CHAPTER 8

FINDINGS AND LIMITATIONS OF RESEARCH STUDY

FINDINGS

Respondent's belief towards NBs and PLs across different categories and attribute in selected cities of Gujarat.

Private Label Ahmedabad City (n = 125)

- 103 respondents believe that private label consumer durables offers low quality.
- 16 respondents believe that private label consumer durables offer high quality.
- 114 respondents believe that private label personal care products offer low quality.
- 12 respondents believe that private label personal care products offer high quality.
- 105 respondents believe that private label home care products offer low quality.
- 7 respondents believe that private label home care products offer high quality.
- 103 respondents believe that private label consumer durables are cheap.
- 16 respondents believe that private label consumer durables are expensive.
- 114 respondents believe that private label personal care products are cheap.
- 12 respondents believe that private label personal care products are expensive.
- 105 respondents believe that private label home care products are cheap.
- 7 respondents believe that private label home care products are expensive.
- 103 respondents believe that private label consumer durables are risky.
- 16 respondents believe that private label consumer durables are risk free.
- 114 respondents believe that private label personal care products are risky.
- 12 respondents believe that private label personal care products are risk free.
- 105 respondents believe that private label home care products are risky.
- 7 respondents believe that private label home care products are risk free.
- 103 respondents believe that private label consumer durables have unattractive packaging.

- 16 respondents believe that private label consumer durables have attractive packaging.
- 114 respondents believe that private label personal care products have unattractive packaging.
- 12 respondents believe that private label personal care products have attractive packaging.
- 105 respondents believe that private label home care products have unattractive packaging.
- 7 respondents believe that private label home care products have attractive packaging.
- 103 respondents believe that private label consumer durables have low brand image.
- 16 respondents believe that private label consumer durables have high brand image.
- 114 respondents believe that private label personal care products have low brand image.
- 12 respondents believe that private label personal care products have high brand image.
- 105 respondents believe that private label home care products have low brand image.
- 7 respondents believe that private label home care products have high brand image.

Private Label Surat City (n = 125)

- 43 respondents believe that private label consumer durables offers low quality.
- 57 respondents believe that private label consumer durables offer high quality.
- 40 respondents believe that private label personal care products offer low quality.
- 56 respondents believe that private label personal care products offer high quality.
- 43 respondents believe that private label home care products offer low quality.
- 56 respondents believe that private label home care products offer high quality.
- 95 respondents believe that private label consumer durables are cheap.
- 10 respondents believe that private label consumer durables are expensive.
- 96 respondents believe that private label personal care products are cheap.
- 13 respondents believe that private label personal care products are expensive.
- 99 respondents believe that private label home care products are cheap.
- 12 respondents believe that private label home care products are expensive.
- 88 respondents believe that private label consumer durables are risky.
- 20 respondents believe that private label consumer durables are risk free.
- 92 respondents believe that private label personal care products are risky.
- 16 respondents believe that private label personal care products are risk free.

• 89 respondents believe that private label home care products are risky.

- 19 respondents believe that private label home care products are risk free.
- 25 respondents believe that private label consumer durables have unattractive packaging.
- 74 respondents believe that private label consumer durables have attractive packaging.
- 27 respondents believe that private label personal care products have unattractive packaging.
- 65 respondents believe that private label personal care products have attractive packaging.
- 19 respondents believe that private label home care products have unattractive packaging.
- 72 respondents believe that private label home care products have attractive packaging.
- 52 respondents believe that private label consumer durables have low brand image.
- 50 respondents believe that private label consumer durables have high brand image.
- 58 respondents believe that private label personal care products have low brand image.
- 46 respondents believe that private label personal care products have high brand image.
- 55 respondents believe that private label home care products have low brand image.
- 57 respondents believe that private label home care products have high brand image.

Private Label Vadodara City (n = 125)

- 57 respondents believe that private label consumer durables offers low quality.
- 34 respondents believe that private label consumer durables offer high quality.
- 62 respondents believe that private label personal care products offer low quality.
- 27 respondents believe that private label personal care products offer high quality.
- 58 respondents believe that private label home care products offer low quality.
- 36 respondents believe that private label home care products offer high quality.
- 88 respondents believe that private label consumer durables are cheap.
- 14 respondents believe that private label consumer durables are expensive.
- 88 respondents believe that private label personal care products are cheap.
- 14 respondents believe that private label personal care products are expensive.
- 95 respondents believe that private label home care products are cheap.
- 20 respondents believe that private label home care products are expensive.
- 97 respondents believe that private label consumer durables are risky.
- 21 respondents believe that private label consumer durables are risk free.

• 92 respondents believe that private label personal care products are risky.

- 12 respondents believe that private label personal care products are risk free.
- 83 respondents believe that private label home care products are risky.
- 19 respondents believe that private label home care products are risk free.
- 31 respondents believe that private label consumer durables have unattractive packaging.
- 63 respondents believe that private label consumer durables have attractive packaging.
- 37 respondents believe that private label personal care products have unattractive packaging.
- 66 respondents believe that private label personal care products have attractive packaging.
- 40 respondents believe that private label home care products have unattractive packaging.
- 64 respondents believe that private label home care products have attractive packaging.
- 65 respondents believe that private label consumer durables have low brand image.
- 28 respondents believe that private label consumer durables have high brand image.
- 69 respondents believe that private label personal care products have low brand image.
- 23 respondents believe that private label personal care products have high brand image.
- 62 respondents believe that private label home care products have low brand image.
- 30 respondents believe that private label home care products have high brand image.

Private Label Rajkot City (n = 125)

- 49 respondents believe that private label consumer durables offers low quality.
- 44 respondents believe that private label consumer durables offer high quality.
- 53 respondents believe that private label personal care products offer low quality.
- 44 respondents believe that private label personal care products offer high quality.
- 47 respondents believe that private label home care products offer low quality.
- 36 respondents believe that private label home care products offer high quality.
- 97 respondents believe that private label consumer durables are cheap.
- 16 respondents believe that private label consumer durables are expensive.
- 91 respondents believe that private label personal care products are cheap.
- 18 respondents believe that private label personal care products are expensive.
- 93 respondents believe that private label home care products are cheap.
- 16 respondents believe that private label home care products are expensive.

- 53 respondents believe that private label consumer durables are risky.
- 24 respondents believe that private label consumer durables are risk free.
- 57 respondents believe that private label personal care products are risky.
- 16 respondents believe that private label personal care products are risk free.
- 55 respondents believe that private label home care products are risky.
- 18 respondents believe that private label home care products are risk free.
- 25 respondents believe that private label consumer durables have unattractive packaging.
- 50 respondents believe that private label consumer durables have attractive packaging.
- 23 respondents believe that private label personal care products have unattractive packaging.
- 48 respondents believe that private label personal care products have attractive packaging.
- 21 respondents believe that private label home care products have unattractive packaging.
- 54respondents believe that private label home care products have attractive packaging.
- 61 respondents believe that private label consumer durables have low brand image.
- 38 respondents believe that private label consumer durables have high brand image.
- 65 respondents believe that private label personal care products have low brand image.
- 30 respondents believe that private label personal care products have high brand image.
- 57 respondents believe that private label home care products have low brand image.
- 36 respondents believe that private label home care products have high brand image.

National Brands Ahmedabad City (n = 125)

- 4 respondents believe that national brand consumer durables offers low quality.
- 120 respondents believe that national brand consumer durables offer high quality.
- 3 respondents believe that national brand personal care products offer low quality.
- 120 respondents believe that national brand personal care products offer high quality.
- 2 respondents believe that national brand home care products offer low quality.
- 115 respondents believe that national brand home care products offer high quality.
- 2 respondents believe that national brand consumer durables are cheap.
- 122 respondents believe that national brand consumer durables are expensive.
- 3 respondents believe that national brand personal care products are cheap.
- 121 respondents believe that national brand personal care products are expensive.

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- 2 respondents believe that national brand home care products are cheap.
- 122 respondents believe that national brand home care products are expensive.
- None of the respondents believe that national brand consumer durables are risky.
- 124 respondents believe that national brand consumer durables are risk free.
- None of the respondents believe that national brand personal care products are risky.
- 125 respondents believe that national brand personal care products are risk free.
- 1 respondent believe that national brand home care products are risky.
- 124 respondents believe that national brand home care products are risk free.
- 13 respondents believe that national brand consumer durables have unattractive packaging.
- 110 respondents believe that national brand consumer durables have attractive packaging.
- 11 respondents believe that national brand personal care products have unattractive packaging.
- 112 respondents believe that national brand personal care products have attractive packaging.
- 13 respondents believe that national brand home care products have unattractive packaging.
- 109 respondents believe that national brand home care products have attractive packaging.
- None of the respondents believe that national brand consumer durables have low brand image.
- 125 respondents believe that national brand consumer durables have high brand image.
- None of the respondents believe that national brand personal care products have low brand image.
- 125 respondents believe that national brand personal care products have high brand image.
- None of the respondents believe that national brand home care products have low brand image.
- 124 respondents believe that national brand home care products have high brand image.

National Brands Surat City (n = 125)

- 6 respondents believe that national brand consumer durables offers low quality.
- 100 respondents believe that national brand consumer durables offer high quality.
- 3 respondents believe that national brand personal care products offer low quality.
- 105 respondents believe that national brand personal care products offer high quality.

- 4 respondents believe that national brand home care products offer low quality.
- 102 respondents believe that national brand home care products offer high quality.
- 12 respondents believe that national brand consumer durables are cheap.
- 97 respondents believe that national brand consumer durables are expensive.
- 22 respondents believe that national brand personal care products are cheap.
- 91 respondents believe that national brand personal care products are expensive.
- 19 respondents believe that national brand home care products are cheap.
- 89 respondents believe that national brand home care products are expensive.
- 4 respondents believe that national brand consumer durables are risky.
- 112 respondents believe that national brand consumer durables are risk free.
- 4 respondents believe that national brand personal care products are risky.
- 115 respondents believe that national brand personal care products are risk free.
- 2 respondents believe that national brand home care products are risky.
- 119 respondents believe that national brand home care products are risk free.
- 16 respondents believe that national brand consumer durables have unattractive packaging.
- 96 respondents believe that national brand consumer durables have attractive packaging.
- 6 respondents believe that national brand personal care products have unattractive packaging.
- 105 respondents believe that national brand personal care products have attractive packaging.
- 11 respondents believe that national brand home care products have unattractive packaging.
- 106 respondents believe that national brand home care products have attractive packaging.
- 6 respondents believe that national brand consumer durables have low brand image.
- 105 respondents believe that national brand consumer durables have high brand image.
- 5 respondents believe that national brand personal care products have low brand image.
- 106 respondents believe that national brand personal care products have high brand image.
- 6 respondents believe that national brand home care products have low brand image.
- 99 respondents believe that national brand home care products have high brand image.

National Brands Vadodara City (n = 125)

- 2 respondents believe that national brand consumer durables offers low quality.
- 117 respondents believe that national brand consumer durables offer high quality.

- 2 respondents believe that national brand personal care products offer low quality.
- 113 respondents believe that national brand personal care products offer high quality.
- 2 respondents believe that national brand home care products offer low quality.
- 112 respondents believe that national brand home care products offer high quality.
- 8 respondents believe that national brand consumer durables are cheap.
- 113 respondents believe that national brand consumer durables are expensive.
- 8 respondents believe that national brand personal care products are cheap.
- 106 respondents believe that national brand personal care products are expensive.
- 9 respondents believe that national brand home care products are cheap.
- 101 respondents believe that national brand home care products are expensive.
- 2 respondents believe that national brand consumer durables are risky.
- 116 respondents believe that national brand consumer durables are risk free.
- 3 respondents believe that national brand personal care products are risky.
- 115 respondents believe that national brand personal care products are risk free.
- 2 respondents believe that national brand home care products are risky.
- 119 respondents believe that national brand home care products are risk free.
- 10 respondents believe that national brand consumer durables have unattractive packaging.
- 99 respondents believe that national brand consumer durables have attractive packaging.
- 5 respondents believe that national brand personal care products have unattractive packaging.
- 106 respondents believe that national brand personal care products have attractive packaging.
- 5 respondents believe that national brand home care products have unattractive packaging.
- 104 respondents believe that national brand home care products have attractive packaging.
- None of the respondents believe that national brand consumer durables have low brand image.
- 120 respondents believe that national brand consumer durables have high brand image.
- None of the respondents believe that national brand personal care products have low brand image.
- 110 respondents believe that national brand personal care products have high brand image.
- None of the respondents believe that national brand home care products have low brand image.

• 122 respondents believe that national brand home care products have high brand image.

National Brands Rajkot City (n = 125)

- 2 respondents believe that national brand consumer durables offers low quality.
- 119 respondents believe that national brand consumer durables offer high quality.
- 2 respondents believe that national brand personal care products offer low quality.
- 113 respondents believe that national brand personal care products offer high quality.
- 2 respondents believe that national brand home care products offer low quality.
- 113 respondents believe that national brand home care products offer high quality.
- 10 respondents believe that national brand consumer durables are cheap.
- 107 respondents believe that national brand consumer durables are expensive.
- 12 respondents believe that national brand personal care products are cheap.
- 107 respondents believe that national brand personal care products are expensive.
- 10 respondents believe that national brand home care products are cheap.
- 111 respondents believe that national brand home care products are expensive.
- 2 respondents believe that national brand consumer durables are risky.
- 93 respondents believe that national brand consumer durables are risk free.
- 2 respondents believe that national brand personal care products are risky.
- 93 respondents believe that national brand personal care products are risk free.
- 2 respondents believe that national brand home care products are risky.
- 91 respondents believe that national brand home care products are risk free.
- 8 respondents believe that national brand consumer durables have unattractive packaging.
- 89 respondents believe that national brand consumer durables have attractive packaging.
- 2 respondents believe that national brand personal care products have unattractive packaging.
- 91 respondents believe that national brand personal care products have attractive packaging.
- 6 respondents believe that national brand home care products have unattractive packaging.
- 87 respondents believe that national brand home care products have attractive packaging.
- None of the respondents believe that national brand consumer durables have low brand image.
- 117 respondents believe that national brand consumer durables have high brand image.

- None of the respondents believe that national brand personal care products have low brand image.
- 117 respondents believe that national brand personal care products have high brand image.
- None of the respondents believe that national brand home care products have low brand image.
- 109 respondents believe that national brand home care products have high brand image.

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

- For all the cities it was observed that 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.
- There was no perceived difference on the attributes of Packaging (means are significant at 5% significance level) across all selected categories except Vadodara City.
- Following results were obtained for 3 selected cities viz. Ahmedabad, Surat and Rajkot;

	1. NB > PL (Mean): NBs perceived to be better than PLs	:	Quality, Risk &
			Image
	2. NB \leq PL (Mean): PLs perceived to be better than NBs	:	Price
•	 NBs = PLs (Mean):NBs & PLs perceived to be same : Some difference was observed in attitude of respondents fr follows: 	om Vac	Packaging lodara City which is as
	1. NB > PL: NBs perceived to be better than PLs :	Quality Image	v, Risk, Packaging &

2. NB < PL: PLs perceived to be better than NBs : Price

Mean Rank Analysis & Comparison of attitude with respect to selected categories and selected attributes across selected cities.

Overall

- 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.

Ahmedabad City

- Respondents preference for quality (Mean =5.5 6) is highest while packaging (Mean = 3.76) is lowest for national brand consumer durable.
- Respondents preference for price (Mean = 5.78) is highest while packaging (Mean = 3.75) is lowest for private label consumer durable.
- Respondents preference for quality (Mean = 5.56) is highest while packaging (Mean = 3.74) is lowest for national brand personal care products.
- Respondents preference for price (Mean = 5.78) is highest while packaging (Mean = 3.77) is lowest for private label personal care products.
- Respondents preference for quality (Mean =5.53) is highest while packaging (Mean = 3.47) is lowest for national brand home care products.
- Respondents preference for price (Mean = 5.78) is highest while packaging (Mean = 3.75) is lowest for private label home care products.

Surat City

- Respondents preference for quality (Mean = 6.19) is highest while packaging (Mean = 4.73) is lowest for national brand consumer durable.
- Respondents preference for price (Mean = 5.83) is highest while packaging (Mean = 4.75) is lowest for private label consumer durable.
- Respondents preference for quality (Mean = 5.56) is highest while packaging (Mean = 3.74) is lowest for national brand personal care products.
- Respondents preference for price (Mean = 5.78) is highest while risk & packaging (Mean = 4.74) is lowest for private label personal care products.
- Respondents preference for quality (Mean = 6.17) is highest while packaging (Mean = 4.74) is lowest for national brand home care products.
- Respondents preference for price (Mean = 5.78) is highest while packaging (Mean = 4.74) is lowest for private label home care products.

Vadodara City

- Respondents preference for quality (Mean = 6.21) is highest while price (Mean = 4.79) is lowest for national brand consumer durable.
- Respondents preference for quality (Mean = 5.66) is highest while packaging (Mean = 4.66) is lowest for private label consumer durable.
- Respondents preference for quality (Mean = 6.16) is highest while price (Mean = 4.81) is lowest for national brand personal care products.
- Respondents preference for quality (Mean = 5.6) is highest while packaging (Mean = 4.81) is lowest for private label personal care products
- Respondents preference for quality (Mean = 6.16) is highest while risk (Mean = 5.62) is lowest for national brand home care products.
- Respondents preference for quality (Mean = 5.65) is highest while packaging (Mean = 4.79) is lowest for private label home care products.

Rajkot City

- Respondents preference for quality (Mean = 6.19) is highest while packaging (Mean = 4.66) is lowest for national brand consumer durable.
- Respondents preference for price (Mean = 5.84) is highest while packaging (Mean = 4.60) is lowest for private label consumer durable.
- Respondents preference for quality (Mean = 6.16) is highest while packaging (Mean = 4.65) is lowest for national brand personal care products.
- Respondents preference for price (Mean = 5.74) is highest while packaging (Mean = 4.60) is lowest for private label personal care products.
- Respondents preference for price (Mean = 5.76) is highest while packaging (Mean = 4.63) is lowest for private label home care products.
- Respondents preference for quality (Mean = 6.16) is highest while packaging (Mean = 4.63) is lowest for national brand home care products.

Other Observations

- 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.
- 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.
- 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.

All findings are discussed above from data analysis and interpretation; further following table clarify the statements of acceptance or rejection respectively for testing of hypothesis.

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PC		Accepted
I TOURNET IS ALL ASCEPTED AND ASCEPTED ACCEPTED ACCEPTED ACCEPTED	scepted Accepted	Accepted
	scepted Rejected	Rejected
Accepted		Rejected
HC Accepted	scepted Accepted	Rejected

Sr. No.	Statement	Product Category	Ahmedabad	Surat	Vadodara	Rajkot
	Decurred ontitited a truncade Arielite, of Deiroto I abol	CD	Accepted	Accepted	Accepted	Rejected
H¢11	Dending is in domination to wards Quality of Frivate Label	PC	Rejected	Rejected	Accepted	Rejected
	Froduct is independent of Monunity Household Income.	HC	Rejected	Accepted	Accepted	Rejected
	Deanondent's ottitude torrionds Duise of Duisente I ahal	CD	Rejected	Accepted	Accepted	Accepted
H¢12	Dending is independent of Monthly Universed Lance	PC	Rejected	Accepted	Accepted	Accepted
		HC	Rejected	Accepted	Accepted	Accepted
	Respondent's attitude towards Risk Associated of Private	CD	Accepted	Accepted	Accepted	Accepted
H¢13	Label Product is independent of Monthly Household	PC	Accepted	Accepted	Accepted	Accepted
	Income	HC	Accepted	Accepted	Accepted	Accepted
	Recondent's attitude toursude Decharing of Drivete I abel	CD	Accepted	Accepted	Rejected	Accepted
H¢14	Devolute in antitude to wards I achaging of Filvate Laber	PC	Accepted	Accepted	Rejected	Accepted
		HC	Accepted	Accepted	Rejected	Accepted
	Recnondent's offitude towards Image of Drivinge I abel	CD	Rejected	Accepted	Accepted	Accepted
H¢15	Dending is indemendent of Monthly Unitable I I was	PC	Rejected	Rejected	Accepted	Accepted
		HC	Rejected	Rejected	Accepted	Accepted
	Recnondent's attitude tourards Ouolity of Drivate I ahel	CD	Accepted	Accepted	Accepted	Rejected
H¢16	Devolution is autient to wards Quality OI 1 119 and Labor Devolute is independent of Time of Family.	PC	Accepted	Accepted	Accepted	Rejected
	I TOURNOUS TRUCCHORTH OF TADE OF LATITIES	HC	Accepted	Accepted	Accepted	Rejected
	Resnondent's attitude towards Drive of Drivate I ahel	CB	Rejected	Accepted	Accepted	Rejected
H¢17	Droductic 3 autour to wards 1 1100 01 1 117 at Labor Droduct is independent of Tyne of Femily	PC	Rejected	Accepted	Accepted	Rejected
	I TOURNOL IS ITTUC POTINGIT OF TADE OF LATITITY	HC	Rejected	Accepted	Accepted	Rejected
-	Resnondent's attitude towards Risk Associated of Private	ß	Accepted	Accepted.	Rejected	Accepted
Hø18	I abel Droduct is independent of Tyme of Family	PC	Accepted	Rejected	Rejected	Accepted
		HC	Accepted	Accepted	Rejected	Accepted
	Resnondent's attitude towards Packaging of Private I ahel	CD	Accepted	Accepted	Accepted	Accepted
H þ 19	Droductic statication of the o	PC	Accepted	Accepted	Accepted	Accepted
	I TOURCE IS ITTREPERIMENT OF TAPE OF LATITITY	HC	Accepted	Accepted	Accepted	Accepted
	Resnondent's attitude towards Image of Drivate I abel	CD	Accepted	Accepted	Accepted	Accepted
H þ 20	Devolute in a dividue to waitus titlage of 111 vale Laber	PC	Accepted	Accepted	Accepted	Accepted
	TUDDED T TO ALL TA TO TRADUCTION TADATILY OF TANDAT Y	HC	Accepted	Accepted	Accepted	Accepted

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Sr.	Statement	Product	Ahmedabad	Surat	Vadodara	Rajkot
No.		Category				
	Recoondent's attitude towards Quality of Drivate I ahal	CD	Accepted	Rejected	Accepted	Accepted
Hφ21	Devolution is antitude to wards Quality of 1 117ate Laber	PC	Accepted	Rejected	Accepted	Accepted
	I TOURCE IN TRUCE DETINETION OCCUPATION	нс	Accepted	Rejected	Accepted	Rejected
	Resnondent's attitude touvards Drive of Drivate I ahel	CD	Rejected	Accepted	Accepted	Rejected
H¢22	Developments of antitude towards 11100 UL 1117ate Lauci Developting in independent of Accuration	PC	Rejected	Accepted	Accepted	Rejected
		HC	Rejected	Accepted	Accepted	Rejected
	Resnondent's attitude tourards Rick Associated of Drivate	G	Accepted	Accepted	Accepted	Accepted
H¢23	Tropostation of antitude to wards the provinction of 1 11/2010	PC	Accepted	Accepted	Accepted	Accepted
	LAUCE I FOULCE IN ILLUCIPERIOLIE OF OCCUPATION	нс	Accepted	Accepted	Accepted	Accepted
	Resnondent's attitude towards Dackaging of Drivate I shel	CD	Rejected	Accepted	Rejected	Accepted
H¢24	Developments of animus to waters 1 accagning 01 1119 and Laber Developt is indemendent of Monthly Incomes	PC	Rejected	Accepted	Rejected	Accepted
	I TOURCE IS ITTREPETINETIC OF INTOTINITY FLOURSETION THEOTHE	нс	Rejected	Accepted	Rejected	Accepted
	Recnondent's attitude tourseds Image of Driviste I shel	CD	Rejected	Accepted	Rejected	Accepted
H¢25	Description is autous to wates intage of 1 117 at Laber	PC	Rejected	Accepted	Rejected	Accepted
		HC	Rejected	Accepted	Rejected	Accepted
	Resnondent's attitude touvards Ouglity of Drivate I ahel	6	Rejected	Accepted	Accepted	Rejected
H þ 26	Description is autous to wards Quanty OL 1 117 ats 12001 Descript is indemendent of Trme of Bomilty	PC	Rejected	Accepted	Accepted	Rejected
		HC	Rejected	Accepted	Accepted	Rejected
	Resnondent's attitude towards Drive of Drivate I ahel	6	Accepted	Accepted	Rejected	Accepted
H¢27	Developments of unitary to waters 1 1100 01 1 117 atto 2000. Developt is indemendant of Monital Status	PC	Accepted	Accepted	Rejected	Accepted
	A TOURCE IN HIRCOCHACHE OF INTREFIER DESIGN	HC	Accepted	Accepted	Rejected	Accepted
	Resnondent's attitude touverds Rick Associated of Drivete	CD	Accepted	Accepted	Rejected	Accepted
H¢28	Tesponents a autimue towards russ rasochated of 1117aic Takel Product is independent of Monital Status	PC	Accepted	Accepted	Accepted	Accepted
	LAUVE I TOURNE TO ILIUVPULICIES OF IVIALIES OF ALLOS	HC	Accepted	Accepted	Accepted	Accepted
	Recondent's attitude towards Dackaning of Drivate I abel	CD	Accepted	Accepted	Accepted	Accepted
H þ 29	averaging of 1110 to wards a averaging of 1110 are raced Droduct is independent of Type of Family	PC	Accepted	Accepted	Accepted	Accepted
	I TOURNOL IS TITURE DETUNCTION I A DE OT I ATTITIS	HC	Accepted	Accepted	Accepted	Accepted
	Resnondent's attitude towards Image of Private I abel	CD	Accepted	Accepted	Rejected	Rejected
H¢30	product is indemendent of Marital Status	PC	Accepted	Accepted	Rejected	Rejected
	ד וטממער זא זוזמראלימנוני איז זאזמוזומז אומומא	HC	Accepted	Accepted	Rejected	Rejected

Sr.	Statement	Product	Ahmedabad	Surat	Vadodara	Rajkot
No.		Category	,			
H¢31	Respondent's attitude towards Quality of Private Label	CD	Accepted	Accepted	Accepted	Accepted
	Product is independent of Shopping Frequency	PC	Accepted	Accepted	Accepted	Accepted
		нс	Accepted	Accepted	Accepted	Accepted
H¢32	Respondent's attitude towards Price of Private Label	CD	Accepted	Accepted	Rejected	Accepted
	Product is independent of Shopping Frequency	PC	Accepted	Accepted	Rejected	Accepted
		HC	Accepted	Accepted	Rejected	Accepted
H¢33	Respondent's attitude towards Risk Associated of Private	CD	Accepted	Accepted	Accepted	Accepted
	Label Product is independent of Shopping Frequency	PC	Accepted	Accepted	Accepted	Accepted
		HC	Accepted	Accepted	Accepted	Accepted
Hφ34	H\034 Respondent's attitude towards Packaging of Private Label	CD	Rejected	Accepted	Accepted	Accepted
	Product is independent of Shopping Frequency	PC	Rejected	Accepted	Accepted	Accepted
		HC	Rejected	Accepted	Accepted	Accepted
H¢35	Hø35 Respondent's attitude towards Image of Private Label	CD	Accepted	Accepted	Accepted	Accepted
	Product is independent of Shopping Frequency	PC	Accepted	Accepted	Accepted	Accepted
		HC	Accepted	Accepted	Accepted	Accepted
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