"CUSTOMER SATISFACTION ON PRIVATE LABEL OVER FMCG'S IN MARKETING MIX: A CASE STUDY"

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Abstract

Customer is the key for all industries in the world. To make customer satisfied is the hardest task for the companies. Customers are getting satisfied through product or service. Most of the products are from national brands. In the current market, private label is gaining more attention. Most of the research works studied to find the customer behaviour towards private labels. It showing that private label is moving in fast phase in Indian market. Current study is focusing to find out the customer satisfaction in Tirupati region. Statistical analysis done through using of factor analysis, correlation analysis and multiple regression, were used to understand the satisfaction level of the customers of Tirupati region.

Keywords: Retail, FMCG (fast moving consumer goods), private label, customer satisfaction

Introduction

Customer is the key for all industries in the world. To make customer satisfied is the hardest task for the companies. All business management activities are depended on the customer oriented. Making customer satisfied is not an easy act; it required a lot of hard work from the companies. All the companies are trying to compete and succeed the customer heart. Customer is the only person can decide a company existence and elimination. In the observation of history, factors showed that all reputed companies have loyal customers. These loyal customers are made out of the satisfaction through products and services only. Customer required products and services are mostly branded, most of companies produce national brands. Brand plays a vital role in the customer satisfaction. Customer remembers the quality, features and value through brand only. As marketing grows on, different players entered in the market to make customer satisfy through their branded products. Private labels are became substitute for the national brands. Private labels are known as whole seller's brand or retailer's brand. Private label is became strong competitor to national brand to satisfy the customer.

Review of literature

The word 'retail' is derived from a French word retalier. The term by the verb tailor, it means "to cut again. Evidently, retail trade is one that cuts off smaller portions from large lumps of goods. It is a process through which goods are transported to final consumers. In other words, retailing consists of the activities involved in selling directly to the ultimate consumer for personal, non-business use. Manufacturers engage in retailing when they make direct-to-consumer sales of their products through their own stores by door to door canvas or mail order or even on telephone. Even a wholesaler engages in retailing when sells directly to an ultimate consumer, although his main business may be wholesaling. A retailer is a merchant or occasionally an agent or a business enterprise, whose main business is selling directly to ultimate consumers for non-business use. He performs many marketing activities such as buying, selling, grading, risk-trading, and developing information about customer's wants. A retailer may sell infrequently to industrial users, but these are wholesale transactions, not retail sales. If over one half of the amount of volume of business comes from sales to ultimate consumers, i.e. sales at retail, he is classified as a retailer. Retailing occurs in all marketing channels for consumer products.

National Brand

The brand name of products those are produced and distributed nationally under a name owned by the producer or distributor, National brands are produced and distributed in the name of manufacturer. A National brand can be a global brand also. These are usually competing with local and private brands in premium prices.

Private label

Private label are retailers owned controlled store brands, these are considered to be good alternative and value for money to national brands. Making store brands is not the new concept, in 60's and 70's private labels were considered to be cheaper, generic products. Now the private label considered substitute for the national brand.

According to Hans JornJuhl, Kai Kristensen and PederOstergaard, Customer satisfaction and customer loyalty is becoming an increasingly important factor in modern retailing—a market characterized by slow growth and intense competition. Based on results from the European Customer Satisfaction study, a comparative analysis of customer satisfaction in Europe is

conducted. Some specific results are shown the relationship between customer loyalty, supermarket type and ownership structure is studied. The relationship between results after taxes and customer loyalty is documented. [1]

According to Rita Martenson, (2007), to study the impact of the corporate store image on customer satisfaction and store loyalty in grocery retailing. Corporate (store) image is defined as the combined effect of how the retailer as a brand, manufacturer brands perceived. The image and equity of retailer brands depends on the product brands they carry and the equity of those product brands.

Author approached through mail survey to 1,000 consumers. The test of the proposed model was based on a simple path model that related the latent variables to the dependent manifest variable store loyalty. Findings– Most important for customer satisfaction is the store as a brand. Retailers must be good at retailing. Customers are satisfied when the store is neat and pleasant and when they feel that the store understands their needs. Only certain customer segments are interested in store brands. Satisfied customers are loyal. [2]

Jason M. Carpenter, Ann Fairhurst, (2005), to examine the effect of utilitarian and hedonic shopping benefits on customer satisfaction, loyalty, and word of mouth communication in a retail branded context. Author studied through sample of young adult consumers (N=276) using of self-administered questionnaire. Statistical techniques (confirmatory factor analysis, structural equation modelling) were used to evaluate the data.   Statistical models indicate support for significant, positive relationships between utilitarian and hedonic shopping benefits, customer satisfaction, customer loyalty, and word of mouth communication. [3]

According Patricia Huddleston, Judith Whipple, Rachel Nye Mattick, So Jung Lee, (2009), the purpose of this paper is to compare and contrast customer perceptions related to satisfaction with conventional grocery stores as compared to specialty grocery stores. The study examines store attributes of product assortment, price, quality, and service in order to determine which attributes have the greatest impact on store satisfaction for each store format. Author sent a mail survey to a sample of specialty and conventional grocery store customers. The ten state samples were drawn from US households located in postal (ZIP) codes in areas where national specialty stores (e.g. whole foods) were located. Through their study perception of satisfaction was higher among specialty grocery store customers compared to conventional grocery store customers. For both store formats, store price, product assortment, service and quality positively influenced satisfaction. Stepwise regression indicated that each store attribute contributed differently to store satisfaction for conventional and specialty store formats. [4]

Research Methodology

This research is to describe the methodology used to achieve the research objectives of this study. This section discusses the study area, the selection of the sample, the collection of data, and data analysis procedures. The study attempted to investigate which attributes satisfy Customers who visited shopping malls, and to identify the relationship between 4P's attributes and customers' overall satisfaction, controlling for customers' demographic and customers behavior characteristics.

Study Area

The research area for this study was confined to Tirupati region. Tirupati is semi urban and 'largest middle class people'. Furthermore, it is one of backward region most popular shopping malls in this region. Although famous throughout the world, the Lord Balaji Temple is still a 'small town.'

Study Framework

The study sought to identify the relationships between the 4Ps attributes and customers' satisfaction, in order to analyze the differences in the attributes, and to investigate destination attributes and customers' overall satisfaction, controlling for customers' demographic and behavior characteristics. In order to accomplish the objectives of the study, a model was designed, shown in Figure 3.1. In the review of the customer behavior in private labels in FMCG products literature, the selected attributes were crucial ones affecting customers' satisfaction.

Furthermore, through an analysis of previous studies, this research chose customers' demographic and behavior characteristics and destination attributes, in order to determine the differences in the contribution of attributes to customers' satisfaction.

Objectives of the study

Retail shopping malls is a rapidly growing niche market. This market is fueled by an increasing number of customers, and by the increasing availability of global communication. Therefore, this study has two specific objectives in order to repetitive understand private label in organized FMCG retail outlets Tirupati town.

1. The study is to identify the relationship between private label value proposition 4Ps attributes and the perspective of customer satisfaction.
2. The study is to analyze the relationship between 4ps attributes and customers overall satisfaction, controlling for their demographic and behavior characteristics.

Study Hypotheses

The main study hypotheses were utilized to fulfill the objectives of the study. These hypotheses are expressed in null-forms as follow:

H_{01}: There is no relationship between the selected customers 4Ps attributes and the overall satisfaction of customers.

Study Design
Sample
The sample population for this research was composed of customers who visited the shopping malls November 2018. The survey was conducted over a 2-week period at five different places that are frequently visited in the shopping malls. Distribution of questionnaires was carried out only during the daytime from 11 A.M. to 4 P.M. Respondents were approached and informed about the purpose of the survey in advance before they were given the questionnaire. They were also given a cold drink as incentive to complete the survey, and were asked if they would participate in the survey. Data were collected at five different places, including two parking lots, a shopping center, and a visitors' information center in the Tirupati region. Respondents younger than age 18 were automatically excluded. A total sample size of 80 was completed.

Variables of the Study Variables	
Dependent variable	customers' satisfaction
Independent variable	4 P 's Marketing Mix for Private Label Branded products
Control variable	Customers' demographic characteristics: Age, gender, total household incomes, education level.
	Behaviour characteristics: Membership in a group, past experience, private brand loyalty, FMCG products, and Branded Products (one-way).

Survey Instrument
The survey instrument was revised, and to strengthen its validity, the questionnaire was circulated to 5 graduate students in the Department of management in Tirupati region. Based on the feedback received from the pretested sources, the questionnaire was modified. Then, the questionnaire was tested through convenience samples consisting of customers (N=80) in the shopping malls by on-site interviews. The main purpose of the pretest was to validate the questions of the study.

Reliability and Validity of Data
Reliability can be thought of as consistency in measurement. To establish the reliability of the tourists' satisfaction measurement used in the survey instrument, the reliability coefficient (Cronbach alpha) was verified. Therefore, the reliability of tests on the selected private label over FMCG's attributes was accomplished.

Validity indicates the degree to which an instrument measures the construct under investigation. Content validity refers to the subjective agreement among professionals that a scale logically appears to reflect accurately what it purports to measure (Zikmund, 2000). Therefore, in this study, content validity was strengthened through an extensive review of the literature.

Data Analysis
After sorting out the invalid questionnaires, data were coded, computed, and analyzed using the Statistical Package for Social Sciences (SPSS). Statistical analyses such as frequencies, descriptive, factor analysis, correlation analysis, multiple regression, etc were used according to the respective objectives of the study.

Results and Discussion
Out of 80 questionnaires, 76 were usable. Unusable questionnaires included missing sections satisfaction level in the survey instrument. Therefore, the data from 76 respondents were analyzed in this study. The survey was conducted at five different places of the Tirupati region which were frequently visited by shopping mall customers over a 2-week period.

By observing of the table 1 (annuxure-1)related to demographic characteristics of the respondents explains that, in gender, most of the respondents are male, their percentage according to the table is 65.8. The female percentage is 34.5 percent. In the age of the respondents most of the respondents are belonged to the 31-45 years, their percentage is 52.6. 18-30 years percentage is 34.2, 46-60 years of age percentage is 7.9 and 60 above is 5.3 percentage. In marital status most of the respondents are single their percentage is 55.3. The married percentage is 44.7. when observing the education level of the respondents most of them are graduates, their percentage is 44.7, intermediate completed respondents are 31.6 %, PG and above completed respondents are 13.2%, 10th class completed respondents percentage is 10.5%. In the observation of type of family aspect the ratio of percentage between nuclear and joint family is 50.0% equally. In the occupation aspected daily waged respondents are 10.5%, salaried are7.9, working in private sector is34.2%, business doers are 23.7, professionals are 10.5% and people who don't belong to any segment that related to occupation is 13.2%. In observation of respondents income most of them are below Rs. 15000/- , their percentage is 57.9%, 15001-30000/- income respondents are 5.3%, above 60000/- income respondents are 5.3%. When it comes to the family size 1 to 3 numbers in the family percentage is 34.2. 4 to 6 members in the family percentage is 44.7. 7 to9 members in the family percentage is 15.8. above 9 numbers in the family percentage is 5.3.

Another table -2 (annexure -1) explains about the behavioral characteristics that related FMCG private label brand. The respondents who bought FMCG products from discount stores percent is 23.7, departmental stores are 21.1%, from supermarkets are 36.8%, from hyper marts are 7.9 % and other outlets percentage is 10.5. in the observation of buying FMCG products from Spencer's is 5.3%, D-mart is 10.5%, reliance mart is 21.1%, More supermarket is 18.4% and Nilgiris is 44.7%. in the aspect of

purchasing products from different outlets are mostly household products, their percentage is 42.1. The next most purchasing products are personal care products their percentage is 34.2. The next buying's, health care products are18.4% and food products are 5.3%. When it come to the aspect of brand private label buyers are 31.6 % and National brand buyers and 68.4%. The customers buying products per trip is 1 item is 18.4%, 2 items is 18.4%, 3 items is 18.4%, 4 items is 39.5%, and 5 items is 5.3%. In the observation of visiting more than once per week is 7.9%, once per week is 39.5%, once per month is 5.3% and on impulse the percentage is 2.6 % only. Customers are aware their offers through displays 15.8%, flyers 23.7%, hoardings 36.8% and advertising is 23.7%. Customer who would like to buy private label is 7.9% and customer who don't prefer percentage is 18.4, sometimes percentage is 42.1, and depends on the situation is 31.6%.

Testing of Hypotheses

Based on the purpose of this study, hypotheses were proposed. Each hypothesis is reiterated below and then the results of statistical analysis for testing them are reported.

Hypothesis 1 was tested, using correlation analysis and multiple regression analysis. To get the marketing mix's attribute scale ready for analysis, a factor analysis of the attributes was conducted. Four factors emerged from this procedure, which are explained in the following section. And these factors were then utilized multiple regression analysis as independent variables.

Factor Analysis: Underlying Dimensions of Customer' Perceptions of Attributes

The principal components factor method was used to generate the initial solution. The eigen values suggested that a four-factor solution explained 68.22 per cent of the overall variance before the rotation. The factors with eigen values greater than or equal to 1.0 and attributes with factor loadings greater than 0.4 were reported. From the results of the factor analysis the four factors identified are: Availability private labels, Standards of private labels, Quality private labels and Warranties.

The overall significance of the correlation matrix was 0.000, with a Bartlett test of sphericity value of 1163.151. The statistical probability and the test indicated that there was a significant correlation between the variables, and the use of factor analysis was appropriate. The Kaiser-Meyer-Olkin overall measure of sampling adequacy was 0.779 which was meritorious (Hair, Anderson, and Black 1999).

From the varimax-rotated factor matrix, four factors with 19 variables were defined by the original 20 variables that loaded most heavily on them (loading $\geq$ 0.4). one attributes were dropped due to the failure of loading on any factor at the level of 0.40 (or higher). These were "Perception of overall value generated in the form of product". The communality of each variable ranged from 0.868 to 0.625.

To test the reliability and internal consistency of each factor, the Cronbach's alpha of each was determined. The results showed that the alpha coefficients ranged from 0.81 to 0.88 for the four factors. The results were considered more than reliable, since 0.50 is the minimum value for accepting the reliability test (Nunnally, 1967).

The four factors underlying customers' perceptions of Marketing mix attributes in the Private label over FMCG's were as follows. Factor 1 contained five attributes and explained 45.113 per cent of the variance in the data, with an eigen value of 9.023 and a reliability of 88 per cent. The attributes associated with this factor dealt with the product items factor 1 (availability private labels), such as "FMCG product stock availability of private labels" "Fulfillment of the need with private label in FMCG," "Satisfied the Availability of the FMCG Products private labels in the store," "Features of FMCG products of private label," "Quality of FMCG product in private label" and "Texture make of private label is an important parameter to judge the quality of private label of the store".

Factor 2 accounted for 10.110 per cent of the variance, with an eigen value of 2.110 and a reliability of 86 per cent. This factor was loaded with 7 attributes such as "Variety of FMCG good is available under private label in this store," Returns policy on the private label is satisfactory," Features of private labels is as expected to the standard," "Packaging is an important parameter to judge the quality of the private label of the store," "Size and quantity of the FMCG product in private labels, " "Brand name is an important parameter to judge the quality of the private label of the store," and "Perception of overall value generated in the form of product".

Factor 3 was loaded with four attributes. This factor accounted for 7.565 per cent of the variance, with an eigen value of 1.513 and a reliability of 81 per cent. These four attributes are "Competitive advantage of product through private label of Retailers," "Quality of private labels is up to the standard," "Importance of information written on the package is an important parameter to judge the quality of the private label of the store," and "Unique benefit of FMCG product in private labels,".

Factor 4 contained three attributes. This factor explained 5.596 per cent of the variance, with an eigen value of 1.119 and a reliability of 83 per cent. These attributes are "Warranties given on private label is satisfactory" "Service towards private label is standard and prompt," and "Referring of the FMCG private label of the retailer to your family, friends and peers".

Pearson Correlation Analysis

In this study, the dependent variable, satisfaction of exporters, and the independent variables, marketing mix , such as product mix, price mix, place mix and promotion mix are included. Pearson correlation matrix was used for testing all hypotheses. This described the purpose of a correlation design as to investigate the extent to which variations in one factor correspond with variations in one or more factors based on correlation coefficients.

Correlation coefficient is a numerical measure of the variation or relationship between two variables. The Pearson correlation coefficient is used to measure the degree of relationship between two variables such as independent variable and dependent variable. In the research, all the independent variables and dependent variable are measured by the Likert scale. Thus, researchers can use Pearson Correlation Analysis to measure the relationship between dependent variable and independent variable.

A correlation coefficient measured the strength of a linear between two variables. In the study, a correlation coefficient measured the strength of a linear between the overall customer satisfaction of the respondents and four product factors. The correlation between overall customer satisfaction and four product factors was positive and two factors were significant at the 0.01 level (2-tailed). For example, the correlation between overall customer satisfaction and Factor 4 was 0.392 (p=0.000); the correlation between overall customer satisfaction and Factor 2 was 0.243 (p=0.035); the correlation between overall customer satisfaction and Factor 3 was not significant 0.218 (p=0.058), and the correlation between overall customer satisfaction and Factor 4 was not significant 0.195 (p=0.091). Therefore, the study indicated that the correlation between overall customer satisfaction and factor 4 or factor 2 was higher than that between overall customer satisfaction and factor 1 or factor 3. These results revealed support for factor4 and factor 3 that there seems to be a moderate correlation between overall customers satisfaction and the selected product marketing mix.

Multiple Regression Analysis

In order to further find out support for 4Ps, the three orthogonal factors were used in a multiple regression analysis which was employed because it provided the most accurate interpretation of the independent variables. The three independent variables were expressed in terms of the standardized factor scores (beta coefficients). The significant factors that remained in the regression equation were shown in order of importance based on the beta coefficients. The dependent variable, Overall customer satisfaction, was measured on a 5-point Likert scale and was used as a surrogate indicator of consumers' evaluation of the customer satisfaction of private label over FMCG's in Tirupati region.

The equation for Customer satisfaction' was expressed in the following equation:

$$Y_s = \beta_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4,$$

Where,

Y_s = Overall customer satisfaction

β_0 = constant (coefficient of intercept)

X_1 = product mix

X_2 = price mix

X_3 = place mix

X_4 = promotion mix

$B_1,\ldots,B_4$ = regression coefficient of factor 1 to factor 4.

Table 3 shows the results of the regression analysis. To predict the goodness-of-fit of the regression model, the multiple correlation coefficient (R), coefficient of determination (R^2), and F-ratio were examined. Firstly, the 'R' of independent variables (four factors, X_1 to X_4) on the dependent variable (Customers' satisfaction or Ys) is 0.495 which shows that the customer had positive and high overall customer satisfaction with the four dimensions.

Secondly, multiple linear regression models were developed to explain the relationship of the three factors with the overall brand loyalty. This is called Principal Components Regression Analysis which was run using SPSS 20.0. The model has $R^2 = 0.495$ which means about 49% of the customer satisfaction towards 4Ps can be attributed to the four factors. Lastly, the F-ratio which explained whether the results of the regression model could have occurred by chance, having a value of 5.765 (p≤0.001) and was considered to be significant. The regression model achieved a satisfactory level of goodness-of-fit in predicting the variance of customer satisfaction in relation to the four factors, as measured by R, R^2, and F-ratio. In other words, at least one of the four factors was important in contributing to customers' overall satisfaction towards 4Ps retail outlet.

In the regression analysis, the beta coefficients could be used to explain the relative importance of the four dimensions (independent variables) in contributing to the variance in customer satisfaction (dependent variable). As far as the relative importance of the four factors is concerned, factor1, (B_1 =0.0796, P=0.025) carried the heaviest weight for customers satisfaction, followed by factor 2 , factor 3 and factor 4, that showed results greater than factor 1. Hence it conclude that the result showed that a one-unit increase in factor 1 influence would lead to a 0.079 unit increase in Customers ' overall satisfaction towards 4Ps which the other variables being held decreased.

The fitted model is Y=1.684 + 0.079 * F1 + 0.102 * F2 + 0.131* F3 + 0.106* F4, where Y is the overall customer satisfaction score of private label over FMCG'S in Tirupati region.From the standardized regression coefficient, it can be seen that the highest preferred factor to explain brand loyalty is F1 followed by F3, F2 and F4 in that order. Further, all the regression coefficients in factor 1 are found to be statistically significant (p<0.05).

Conclusion

In conclusion, we can say that all underlying dimensions are Moderate results. Based on the results of correlation and multiple regression analysis, that "there is no statistically significant relationship between the select shopping malls in private label over FMCG's attributes and the overall customer satisfaction towards 4Ps", is rejected. Conversely, it can be concluded that there is a significant relationship between marketing mix attributes and Overall customer satisfaction towards private label over FMCG's attributes.

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Annexure – I

Table No. 1 Demographic Characteristics of the Respondents

(N= 76)

S.No	Variable	Freq.	Per cent	S.No	Variable	Freq.	Per cent
1	**Gender**			6	**Occupation**		
a	Male	50	65.8	A	Daily Wage	8	10.5
b	Female	26	34.2	B	Salaried	6	7.9
2.	**Age(in Yrs)**			C	Private sector	26	34.2
a	18.-30 years	26	34.2	D	Business	18	23.7
b	31 -45years	40	52.6	E	Professional	8	10.5
c	46 -60	6	7.9	F	None of the above	10	13.2
d	60& above	4	5.3	7.	**Income(in Rs)**		
3.	**Marital Status**			A	Below 15000	44	57.9
a	Married	34	44.7	B	15001- 30000	24	31.6
b	SIngle	42	55.3	C	30001 - 60000	4	5.3
4	**Education**			D	Above 60000	4	5.3
a	10th class	8	10.5	8	**Type of family Size**		
b	Intermediate	24	31.6	A.	1 to 3 Nos	26	34.2
c	Graduate	34	44.7	B.	4 to 6 Nos	34	44.7
d	PG & Above	10	13.2	C.	7 to 9 Nos	12	15.8
5.	**Type of Family**			D.	Above 9 Nos	4	5.3
A	Joint	38	50.0				
B	Nuclear	38	50.0				

Source : Primary data.

Table No. 2 Behavior characteristics of FMCG Private Label Brand buying patterns

(N= 76)

S.No	Variable	Freq.	Per cent	S.No	Variable	Freq.	Per cent
1	**FMCG Products**			5	**Per shopping trip**		
	Discount store	18	23.7		1 time	14	18.4
	Departmental Store	16	21.1		2 times	14	18.4
	Supermarkets	28	36.8		3 times	14	18.4
	Hyper marts	6	7.9		4 times	30	39.5
	Any other	8	10.5		5 times	4	5.3
2.	**Buy FMCG**			6	**Often to buy FMCG**		
	Spencer's	4	5.3		More than once per week	6	7.9
	D-mart	8	10.5		Once per week	34	44.7
	Reliance Mart	16	21.1		Once in two weeks	30	39.5
	More	14	18.4		Once per month	4	5.3
	Nilgiris	34	44.7		On impulse	2	2.6
3	**Purchase supermarkets**			7	**Offers available On FMCG Products**		
	Food Products	4	5.3		Displays	12	15.8
	Personal Care	26	34.2		Flyers	18	23.7
	Household Care products	32	42.1		Hoardings	28	36.8
	Health care products	14	18.4		Advertising	18	23.7
4	**Branded Products**			8	**Private Label FMCG**		
	Private label Brand	24	31.6		Yes	6	7.9
	National Brand	52	68.4		No	14	18.4
					Sometimes	32	42.1
					Depends	24	31.6

Source : Primary data.

Table.3 : Factor Analysis of Results of the Perception of Attributes in themarketing mix

(N= 76)

Attributes	Factor Loading				Communality
	Factor 1	Factor 2	Factor 3	Factor 4	
Factor 1: Availability private labels					
P27 FMCG product stock availability of private labels	.770				0.736
P18 Fulfillment of the need with private label in FMCG	.766				0.717
P20 Satisfied the Availability of the FMCG Products private labels in the store	.728				0.757
P29 Features of FMCG products of private label	.705				0.667
P19 Quality of FMCG product in private label	.696				0.764
P26 Texture make of private label is an important parameter to judge the quality of private label of the store	.568				0.678
Factor 2: Standards of private labels					
P31 Variety of FMCG good is available under private label in this store		.889			0.851
P36 Returns policy on the private label is satisfactory		.770			0.727
P33 Features of private labels is as expected to the standard		.634			0.681
P25 Packaging is an important parameter to judge the quality of the private label of the store		.630			0.723
P28 Size and quantity of the FMCG product in private labels.		.599			0.610
P24 Brand name is an important parameter to judge the quality of the private label of the store		.528			0.579
P30 Perception of overall value generated in the form of product		*.451*			*0.363*
Factor 3: Quality private label					
P23 Competitive advantage of product through private label of Retailers			.765		0.725
P32 Quality of private labels is up to the standard			.683		0.625
P22 Importance of information written on the package is an important parameter to judge the quality of the private label of the store			.657		0.756
P21 Unique benefit of FMCG product in private labels			.522		0.571
Factor 4: Warranties					
P35 Warranties given on private label is satisfactory				.762	0.679
P34 Service towards private label is standard and prompt				.677	0.868
P37 Referring of the FMCG private label of the retailer to your family, friends and peers.				.627	0.687
Eigen Value	9.023	2.110	1.513	1.119	
Variance (%)	45.113	10.548	7.565	5.596	
Cumulative variance (%)	45.113	55.660	63.225	68.221	
Reliability Alpha (%)	88%	86%	81%	83%	
Number of items (Total = 20)	6	7	4	3	

Note: Extraction Method – Principal Component Analysis

Rotation Method – Varimax with Kaiser Normalization

KMO (Kaiser-Meyer-Olkim Measure of Sampling Adequacy) = 0.779

Bartlett's Test of Sphericity: $\underline{p} = 0.000$ ($x^2 = 1163.151$, df = 190)

Table No. : 4 Correlation between Overall Customer Satisfaction and Four Factors

		Factor 1	Factor 2	Factor 3	Factor 4
Overall Customer Satisfaction	Pearson Correlation	0.195	0.243*	0.218	0.392**
	Sig.	0.091	0.035	0.058	0.000

(2-tailed)				
N	76	76	76	76

Correlation is significant at the 0.05 Level (2-tailed) * P < 0.05 **P< 0.01

Table No. 4 Regression Results of Customers' Overall Satisfaction Level Based on the Marketing mix Dimensions

(N=76)

Dependent variable   : Customer's overall satisfaction

Independent variable   : Marketing mix

Output of simultaneous multiple regression-Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.495	0.245	0.203	0.938

Analysis of Variance

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	20.285	4	5.071	5.765**	.000(a)
Residual	62.452	71	0.880		
Total	82.737	75			

Source: primary data.

Output of simultaneous Multiple Regression Coefficients

Independent Variables	B	Std. Error	Beta	T	Sig.
(Constant)	1.684	0.634		2.656	.010*
Factor 1	0.079	0.259	0.472	2.282	.025*
Factor 2	0.102	0.376	0.026	0.116	.908
Factor 3	0.131	0.277	0.050	0.366	.715
Factor 4	0.106	0.291	0.022	0.117	.907

** Significant at P <0.01;* Significant at P <0.05;