

A Comparative Analysis of Retail Brand Preference for In Store Retail Brands as Compared to other Brands in Big Bazaar in the City of Mumbai.

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Abstract.

Brand is a distinctive name, identity design sign or symbol given to a product to distinguish it from other similar product. A brand helps to create an image and perception about the product in the mind of the buyers. Brands preference strongly influences the choice of products purchased. Many departmental stores and big retailers develop their own in store retail brands, which directly compete with established brands of similar products. Big Bazaar is big supermarket housing a large variety of products ranging from grocery, clothes, household appliances, electronics etc. It is a popular outlet for shopping of day to day use grocery items. Big Bazaar houses all the well known brands in all categories of products. In addition to the popular brands Big Bazaar also has their own In Store brands in food products, clothes and other household items. This paper will make a comparative analysis of the brand preference of buyers who buy from Big Bazaar. The paper will study their preference for in store products as compared to other well-known popular brands. The data is collected using questionnaire. A random sample of sixty seven persons is selected.

Key Words.

1. Brand Preference
2. In Store Brands.
3. Retailers.

Introduction.

Brand is a distinctive name, identity design sign or symbol given to a product to distinguish it from other similar product. A brand helps to create an image and perception about the product in the mind of the buyers. Brands preference strongly influences the choice of products purchased. Many departmental stores and big retailers develop their own in store retail brands, which directly compete with established brands of similar products. Big Bazaar is big supermarket housing a large variety of products ranging from grocery, clothes, household appliances, electronics etc. It is a popular outlet for shopping of day to day use grocery items. Big Bazaar houses all the well known brands in all categories of products. In addition to the popular brands Big Bazaar also has their own in store brands in food products, clothes and other household items. This paper will make a comparative analysis of the brand preference of buyers who buy from Big Bazaar. Big Bazaar outlets can be found in all popular malls across the city of Mumbai. These outlets are frequented by families for monthly grocery shopping. The outlet stock various categories of products. Some of the popular brands housed by them include hygiene products like Colgate tooth paste, Pepsodent, Dabur, Patanjali, Close Up, Lux soap, Whisper, Surf, Rin, Harpic, Domex, Vim, etc. Popular tea brands such as Lipton, Tata tea, society, Red Label, Wagh Bakri etc. In milk products popular brands include Amul, Britannia, Goverdhan etc. popular cooking oil brands available include Fortune, Sweekar, Dhara, Saffola etc.

As against these all India brands many big departmental stores have their own In Store brands. Big Bazaar is a popular departmental store. They have a large number of in store brands. These brands include brands for garments, food items, hygiene products, electronics etc. Tasty Treat, Golden Harvest, Clean Mate, So Fresh etc. These brands are relatively lower in price as compared to popular brands.

Objectives.

1. To understand the category of In Store Brands most preferred by the buyers.
2. To find awareness of Big Bazaar brands.
3. To find if Big Bazaar brands can compete the popular retail brands.

Limitation.

Due to cost and time factor the study is restricted to the city of Mumbai.

Literature Review.

1. Private Label Brands and Store Loyalty – A Study with reference to Apparels by Bindubasini.S and Dr.Shakila.M.K

In their paper the scholars have studied the penetration of private labels in the consumers mind and its influence over store loyalty. The scholars have concentrated on apparel brands. The authors have also studied the satisfaction level of private labels and compared the private labels with store loyalty. The study revealed that the customers give importance to the intrinsic value of the apparels, whether it is private label brand or national brand. The customers are able to assess value for money spent on private label brands in terms of price quality. The authors also stated that study shows that the preference of customers towards private label brands and national brands can be influenced by the person who accompanied during the shopping activity. The authors found that the customers' satisfaction level with respect to the price of the private label brands are found to be positively correlated with the satisfaction level with respect to the quality of the private label brands and the gender doesn't have any influence over the satisfaction level with private label brands.

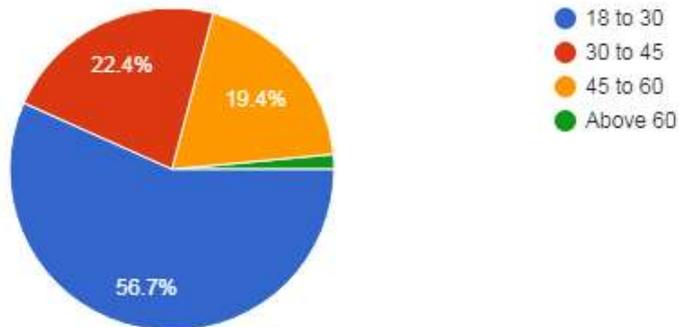
2. A Study on the Consumer Perception towards Private Label Brands with special reference to Big Bazaar, Coimbatore, Tamil Nadu by M.Ramakrishnan and Dr.Sudharani Ravindran.

The study aims to analyze the Consumer Perception towards Private Label Brands on Big Bazaar, Coimbatore. The objective of the study is to understand the possibility of success when retailers introduce private brands. The research is aimed to explore if buying choices are made based on brand loyalty and to analyze whether customers actively seek for new brands or strict to the old brands. The authors came to the conclusion that private labels are able to position themselves significantly in the mind of customers and are gaining acceptance. Growth in specific private label segments like food and apparel segments are growing at a faster rate. From the study, it was found that good quality, price, trustworthy, large variety are the most influencing factor which drive the customer to buy the private label brand.

Data Analysis.

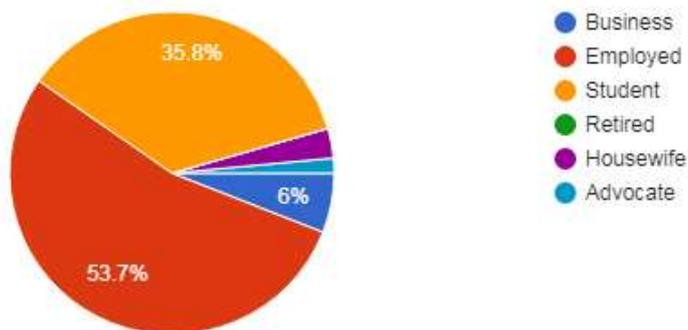
Age

67 responses



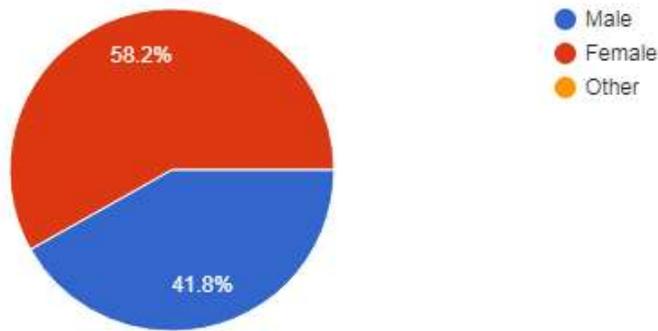
Profession

67 responses



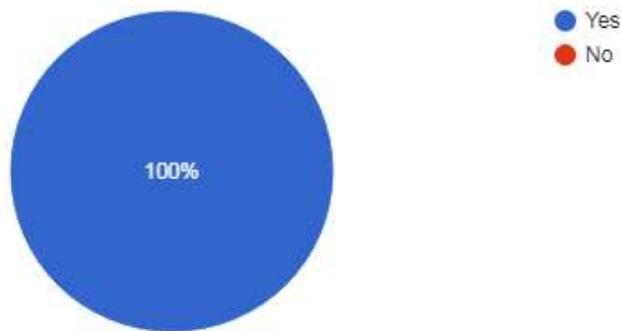
Gender

67 responses



Q1. Are you aware of Big Bazaar store,

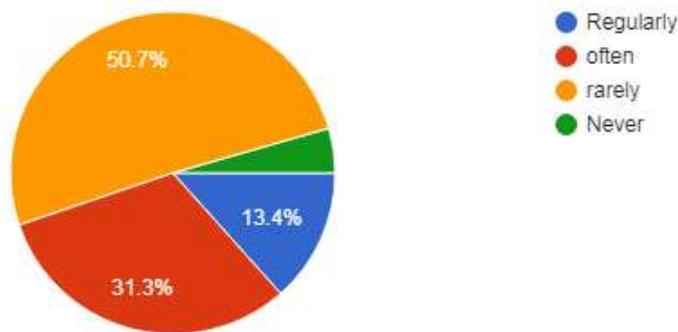
67 responses



From the above graph it is clear that 100% of the respondents are aware Big Bazaar.

Q2. How often do you go shopping to Big Bazaar

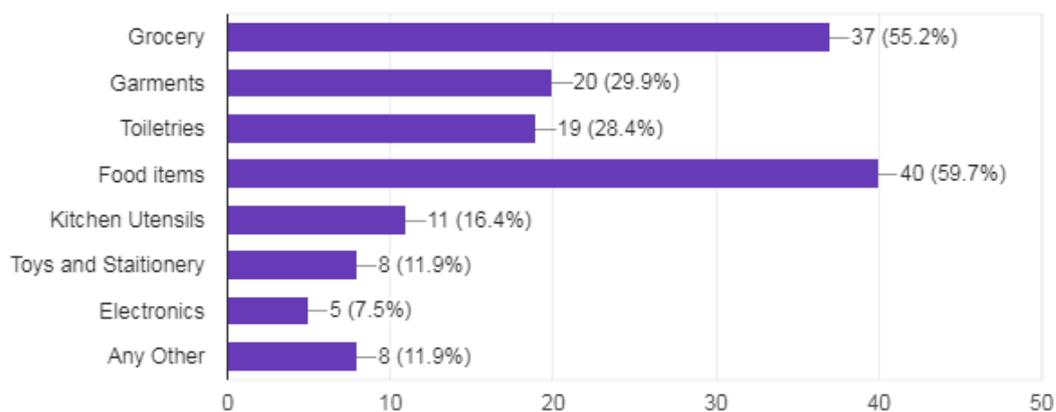
67 responses



In reply to the second question about how often did the respondents went shopping to Big Bazaar, 50.7% of the respondents stated that they rarely went to Big Bazaar for shopping. 31.3% stated that they often go to Big Bazaar for shopping. However only 13.4% respondents are regular shoppers at Big Bazaar. However a miniscule 4.6% admitted that they never go shopping to Big Bazaar.

Q3. What Products do you buy from Big Baazar

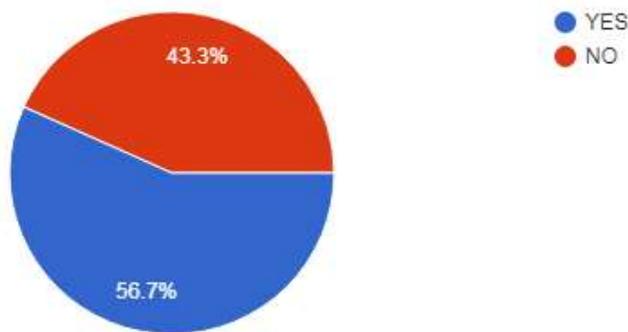
67 responses



Food items is the most popular product being purchased from Big Bazaar, with 59.7% respondents buying Food items. Close on the heels of food items grocery is the next widely purchased product from big bazaar with 55.2% respondents shopping for grocery at Big Bazaar. Garment purchases stood third best with 29.9% respondents shopping for it. The others include Toiletries at 28.4%, Kitchen Utensils at 16.4%, Toys and stationery and Miscellaneous items stood at 11.9% each. Electronics were least purchased with only 7.5% respondents buying electronics from Big Bazaar.

Q4. Do you Know about the In Store Brands available at Big Bazaar.

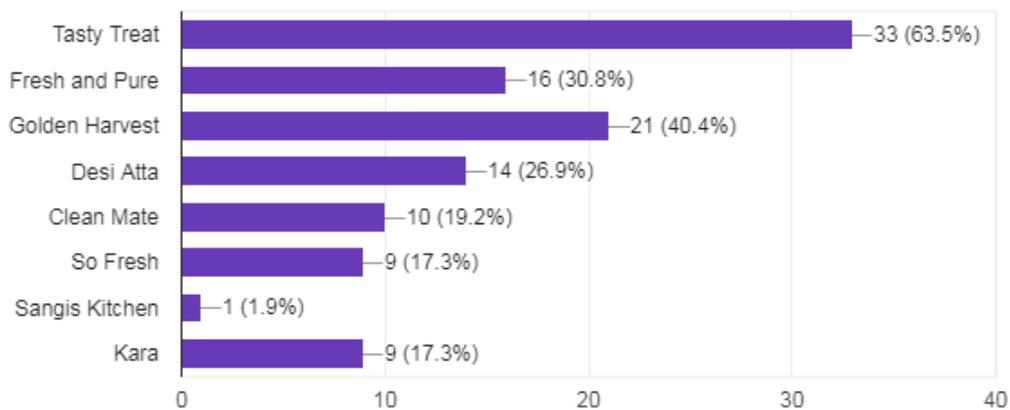
67 responses



In response to the question about the awareness about the In Store Brands of Big Bazaar 56.7% respondents stated that they were aware of the In Store Brands at Big Bazaar. However 43.3% were not aware of the In Store Brands of Big Bazaar.

Q5. Have you heard or purchased any of the following product brands from Big Bazaar.

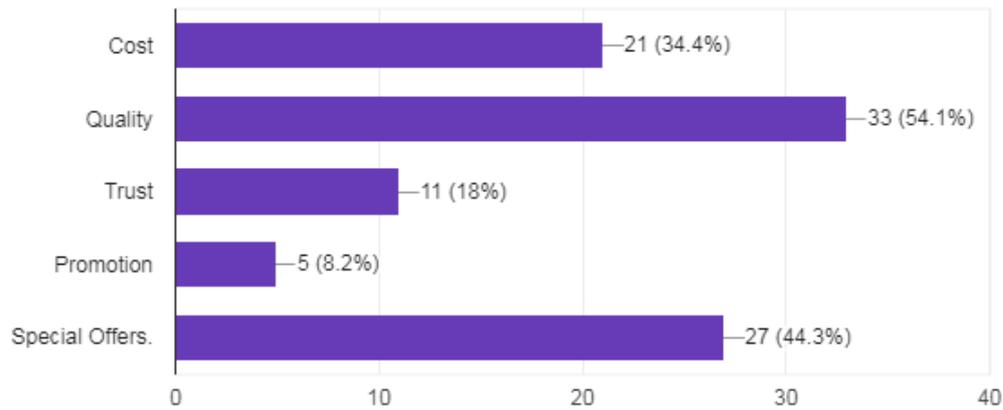
52 responses



Tasty Treat is the most popular In Store Brand purchased at Big Bazaar with 63.5% of the respondents buying it, followed by Golden Harvest with 40.4% of the buyers buying it and Fresh and Pure a close third with 30.8% of the respondents shopping for it at Big Bazaar. Desi Atta brand of wheat flour is also popular with 26.9% respondents buying the same. Clean Mate a brand of liquid soap is also popular with the buyers with 19.2% respondents buying it. So Fresh which is a baked product brand of breads, cakes and muffins and Kara which is personal hygiene product had equal response with 17.3% of the respondents purchasing the same. Sangis Kitchen a in store brand selling a variety of ready mixes is the least popular with only 1.9% of the respondents shopping for it.

Q6. Why would you choose a In Store brand

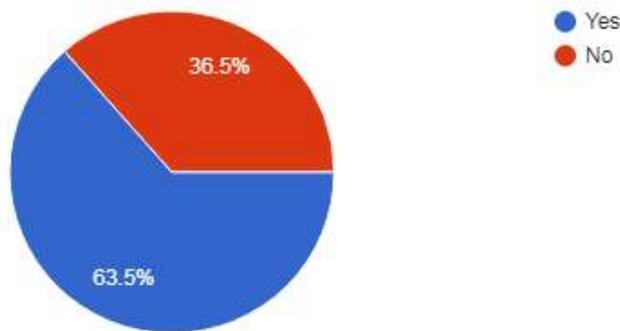
61 responses



In reply to the question about the reason for choosing In Store brands 54.1% of the respondents stated that quality of the product was their prime concern when choosing the In Store brands. 44.3% respondents expressed that special offers were the main reason they prefer to buy In Store Brands.

Q7. Do you think in store brands can compete effectively with national brands.

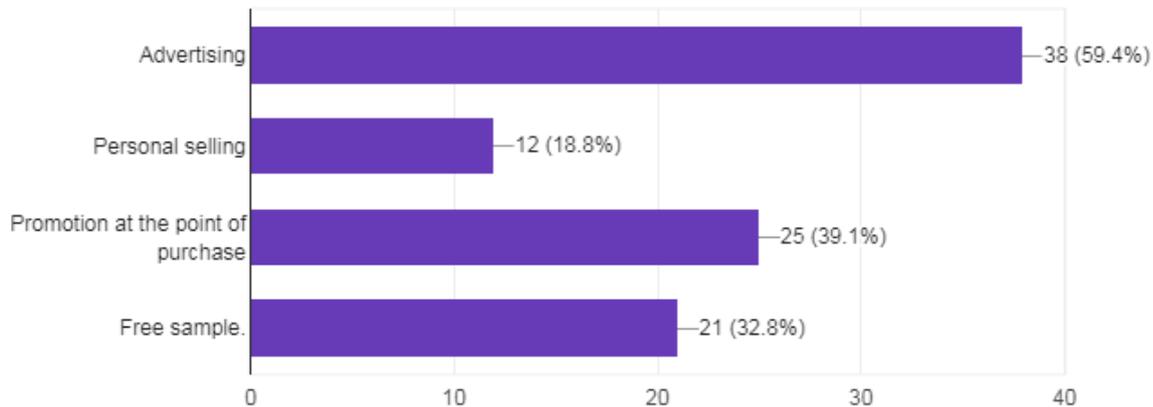
63 responses



In reply to the question about in-store brands competing effectively with national brands 63.5% of the respondents agreed to that in-store brands can compete effectively with national brands and 36.5% do not agree.

Q8.How do you think big bazaar promote in store brands.

64 responses



In reply to this question 59.4% respondents were of the opinion that advertising is the best way to promote In Store brands of Big Bazaar, 39.1% suggested promotion at the point of purchase and 32.8% suggested free sample method as a good way to promote the brands. 18.8% of the respondents were of the opinion that personal selling is a better way of promoting In Store brand.

Hypothesis of the study

Hypotheses 1:

H₀: Awareness of Big Bazaar brands and its competition with other popular brands are not related.

H₁: Awareness of Big Bazaar brands and its competition with other popular brands are related.

Hypotheses 2:

H₀: Cost is not the most important factor in choosing a Big Bazaar product.

H₁: Cost is the most important factor in choosing a Big Bazaar product.

Data Analysis

(Graphs and Tables)

Testing of Hypothesis

Table 1. Chi-Square frequency Table		
		Responses to competition between Big Bazaar brands and Popular brands

Responses to awareness about Big Bazaar brands		Yes	No	Total
	Yes	29	09	38
	No	11	14	25
	Total	40	23	63

Table 2. Chi-Square Calculation

Observed Frequency (O)	Expected frequency (E) [(Row total x Column total) / Grand total]	(O – E) ² / E
29	(38x40)/63=24.13	0.98
09	(38x23)/63=13.87	1.71
11	(25x40)/63=15.87	1.49
14	(25x23)/63=09.13	2.60
$\Sigma(O - E)^2 / E$		6.78

Thus χ^2 Calculated value = **6.78**

Degree of freedom = $(r - 1)(c - 1) = (2 - 1)(2 - 1) = 1$

χ^2 Critical value at 5% level of significance and Degree of freedom = 1 is **3.841**

$\therefore \chi^2$ Calculated value > χ^2 Critical value, H_0 is rejected and H_1 is accepted.

\therefore There is a relationship between awareness about Big Bazaar brands and its competition with other popular brands.

Conclusion.

From the study the researcher found that 100% of the respondents are aware of Big Bazaar. More than 56% of the respondents buy In Store brands from Big Bazaar. Food items, toiletries are popular products purpose. It can be said that the awareness of Big Bazaar brands amongst the consumers is important to determine if these in store brands can compete other popular brands. It can thus be concluded that Big Bazaar brands can effectively compete with the other popular brands if the consumers are aware of the Big Bazaar brands. Consumers who are not aware of the Big Bazaar brands do not think these brands can compete with other popular brands.

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