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Research Article

A COMPARATIVE STUDY OF RETAIL PRODUCTS V/S MANUFACTURE PRODUCTS

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ABSTRACT

Objectives: In the present scenario, most of the retailers are following own product brand concept, so competition in the market is intense, and companies have to adopt various marketing strategies for improving their share in the market. Various promotional activities such as sales promotion, direct marketing, publicity, and advertisements are used by firms to achieve certain specific marketing objectives. Satisfaction level of the customers plays an important role in marketing.

Methods: We have conducted primary research with 250 sampling size in Davanagere city customers will be selected as a target area to carry out the survey, with Non-probability convenience sampling technique is used to select the respondents.

Discussion: In this context, it is imperative for every company to assess the awareness level, factors influencing selecting a particular brand, problems associated with the use of retailer brand level and satisfaction level of the customers.

Results: This study results can be useful to the players of the retail industry to understand their strengths, weaknesses, opportunities, and threats, will help to understand customers, preference and their needs, helpful for R and D to concentrate on their present and prospective customers and it enables to retain customers.

Conclusion: The outcome of the result will be depending on the measures to be taken up for designing and implementing appropriate marketing strategies by the companies in future.

Keyword: Retailer, Manufacturer, Brand, Products.

INTRODUCTION

For any business, it is very important to know about the factor which affects the business from internally and externally. Among all other factors, maintaining relationship with the customer is also one of the main external factors [1]. Even though retailing has long had the opportunity to be marketing oriented because retailers are in closer contact with customers than manufacturers, mass retailing has been slow to take advantage of this aspect. Higher priority has been placed on buying decisions, operational concerns, and short-term objectives than on strategic marketing concepts. Maintaining a good relationship with the customer will help an organization to grow farther and earn profit. Store-brand sales are often more profitable than those of national brands; major chains have been putting more effort into bringing generics to the marketplace [2].

There are more private labels – "store-brand" goods – on the market than ever before. Collectively, private labels in the United States command higher unit shares than the strongest national brand in 77 of 250 supermarket product categories [3]. Moreover, they are collectively second or third in 100 of those categories. However, on the other hand, many manufacturers have overreacted to the threat posed by private labels without fully recognizing two salient points [4]. First, private-label strength generally varies with economic conditions. That is, private-label market share generally goes up when the economy is suffering and down in stronger economic periods. Over the past 20 years, the private-label market share has averaged 14% of U.S. dollar supermarket sales. In the depth of the 1981–1982 recession, it peaked at 17% of sales; in 1994, when private labels received great media attention, it was more than 2% points lower at 14.8%. Second, manufacturers of brand-name products can temper the challenge posed by private-label goods. In fact, in large part, they can control it: More than 50% of U.S. manufacturers of branded consumer packaged goods make private-label goods as well [5]. Here, we have a more modern vision of the evolution of the distribution business and how the Private Brands are already considered as a strategic element of marketing. But not alone that, inside the importance acquired by this kind of brands it appears its merchandising as a new strategic element and fundamental in the relationship between retailer and manufacturer [6]. Perceptions about private-label brands are favorable around the world, but value shares are not correspondingly distributed; they are much higher in developed regions such as Europe, North America, and Australia. Private-label success is strongest in commodity driven, high-purchase categories and those where consumers perceive little differentiation. Private-label growth typically comes at the expense of small- and mid-sized brands, while category leaders remain relatively safe. Retail consolidation and the expansion of the discount format are key drivers for private-label growth in developed markets. Private label struggles to gain consumer trust in Asia and the Middle East, where consumers are fiercely brand-loyal [7]. As the competition is increasing, it is important for Aditya Birla Retail Company to know about, what their customer feel about the More Retail Company and their products. Customer plays a very important role in business as they are the end user of their products. Hence, a study was undertaken on the above aspects.

Objectives

The objectives of the study are as follows:

1. To understand the marketing approaches of manufacturer brand with retailer brand.
2. To find out the shopping behavior of the customers which impact of own brands.
3. To understand the consumer's perception and attitudes toward retail brand products.
4. To find out customers overall preference of retail brands versus manufacturer brands while purchasing.

METHODS

- Research design: Descriptive.
- Sampling unit: Davanagere city customers will be selected as a target area to carry out the survey.
- Sampling Size: 250.
- Sample technique: Non-probability (convenience sampling technique is used to select the respondents).
- Data collection technique: Structured questionnaires will be used for primary data collection.
- Data analysis procedure: Percentage analysis method and Likert's questionnaire values and interpretation.

Sources of data

- Primary data-primary data will be collected using structured questionnaire. It is 250 respondents around the Davanagere city. A personal interview method will be adopted with the help of a questionnaire.
- Secondary data-secondary information will be gathered from different sources. The secondary data will be collecting from many sources such as newspaper articles, journals, magazines, reference books, and internet.

Limitations of the study

Despite all possible efforts to make the analysis more comprehensive and scientific, a research of the present kind will be bound to have certain limitation; researcher humbly submits them at this stage. The present study will be an empirical work presented in descriptive manner. Some of the other limitations of the study are as follows:

1. The investigator is well aware of the limitations of interview method, observation techniques, and questionnaire method.
2. Time is a constant factor, so our expectations are not fully satisfied; there is a scope to improve it.
3. Due to time consists and other supporting factors, the study has been limited only Davanagere city.

RESULTS

Q. No. 1: Age of the respondents

Table 1: Age of the respondents

Age (in years)	Number of respondents (%)
<25	30 (11)
25–35	87 (31)
35–45	58 (21)
45–55	49 (17)
55–65	45 (16)
>65	10 (4)
Total	250 (100)

Source: Survey data

Analysis

From Table 1, it clearly shows that of 250 respondents, 30 (11%) of respondents are comes under the age group of below 25 years, 87 (31%) of respondents are comes under the age group of 25–35 years, 58 (21%) of respondents belongs to the age group of 35–45 years, 49 (17%) of respondents are comes under the age group of 45–55 years, 45 (16%) of respondents are comes under the age group of 55–65 years, and 10 (4%) of respondents are comes under the age group of above 65.

Q. No. 2: Gender of the respondent

Table 2: Gender of the respondent

Genders	Number of respondents (%)
Male	93 (37)
Female	157 (63)
Total	250 (100)

Source: Survey data

Analysis

From Table 2, it clearly shows that of 250 respondents, 93 (37%) of respondents are male gender and remaining 157 (63%) of respondents are comes under the female gender.

Q. No. 3: Income level of the respondent

Table 3: Income level of the respondent

Income level (p/m)	Number of respondents (%)
<10000	43 (17)
10000–20000	87 (35)
20000–30000	74 (30)
>30000	46 (18)
Total	250 (100)

Source: Survey data

Analysis

From Table 3, it is clear that of 250 respondents, 43 (17%) of the respondents income level is below 10000, 87 (35%) of the respondents income level is 10000–20000, 74 (30%) of the respondents income level is 20000–30000, and 46 (18%) of respondents income level is 30000 and above.

Q. No. 4: Occupation of the respondent

Table 4: Occupation of the respondent

Occupation	Number of respondents (%)
Business man	36 (14)
Self-employed	55 (22)
Government sector	69 (28)
Private sector	75 (30)
Other	15 (6)
Total	250 (100)

Source: Survey data

Analysis

From Table 4, it is clear that of 250 respondents, 36 (14%) of the respondents are business mans, 55 (22%) of respondents are self-employers, 69 (28%) of the respondents belongs to government sectors, 75 (30%) of the respondents are from private sectors, and 15 (6%) of the respondents doing other occupation.

Q. No. 5: Are you the regular customer of more retail store?

Table 5: Respondents opinion about their regularity in more retail store

Particulars	Number of respondents (%)
Yes	181 (72)
No	69 (28)
Total	250 (100)

Source: Survey data

Analysis

From Table 5, it clearly shows that of 250 respondents, 181 (72%) of respondents are regular customer of more store and remaining 69 (28%) of respondents comes under they are not a regular customer of the more retail store.

Q. No. 5(A): If Yes, How often do you visit this retail store?

Table 5a: How often customer visit this retail store

Particulars	Number of respondents (%)
Almost daily	32 (18)
1–2 times/week	66 (36)

3–4 times/week	27 (15)
Monthly	56 (31)
Total	181 (100)

Source: Survey data

Analysis

From Table 5a, it is clear that of 250 respondents, 32 (18%) of the respondents visit this retail store almost daily, 66 (36%) of the respondents visit this retail store 1–2 times/weekly, 27 (15%) of the respondents visit this retail store 3–4 times/weekly, and 56 (31%) of respondents are visit this retail store monthly.

Q. No. 6: Which group of products do you buy in this retail shop?

Table 6: Respondents opinions about group of products they buy in retail shop

S.no	Particulars	Number of respondents (%)
1	Household care	62 (16)
2	Personal care	49 (13)
3	Foods	75 (19)
4	Beverages	54 (14)
5	All of the above	148 (38)

Source: Survey data

Analysis

Table 6 reveals that of 250 respondents 62 (16%) of the respondents are buy household care, 49 (13%) of respondents are buy personal care, 75 (19%) of the respondent are buy foods, 54 (14%) of the respondent are buy beverages, and 148 (38%) of respondents are buy all of the above products.

Q. No. 7: What is important when you are purchasing a product?

Table 7: Respondents opinion about which factors important when they are purchasing a products

S.no	Measurement	Number of respondents (%)		
		Most important	Somewhat important	Least important
1	Price	85 (34)	129 (52)	36 (14)
2	Brand name	198 (79)	28 (11)	24 (10)
3	Reliability	60 (24)	112 (45)	78 (31)
4	Offers and discounts	92 (37)	105 (42)	53 (21)
5	Quality	169 (67)	47 (19)	34 (14)
6	Attractive	83 (33)	93 (37)	74 (30)
7	Packaging	157 (63)	46 (18)	47 (19)
8	Free gifts and bonus pack	102 (41)	65 (26)	83 (33)

Source: Survey data

Analysis

From Table 7, it clearly shows that customers opinion on price factors chosen most important is 85 (34%), somewhat important is 129 (52%), least important is 36 (14%), brand name factors selected most important is 198 (79%), somewhat important is 28 (11%), least important is 24 (10%), reliability factors selected most important is 60 (24%), somewhat important is 112 (45%), least important is 78 (31%), offers and discounts factors selected most important are 92 (37%), somewhat important is 105 (42%), least important is 53 (21%), quality factors selected most important is 169 (67%), somewhat important is 47 (19%), least important is 34 (14%), attractive factors selected most important is 83 (33%), somewhat important is 93 (37%), least important is 74 (30%), packaging factors selected most important is 157 (63%), somewhat important is 46 (18%), least important is 47 (19%), and free gifts and bonus pack have chosen most important is 102 (41%), somewhat important is 65 (26%), and least important is 83 (33%).

Q. No. 8: Do you give preference for brand when you purchasing?

Table 8: Respondents opinion about the preference for brand when they purchasing

Particulars	Number of respondents (%)
Yes	187 (75)
No	63 (25)
Total	250 (100)

Source: Survey data

Analysis

From Table 8, it clearly shows that of 250 respondents, 187 (75%) of respondents give preference for brand when they are purchasing and remaining 63 (25%) of respondents they do not give preference for the brand when they purchasing.

Q. No. 8(A): If yes, why you select that particular brand?

Table 8a: Respondents opinion about the preference for brand when they purchasing (rate ranking 1–6, 1 - highest, 6 - lowest)

S.no	Particulars	Ranks						WMS	WMS RANK
		1	2	3	4	5	6		
1	Quality	33×1	56×2	62×3	28×4	30×5	41×6	3.356	3
2	Price	25×1	62×2	46×3	50×4	40×5	27×6	3.396	2
3	Package	40×1	65×2	46×3	35×4	24×5	40×6	3.232	5
4	Sentimental attachment	38×1	80×2	30×3	25×4	29×5	48×6	3.284	4
5	Attractive	79×1	20×2	65×3	41×4	25×5	20×6	2.892	6
6	Brand Name	30×1	43×2	57×3	60×4	28×5	32×6	3.436	1

Source: Survey data

Analysis

From Table 8a, it clearly shows that the reasons for customer select that particular brand because of quality is 3.356 warehouse management system (WMS), price is 3.796 (WMS), package is 3.232 (WMS), sentimental attachment is 3.284 (WMS), attractive is 2.892 (WMS), and brand name is 3.436 (WMS).

Q. No. 9: What type and brand do you use?

Table 9: Respondents opinions about the type and brand they use

Particulars	Number of respondents (%)
International brand	43 (17)
National brand	109 (44)
Local brand	46 (18)
Own brand	52 (21)
Total	250 (100)

Source: Survey data

Analysis

From Table 9, we can know that of 250 respondents, 43 (17%) have chosen international brand, 109 (44%) are selected national brand, 46 (18%) are selected the local brand, and remaining 52 (21%) are selected own brand, this type and brand customers use.

Q. No. 9(A): If so, how long you have been using this brand?

Table 9a: How long respondent have been using this brand

Particulars	Number of respondents (%)
0–2 years	65 (26)
2–5 Years	135 (54)

5–10 Years	31 (12)
>10 years	19 (8)
Total	250 (100)

Source: Survey data

Analysis

Table 9a depicts that, about 65 (26%) respondents were using this brand from 0 to 2 years, 135 (54%) of respondents 2–5 years, 31 (12%) of respondents were belongs to 5–10 years, and 19 (8%) of respondents were belongs to >10 years.

Q. No. 10: Do you prefer other brands?

Table 10: Respondent opinion about they prefer other brands

Particulars	Number of respondents (%)
Yes	105 (42)
No	145 (58)
Total	250 (100)

Source: Survey data

Analysis

From Table 10, it clearly shows that of 250 respondents, 105 (42%) of respondents are prefer other brands, and remaining 145 (58%) of respondents are not preferred other brands.

Q. No. 10(A): If No

Table 10a: Respondent opinion about why they not using another brand

Particulars	Number of respondents (%)
Less popular	75 (31)
Low quality	48 (20)
High price	50 (20)
Bad package	70 (29)

Source: Survey data

Analysis

From Table 10a, we can know that, 75 (31%) respondents have chosen less popular, 48 (20%) are selected low quality, 50 (20%) are selected the high price, and remaining 70 (29%) are selected bad package for not preferring other brands.

Q. No. 11: If you're preferred Brand is not available, then what will you do?

Table 11: Respondents opinion about what they prefer other brand is not available

Particulars	Number of respondents (%)
Postpone purchase	112 (45)
Switch over to another brand	45 (18)
Go to the other seller to search for preferred brand	93 (37)
Total	250 (100)

Source: Survey data

Analysis

From Table 11, it is clear that of 250 respondents, 112 (45%) of the respondents selected postpone purchase, 45 (18%) of the respondents selected switch over to other brand, and 93 (37%) of the respondents selected they have go to the other seller to search for preferred brand, when their preferred brand is not available.

Q. No. 12: When the product is available in less price and same quality with compare to other brands products would you like to buy?

Table 12: Respondent opinion about product is available in less price and same quality with compare to other brands products would you like to buy

Particulars	Number of respondents (%)
Yes	198 (79)
No	52 (21)
Total	250 (100)

Source: Survey data

Analysis

From Table 12, it clearly shows that of 250 respondents, 198 (79%) respondents give opinions about when the product is available in less price and same quality with compare to other Brands products they like to buy and remaining 52 (21%) of respondents they do not like to buy.

Q. No. 12(A): If no

Table 12a: Respondent if they do not like buying because

S.no	Reasons	Number of respondents (%)
1	Never aware of product	28 (17)
2	New product to use	52 (33)
3	Not much popular	36 (23)
4	Not interest to use	43 (27)

Source: Survey data

Analysis

From Table 12a, we can know that, 28 (17%) respondents have chosen never aware of product, 52 (33%) are selected new product to use, 36 (23%) are selected the not much popular, and remaining 43 (27%) are selected not interest to use when respondents opinions about product is available in less price and same quality with compare to other brands products they do not like to buy.

Q. No. 13: Which Brands of product do you use at present?

Table 13: Respondents opinions about which brands of product they use at present

S.no	Product brands	Number of respondents (%)
1	HUL	102 (26)
2	ITC	72 (18)
3	Nestle	15 (4)
4	P and G	65 (17)
5	Godrej	47 (12)
6	Amul	30 (8)
7	More	50 (13)
8	Other	10 (2)

Source: Survey data

Analysis

From Table 13, it is evident that, 102 (26%) respondents select *HUL*, 72 (18%) respondents select ITC, 15 (4%) respondents select Nestle, 65 (17%) respondents select P&G, 47 (12%) respondents select Godrej, 30 (8%) respondents select Amul, 50 (13%) respondents select more, and 10 (2%) respondents are selected other brand product.

Q. No. 14: Have you heard/tried of more brand?

Table 14: Respondents heard/tried of more brand

Particulars	Number of respondents (%)
Yes	159 (64)

No	91 (36)
Total	250 (100)

Source: Survey data

Analysis

From Table 14, it clearly shows that of 250 respondents, 159 (64%) respondents are heard/tried of more brand, and remaining 91 (36%) of respondents they are not heard/tried of more brand.

Q. No. 14(A): If yes, which of the following factors influence you to purchase more products?

Table 14a: Factors influence respondent to purchase more products

Particulars	Number of respondents (%)
Advertisements	0 (0)
Salesman advise	25 (10)
Attractive display	14 (5)
Quality	80 (32)
Offers and discounts	95 (38)
None of these	37 (15)

Source: Survey data

Analysis

From Table 14a it is clear that, 0 (0%) of the total respondents have selected advertisements, 25 (10%) have salesman advise, 14 (5%) are selected the attractive display, 80 (32%) are selected the quality, 95 (38%) are selected the offers and discounts, and 37 (15%) are customers selected the none of these factors to influence them to purchase more products.

Q. No. 14(B) If no

Table 14b: Respondent are not heard/tried of more brand because

S.no	Reasons	Number of respondents (%)
1	Not aware product/never heard	70 (37)
2	Less knowledge	51 (27)
3	Not interested to know	46 (25)
4	Sentimental attachment to other products	20 (11)
5	They are not much addict	0 (0)

Source: Survey data

Analysis

From Table 14b, we can know that, 70 (37%) respondents have chosen not aware product/never heard, 51 (27%) are selected less knowledge, 46 (25%) are selected the not interested to know, 20 (11%) are selected sentimental attachment to other products, and 0 (0%) customers are not selected they are not much addict reasons makes them to not purchase more products.

Q. No. 15: Does more products provide better products with compare to other similar products in the store?

Table 15: Respondents opinions about more products provide better products with compare to other similar products in the store

Particulars	Number of respondents (%)
Yes	114 (46)
No	136 (54)
Total	250 (100)

Source: Survey data

Analysis

From Table 15, it clearly shows that of 250 respondents, 114 (46%) respondents give opinions about more products provide better products with compare to other similar products in the store, and remaining 136 (54%) of respondents give opinions about more products is not providing better products with compare to other similar products in the store.

Q. No. 16: Which is your favorite more brand?

Table 16: Respondents opinions about their favorite more brand

Particulars	Number of respondents (%)
Feasters	85 (21)
Kitchen's promise	78 (20)
Selecta	32 (8)
110%	40 (10)
More quality 1st	97 (24)
None of the above	66 (17)

Source: Survey data

Analysis

From Table 16, it is evident that, 85 (21%) respondents select feasters brand, 78 (20%) respondents select kitchen's promise, 32 (8%) respondents select selecta brand, 40 (10%) respondents select 110% brand, 97 (24%) respondents select more quality 1st brand, and 66 (17%) respondents are selected none of the above brand.

Q. No. 17: Which are the brand's competitors for the more brand products?

Table 17: Respondents opinions about the brand's competitors for the more brand products

Particulars	Number of respondents (%)
HUL	96 (31)
P and G	82 (27)
Godrej	0 (0)
Nestle	15 (5)
ITC	92 (30)
Others	20 (7)

Source: Survey data

Analysis

From Table 17, it is evident that, 96 (31%) respondents chose HUL, 82 (27%) respondents chose P&G, 0 (0%) respondents chose Godrej, 15 (5%) respondents chose Nestle, 92 (30%) respondents chose ITC, and 20 (7%) respondents are chosen other brand product.

Q. No. 18: How would you rate more products compared to other competitor's products on the following parameter?

Table 18: Respondents opinions about more products compared to other competitor's products on the following parameter

Parameters	Brand					WMS	Rank
	H.S	S	A	D	H.D		
	5	4	3	2	1		
Competitors products							
Quality	121×5	84×4	45×3	0×2	0×1	4.304	3
Packaging	146×5	95×4	9×3	0×2	0×1	4.548	2
Accessibility	98×5	82×4	70×3	0×2	0×1	4.112	4
Variety	174×5	68×4	8×3	0×2	0×1	4.664	1
Pricing	63×5	76×4	80×3	31×2	0×1	3.684	5

More products							
Quality	56×5	92×4	75×3	27×2	0×1	3.708	3
Packaging	20×5	79×4	91×3	44×2	16×1	3.172	5
accessibility	85×5	112×4	37×3	16×2	0×1	4.064	1
Variety	63×5	80×4	76×3	31×2	0×1	3.7	4
Pricing	87×5	72×4	62×3	16×2	13×1	3.816	2

Source: Survey data

Analysis

From Table 18, it clearly shows that respondents opinions about competitors' products in terms of quality are 4.304 (WMS), packaging is 4.564 (WMS), accessibility is 4.112 (WMS), variety is 4.664 (WMS), and last one pricing is 3.684 (WMS).

Respondents opinions about more products in terms of quality are 3.708 (WMS), packaging is 3.172 (WMS), accessibility is 4.064 (WMS), variety is 3.7 (WMS), and last one pricing is 3.816 (WMS).

Q. No. 19: Do you consider more brand has problem with itself in promoting various more products?

Table 19: Respondents opinions about they consider more brand has problem with itself in promoting various more products

S.no	Reasons	Number of respondents (%)
1	Strongly agree	46 (18)
2	Agree	104 (42)
3	Neutral	62 (25)
4	Disagree	38 (15)
5	Strongly disagree	0 (0)
Total		250 (100)

Source: Survey data

Analysis

From Table 19, it is evident that, among 250 respondents opinions about they consider more brand has problem with itself in promoting various more products of 46 (18%) are strongly agree, 104 (42%) are agree, 62 (25%) are selected neutral, 38 (15%) are disagree, and 0 (0%) are strongly agree.

Q. No. 20: In the following scale how do you rate different company brands on the following parameters? (1 - excellent, 2 - very good, 3 - good, 4 - Average, and 5 - poor)

Table 20: Respondents ratings about different company brands on the following parameters

S.no	Brands	Excellent	Very good	Good	Average	Poor	WMS	Rank
		1	2	3	4	5		
1	HUL	31×1 31	92×2 184	67×3 201	60×4 240	0×5 0	2.624	1
2	ITC	20×1 20	86×2 172	93×3 279	51×4 204	0×5 0	2.7	3
3	Nestle	8×1 8	79×2 158	85×3 255	78×4 312	0×5 0	2.932	4
4	P&G	22×1 22	85×2 170	97×3 291	46×4 184	0×5 0	2.668	2
5	Godrej	3×1 3	48×2 96	73×3 219	120×4 480	6×5 30	3.312	6
6	Amul	5×1 5	74×2 148	88×3 264	83×4 332	0×5 0	2.996	5
7	More	10×1 10	23×2 46	98×3 294	102×4 408	17×5 85	3.372	7
8	Other	0×1 0	11×2 22	92×3 276	119×4 476	28×5 140	3.656	8

Source: Survey data

Analysis

From Table 20, it clearly shows that the respondents rating about different company brands which is HUL 2.624 (WMS), ITC is 2.7 (WMS), Nestle is 2.932 (WMS), P and G is 2.668 (WMS), Godrej is 3.312 (WMS), Amul is 2.996 (WMS), more is 3.372 (WMS), and last one other is 3.656 (WMS).

Q. No. 21: What attributes should be highlighted to the consumer toward more products?

Table 21: Respondents opinions about attributes highlighted to the consumer toward more products

S.no	Attributes	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	WMS	Rank
		5	4	3	2	1		
1	Sufficient Knowledge	67×5 335	183×4 732	0×3 0	0×2 0	0×1 0	4.268	4
2	Packaging	176×5 880	51×4 204	23×3 69	0×2 0	0×1 0	4.612	2
3	Advertisement	45×5 225	167×4 668	38×3 114	0×2 0	0×1 0	4.028	5
4	Customer awareness	92×5 460	143×4 572	15×3 45	0×2 0	0×1 0	4.308	3
5	Promotion	170×5 850	68×4 272	12×3 36	0×2 0	0×1 0	4.632	1

Source: Survey data

Analysis

From Table 21, it clearly shows that customers opinion on attributes highlighted to the consumer toward more products in that sufficient knowledge chosen is 4.268 (WMS), packaging selected is 4.612 (WMS), advertisement selected is 4.028 (WMS), customer awareness selected is 4.308 (WMS), and last attributes are promotion have chosen 4.632 (WMS).

Q.N.22: Please select the following FMCG group products do you buy in which company?

Table 22: Respondents opinions about their selection on following FMCG group products they buy in which company

S.no	products	Manufacturer company	More company
		Number of respondents (%)	Number of respondents (%)
1	Household cleaners	126 (11)	69 (15)
2	Fabric wash	108 (10)	72 (15)
3	Personal care	175 (16)	65 (14)
4	Oral care	193 (17)	0 (0)
5	Skin care	128 (11)	0 (0)
6	Hair care	179 (16)	0 (0)
7	Foods	53 (5)	194 (42)
8	Beverages	157 (14)	64 (14)

Source: Survey data

Analysis

From Table 22, it is clear that respondents opinions about the following FMCG group products they buy in manufacturer company and more company, in which 126 (11%) and 69 (15%) of the respondents are select household cleaners, 108 (10%) and 72 (15%) of respondents are select fabric wash, 175 (16%) and 65 (14%) of the respondents select personal care, 193 (17%) and 0 (0%) of the respondents are select oral care, 128 (11%) and 0 (0%) of respondents are select skin care, 179 (16%) and 0 (0%) of the respondents select hair care, 53 (5%)

and 194 (42%) of the respondents are select foods, and 157 (14%) and 64 (14%) of the respondents select beverages, respectively.

Q. No. 23: Overall, what steps need to be taken while enhancing more as brand while differentiating itself with manufactured products?

Table 23: Respondents opinions about overall, what steps need to be taken while enhancing more as brand while differentiating itself with manufactured products

S.no	Reasons	Number of respondents (%)
1	Product should be available in all the stores	28 (4)
2	Product should have good packaging labels	225 (34)
3	Product should have created awareness	211 (32)
4	Product should create various promotional activity	197 (30)

Source: Survey data

Analysis

From Table 23, we can know that, overall respondents opinions for enhancing more as brand while differentiating itself with manufactured products in which, 28 (4%) respondents have chosen product should be available in all the stores, 225 (34%) are selected product should have good packaging labels, 211 (32%) are selected the product should have create awareness, 197 (30%) are selected product should create various promotional activity.

Q. No. 24: Would you like to recommend more brand products to your friends and others?

Table 24: Respondents opinions about to recommend more brand products to your friends and others

S.no	Particulars	Number of respondents (%)
1	Very likely	68 (27)
2	May Be	171 (68)
3	Unlikely	12 (5)
	Total	250 (100)

Source: Survey data

Analysis

From Table 24, it is clear that of 250 respondents, respondents opinions about to recommend more brand products to your friends and others, in which 68 (27%) are select very likely, 171 (68%) respondents select maybe, and 12 (5%) respondents select unlikely.

DISCUSSIONS

Nearly 31% of respondents comes under the age group of 25–35 years, 63% of respondents comes under the female gender, 35% of respondents earning 10000–20000 income level, 30% of respondents are doing the job in government sectors.

Of 72% of respondents who visit more store regularly, in that 36% of respondents visit store 1–2 times/weekly, 38% respondents buy verity of products in the stores, 79% of respondents have given most importance to brand name, somewhat important to price is 52% and least importance to reliability factors, 75% of respondents prefer brand when they are purchasing. While price factor remains top priority 44% of respondents have chosen national type and brand, among that 54% of respondents using a particular brand from 2 to 5 years, among 58% of respondents said that they do not prefer other brands. Due to 31% of respondents said less popular, among 45% of respondents said that if their preferred brand is not available, they do postpone their purchasing, among 79% of respondents are ready to buy a product when it is available in less price and same quality with compare to other brands products. About 26% respondents are using HUL brand products at present which is highest among national products and more products, about 64% respondents said that they have heard and tried of more products. In that about 38% customer influences with offers and discounts for purchase more products.

About 54% respondent felt that more products are not providing better products with compare to other similar products in the store, about 24% respondent have said that more quality 1st is their favourite more brand, about 31% of respondents have said that HUL brands are competitors for the more brand products, majority of respondents are given highly satisfied to competitors products in variety and in more products satisfied to accessibility, about 42% of respondents agree that more brand has problem with itself in promoting various more products, to highlight consumers on More products, majority of the respondents have given their preference to promotional activity which can enhance more products brand image. About 17% of respondents said that they prefer products in Oral Care from Manufacture Company and 42% of respondents prefer foods in more company, overall, 34% of respondents said product should have good packaging labels for enhancing more as brand while differentiating itself with manufactured products, about 68% of respondents said maybe they recommend more brand products to your friends and others.

More can come up with innovative methodologies to retain its respondent's suchcustomer loyalty program are enjoys a wide range of private label products, and it should go all out in promoting their own in-house products. To compete with competitors products in More Store, it is advisable to enhance the more products labeling and packaging which has greater advantage to consumer to choose majority of customer not aware of more brand, so they should create awareness about their own brand products toward customer through by Advertising, using Print Media, television ads, banners, billboards, etc. Hence, they should use different promotional strategy to gain consumers attention to its more products by creating awareness and educating the consumers as more have the opportunity to compete with manufacturer product, so they have to increase their product scale in producing all kind of product similar to manufacturer products.

CONCLUSION

In every retail industry to survive in their field they have to satisfy their customer by adopting a suitable strategy to come up with good quality, package, price, and verity of product. From the above survey, it reflects that More Brand product has potential to compete with manufacturer product provided if we extend their product line effectively which can enhance quality products and pass on its advantages to the customer. By this, we can conclude that respondents have given positive opinion about More Brand products by creating awareness among customers provided if they implement by rethinking on its existing pricing, packaging, and promotion strategies which can compete with other successful products.

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