



Contents

Sr. No.	Name of Topic / Chapter	Page No.
	Cover Page	i.
	Certificate	ii.
	Acknowledgement	iii.
	List of Figures	vi.
	Abbreviations	vi.
	List of Tables	vii.
	List of Graphs	xi.
Chapter 1	INTRODUCTION TO RETAILING: INTERNATIONAL & INDIAN SCENERIO	1-37
	1. Definition of Retail	1
	2. Definition of Retailing	2
	3. History of Retailing	2
	4. Importance of Retailing	5
	5. Difference between Traditional & Non Traditional Retailing.	9
	6. The Functions of a Retailer	11
	7. The rise of Retailer	12
	8. Classification & Characteristics of Organized Retailers	14
	9. Retailing Scenario – International	15
	10. Retailing Scenario – In India	23
Chapter 2	INTRODUCTION TO PRIVATE LABELS: INTERNATIONAL & INDIAN SCENERIO	38-66
	1. Concept of Private Labels	38
	2. Classification of Private Labels	39
	3. Significance of Private Label	40
	4. Evolution of Private Labels	41
	5. Process of Private Label Creation	44
	6. Private Label: International Scenario	46
	7. Private Label: Indian Scenario	47
	8. Snapshot of Indian Retailer's Depth of Private Labels	53
	9. Long-term Growth Drivers of Private Label	54
	10. Rationale of Study	56
	11. Research Objectives	61
Chapter 3	LITERATURE REVIEW & FORMATION OF HYPOTHESIS	67 - 111
	1. Review Of Literature	67
	2. Formation of Hypothesis	95
	3. Definitions and Discussion of terms used in Study	101
Chapter 4	CONSUMER ATTITUDE, MODELS AND MEASURMENT	112 - 136
	1. Definition of Attitude	112
	2. Characteristics of Attitude	113
	3. Models of Attitude	115
	4. Measurement of Attitude Components	121
	5. Source of Attitude Development	122
	6. Functions of Attitude	124
	7. Fishbein – Aizen Model & Measuring Attitude towards Brands	126
	8. Indian Consumer Physic	127

Chapter 5	OVERVIEW OF GUJARAT STATE AND SELECTED CITIES	137 - 174
	1. Socio Economic Review of Gujarat	137
	2. CITY Overview of Ahmedabad City	156
	3. CITY Overview of Vadodara City	159
	4. Overview of Surat City	162
	5. Overview of Rajkot City	166
Chapter 6	RESEARCH DESIGN AND METHODOLOGY	175 - 185
	1. Research Design	175
	2. Sample Plan	175
	3. Source of Data Collection	176
	4. Research Approach	176
	5. Data Collection Tool	177
	6. Model Used for the Research Study & Derivation of Scale	178
	7. Statistical Methods used for Data Analysis as well as Testing of Hypothesis	180
	8. Definitions and Discussion of Terms Used	181
	9. List of Abbreviations Used in Data Analysis and Interpretation	184
Chapter 7	DATA ANALYSIS AND INTERPRETATION	186 - 324
	1. Demographic Profile of Respondents	186
	2. Test for Normality of Data Collected	187
	3. Test for Reliability of Data Collected	194
	4. Measuring & Comparing respondents Belief towards NBs vs. PL's	200
	5. Measuring & Comparing Attitude towards NBs vs. PL's	256
	6. Testing of Hypothesis	278
Chapter 8	FINDINGS AND LIMITATIONS OF RESEARCH STUDY	325 - 347
	1. Findings	325
	2. Conclusions	346
	3. Management Implications	347
	4. Limitations of the Study	347
	BIBLIOGRAPHY	348 - 374

BIBLIOGRAPHY

APPENDIX

Questionnaire