectively. Moreover moderately positive attitude was found for 41 to 50 Years and 51 to 60 Years age group, while slightly positive attitude was found for 18 to 30 Years and 31 to 40 Years age group.
- Brand image as attribute for private label consumer durable and home care products, means are significantly different for age group viz. 18 to 30 Years & 51 to 60 Years, 31 to 40 Years & 51 to 60 Years, 31 to 40 Years & 41 to 50 Years and 31 to 40 Years & 51 to 60 Years respectively. Moreover moderately positive attitude was found for 41 to 50 Years and 51 to 60 Years age group, while slightly positive attitude was found for 18 to 30 Years and 31 to 40 Years age group.

Table 7.23.a : Effect on respondents attitude towards PLs with respect to Age Group (ANOVA) - Vadodara						
		Sum of Squares	df	Mean Square	F	Sig.
P_P_CD	Between Groups	15.992	3	5.331	2.807	.043
	Within Groups	229.816	121	1.899		
	Total	245.808	124			
P_P_PC	Between Groups	22.241	3	7.414	4.086	.008
	Within Groups	219.567	121	1.815		
	Total	241.808	124			
P_P_HC	Between Groups	18.392	3	6.131	3.390	.020
	Within Groups	218.808	121	1.808		
	Total	237.200	124			
R_P_CD	Between Groups	26.377	3	8.792	6.871	.000
	Within Groups	154.823	121	1.280		
	Total	181.200	124			
R_P_PC	Between Groups	22.429	3	7.476	5.860	.001
	Within Groups	154.371	121	1.276		
	Total	176.800	124			
R_P_HC	Between Groups	15.973	3	5.324	3.929	.010
	Within Groups	163.995	121	1.355		
	Total	179.968	124			
BI_P_CD	Between Groups	11.150	3	3.717	2.919	.037
	Within Groups	154.050	121	1.273		
	Total	165.200	124			
BI_P_HC	Between Groups	15.442	3	5.147	3.609	.015
	Within Groups	172.590	121	1.426		
	Total	188.032	124			

Table 7.23.b : Effect on respondents attitude towards PLs with respect to Age Group (Descriptive)							
		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
P_P_CD	18 to 30 Years	53	5.57	1.279	.176	1	7
	31 to 40 Years	49	4.84	1.532	.219	2	7
	41 to 50 Years	9	5.11	.782	.261	4	6
	51 to 60 Years	14	5.64	1.447	.387	3	7
	Total	125	5.26	1.408	.126	1	7
P_P_PC	18 to 30 Years	53	5.60	1.291	.177	1	7
	31 to 40 Years	49	4.78	1.462	.209	2	7
	41 to 50 Years	9	5.00	.707	.236	4	6
	51 to 60 Years	14	5.79	1.424	.381	3	7
	Total	125	5.26	1.396	.125	1	7
P_P_HC	18 to 30 Years	53	5.58	1.292	.178	1	7
	31 to 40 Years	49	4.84	1.448	.207	2	7
	41 to 50 Years	9	5.11	.782	.261	4	6
	51 to 60 Years	14	5.79	1.424	.381	3	7
	Total	125	5.28	1.383	.124	1	7
R_P_CD	18 to 30 Years	53	4.74	1.211	.166	1	7
	31 to 40 Years	49	4.67	1.162	.166	2	7
	41 to 50 Years	9	6.11	.601	.200	5	7
	51 to 60 Years	14	5.71	.914	.244	5	7
	Total	125	4.92	1.209	.108	1	7
R_P_PC	18 to 30 Years	53	4.79	1.335	.183	1	7
	31 to 40 Years	49	4.73	1.036	.148	2	6
	41 to 50 Years	9	6.11	.601	.200	5	7
	51 to 60 Years	14	5.64	.745	.199	5	7
	Total	125	4.96	1.194	.107	1	7
R_P_HC	18 to 30 Years	53	4.94	1.350	.185	1	7
	31 to 40 Years	49	4.76	1.090	.156	2	7
	41 to 50 Years	9	5.89	.782	.261	5	7
	51 to 60 Years	14	5.64	.745	.199	5	7
	Total	125	5.02	1.205	.108	1	7
BI_P_CD	18 to 30 Years	53	4.98	1.185	.163	1	7
	31 to 40 Years	49	4.90	1.195	.171	3	7
	41 to 50 Years	9	5.56	.527	.176	5	6
	51 to 60 Years	14	5.79	.893	.239	4	7
	Total	125	5.08	1.154	.103	1	7
BI_P_HC	18 to 30 Years	53	4.94	1.292	.177	1	7
	31 to 40 Years	49	4.90	1.195	.171	3	7
	41 to 50 Years	9	5.78	.833	.278	5	7
	51 to 60 Years	14	5.86	.949	.254	4	7
	Total	125	5.09	1.231	.110	1	7

Table 7.23.c : Effect on respondents attitude towards PLs with respect to Age Group(Multiple Comparisons - LSD) - Vadodara					
Dependent Variable	(I) AgeGroup	(J) AgeGroup	Mean Difference (I-J)	Std. Error	Sig.
P_P_CD	18 to 30 Years	31 to 40 Years	.729*	.273	.009
P_P_PC	18 to 30 Years	31 to 40 Years	.828*	.267	.002
	31 to 40 Years	51 to 60 Years	-1.010*	.408	.015
P_P_HC	18 to 30 Years	31 to 40 Years	.748*	.267	.006
	31 to 40 Years	51 to 60 Years	-.949*	.408	.022
R_P_CD	18 to 30 Years	41 to 50 Years	-1.375*	.408	.001
		51 to 60 Years	-.978*	.340	.005
	31 to 40 Years	41 to 50 Years	-1.438*	.410	.001
		51 to 60 Years	-1.041*	.343	.003
R_P_PC	18 to 30 Years	41 to 50 Years	-1.319*	.407	.002
		51 to 60 Years	-.850*	.339	.014
	31 to 40 Years	41 to 50 Years	-1.376*	.410	.001
		51 to 60 Years	-.908*	.342	.009
R_P_HC	18 to 30 Years	41 to 50 Years	-.945*	.420	.026
		51 to 60 Years	-.699*	.350	.048
	31 to 40 Years	41 to 50 Years	-1.134*	.422	.008
		51 to 60 Years	-.888*	.353	.013
BI_P_CD	18 to 30 Years	51 to 60 Years	-.805*	.339	.019
	31 to 40 Years	51 to 60 Years	-.888*	.342	.011
BI_P_HC	18 to 30 Years	51 to 60 Years	-.914*	.359	.012
	31 to 40 Years	41 to 50 Years	-.880*	.433	.044
		51 to 60 Years	-.959*	.362	.009

Rajkot City

As per table 7.24.a respondents age was found to have significant effect on respondent's attitude for brand image as attributes across all selected private label categories.

As per table 7.24.b and 7.24.c it is observed that

- Brand image as attribute for private label consumer durable, personal care and home care products, means are significantly different for age group viz. 18 to 30 Years & 31 to 40 Years.

Table 7.24.a : Effect on respondents attitude towards PLs with respect to Age Group (ANOVA) - Rajkot						
		Sum of Squares	df	Mean Square	F	Sig.
BI_P_CD	Between Groups	6.503	2	3.252	3.554	.032
	Within Groups	111.625	122	.915		
	Total	118.128	124			
BI_P_PC	Between Groups	6.892	2	3.446	3.737	.027
	Within Groups	112.500	122	.922		
	Total	119.392	124			
BI_P_HC	Between Groups	8.175	2	4.088	4.350	.015
	Within Groups	114.625	122	.940		
	Total	122.800	124			

Table 7.24.b : Effect on respondents attitude towards PLs with respect to Age Group (Descriptive) - Rajkot							
		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
BI_P_CD	18 to 30 Years	96	5.27	.888	.091	3	7
	31 to 40 Years	27	4.78	1.188	.229	3	6
	51 to 60 Years	2	6.00	.000	.000	6	6
	Total	125	5.18	.976	.087	3	7
BI_P_PC	18 to 30 Years	96	5.29	.893	.091	3	7
	31 to 40 Years	27	4.78	1.188	.229	3	6
	51 to 60 Years	2	6.00	.000	.000	6	6
	Total	125	5.19	.981	.088	3	7
BI_P_HC	18 to 30 Years	96	5.35	.906	.092	3	7
	31 to 40 Years	27	4.78	1.188	.229	3	6
	51 to 60 Years	2	6.00	.000	.000	6	6
	Total	125	5.24	.995	.089	3	7

Table 7.24.c : Effect on respondents attitude towards PLs with respect to Age Group(Multiple Comparisons - LSD) - Rajkot					
Dependent Variable	(I) AgeGroup	(J) AgeGroup	Mean Difference (I-J)	Std. Error	Sig.
BI_P_CD	18 to 30 Years	31 to 40 Years	.493*	.208	.020
BI_P_PC	18 to 30 Years	31 to 40 Years	.514*	.209	.015
BI_P_HC	18 to 30 Years	31 to 40 Years	.576*	.211	.007

Hθ11 Respondent's attitude towards Quality of Private Label Product (CD, PC & HC) is independent of Monthly Household Income.

Hθ12 Respondent's attitude towards Price of Private Label Product (CD, PC & HC) is independent of Monthly Household Income.

Hθ13 Respondent's attitude towards Risk Associated of Private Label Product (CD, PC & HC) is independent of Monthly Household Income.

Hθ14 Respondent's attitude towards Packaging of Private Label Product (CD, PC & HC) is independent of Monthly Household Income.

Hθ15 Respondent's attitude towards Brand Image of Private Label Product (CD, PC & HC) is independent of Monthly Household Income.

Ahmedabad City

As per table 7.25.a respondent's monthly household income was found to have significant effect on respondent's attitude for quality as attributes for private label personal care as well as home care products.

While respondents monthly household income also have significant effect on respondent's attitude with respect to price and brand image as attributes across all selected private label categories.

As per table 7.25.b and 7.25.c it is observed that -

- Quality as attribute for private label personal care as well as home care products, means are significantly different for monthly household income of respondent viz., Up-to 20K & 41K to 60K, 21K to 40K & 41K to 60K and 41K to 60K for private label personal care products and Up-to 20K & 41K, 21K to 40K & 61K to 80K, 41K to 60K & 61K to 80K and 81K to 100K & 61K to 80K for private label household products. Moreover moderately positive attitude was found for monthly income group of 81K to 100K, while slightly positive attitude was found for all other income group across both categories respectively.

- Price as attribute for private label consumer durable, personal care as well as home care products, means are significantly different for income group viz. up-to 20K and all other income group and 21K to 40K & 41K to 60K, 81K to 100K respectively. Moreover extremely positive attitude was found for income group up-to 20K, moderately positive attitude for 21K to 40K, slightly positive attitude for 41K to 60K and slightly negative attitude for 81K to 100K income group respectively across all three categories.
- Brand image as attribute for private label consumer durable, personal care and home care products, means are significantly different for income group viz. up-to 20K & 41K to 60K, 61K to 80K and 21K to 40K & 41K to 60K respectively. Moreover respondents with income up to 20K were neutral; while of all other income group it was found to be slightly positive attitude for all categories.

Table 7.25.a : Effect on respondents attitude towards PLs with respect to Monthly Household Income (ANOVA) - Ahmedabad

		Sum of	df	Mean	F	Sig.
Q_P_PC	Between Groups	7.964	4	1.991	2.627	.038
	Within Groups	90.964	120	.758		
	Total	98.928	124			
Q_P_HC	Between Groups	8.808	4	2.202	3.139	.017
	Within Groups	84.184	120	.702		
	Total	92.992	124			
P_P_CD	Between Groups	67.064	4	16.766	6.983	.000
	Within Groups	288.104	120	2.401		
	Total	355.168	124			
P_P_PC	Between Groups	67.064	4	16.766	6.983	.000
	Within Groups	288.104	120	2.401		
	Total	355.168	124			
P_P_HC	Between Groups	67.064	4	16.766	6.983	.000
	Within Groups	288.104	120	2.401		
	Total	355.168	124			
BI_P_CD	Between Groups	32.273	4	8.068	4.086	.004
	Within Groups	236.927	120	1.974		
	Total	269.200	124			
BI_P_PC	Between Groups	30.562	4	7.640	3.882	.005
	Within Groups	236.190	120	1.968		
	Total	266.752	124			
BI_P_HC	Between Groups	31.137	4	7.784	3.884	.005
	Within Groups	240.495	120	2.004		
	Total	271.632	124			

Table 7.25.b : Effect on respondents attitude towards PLs with respect to Monthly Household Income (Descriptive) - Ahmedabad							
		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
Q_P_PC	Upto 20K	37	4.84	.928	.153	3	6
	21K to 40K	62	5.00	.810	.103	4	7
	41K to 60K	19	5.47	.697	.160	5	7
	61K to 80K	5	4.60	1.673	.748	3	7
	81K to 100K	2	6.00	.000	.000	6	6
	Total	125	5.02	.893	.080	3	7
Q_P_HC	Upto 20K	37	4.84	.928	.153	3	6
	21K to 40K	62	5.03	.849	.108	4	7
	41K to 60K	19	5.37	.496	.114	5	6
	61K to 80K	5	4.20	1.095	.490	3	5
	81K to 100K	2	6.00	.000	.000	6	6
	Total	125	5.01	.866	.077	3	7
P_P_CD	Upto 20K	37	6.54	.989	.163	4	7
	21K to 40K	62	5.85	1.587	.202	1	7
	41K to 60K	19	4.63	2.033	.466	1	7
	61K to 80K	5	4.80	2.049	.917	3	7
	81K to 100K	2	3.00	2.828	2.000	1	5
	Total	125	5.78	1.692	.151	1	7
P_P_PC	Upto 20K	37	6.54	.989	.163	4	7
	21K to 40K	62	5.85	1.587	.202	1	7
	41K to 60K	19	4.63	2.033	.466	1	7
	61K to 80K	5	4.80	2.049	.917	3	7
	81K to 100K	2	3.00	2.828	2.000	1	5
	Total	125	5.78	1.692	.151	1	7
P_P_HC	Upto 20K	37	6.54	.989	.163	4	7
	21K to 40K	62	5.85	1.587	.202	1	7
	41K to 60K	19	4.63	2.033	.466	1	7
	61K to 80K	5	4.80	2.049	.917	3	7
	81K to 100K	2	3.00	2.828	2.000	1	5
	Total	125	5.78	1.692	.151	1	7
BI_P_CD	Upto 20K	37	3.70	1.596	.262	2	7
	21K to 40K	62	4.26	1.503	.191	1	6
	41K to 60K	19	5.16	.602	.138	4	6
	61K to 80K	5	5.20	.447	.200	5	6
	81K to 100K	2	5.00	.000	.000	5	5
	Total	125	4.28	1.473	.132	1	7
BI_P_PC	Upto 20K	37	3.70	1.596	.262	2	7
	21K to 40K	62	4.26	1.503	.191	1	6
	41K to 60K	19	5.11	.567	.130	4	6
	61K to 80K	5	5.20	.447	.200	5	6
	81K to 100K	2	5.00	.000	.000	5	5
	Total	125	4.27	1.467	.131	1	7
BI_P_HC	Upto 20K	37	3.73	1.627	.267	2	7
	21K to 40K	62	4.26	1.503	.191	1	6
	41K to 60K	19	5.16	.602	.138	4	6
	61K to 80K	5	5.20	.447	.200	5	6
	81K to 100K	2	5.00	.000	.000	5	5
	Total	125	4.29	1.480	.132	1	7

Table 7.25.c : Effect on respondents attitude towards PLs with respect to Monthly Household Income (Multiple Comparisons - LSD) - Ahmedabad					
Dependent Variable	(I) MonthlyHouseholdIncome	(J) MonthlyHouseholdIncome	Mean Difference (I-J)	Std. Error	Sig.
Q_P_PC	Upto 20K	41K to 60K	-.636*	.246	.011
	21K to 40K	41K to 60K	-.474*	.228	.040
	41K to 60K	61K to 80K	.874*	.438	.048
Q_P_HC	Upto 20K	41K to 60K	-.531*	.236	.027
	21K to 40K	61K to 80K	.832*	.389	.035
	41K to 60K	61K to 80K	1.168*	.421	.006
	81K to 100K	61K to 80K	1.800*	.701	.011
P_P_CD	Upto 20K	21K to 40K	.686*	.322	.035
		41K to 60K	1.909*	.437	.000
		61K to 80K	1.741*	.738	.020
		81K to 100K	3.541*	1.125	.002
	21K to 40K	41K to 60K	1.223*	.406	.003
		81K to 100K	2.855*	1.113	.012
P_P_PC	Upto 20K	21K to 40K	.686*	.322	.035
		41K to 60K	1.909*	.437	.000
		61K to 80K	1.741*	.738	.020
		81K to 100K	3.541*	1.125	.002
	21K to 40K	41K to 60K	1.223*	.406	.003
		81K to 100K	2.855*	1.113	.012
P_P_HC	Upto 20K	21K to 40K	.686*	.322	.035
		41K to 60K	1.909*	.437	.000
		61K to 80K	1.741*	.738	.020
		81K to 100K	3.541*	1.125	.002
	21K to 40K	41K to 60K	1.223*	.406	.003
		81K to 100K	2.855*	1.113	.012
BI_P_CD	Upto 20K	41K to 60K	-1.455*	.397	.000
		61K to 80K	-1.497*	.670	.027
	21K to 40K	41K to 60K	-.900*	.368	.016
BI_P_PC	Upto 20K	41K to 60K	-1.403*	.396	.001
		61K to 80K	-1.497*	.668	.027
	21K to 40K	41K to 60K	-.847*	.368	.023
BI_P_HC	Upto 20K	41K to 60K	-1.428*	.400	.001
		61K to 80K	-1.470*	.675	.031
	21K to 40K	41K to 60K	-.900*	.371	.017

Surat City

From table 7.26.a respondents monthly household income has significant effect on respondent's attitude with respect to quality as attributes for personal care product, brand image as attribute for personal care and home care product.

As per table 7.26.b and 7.26.c it is observed that -

- Quality as attribute for private label personal care products, means are significantly different for monthly household income of respondent viz., Up-to 20K & 41K to 60K, 21K to 40K & 41K to 60K and 41K to 60K & 61K to 80K. Moreover moderately positive attitude was found for monthly income group of 21K to 40K and 61K to 80K, while slightly positive attitude was found for all other income group across both categories respectively.
- Brand image as attribute for private label consumer durable, personal care and home care products, means are significantly different for income group viz. up-to 20K & 61K to 80K, 41K to 60K & 61K to 80K for both categories and 21K to 40K & 61K to 80K for personal care products. Moreover respondents with income group of 61K to 80K have moderately positive attitude, while of all other income group it was found to be slightly positive attitude.

Table 7.26.a : Effect on respondents attitude towards PLs with respect to Monthly Household Income (ANOVA) - Surat

		Sum of Squares	df	Mean Square	F	Sig.
Q_P_PC	Between Groups	11.031	3	3.677	3.703	.014
	Within Groups	120.137	121	.993		
	Total	131.168	124			
BI_P_PC	Between Groups	10.017	3	3.339	3.682	.014
	Within Groups	109.711	121	.907		
	Total	119.728	124			
BI_P_HC	Between Groups	9.301	3	3.100	2.905	.038
	Within Groups	129.147	121	1.067		
	Total	138.448	124			

Table 7.26.b : Effect on respondents attitude towards PLs with respect to Monthly Household Income (Descriptive) - Surat							
		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
Q_P_PC	Upto 20K	55	5.78	.854	.115	4	7
	21K to 40K	45	6.02	1.033	.154	4	7
	41K to 60K	18	5.11	1.323	.312	2	7
	61K to 80K	7	6.00	.816	.309	5	7
	Total	125	5.78	1.028	.092	2	7
BI_P_PC	Upto 20K	55	5.04	1.018	.137	2	7
	21K to 40K	45	5.29	.968	.144	3	7
	41K to 60K	18	5.22	.732	.173	4	7
	61K to 80K	7	6.29	.756	.286	5	7
	Total	125	5.22	.983	.088	2	7
BI_P_HC	Upto 20K	55	5.09	1.059	.143	2	7
	21K to 40K	45	5.49	1.141	.170	3	7
	41K to 60K	18	5.17	.618	.146	4	6
	61K to 80K	7	6.14	.900	.340	5	7
	Total	125	5.30	1.057	.095	2	7

Table 7.26.c : Effect on respondents attitude towards PLs with respect to Monthly Household Income (Multiple Comparisons - LSD) - Surat					
Dependent Variable	(I)Monthly Household	(J)Monthly Household	Mean Difference	Std. Error	Sig.
Q_P_PC	Upto 20K	41K to 60K	.671*	.271	.015
	21K to 40K	41K to 60K	.911*	.278	.001
	41K to 60K	61K to 80K	-.889*	.444	.047
BI_P_PC	Upto 20K	61K to 80K	-1.249*	.382	.001
	21K to 40K	61K to 80K	-.997*	.387	.011
	41K to 60K	61K to 80K	-1.063*	.424	.013
BI_P_HC	Upto 20K	61K to 80K	-1.052*	.415	.012
	41K to 60K	61K to 80K	-.976*	.460	.036

Vadodara City

As per table 7.27.a respondents monthly household income has significant effect on respondent's attitude with respect to packaging as attributes across all selected private label categories.

As per table 7.27.b and 7.27.c it is observed that -

- Packaging as attribute for private label consumer durables, personal care products, and household care products means are significantly different for monthly household income of respondent viz., up-to 20K & 21K to 40K, 41K to 60K, 61K to 80K respectively; 21K to 40K & 41K to 60K and 41K to 60K & 61K to 80K, 81K to 100K respectively. Moreover moderately positive attitude was found for monthly income group of 61K to 80K, 81K to 100K, while slightly positive attitude was found for all other income group across both categories respectively.

Table 7.27.a : Effect on respondents attitude towards PLs with respect to Monthly Household Income (ANOVA) - Vadodara						
		Sum of Squares	df	Mean Square	F	Sig.
PC_P_CD	Between Groups	34.781	4	8.695	5.905	.000
	Within Groups	176.691	120	1.472		
	Total	211.472	124			
PC_P_PC	Between Groups	34.520	4	8.630	5.663	.000
	Within Groups	182.872	120	1.524		
	Total	217.392	124			
PC_P_HC	Between Groups	34.137	4	8.534	5.804	.000
	Within Groups	176.455	120	1.470		
	Total	210.592	124			

Table 7.27.b : Effect on respondents attitude towards PLs with respect to Monthly Household Income (Descriptive) - Vadodara							
		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
PC_P_CD	Upto 20K	49	4.67	1.491	.213	1	7
	21K to 40K	44	5.30	1.069	.161	3	7
	41K to 60K	23	3.96	.825	.172	3	6
	61K to 80K	5	5.80	1.095	.490	5	7
	81K to 100K	4	5.50	.577	.289	5	6
	Total	125	4.83	1.306	.117	1	7
PC_P_PC	Upto 20K	49	4.63	1.537	.220	1	7
	21K to 40K	44	5.27	1.065	.160	3	7
	41K to 60K	23	3.96	.825	.172	3	6
	61K to 80K	5	5.80	1.095	.490	5	7
	81K to 100K	4	5.50	.577	.289	5	6
	Total	125	4.81	1.324	.118	1	7
PC_P_HC	Upto 20K	49	4.65	1.521	.217	1	7
	21K to 40K	44	5.27	1.065	.160	3	7
	41K to 60K	23	3.91	.733	.153	3	5
	61K to 80K	5	5.80	1.095	.490	5	7
	81K to 100K	4	5.00	.000	.000	5	5
	Total	125	4.79	1.303	.117	1	7

Table 7.27.c : Effect on respondents attitude towards PLs with respect to Monthly Household Income (Multiple Comparisons - LSD) - Vadodara					
Dependent Variable	(I) MonthlyHouseholdIncome	(J) MonthlyHouseholdIncome	Mean Difference (I-J)	Std. Error	Sig.
PC_P_CD	Upto 20K	21K to 40K	-.622*	.252	.015
		41K to 60K	.717*	.307	.021
		61K to 80K	-1.127	.570	.050
	21K to 40K	41K to 60K	1.339*	.312	.000
	41K to 60K	61K to 80K	-1.843*	.599	.003
		81K to 100K	-1.543*	.657	.021
PC_P_PC	Upto 20K	21K to 40K	-.640*	.256	.014
		41K to 60K	.676*	.312	.032
		61K to 80K	-1.167*	.580	.046
	21K to 40K	41K to 60K	1.316*	.318	.000
	41K to 60K	61K to 80K	-1.843*	.609	.003
		81K to 100K	-1.543*	.669	.023
PC_P_HC	Upto 20K	21K to 40K	-.620*	.252	.015
		41K to 60K	.740*	.307	.017
		61K to 80K	-1.147*	.569	.046
	21K to 40K	41K to 60K	1.360*	.312	.000
	41K to 60K	61K to 80K	-1.887*	.598	.002

Rajkot City

From table 7.28.a respondents monthly household income has significant effect on respondent's attitude for quality as attribute across all selected private label categories.

As per table 7.28.b and 7.28.c it is observed that -

- Quality as attribute for private label personal care products, means are significantly different for monthly household income of respondent viz., Up-to 20K & 21K to 40K, 61K to 80K for all three categories and up-to 20K & 41K to 60K for personal care products. Moreover slightly positive attitude was found for respondents with income group up-to 20K while moderately positive attitude was found for all other income groups across all categories.

Table 7.28.a : Effect on respondents attitude towards PLs with respect to Monthly Household Income (ANOVA) - Rajkot						
		Sum of	df	Mean	F	Sig.
Q_P_CD	Between Groups	9.187	3	3.062	5.007	.003
	Within Groups	74.013	121	.612		
	Total	83.200	124			
Q_P_PC	Between Groups	10.533	3	3.511	5.766	.001
	Within Groups	73.675	121	.609		
	Total	84.208	124			
Q_P_HC	Between Groups	8.876	3	2.959	5.653	.001
	Within Groups	63.332	121	.523		
	Total	72.208	124			

Table 7.28.b : Effect on respondents attitude towards PLs with respect to Monthly Household Income (Descriptive) - Rajkot							
		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
Q_P_CD	Upto 20K	53	5.40	.689	.095	5	7
	21K to 40K	44	5.91	.858	.129	5	7
	41K to 60K	22	5.73	.883	.188	5	7
	61K to 80K	6	6.33	.516	.211	6	7
	Total	125	5.68	.819	.073	5	7
Q_P_PC	Upto 20K	53	5.34	.618	.085	5	7
	21K to 40K	44	5.86	.878	.132	5	7
	41K to 60K	22	5.82	.958	.204	5	7
	61K to 80K	6	6.33	.516	.211	6	7
	Total	125	5.66	.824	.074	5	7
Q_P_HC	Upto 20K	53	5.38	.627	.086	5	7
	21K to 40K	44	5.86	.765	.115	5	7
	41K to 60K	22	5.73	.883	.188	5	7
	61K to 80K	6	6.33	.516	.211	6	7
	Total	125	5.66	.763	.068	5	7

Table 7.28.c : Effect on respondents attitude towards PLs with respect to Monthly Household Income (Multiple Comparisons - LSD) - Rajkot					
Dependent Variable	(I) MonthlyHouseholdIncome	(J) MonthlyHouseholdIncome	Mean Difference (I-J)	Std. Error	Sig.
Q_P_CD	Upto 20K	21K to 40K	-.513*	.160	.002
		61K to 80K	-.937*	.337	.006
Q_P_PC	Upto 20K	21K to 40K	-.524*	.159	.001
		41K to 60K	-.479*	.198	.017
		61K to 80K	-.994*	.336	.004
Q_P_HC	Upto 20K	21K to 40K	-.486*	.148	.001
		61K to 80K	-.956*	.312	.003

Hθ16 Respondent's attitude towards Quality of Private Label Product (CD, PC & HC) is independent of Type of Family.

Hθ17 Respondent's attitude towards Price of Private Label Product (CD, PC & HC) is independent of Type of Family.

Hθ18 Respondent's attitude towards Risk Associated of Private Label Product (CD, PC & HC) is independent of Type of Family.

Hθ19 Respondent's attitude towards Packaging of Private Label Product (CD, PC & HC) is independent of Type of Family.

Hθ20 Respondent's attitude towards Brand Image of Private Label Product (CD, PC & HC) is independent of Type of Family.

Ahmedabad City

As per Table 7.29.a, respondent's type of family has significant effect on attitude towards private label brands for price as attribute across all merchandise categories viz. consumer durables, personal care products and home care products.

It is observed from Table 7.29.b that respondents from nuclear family have slightly positive attitude, while respondents from joint family have moderately positive attitude with respect to price as attribute across all product categories of private label brands.

Table 7.29.a : Effect on respondents attitude towards PLs with respect to Type of Family (ANOVA) - Ahmedabad						
		Sum of Squares	df	Mean Square	F	Sig.
P_P_CD	Between Groups	31.360	1	31.360	11.912	.001
	Within Groups	323.808	123	2.633		
	Total	355.168	124			
P_P_PC	Between Groups	31.360	1	31.360	11.912	.001
	Within Groups	323.808	123	2.633		
	Total	355.168	124			
P_P_HC	Between Groups	31.360	1	31.360	11.912	.001
	Within Groups	323.808	123	2.633		
	Total	355.168	124			

7.29. b.: Effect on respondents attitude towards PLs with respect to Type of Family (Descriptive) - Ahmedabad							
		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
P_P_CD	Nuclear	59	5.25	1.862	.242	1	7
	Joint	66	6.26	1.373	.169	1	7
	Total	125	5.78	1.692	.151	1	7
P_P_PC	Nuclear	59	5.25	1.862	.242	1	7
	Joint	66	6.26	1.373	.169	1	7
	Total	125	5.78	1.692	.151	1	7
P_P_HC	Nuclear	59	5.25	1.862	.242	1	7
	Joint	66	6.26	1.373	.169	1	7
	Total	125	5.78	1.692	.151	1	7

Surat City

As per Table 7.30.a, respondent's type of family has significant effect on attitude towards private label personal care products for risk (risk free) as attribute.

It is observed from Table 7.30.b that respondents from nuclear family as well as joint family have slightly positive attitude with respect to risk (risk free) as attribute for private label personal care products.

7.30.a : Effect on respondents attitude towards PLs with respect to Type of Family (ANOVA) - Surat						
		Sum of Squares	df	Mean Square	F	Sig.
R_P_PC	Between Groups	3.766	1	3.766	4.349	.039
	Within Groups	106.522	123	.866		
	Total	110.288	124			

7.30. b : Effect on respondents attitude towards PLs with respect to Type of Family (Descriptive) - Surat							
		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
R_P_PC	Nuclear	60	4.92	.907	.117	2	7
	Joint	65	4.57	.951	.118	3	7
	Total	125	4.74	.943	.084	2	7

Vadodara City

As per Table 7.31.a, respondent's type of family has significant effect on attitude towards private label brands for risk (risk free) as attribute across all merchandise categories viz. consumer durables, personal care products and home care products.

It is observed from Table 7.31.b that respondents from nuclear family as well as joint family have slightly positive attitude with respect to risk (risk free) as attribute for all selected private label products.

7.31.a : Effect on respondents attitude towards PLs with respect to Type of Family (ANOVA) - Vadodara						
		Sum of Squares	df	Mean Square	F	Sig.
R_P_CD	Between Groups	19.221	1	19.221	14.596	.000
	Within Groups	161.979	123	1.317		
	Total	181.200	124			
R_P_PC	Between Groups	14.633	1	14.633	11.099	.001
	Within Groups	162.167	123	1.318		
	Total	176.800	124			
R_P_HC	Between Groups	7.576	1	7.576	5.405	.022
	Within Groups	172.392	123	1.402		
	Total	179.968	124			

7.31.b : Effect on respondents attitude towards PLs with respect to Type of Family (Descriptive) - Vadodara							
		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
R_P_CD	Nuclear	73	4.59	1.245	.146	1	7
	Joint	52	5.38	.993	.138	3	7
	Total	125	4.92	1.209	.108	1	7
R_P_PC	Nuclear	73	4.67	1.281	.150	1	6
	Joint	52	5.37	.929	.129	3	7
	Total	125	4.96	1.194	.107	1	7
R_P_HC	Nuclear	73	4.81	1.319	.154	1	7
	Joint	52	5.31	.961	.133	3	7
	Total	125	5.02	1.205	.108	1	7

Rajkot City

As per Table 7.32.a, respondent's type of family has significant effect on attitude towards private label brands for quality and price as attribute across all merchandise categories viz. consumer durables, personal care products and home care products.

It is observed from Table 7.32.b that respondents from nuclear family as well as joint family have slightly positive attitude with respect to quality as attribute for all selected private label products. While respondents from nuclear family have moderately positive attitude and joint family have slightly positive attitude with respect to price as attribute for all selected private label products.

7.32. a : Effect on respondents attitude towards PLs with respect to Type of Family (ANOVA) – Rajkot						
		Sum of Squares	df	Mean Square	F	Sig.
Q_P_CD	Between Groups	6.953	1	6.953	11.217	.001
	Within Groups	76.247	123	.620		
	Total	83.200	124			
Q_P_PC	Between Groups	6.052	1	6.052	9.524	.003
	Within Groups	78.156	123	.635		
	Total	84.208	124			
Q_P_HC	Between Groups	10.299	1	10.299	20.462	.000
	Within Groups	61.909	123	.503		
	Total	72.208	124			
P_P_CD	Between Groups	15.408	1	15.408	12.041	.001
	Within Groups	157.392	123	1.280		
	Total	172.800	124			
P_P_PC	Between Groups	21.460	1	21.460	17.557	.000
	Within Groups	150.348	123	1.222		
	Total	171.808	124			
P_P_HC	Between Groups	19.270	1	19.270	15.240	.000
	Within Groups	155.530	123	1.264		
	Total	174.800	124			

7.32. b : Effect on respondents attitude towards PLs with respect to Type of Family (Descriptive) - Rajkot							
		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
Q_P_CD	Nuclear	81	5.51	.744	.083	5	7
	Joint	44	6.00	.863	.130	5	7
	Total	125	5.68	.819	.073	5	7
Q_P_PC	Nuclear	81	5.49	.744	.083	5	7
	Joint	44	5.95	.888	.134	5	7
	Total	125	5.66	.824	.074	5	7
Q_P_HC	Nuclear	81	5.44	.632	.070	5	7
	Joint	44	6.05	.834	.126	5	7
	Total	125	5.66	.763	.068	5	7
P_P_CD	Nuclear	81	6.10	1.068	.119	3	7
	Joint	44	5.36	1.241	.187	3	7
	Total	125	5.84	1.180	.106	3	7
P_P_PC	Nuclear	81	6.05	1.071	.119	3	7
	Joint	44	5.18	1.167	.176	3	7
	Total	125	5.74	1.177	.105	3	7
P_P_HC	Nuclear	81	6.05	1.071	.119	3	7
	Joint	44	5.23	1.217	.184	3	7
	Total	125	5.76	1.187	.106	3	7

Hθ21 Respondent's attitude towards Quality of Private Label Product (CD, PC & HC) is independent of Occupation.

Hθ22 Respondent's attitude towards Price of Private Label Product (CD, PC & HC) is independent of Occupation.

Hθ23 Respondent's attitude towards Risk Associated of Private Label Product (CD, PC & HC) is independent of Occupation.

Hθ24 Respondent's attitude towards Packaging of Private Label Product (CD, PC & HC) is independent of Occupation.

Hθ25 Respondent's attitude towards Image of Private Label Product (CD, PC & HC) is independent of Occupation.

Ahmedabad City

From table 7.33.a it is observed that respondent's occupation has significant effect on respondent's attitude towards private label brands. Significance is observed for price, packaging and brand image as attributes across all product categories.

From table 7.33.b and 7.33.b it is observed that –

- Price as attribute for private label consumer durable, personal care as well as home care products, means are significantly different for respondents occupation viz. students & housewife, housewife & service, self employed and professionals respectively. Moreover extremely positive attitude was found for housewife, moderately positive attitude for service, slightly positive attitude for students, self employed and professionals respectively across all categories.
- Packaging as attribute for private label consumer durable, personal care product and home care products, means are significantly different for respondent's occupation viz. students & housewife and housewife & service, self employed respectively. Housewife's attitude was found to be slightly negative while of others it is found to be neutral across all categories respectively.
- Brand image as attribute for private label consumer durable, personal care and home care products, means are significantly different for occupation viz. students & housewife, housewife & service, self employed and professionals respectively. Moreover housewives have slightly negative attitude, while professionals and service class respondents have slightly positive attitude across all selected categories.

Table 7.33.a : Effect on respondents attitude towards PLs with respect to Occupation (ANOVA) - Ahmedabad						
		Sum of Squares	df	Mean Square	F	Sig.
P_P_CD	Between Groups	46.979	4	11.745	4.573	.002
	Within Groups	308.189	120	2.568		
	Total	355.168	124			
P_P_PC	Between Groups	46.979	4	11.745	4.573	.002
	Within Groups	308.189	120	2.568		
	Total	355.168	124			
P_P_HC	Between Groups	46.979	4	11.745	4.573	.002
	Within Groups	308.189	120	2.568		
	Total	355.168	124			
PC_P_CD	Between Groups	39.576	4	9.894	4.502	.002
	Within Groups	263.736	120	2.198		
	Total	303.312	124			
PC_P_PC	Between Groups	40.900	4	10.225	4.767	.001
	Within Groups	257.372	120	2.145		
	Total	298.272	124			
PC_P_HC	Between Groups	39.576	4	9.894	4.502	.002
	Within Groups	263.736	120	2.198		
	Total	303.312	124			
BI_P_CD	Between Groups	58.632	4	14.658	8.353	.000
	Within Groups	210.568	120	1.755		
	Total	269.200	124			
BI_P_PC	Between Groups	56.851	4	14.213	8.125	.000
	Within Groups	209.901	120	1.749		
	Total	266.752	124			
BI_P_HC	Between Groups	59.338	4	14.835	8.385	.000
	Within Groups	212.294	120	1.769		
	Total	271.632	124			

Table 7.33.b : Effect on respondents attitude towards PLs with respect to Occupation (Descriptive) - Ahmedabad							
		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
P_P_CD	Students	15	5.40	1.549	.400	3	7
	Housewife	23	7.00	.000	.000	7	7
	Service	73	5.63	1.687	.197	1	7
	Self Employed	11	5.09	2.212	.667	1	7
	Professional	3	4.67	3.215	1.856	1	7
	Total	125	5.78	1.692	.151	1	7
P_P_PC	Students	15	5.40	1.549	.400	3	7
	Housewife	23	7.00	.000	.000	7	7
	Service	73	5.63	1.687	.197	1	7
	Self Employed	11	5.09	2.212	.667	1	7
	Professional	3	4.67	3.215	1.856	1	7
	Total	125	5.78	1.692	.151	1	7
P_P_HC	Students	15	5.40	1.549	.400	3	7
	Housewife	23	7.00	.000	.000	7	7
	Service	73	5.63	1.687	.197	1	7
	Self Employed	11	5.09	2.212	.667	1	7
	Professional	3	4.67	3.215	1.856	1	7
	Total	125	5.78	1.692	.151	1	7
PC_P_CD	Students	15	4.40	1.454	.375	1	6
	Housewife	23	2.61	1.033	.215	1	4
	Service	73	3.93	1.549	.181	1	7
	Self Employed	11	4.00	1.789	.539	2	6
	Professional	3	4.00	1.732	1.000	2	5
	Total	125	3.75	1.564	.140	1	7
PC_P_PC	Students	15	4.40	1.454	.375	1	6
	Housewife	23	2.61	1.033	.215	1	4
	Service	73	3.93	1.549	.181	1	7
	Self Employed	11	4.18	1.601	.483	2	6
	Professional	3	4.00	1.732	1.000	2	5
	Total	125	3.77	1.551	.139	1	7
PC_P_HC	Students	15	4.40	1.454	.375	1	6
	Housewife	23	2.61	1.033	.215	1	4
	Service	73	3.93	1.549	.181	1	7
	Self Employed	11	4.00	1.789	.539	2	6
	Professional	3	4.00	1.732	1.000	2	5
	Total	125	3.75	1.564	.140	1	7
BI_P_CD	Students	15	4.47	1.302	.336	2	6
	Housewife	23	2.87	1.217	.254	2	5
	Service	73	4.63	1.369	.160	1	7
	Self Employed	11	4.36	1.362	.411	2	6
	Professional	3	5.33	.577	.333	5	6
	Total	125	4.28	1.473	.132	1	7
BI_P_PC	Students	15	4.47	1.302	.336	2	6
	Housewife	23	2.87	1.217	.254	2	5
	Service	73	4.63	1.369	.160	1	7
	Self Employed	11	4.36	1.362	.411	2	6
	Professional	3	5.00	.000	.000	5	5
	Total	125	4.27	1.467	.131	1	7
BI_P_HC	Students	15	4.47	1.302	.336	2	6
	Housewife	23	2.87	1.217	.254	2	5
	Service	73	4.64	1.378	.161	1	7
	Self Employed	11	4.36	1.362	.411	2	6
	Professional	3	5.33	.577	.333	5	6
	Total	125	4.29	1.480	.132	1	7

Table 7.33.c : Effect on respondents attitude towards PLs with respect to Occupation (Multiple Comparisons - LSD) - Ahmedabad					
Dependent Variable	(I) OCCUPATION	(J) OCCUPATION	Mean Difference (I-J)	Std. Error	Sig.
P_P_CD	Students	Housewife	-1.600*	.532	.003
	Housewife	Service	1.370*	.383	.001
		Self Employed	1.909*	.587	.001
		Professional	2.333*	.984	.019
P_P_PC	Students	Housewife	-1.600*	.532	.003
	Housewife	Service	1.370*	.383	.001
		Self Employed	1.909*	.587	.001
		Professional	2.333*	.984	.019
P_P_HC	Students	Housewife	-1.600*	.532	.003
	Housewife	Service	1.370*	.383	.001
		Self Employed	1.909*	.587	.001
		Professional	2.333*	.984	.019
PC_P_CD	Students	Housewife	1.791*	.492	.000
	Housewife	Service	-1.791*	.492	.000
		Self Employed	-1.391*	.543	.012
PC_P_PC	Students	Housewife	1.791*	.486	.000
	Housewife	Service	-1.323*	.350	.000
		Self Employed	-1.573*	.537	.004
PC_P_HC	Students	Housewife	1.791*	.492	.000
	Housewife	Service	-1.323*	.354	.000
		Self Employed	-1.391*	.543	.012
BI_P_CD	Students	Housewife	1.597*	.440	.000
	Housewife	Service	-1.761*	.317	.000
		Self Employed	-1.494*	.486	.003
		Professional	-2.464*	.813	.003
BI_P_PC	Students	Housewife	1.597*	.439	.000
	Housewife	Service	-1.761*	.316	.000
		Self Employed	-1.494*	.485	.003
		Professional	-2.130*	.812	.010
BI_P_HC	Students	Housewife	1.597*	.441	.000
	Housewife	Service	-1.774*	.318	.000
		Self Employed	-1.494*	.488	.003
		Professional	-2.464*	.816	.003

Surat City

As per table 7.34.a respondents occupation has significant effect on respondent's attitude towards private label brands. Significance is observed for quality as attribute across all selected product categories.

From table 7.34.b and 7.34.c it is observed that –

- Quality as attribute for private label consumer durable, personal care as well as home care products, means are significantly different for respondent's occupation viz. students & service, self employed respectively across all categories while professional & self employed for home care products. Moreover moderately positive attitude was found for students & professional respondents, slightly positive attitude for service & self employed respondents respectively across all categories.

Table 7.34.a : Effect on respondents attitude towards PLs with respect to Occupation (ANOVA) - Surat

		Sum of Squares	df	Mean Square	F	Sig.
Q_P_CD	Between Groups	20.243	4	5.061	4.849	.001
	Within Groups	125.229	120	1.044		
	Total	145.472	124			
Q_P_PC	Between Groups	10.965	4	2.741	2.737	.032
	Within Groups	120.203	120	1.002		
	Total	131.168	124			
Q_P_HC	Between Groups	21.453	4	5.363	5.761	.000
	Within Groups	111.715	120	.931		
	Total	133.168	124			

Table 7.34.b : Effect on respondents attitude towards PLs with respect to Occupation (Descriptive) - Surat							
		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
Q_P_CD	Students	42	6.33	.902	.139	4	7
	Housewife	3	6.00	1.000	.577	5	7
	Service	55	5.49	1.120	.151	2	7
	Self Employed / Business	20	5.55	1.050	.235	4	7
	Professional	5	6.40	.548	.245	6	7
	Total	125	5.83	1.083	.097	2	7
Q_P_PC	Students	42	6.12	.832	.128	4	7
	Housewife	3	5.33	.577	.333	5	6
	Service	55	5.62	1.163	.157	2	7
	Self Employed / Business	20	5.45	.945	.211	4	7
	Professional	5	6.40	.548	.245	6	7
	Total	125	5.78	1.028	.092	2	7
Q_P_HC	Students	42	6.29	.835	.129	4	7
	Housewife	3	5.33	.577	.333	5	6
	Service	55	5.56	1.135	.153	2	7
	Self Employed / Business	20	5.25	.786	.176	4	7
	Professional	5	6.40	.548	.245	6	7
	Total	125	5.78	1.036	.093	2	7

Table 7.34.c : Effect on respondents attitude towards PLs with respect to Occupation (Multiple Comparisons - LSD) - Surat					
Dependent Variable	(I) OCCUPATION	(J) OCCUPATION	Mean Difference (I-J)	Std. Error	Sig.
Q_P_CD	Students	Service	.842*	.209	.000
		Self Employed / Business	.783*	.278	.006
Q_P_PC	Students	Service	.501*	.205	.016
		Self Employed / Business	.669*	.272	.015
Q_P_HC	Students	Service	.722*	.198	.000
		Self Employed / Business	1.036*	.262	.000
	Professional	Self Employed / Business	1.150*	.482	.019

Vadodara City

As per table 7.35.a respondents occupation has significant effect on respondent's attitude towards private label brands. Significance is observed for packaging and brand image as attribute across all selected product categories.

From table 7.35.b and 7.35.c it is observed that –

- Packaging as attribute for private label consumer durable, personal care product and home care products, means are significantly different for respondent's occupation viz. students & service, housewife & service, service & self employed respectively. Students & Housewife's attitude was found to be moderately positive while of service & self employed it is found to be slightly negative across all categories respectively.
- Brand image as attribute for private label consumer durable, personal care and home care products, means are significantly different for occupation viz. housewife & service, housewife & professional, service & professional, self employed and professionals respectively. Moreover housewives have moderately positive attitude, while professionals were neutral and respondents having occupation as students, service & self employed have slightly positive attitude across all selected categories.

Table 7.35.a : Effect on respondents attitude towards PLs with respect to Occupation (ANOVA) - Vadodara

		Sum of Squares	df	Mean Square	F	Sig.
PC_P_CD	Between Groups	32.050	4	8.013	5.359	.001
	Within Groups	179.422	120	1.495		
	Total	211.472	124			
PC_P_PC	Between Groups	36.681	4	9.170	6.090	.000
	Within Groups	180.711	120	1.506		
	Total	217.392	124			
PC_P_HC	Between Groups	32.124	4	8.031	5.400	.000
	Within Groups	178.468	120	1.487		
	Total	210.592	124			
BI_P_CD	Between Groups	18.163	4	4.541	3.706	.007
	Within Groups	147.037	120	1.225		
	Total	165.200	124			
BI_P_PC	Between Groups	20.231	4	5.058	3.876	.005
	Within Groups	156.569	120	1.305		
	Total	176.800	124			
BI_P_HC	Between Groups	22.490	4	5.623	4.076	.004
	Within Groups	165.542	120	1.380		
	Total	188.032	124			

Table 7.35.b : Effect on respondents attitude towards PLs with respect to Occupation (Descriptive) - Vadodara							
		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
PC_P_CD	Students	8	5.63	.744	.263	5	7
	Housewife	12	5.67	1.155	.333	4	7
	Service	68	4.41	1.395	.169	1	7
	Self Employed	19	5.42	1.170	.268	3	7
	Professional	18	4.89	.583	.137	4	6
	Total	125	4.83	1.306	.117	1	7
PC_P_PC	Students	8	5.50	.756	.267	5	7
	Housewife	12	5.67	1.155	.333	4	7
	Service	68	4.35	1.380	.167	1	7
	Self Employed	19	5.53	1.264	.290	3	7
	Professional	18	4.89	.583	.137	4	6
	Total	125	4.81	1.324	.118	1	7
PC_P_HC	Students	8	5.50	.756	.267	5	7
	Housewife	12	5.67	1.155	.333	4	7
	Service	68	4.38	1.404	.170	1	7
	Self Employed	19	5.42	1.170	.268	3	7
	Professional	18	4.78	.428	.101	4	5
	Total	125	4.79	1.303	.117	1	7
BI_P_CD	Students	8	5.25	.707	.250	5	7
	Housewife	12	5.83	.389	.112	5	6
	Service	68	5.06	1.183	.143	1	7
	Self Employed	19	5.32	1.157	.265	3	7
	Professional	18	4.33	1.188	.280	2	6
	Total	125	5.08	1.154	.103	1	7
BI_P_PC	Students	8	5.25	.707	.250	5	7
	Housewife	12	5.83	.389	.112	5	6
	Service	68	5.06	1.183	.143	1	7
	Self Employed	19	5.16	1.119	.257	3	7
	Professional	18	4.22	1.437	.339	1	6
	Total	125	5.04	1.194	.107	1	7
BI_P_HC	Students	8	5.25	.707	.250	5	7
	Housewife	12	5.83	.389	.112	5	6
	Service	68	5.07	1.188	.144	1	7
	Self Employed	19	5.42	1.305	.299	3	7
	Professional	18	4.22	1.437	.339	1	6
	Total	125	5.09	1.231	.110	1	7
Professional includes Dr, CA, Lawyer, Consultant							

Table 7.35.c : Effect on respondents attitude towards PLs with respect to Occupation (Multiple Comparisons - LSD) - Vadodara					
Dependent Variable	(I) OCCUPATION	(J) OCCUPATION	Mean Difference (I-J)	Std. Error	Sig.
PC_P_CD	Students	Service	1.213*	0.457	0.009
	Housewife	Service	1.255*	0.383	0.001
	Service	Self Employed / Business	-1.009*	0.317	0.002
PC_P_PC	Students	Service	1.147*	0.459	0.014
	Housewife	Service	1.314*	0.384	0.001
	Service	Self Employed / Business	-1.173*	0.318	0.00
PC_P_HC	Students	Service	1.118*	0.456	0.016
	Housewife	Service	1.284*	0.382	0.001
	Service	Self Employed / Business	-1.039*	0.316	0.001
BI_P_CD	Housewife	Service	.775*	0.347	0.027
		Professional	1.500*	0.413	0.00
	Service	Professional	.725*	0.293	0.015
	Self Employed / Business	Professional	.982*	0.364	0.008
BI_P_PC	Students	Professional	1.028*	0.485	0.036
	Housewife	Service	.775*	0.358	0.032
		Professional	1.611*	0.426	0.00
	Service	Professional	.837*	0.303	0.007
	Self Employed / Business	Professional	.936*	0.376	0.014
BI_P_HC	Students	Professional	1.028*	0.499	0.042
	Housewife	Service	.760*	0.368	0.041
		Professional	1.611*	0.438	0.00
	Service	Housewife	-.760*	0.368	0.041
		Professional	.851*	0.311	0.007
	Self Employed / Business	Professional	1.199*	0.386	0.002
Professional includes Dr, CA, Lawyer, Consultant					

Rajkot City

As per table 7.36.a respondents occupation has significant effect on respondent's attitude towards private label brands. Significance is observed for price as attribute across all selected product categories, while quality as attribute for private label home care products.

From table 7.36.b and 7.36.c it is observed that –

- Quality as attribute for private label home care products, means are significantly different for respondent's occupation viz. students & service, and housewife & service respectively. Moreover moderately positive attitude was found for service as occupation, slightly positive attitude for housewife and self employed and students were found to be neutral.
- Price as attribute for private label consumer durable, personal care as well as home care products, means are significantly different for respondent's occupation viz. students & housewife, service, self employed respectively across all categories. Moreover extremely positive attitude was found for housewife, service and self employed respondents across all categories.

Table 7.36.a : Effect on respondents attitude towards PLs with respect to Occupation (ANOVA) - Rajkot

		Sum of Squares	df	Mean Square	F	Sig.
Q_P_HC	Between Groups	5.705	3	1.902	3.460	.019
	Within Groups	66.503	121	.550		
	Total	72.208	124			
P_P_CD	Between Groups	15.479	3	5.160	3.968	.010
	Within Groups	157.321	121	1.300		
	Total	172.800	124			
P_P_PC	Between Groups	14.827	3	4.942	3.810	.012
	Within Groups	156.981	121	1.297		
	Total	171.808	124			
P_P_HC	Between Groups	14.883	3	4.961	3.754	.013
	Within Groups	159.917	121	1.322		
	Total	174.800	124			

Table 7.36.b : Effect on respondents attitude towards PLs with respect to Occupation (Descriptive) - Rajkot							
		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
Q_P_HC	Students	4	4.02	1.157	.579	5	5
	Housewife	4	5.00	.000	.000	5	5
	Service	94	5.77	.754	.078	5	7
	Self Employed / Business	23	5.43	.788	.164	5	7
	Total	125	5.66	.763	.068	5	7
P_P_CD	Students	4	4.00	1.155	.577	5	5
	Housewife	4	6.50	.577	.289	3	7
	Service	94	5.88	1.135	.117	6	7
	Self Employed / Business	23	5.87	1.217	.254	3	7
	Total	125	5.84	1.180	.106	3	7
P_P_PC	Students	4	4.00	1.155	.577	3	5
	Housewife	4	6.50	.577	.289	3	7
	Service	94	5.76	1.133	.117	6	7
	Self Employed / Business	23	5.87	1.217	.254	3	7
	Total	125	5.74	1.177	.105	3	7
P_P_HC	Students	4	4.00	1.155	.577	3	5
	Housewife	4	6.50	.577	.289	3	7
	Service	94	5.78	1.147	.118	6	7
	Self Employed / Business	23	5.87	1.217	.254	3	7
	Total	125	5.76	1.187	.106	3	7

Table 7.36.c : Effect on respondents attitude towards PLs with respect to Occupation (Multiple Comparisons - LSD) - Rajkot					
Dependent Variable	(I) OCCUPATION	(J) OCCUPATION	Mean Difference (I-J)	Std. Error	Sig.
Q_P_HC	Students	Service	-.766*	.378	.045
	Housewife	Service	-.766*	.378	.045
P_P_CD	Students	Housewife	-2.500*	.806	.002
		Service	-1.883*	.582	.002
		Self Employed /	-1.870*	.618	.003
P_P_PC	Students	Housewife	-2.500*	.805	.002
		Service	-1.755*	.582	.003
		Self Employed /	-1.870*	.617	.003
P_P_HC	Students	Housewife	-2.500*	.813	.003
		Service	-1.777*	.587	.003
		Self Employed /	-1.870*	.623	.003

H026 Respondent's attitude towards Quality of Private Label Product (CD, PC & HC) is independent of Marital Status.

H027 Respondent's attitude towards Price of Private Label Product (CD, PC & HC) is independent of Marital Status.

H028 Respondent's attitude towards Risk Associated of Private Label Product (CD, PC & HC) is independent of Marital Status.

H029 Respondent's attitude towards Packaging of Private Label Product (CD, PC & HC) is independent of Marital Status.

H030 Respondent's attitude towards Brand Image of Private Label Product (CD, PC & HC) is independent of Marital Status.

Ahmedabad City

As per Table 7.37.a, respondent's marital status has significant effect on attitude towards private label brands for risk (risk free) as attribute across all merchandise categories viz. consumer durables, personal care products and home care products.

It is observed from Table 7.37.b that unmarried respondents have slightly positive attitude with respect to risk (risk free) as attribute for all selected private label products.

7.37. a : Effect on respondents attitude towards PLs with respect to Marital Status (ANOVA) - Ahmedabad

		Sum of Squares	df	Mean Square	F	Sig.
R_P_CD	Between Groups	3.582	1	3.582	6.390	.013
	Within Groups	68.946	123	.561		
	Total	72.528	124			
R_P_PC	Between Groups	3.378	1	3.378	5.853	.017
	Within Groups	70.990	123	.577		
	Total	74.368	124			
R_P_HC	Between Groups	3.180	1	3.180	5.357	.022
	Within Groups	73.012	123	.594		
	Total	76.192	124			

7.37.b : Effect on respondents attitude towards PLs with respect to Marital Status (Descriptive) - Ahmedabad							
		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
R_P_CD	Unmarried	34	4.85	.744	.128	4	7
	Married	91	4.47	.750	.079	2	6
	Total	125	4.58	.765	.068	2	7
R_P_PC	Unmarried	34	4.85	.744	.128	4	7
	Married	91	4.48	.765	.080	2	6
	Total	125	4.58	.774	.069	2	7
R_P_HC	Unmarried	34	4.85	.744	.128	4	7
	Married	91	4.49	.780	.082	2	6
	Total	125	4.59	.784	.070	2	7

Surat City

It was observed that attitude towards private label brands is independent of marital status of respondents, in Surat City.

Vadodara City

As per Table 7.38.a, respondent's marital status has significant effect on attitude towards private label brands for price and brand image as attribute across all merchandise categories viz. consumer durables, personal care products and home care products. While attitude was found to be significant for private label consumer durables with respect to risk (risk free) as attribute.

It is observed from Table 7.38.b that unmarried respondents have moderately positive attitude while married respondents have slightly positive attitude with respect to price as attribute across all selected categories.

Married as well as unmarried respondents have slightly positive attitude with respect to risk (risk free) as attribute for private label consumer durables.

Married as well as unmarried respondents have slightly positive attitude with respect to brand image as attribute for all selected private label merchandise.

7.38. a : Effect on respondents attitude towards PLs with respect to Marital Status (ANOVA) - Vadodara						
		Sum of Squares	df	Mean Square	F	Sig.
P_P_CD	Between Groups	18.755	1	18.755	10.160	.002
	Within Groups	227.053	123	1.846		
	Total	245.808	124			
P_P_PC	Between Groups	20.477	1	20.477	11.380	.001
	Within Groups	221.331	123	1.799		
	Total	241.808	124			
P_P_HC	Between Groups	14.172	1	14.172	7.816	.006
	Within Groups	223.028	123	1.813		
	Total	237.200	124			
R_P_CD	Between Groups	5.408	1	5.408	3.784	.050
	Within Groups	175.792	123	1.429		
	Total	181.200	124			
BI_P_CD	Between Groups	10.979	1	10.979	8.756	.004
	Within Groups	154.221	123	1.254		
	Total	165.200	124			
BI_P_PC	Between Groups	11.606	1	11.606	8.641	.004
	Within Groups	165.194	123	1.343		
	Total	176.800	124			
BI_P_HC	Between Groups	12.723	1	12.723	8.927	.003
	Within Groups	175.309	123	1.425		
	Total	188.032	124			

7.38. b : Effect on respondents attitude towards PLs with respect to Marital Status (Descriptive) - Vadodara							
		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
P_P_CD	Unmarried	38	5.84	.886	.144	3	7
	Married	87	5.00	1.517	.163	1	7
	Total	125	5.26	1.408	.126	1	7
P_P_PC	Unmarried	38	5.87	.875	.142	3	7
	Married	87	4.99	1.498	.161	1	7
	Total	125	5.26	1.396	.125	1	7
P_P_HC	Unmarried	38	5.79	.905	.147	3	7
	Married	87	5.06	1.497	.160	1	7
	Total	125	5.28	1.383	.124	1	7
R_P_CD	Unmarried	38	4.61	1.405	.228	1	7
	Married	87	5.06	1.093	.117	2	7
	Total	125	4.92	1.209	.108	1	7
BI_P_CD	Unmarried	38	4.63	1.344	.218	1	7
	Married	87	5.28	1.008	.108	3	7
	Total	125	5.08	1.154	.103	1	7
BI_P_PC	Unmarried	38	4.58	1.464	.237	1	7
	Married	87	5.24	1.000	.107	3	7
	Total	125	5.04	1.194	.107	1	7
BI_P_HC	Unmarried	38	4.61	1.480	.240	1	7
	Married	87	5.30	1.047	.112	3	7
	Total	125	5.09	1.231	.110	1	7

Rajkot City

As per Table 7.39.a, respondent's marital status has significant effect on attitude towards all selected private label merchandise for quality and brand image as attribute.

It is observed from Table 7.39.b that unmarried as well as married respondents have moderately positive attitude with respect to quality as attribute across all selected private label categories.

Married as well as unmarried respondents have slightly positive attitude with respect to brand image as attribute for all selected private label categories.

7.39.a : Effect on respondents attitude towards PLs with respect to Marital Status (ANOVA) - Rajkot

		Sum of Squares	df	Mean Square	F	Sig.
Q_P_CD	Between Groups	3.564	1	3.564	5.504	.021
	Within Groups	79.636	123	.647		
	Total	83.200	124			
Q_P_PC	Between Groups	6.052	1	6.052	9.524	.003
	Within Groups	78.156	123	.635		
	Total	84.208	124			
Q_P_HC	Between Groups	6.052	1	6.052	11.252	.001
	Within Groups	66.156	123	.538		
	Total	72.208	124			
BI_P_CD	Between Groups	5.268	1	5.268	5.742	.018
	Within Groups	112.860	123	.918		
	Total	118.128	124			
BI_P_PC	Between Groups	4.680	1	4.680	5.019	.027
	Within Groups	114.712	123	.933		
	Total	119.392	124			
BI_P_HC	Between Groups	4.590	1	4.590	4.776	.031
	Within Groups	118.210	123	.961		
	Total	122.800	124			

7.39.b : Effect on respondents attitude towards PLs with respect to Marital Status (Descriptive) - Rajkot							
		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
Q_P_CD	Unmarried	44	5.91	.910	.137	5	7
	Married	81	5.56	.742	.082	5	7
	Total	125	5.68	.819	.073	5	7
Q_P_PC	Unmarried	44	5.95	.939	.142	5	7
	Married	81	5.49	.709	.079	5	7
	Total	125	5.66	.824	.074	5	7
Q_P_HC	Unmarried	44	5.95	.888	.134	5	7
	Married	81	5.49	.635	.071	5	7
	Total	125	5.66	.763	.068	5	7
BI_P_CD	Unmarried	44	5.45	.951	.143	3	7
	Married	81	5.02	.961	.107	3	6
	Total	125	5.18	.976	.087	3	7
BI_P_PC	Unmarried	44	5.45	.951	.143	3	7
	Married	81	5.05	.973	.108	3	6
	Total	125	5.19	.981	.088	3	7
BI_P_HC	Unmarried	44	5.50	.952	.144	3	7
	Married	81	5.10	.995	.111	3	6
	Total	125	5.24	.995	.089	3	7

Hθ31 Respondent's attitude towards Quality of Private Label Product (CD, PC & HC) is independent of Shopping Frequency.

Hθ32 Respondent's attitude towards Price of Private Label Product (CD, PC & HC) is independent of Shopping Frequency.

Hθ33 Respondent's attitude towards Risk Associated of Private Label Product (CD, PC & HC) is independent of Shopping Frequency.

Hθ34 Respondent's attitude towards Packaging of Private Label Product (CD, PC & HC) is independent of Shopping Frequency.

Hθ35 Respondent's attitude towards Brand Image of Private Label Product (CD, PC & HC) is independent of Shopping Frequency.

Ahmedabad City

From table 7.40.a it is observed that shopping frequency has significant effect on respondent's attitude towards all selected private label categories for price and packaging as attribute.

As per table 7.40.b and 7.40.c it is observed that –

- Packaging as attribute for private label consumer durable, personal care as well as home care products, means are significantly different shopping frequency viz. fortnightly and 2 - 3 days / week, weekly and monthly respectively across all categories. Moreover slightly positive attitude was found for respondents visiting fortnightly, while slightly negative attitude was of respondents visiting 2 – 3 days / week across all categories.

Table 7.40.a : Effect on respondents attitude towards PLs with respect to Shopping Frequency (ANOVA) - Ahmedabad

		Sum of Squares	df	Mean Square	F	Sig.
PC_P_CD	Between Groups	27.433	4	6.858	2.983	.022
	Within Groups	275.879	120	2.299		
	Total	303.312	124			
PC_P_PC	Between Groups	26.752	4	6.688	2.956	.023
	Within Groups	271.520	120	2.263		
	Total	298.272	124			
PC_P_HC	Between Groups	27.433	4	6.858	2.983	.022
	Within Groups	275.879	120	2.299		
	Total	303.312	124			

Table 7.40.b : Effect on respondents attitude towards PLs with respect to Shopping Frequency (Descriptive) - Ahmedabad							
		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
PC_P_CD	Daily	6	4.00	.894	.365	3	5
	2 - 3 Days / Week	9	2.78	1.394	.465	1	5
	Weekly	60	3.77	1.691	.218	1	7
	Fortnightly	11	5.00	.775	.234	3	6
	Monthly	39	3.56	1.465	.235	1	6
	Total	125	3.75	1.564	.140	1	7
PC_P_PC	Daily	6	4.00	.894	.365	3	5
	2 - 3 Days / Week	9	2.78	1.394	.465	1	5
	Weekly	60	3.77	1.691	.218	1	7
	Fortnightly	11	5.00	.775	.234	3	6
	Monthly	39	3.62	1.426	.228	1	6
	Total	125	3.77	1.551	.139	1	7
PC_P_HC	Daily	6	4.00	.894	.365	3	5
	2 - 3 Days / Week	9	2.78	1.394	.465	1	5
	Weekly	60	3.77	1.691	.218	1	7
	Fortnightly	11	5.00	.775	.234	3	6
	Monthly	39	3.56	1.465	.235	1	6
	Total	125	3.75	1.564	.140	1	7

Table 7.40.c : Effect on respondents attitude towards PLs with respect to Shopping Frequency (Multiple Comparisons - LSD) - Ahmedabad					
Dependent Variable	(I) SHOPPINGFREQUENCY	(J) SHOPPINGFREQUENCY	Mean Difference (I-J)	Std. Error	Sig.
PC_P_CD	Fortnightly	2 - 3 Days / Week	2.222*	.681	.001
		Weekly	1.233*	.497	.015
		Monthly	1.436*	.518	.006
PC_P_PC	Fortnightly	2 - 3 Days / Week	2.222*	.676	.001
		Weekly	1.233*	.493	.014
		Monthly	1.385*	.514	.008
PC_P_HC	Fortnightly	2 - 3 Days / Week	2.222*	.681	.001
		Weekly	1.233*	.497	.015
		Monthly	1.436*	.518	.006

Surat City

It was observed that respondents attitude towards private label brands is independent of respondents shopping frequency in Surat City.

Vadodara City

From table 7.41.a it is observed that shopping frequency has significant effect on respondent's attitude towards all selected private label categories for price and packaging as attribute.

From table 7.41.b and 7.41.c it is observed that -

➢ Price as attribute for private label consumer durable, personal care as well as home care products, means are significantly different for shopping frequency viz. 2 - 3 days / week and weekly, fortnightly, monthly respectively across all categories. Moreover moderately positive attitude was found for respondents visiting fortnightly, slightly positive attitude was found for weekly and monthly while slightly negative attitude is found to be for respondents visiting 2 – 3 days / week, across all selected categories.

Table 7.41.a : Effect on respondents attitude towards PLs with respect to Shopping Frequency (ANOVA) - Vadodara

		Sum of Squares	df	Mean Square	F	Sig.
P_P_CD	Between Groups	45.111	3	15.037	9.066	.000
	Within Groups	200.697	121	1.659		
	Total	245.808	124			
P_P_PC	Between Groups	46.814	3	15.605	9.683	.000
	Within Groups	194.994	121	1.612		
	Total	241.808	124			
P_P_HC	Between Groups	47.225	3	15.742	10.026	.000
	Within Groups	189.975	121	1.570		
	Total	237.200	124			

Table 7.41.b : Effect on respondents attitude towards PLs with respect to Shopping Frequency (Descriptive) - Vadodara							
		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
P_P_CD	2 - 3 Days / Week	8	3.00	1.690	.598	1	5
	Weekly	40	5.30	1.418	.224	2	7
	Fortnightly	32	5.59	1.292	.228	2	7
	Monthly	45	5.38	1.072	.160	2	7
	Total	125	5.26	1.408	.126	1	7
P_P_PC	2 - 3 Days / Week	8	3.00	1.690	.598	1	5
	Weekly	40	5.23	1.349	.213	2	7
	Fortnightly	32	5.66	1.310	.232	2	7
	Monthly	45	5.40	1.074	.160	2	7
	Total	125	5.26	1.396	.125	1	7
P_P_HC	2 - 3 Days / Week	8	3.00	1.690	.598	1	5
	Weekly	40	5.35	1.312	.207	3	7
	Fortnightly	32	5.69	1.306	.231	2	7
	Monthly	45	5.33	1.066	.159	2	7
	Total	125	5.28	1.383	.124	1	7

Table 7.41.c : Effect on respondents attitude towards PLs with respect to Shopping Frequency (Multiple Comparisons - LSD) - Vadodara					
Dependent Variable	(I) SHOPPINGFREQUENCY	(J) SHOPPINGFREQUENCY	Mean Difference (I-J)	Std. Error	Sig.
P_P_CD	2 - 3 Days / Week	Weekly	-2.300*	.499	.000
		Fortnightly	-2.594*	.509	.000
		Monthly	-2.378*	.494	.000
P_P_PC	2 - 3 Days / Week	Weekly	-2.225*	.492	.000
		Fortnightly	-2.656*	.502	.000
		Monthly	-2.400*	.487	.000
P_P_HC	2 - 3 Days / Week	Weekly	-2.350*	.485	.000
		Fortnightly	-2.688*	.495	.000
		Monthly	-2.333*	.481	.000

Rajkot City

It was observed that respondents attitude towards private label brands is independent of respondents shopping frequency in Rajkot City.