Measuring Factors Determining Private Label Purchase - An Exploratory Factor Analysis (EFA) Approach

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Abstract

Indian retail sector has become competitive with the emergence of organized retail players. Currently retailers are focusing on developing their own brands or private labels to enhance customer loyalty, to add diversity and for better margins. The study primarily looks into understanding the consumer preference for Private Labels/Store brands in breakfast cereals, snacks category (Biscuits and traditional snacks) and to measure the factors that determine the store brand purchase in these categories. Consumer responses were collected from the city of Mysore (India) using structured questionnaire. Five point Likert scale was used to measure the factors. Responses were collected from consumers at organized retail outlets and households. Exploratory factor analysis (EFA) was done for measuring the factors that determine private label purchase in breakfast cereals and snacks category.

Keywords: : *Private labels, Store brands, Price, Price consciousness, Perceived quality, Store image, Value consciousness, Product familiarity, Shelf space allocation.*

Introduction

The Indian retail industry is estimated at USD 520 Billion in 2013 and projected to grow at a rate of 13 % and will have a market size of USD 950 billion by 2018 (E&Y, 2014). Retail sector has become competitive with the emergence of organized retail players. Currently retailers are focusing on developing their own brands or private labels to enhance customer loyalty, to add diversity and for better margins. Categories like packaged foods, refined edible oils, breakfast cereals, ketchups and sauces account for 75% of total sales of private labels (Hindustan Times, 2013). Breakfast cereal market in India was pegged at USD 157 million in 2013 and expected to have a double digit growth over next five years (Techno Pak, 2014). Indian snack market is valued at 2.1 billion USD in 2014 (Business today, 2014). So this makes these categories attractive to organized retailers to develop their own private labels or store brands. The contemporary description about private labels or store brands given by Nirmalya Kumar and Steen Kamp (2007) is that private labels are any brand to be produced and owned by the retailer which is sold exclusively in retailer's outlet only. Most of the private label brands are in apparel segment followed by food, grocery segment, electronics and home interiors. Future group has private labels in apparels, electronics, food and personal care segment. Tata group has own labels in apparels and electronics segment. We have players like ITC, Koutons, Shoppers stop and other foreign players like Lifestyle, Zara in apparel segment who have their own store brands. Reliance group, Aditya Birla has private labels limited to food, grocery and personal care

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products. RPG group have private labels in food, personal care and apparels. Even though private label preference is increasing it requires an in depth study to understand the major factors that influence the consumer purchase.

Factors Determining Private Label Purchase

The major factors that determine private label purchase include price, quality and quality perceptions, product familiarity, value consciousness, store image and other store factors like in store promotions, shelf space allocation and visual merchandizing. Based on the above factors a study was conducted among consumers of Mysore to determine the major factors of private label purchase in breakfast cereals and snack category.

Literature Review

Private label purchase is determined by many factors. When we consider food segment in general there are multiple factors that can influence the purchase. These factors may vary depending on the individual category in the food segment. The major factors that determine the private label purchase include consumer factors like perceived quality and quality, product familiarity, value consciousness, store factors like Store image, shelf space allocation, assortment and price.

Price and Price related factors

Price is an important factor determining the private label purchase. Price is one of the extrinsic cues which

determine the private label purchase in food products like Jams, Jellies, chocolate chip cookies, and regular potato chips [Burger and Schott (1972), Richardson.et.al, (1994)].

Baltas (1997) in US context looked into factors like shopping behavior and category involvement and confirmed that consumers tend to be price sensitive in the purchase of products in grocery and general merchandise. Sinha and Batra (1999, 2000) found that category price consciousness is a highly significant predictor of private label purchase among US consumers in categories like canned tomatoes, frozen orange juices, ground coffee etc. Consumers tend to be less price conscious in categories where perceived risk is high and price unfairness of national brands compared to private labels. The study didn't give an insight into the pricing of private labels with respect to national brands.

Choi and Coughlan (2004) in US context stated that private label price in categories like cookies and soups should not be link to the national brands price and whole sale price, the pricing need to be based on its quality and variable cost. So retailers should launch private labels with different prices targeting different consumer segments. The factors like price differential and category price was not considered in this study.

In a different study by Mendez.et.al (2008) in Spain and Thiel and Romanuik (2009) in Australia concluded that private label is distinguished from other brands because of its price only in products like maria cookies, chocolate bars, jams, sliced bread, packet soups, sliced cheese etc.

Jin.et.al (2010) studied about purchasing of breakfast cereals among American consumers and found that lower-income shoppers have the highest price sensitivity only for private label value cereals and higher income shoppers for national brands.

Berges.et.al (2014) study among French retail consumers confirmed that consumers are sensitive to price when they purchase high quality Private labels compared with National brands in categories like Pasta, biscuits and jam. The study looked into few categories only. The study by Singh and agarwal (2013) among consumers of Noida region concluded that price consciousness and impulse buying determine private label purchase in food and grocery items. The other factors like store loyalty and value consciousness also determine private label purchase. Machavolu and Raju (2013) studied private label purchase among consumers of Andhra Pradesh concluded that Price is one major factor followed by quality that determine private label purchase in food and apparel segment. Sathya (2013) studied store brand preference among consumers of Chennai and found that price, quality, store name, promotions, extrinsic and intrinsic cue determine purchase in food and grocery segment.

So price and price-related factors of private labels are one of the major determinants of private label purchase. So the study needs to look into the effect of price of private labels in comparison to national brands in the category.

Perceived Quality and Quality

Perceived quality has an important role to play in determining the private label purchase. It can affect the consumer perceptions about private labels.

Hoch and Banerjee (1993) in US context considered consumer- driven, retailer driven, national manufacturer driven factors and its effect on private label success in food and frozen foods. The study concluded that high level intrinsic quality is important than price for private labels. It has limitations in terms of looking into the quality differences among private labels and national brands.

Perceived quality differential is one of the major factors that determine the private label purchase in products like cheese, cookies, flour, frozen pizza, jams, jellies and ketchup, among US consumers [Sethuraman and Cole (1999), Sethuraman (2000)]. Perceived quality differential is lower when consumer's familiarity with the store brand increases. So it has to be reduced to increase private label proneness. The studies didn't consider the influence of price and category risk in determining the quality perceptions of private labels. Sheinin and Wagner (2003) study in US context about apparels and tooth paste category found that perceived quality can be detrimental in purchase of private label purchase and it is having positive relationship with price when category risk and retail image is high. The studies have limitations when we consider the role of packaging and advertising in determining the private label purchase.

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Quality has a significant role in determining the store brand preferences in grocery category among consumers of Greece (Baltas and Argouslidis, 2006). Advertising and packaging was found to be significant in determining the consumption rate of store brands. The study didn't explore the effect of quality labels on improving the consumer's perceptions. The study in Indian context by Koshy and Abhishek (2008) in grocery category concluded that consumer's quality perceptions can be improved by introducing public quality labels recognized by consumers which can ensure adequate quality levels for private labels. The role of packaging and its influence of perceived quality were not considered in this study. Consumer perception study in South Africa by (Beneke, 2010) revealed that perceived quality is one of the major factors influencing the private label purchase in food based private brands in categories like tinned goods, cookies, flour and sugar. Perceived quality is influenced by packaging. Bishnoi and Kumar (2009) studied the shopping styles of Indian working women and concluded that quality consciousness, novelty seeker, price-value consciousness, brand consciousness and habitual and brand/store loyal determine the purchase of the brands in packaged food category. Recent study by Abhishek (2011) in Indian context concluded that demographic variables and psychographic variables like quality variation and perceived value for money can determine private label purchase in apparels. Another study in Indian context by Sharma.et.al (2011) found that there is a significant difference in quality between national and private brands and store image is a key factor that determines the purchase.

The study by Machavolu (2014) among retail consumers of Reliance retail outlet in Andhra Pradesh concluded that quality is an important factor that determines private label purchase in food, grocery and apparel segment. But this study considered one retail out let only. So we cannot generalize. Singh (2014) study among retail consumers of NCR region found that quality and brand image determines consumer preference of private labels in apparel segment. The study has limitations with respect to focus on only one category. Permarupan.et.al (2014) studied Private label purchase among consumers of Malaysia and concluded that Familiarity and perceived quality as major factors that determine store brand purchase in general. This study didn't look at any category. Gala and Patil (2013) concluded that low quality is one factor that reduces PL purchase in general. The study by Nandi (2013) among consumers of Kolkata confirmed that quality and reliability are the major factors that determine private label purchase in categories like durables, personal care, apparels and consumable products.

Perceived quality and quality is a major factor affecting the consumer perception. So retailers need to enhance the quality image of store brands through minimizing quality variation by improving packaging and product quality.

Product Familiarity

Familiarity is one among the major factors that influence store brand purchase. This is determined by product knowledge and brand comprehension. Store brand

familiarity increase with the information available about it which can increase store brand proneness due to reduction in perceived risk and perceived quality variation associated with these brands in products like margarine among US consumers (Bettman, 1974). The study has not focused on the role of product familiarity and its consequent effect on product evaluation. Raju's (1977) study in US context concluded that when consumers are familiar with the products it can enhance the consumer confidence which can be detrimental for purchase. Product familiarity was related positively to the degree of confidence in brand selection in a purchase situation for categories like stereo receivers. This can be applied to private label also. The study has limitations in terms of looking into the extent to which information are available with the consumers and its influence on purchase decision.

Private label products have limited brand recognition compared to recognized brand due to lack of information in general merchandise category among consumers of Israel (Wolinsky, 1987). This can hinder familiarity of the products which can affect the product purchase. Non store brand prone consumers in US show less familiarity with the brands and tend to believe that store brands are low value and low quality products in grocery category (Dick.et.al, 1995). So familiarity of store brands needs to be enhanced by promotional campaigns to increase the store brand purchase.

Further study by Richardson.et.al (1996) examined the effect on familiarity on household store brand proneness

in food products like cereal (Hot or Cold),cheeses, chip dip,cookies,crackers, potato chips, pickles, jams,jellies, preserves and canned food items among US consumers. Familiarity with retailer's private label brands is critical for private label proneness. The study didn't look at the effect of factors like quality, risk on purchase intention even if consumer is familiar with the product. The effect of familiarity on store brand purchase intention is partially mediated by perceived quality in shampoo category among Malaysian consumers (Sheau-Fen.et.al, 2011). Age moderates the effects of performance risk, physical risk, familiarity and perceived quality.

Store Image

Store image is one of the major factors that influence the purchase of private labels. The consumer perception about the image of the store has a direct effect on the brand image of the private label which can determine the purchase. Store image has different dimensions which need to be understood to create favourable image in consumer minds.

Store image is defined in the shopper's mind, partly by the functional qualities and partly by an aura of psychological attributes by Martineau (1958). The major factors that determine the store image includes layout, architecture, symbols, colors, advertising and sales personnel. The study didn't consider the aspect of merchandise in determining the store image. Retail store image among US consumers will depend on the store convenience, fashion, price,

selection of merchandise, quality, quantity of sales personnel and other factors like degree of reward and punishment associated with these factors (Kunkel and Berry, 1968). The study didn't focus on aspects of consumer self-image and its effect on store image. Doyle and Fenwick (1974) study in England concluded that consumer may differ in their perceptions but they choose stores with images most congruent with their own self-images. This means store image is influenced by consumer's self-image. The study didn't look into the development and formation of store image. Store image depends on the price, merchandise information (core facets), policy and service (peripheral facets) among US consumers (Mazursky and Jacoby, 1986). Chowdhury.et.al (1998) study in US context concluded that employee service, product quality, product selection, atmosphere, convenience, price and value are the dimensions that influence the store image.

Store image attributes considered by Chowdhury.et.al (1998) were taken to study the impact of store image among Canadian retail consumers in grocery by Collins-Dodd and Lindley (2003). The study found that store brands are seen as extensions of the store image and contribute to store differentiation in the minds of consumers. The study didn't look into influence of store image on image of the private label. Store image and the presence of national brands can influence the consumer perceptions about private labels among US consumers in apparel category (Vahie and Paswan, 2006). The study concluded that convenience, price and value dimension of store image positively influence private label image. The above studies never looked on

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the impact of store image on store loyalty which can be detrimental for private label purchase. Martenson (2007) study in Sweden concluded that store image, ambience, assortment and price dimension influence the store loyalty and satisfaction. The study stated that factors like store loyalty and satisfaction can be channelized to enhance private label purchase in categories like gourmet and lunch food. The study never focused on the consumer psychographics and its impact on private label purchase. Private label attitude is determined factors like positive store image and money attitude regarding retention and distrust among Taiwanese consumers (Liu and Wang, 2008) in grocery category. The study didn't consider the different dimensions like private label price image and store image in determining private label purchase in grocery.

Chandon.et.al (2011) study in France concluded that store image perceptions and private label price image perceptions along with factors like value consciousness and perceived quality determine the private label purchase in food and groceries. Factors like store image and product signatureness positively impact consumer's quality perception which determines the private label purchase (Bao.et.al, 2011) in drugs and electronics among US consumers. Recent study by Krishna (2011) in Indian context with respect to apparels concluded that private label purchase is determined by image of the store, brand awareness, cheaper prices, discounts, comfort, durability, ambience and store atmospherics.

The study by Gupta.et.al (2014) among retail consumers of Madhya Pradesh found that brand image of retailer can influence the perceived quality and risk associated with private label purchase which can determine the purchase. It didn't look into the category factors. Fischer .et.al (2014) studied private label purchase among German consumers concluded that   private label share is more related to store loyalty in relatively higher involvement categories. The study was limited to food and general merchandise. Rathod and Bhatt (2013) looked into factors that determine private label purchase among retail consumers of Ahmedabad and concluded that store image and private label brand image can influence loyalty which determines the purchase of store brands. The study was limited to apparel category. Kumar and Jawahar (2013) study among retail consumers of Coimbatore concluded that store brand preference depends on retail patronage. The study was limited to food, grocery and general merchandise.

Store image has direct and indirect influence on the consumer perceptions which can be detrimental for store brand purchase. Retailers need to create a favourable store image by devising an appropriate pricing strategy for private labels by increasing the quality, variants of private labels and improving the in store atmosphere factors. The image factor can influence the quality perceptions, prestige factor and store loyalty which can be vital in influencing the purchase decision.

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Value Consciousness

Value consciousness is an important factor that determines the private label purchase. Value is perceived by consumers differently. Some consumers perceive value as low price, some others as the benefits they receive from the products, quality they get for the price they pay and what they get for what they pay (Zeithaml, 1988).

The factors like value consciousness, price-quality perceptions, deal proneness, brand loyalty, risk averseness, coupon usage and response to advertised sale items were studied in US context by Burton.et.al (1998) in grocery category. Private label purchase is determined by value consciousness and deal proneness but price-quality perceptions and brand loyalty has no effect on purchase. The study did not consider the effect of personality traits in determining the private label purchase. Value consciousness and personality traits like prestige sensitivity and need for cognition determine private label purchase among US consumers in products like parmesan cheese, bread, pasta and ketchup (Bao and Mandrik, 2004).The effect of value consciousness on store brand perceptions was not focused in this study.

Value consciousness contributes positive to store brand perceptions and purchase [Harcar.et.al (2006), Kwon.et.al (2008)] in grocery and products like wine, chocolate, cornflake cereal and bread, the studies didn't look into factors like prior experiences and uniqueness along with value consciousness in determining the private label purchase. Value consciousness and prior experiences have

a significant influence on the consumer perceptions of US consumers about store brand which can influence the purchase decision in grocery category (Kara.et.al, 2009).

Private label consumers of France tend to be value consciousness and focus on low price of store brands in in food and groceries (Chandon.et.al, 2011). This study didn't look into the effect of value consciousness on quality aspect of private labels. Value consciousness has a moderating effect on the quality perception of private labels which can influence the purchase intention of private labels among US consumers (Bao.et.al, 2011). Murali and Gugloth (2013) studied private label purchase among consumers of Bangalore and concluded that consumer prefers PLs due to cost effectiveness and belief that they provide value. Factors like offers, packaging and unavailability of NBs also influence PL purchase. The study didn't focus on any particular category.

Value consciousness is a factor that varies across the consumer. Some segment of consumers focus on the low price aspect and others on the quality aspect. So retailers need to devise strategy which ensures optimal quality and value pricing based on the target segments which can improve the consumer proneness to private labels.

Shelf Space allocation

Shelf space allocation is a factor that indirectly affects the purchase of private label purchase. Shelf space allocation can enhance the visibility of private labels or store brands. Retailers always place their store brands in shelves

adjacent to National brands. Dursun.et.al (2011) found that shelf space allocation contributes significantly in enhancing product familiarity and perceived quality. Zameer.et.al (2012) stated that Private labels are placed near to national brands to make consumer.

Limitations of the existing studies

Most of the research studies focused on the price, quality and category attributes which can vary across the globe. Other factors like brand variants, promotional schemes, shelf space allocation and store loyalty programmes were not studied in Indian context. So these factors need to be considered for future research and its inter-relationship, impact need to be investigated.

1) Major studies related with private labels are happened in US followed by European context. So there is immense scope of studying about private labels and different factors that determine the private label purchase in Indian context.

2) One of the major factors that determine the private label purchase is the number of variants offered by private labels. When national brands can offer higher variety in terms of flavour, packaging and content then private labels cannot perform well in such category. So how this factor affects the private label purchase need to be studied.

3) In store promotions may play a vital role for influencing the purchase decisions. These promotions are not limited to discounts and offers. Retailer's

promotional schemes can create awareness about store brands which may determine the purchase of these brands. The studies conducted previously have not considered this factor which needs to be explored.

4) Shelf space allocation and display is also important for categories like apparel, personal care products and packaged food products to ensure that it seeks attention of consumers. Minimal focus is given in most of the literature regarding this factor. So inclusion of these factors can help us to understand the store brand or private label purchase in a better manner.

5) Store loyalty programmes can also influence the store brand purchase. Initiatives like this can enhance retailer's image and consumer confidence in the retailers which can be a driver for private label purchase. This factor was not considered in many studies which need to be explored to understand the private label purchase in a better manner.

Major studies about private labels were related to US and European retail business. So there is adequate scope of studying about private labels and different factors that determine the private label purchase in Indian context. The influence of factors like brand variants, promotional schemes, shelf space allocation, planograms, store loyalty programmes and FDI inflow in multi-brand retail outlets and its effect on private labels were not studied in Indian context. These are the other aspects which need to be considered for understanding private label purchase among Indian consumers in a better manner.

Nature of the Study

The data collection was done using structured questionnaire which has 39 items which measured different factors that determine private label purchase in breakfast cereals and snacks (Biscuits and Traditional snacks). Consumer responses were collected from Mysore. Five point Likert scale was used to measure the factors. The response were collected from consumers at organised retail outlets and households. Data analysis was conducted using software packages SPSS V 21.

Objectives of the Study

The objectives of the current research include:-

a) To understand the consumer preference for Private Labels/Store brands in Breakfast cereals and Snacks category

b) To measure the factors that moderate the store brand purchase in these categories.

Reliability of the Questionnaire

The instrument for data collection was developed considering the factors that determine Private label purchase. The reliability of the questionnaire is tested which is important to understand how closely the set of items are related as a group or factor.

Table 1 : Reliability Statistics of the questionnaire

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.774	.872	39

The reliability statistics (Cronbach's alpha) of the questionnaire has a value of 0.774 which means high reliability or high internal consistency.

Sample Size

The total sample size of the study is 330 respondents. Out of 330 samples, 280 responses were considered for the final analysis based on two criteria: a) Store brand awareness b) Store brand preference. Some of the consumer responses were not considered due to incomplete nature. The response of consumers with both store brand awareness and preference were considered for the final analysis. From the study we could conclude that 85 % of respondents have preference for private labels in these categories. Majority prefer private labels in snack category (48 %) compared with Breakfast cereals (4%). Around 48 % have preference for private labels in both category.

Respondents Profile

Table 1 : Respondents Profile

Particulars	Range	No of Respondents	% of Respondents
Gender	Male	127	45.35
	Female	153	54.64
Age	22-30	196	70
	31-50	69	24.6
	>50	15	5.3
Income	<2 L	162	58.8
	2-5L	97	33.8
	>5L	21	7.32
Occupation	Employed	179	63.92
	Unemployed	101	36.07

Respondents profile can be very important factor that can determine the purchase of private labels. From Table 1, out of the 280 valid respondents we have 45.35% are males and 54.64% are females. If we analyses the occupation pattern 63.5% respondents are employed, 3.9% are home makers, 0.7% are retired and 31.7% are students. Around 58.8% respondents have an income less than 2 lakhs , 33.8% respondents income is in the range of 2-5 lakhs, 7.32% respondents and have an income more than 5 lakhs. Among the 58.8% with an income less than 2 lakhs we have 31.7% students. If we analyze the age profile 70% of respondents are in the age range of 22-30, 25 % of the respondents belong to an age of 31-50 and 5% respondents have an age above 50.
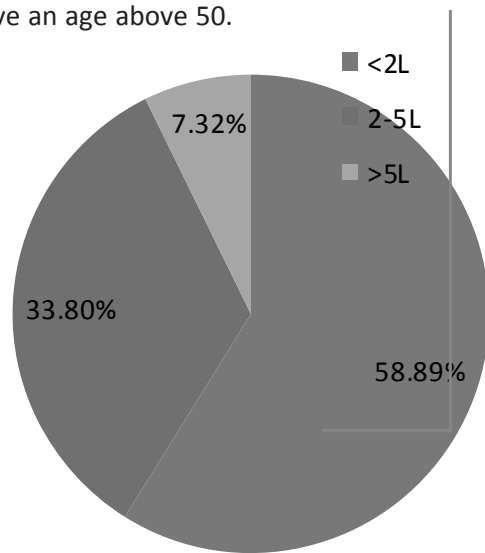

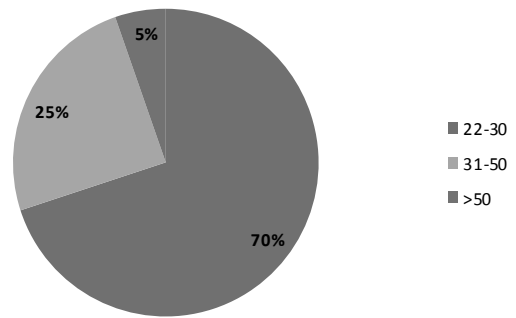*Figure 1: Income Pattern of Respondents*

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Figure 2: Age Profile of Respondents

Factors Influencing Private Label purchase

Based on the structured questionnaire, study was conducted to understand the factors that determine private label purchase. The data collected based on the questionnaire was analysed to understand the extent to which these factors are influencing the private label purchase.

Exploratory Factor analysis

Exploratory factor analysis (EFA) is used to measure the observed factors. It's used to explore the possible underlying factor structure of a set of observed variables without a preconceived structure. Primarily it's a dimension reduction technique and used in theory building. The method helps to explore latent factors that best accounts for the variations and interrelationships of the manifest variables.

Exploratory factor analysis (EFA) was conducted to understand the influence of different factors and to group them into one factor which can be further utilized to understand private label purchase. EFA was done to reduce

and combine the factor for further analysis. After EFA, Confirmatory factor analysis (CFA) can be done for developing a measurement model for understanding private label purchase. The different factors considered for the analysis include a) Price b) Perceived quality c) Familiarity d) Store Image e) Value consciousness f) Shelf space allocation. The major measures that we will be focusing in EFA are a) KMO value b) Factor Loadings c) Communalities.

KMO value (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) represents the ratio of the squared correlation between variables to the squared partial correlation between variables. It measures the adequacy of the sample for performing the factor analysis. KMO value has to be bare minimum 0.5 to proceed with the factor analysis. The minimum KMO value should be 0.5 (Kaiser, 1974) to do the further analysis. KMO value less than 0.5 should be omitted from factor analysis (Hair, 2009).

Communality measures the proportion of common variance within a variable. It provides an idea about the variance explained by the underlying factors. Higher communalities more variance is explained by that item. Communalities should be a minimum of 0.6 when sample size is greater than 250 (Kaiser's criterion). But Velicer and Fava (1998) suggested that in social science we have low to moderated communalities in the range of 0.4 to 0.7.

Factor Loadings signifies the substantive importance of the item to that particular factor. The acceptable limit of factor loading is .30 - .40 range (Positive or Negative) [Hair.et.al,

2009]. So for the final analysis we need to consider factor loadings to group the items as one factor.

Price

Price is the primary factor that can influence the private label purchase. Price variable was represented by 10 items in the questionnaire. We need to consider the KMO value (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) before moving to further analysis. Here KMO value is 0.623 which is above the minimum value. It means we can conduct further analysis.

Table 2 : KMO and Bartlett's Test – Price

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.623
Bartlett's Test of Sphericity	Approx. Chi-Square	97.654
	df	10
	Sig.	.000

Table 3 : Communalities–Price

	Initial	Extraction
Price_2	1.000	.397
Price_3	1.000	.744
Price_4	1.000	.598
Price_5	1.000	.531
Price_6	1.000	.522

So excluding Price 2 other items have low to moderate communalities. So for further analysis all items were retained because of the acceptable value.

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Table 4 : Total Variance Explained- Price

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.759	35.174	35.174	1.759	35.174	35.174	1.493	29.860	29.860
2	1.033	20.654	55.828	1.033	20.654	55.828	1.298	25.968	55.828
3	.827	16.544	72.371						
4	.788	15.765	88.136						
5	.593	11.864	100.000						

From the table 4 we could understand that average variance explained by two factors is 55 %.

Table 5 : Rotated Component Matrix Price

	Component	
	1	**2**
Price_2	.531	.339
Price_3	-.126	.853
Price_4	.381	.673
Price_5	.727	.041
Price_6	.722	-.013

The rotated component matrix gives an idea about the factor loadings. Based on the factor loadings we will consider the items and reduce them to factors.

On the basis of the above limit, the items Price 2, 5, 6 were combined to form one factor and named as Private label brand price (PLB price or PL price). The items 3 and 4 was combined as one factor and named Price factor.

Perceived Quality

Quality factors and Perceived quality are important factors that can determine Private label purchase. Quality element was measured by using 9 items.

Table 6 : KMO and Bartlett's Test – Perceived quality

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.646
Bartlett's Test of Sphericity	Approx. Chi-Square	257.522
	df	36
	Sig.	.000

From Table 6, KMO value is 0.646 which is in the acceptable range.

Table 7 : Communalities- Perceived quality

	Initial	Extraction
Quality_7	1.000	.657
Quality_8	1.000	.700
Quality_9	1.000	.522
Quality_10	1.000	.692
Quality_11	1.000	.486
Quality_12	1.000	.714
Quality_13	1.000	.671
Quality_15	1.000	.767
Brand_name_16	1.000	.455

If analyze the communality table, the value ranges between 0.4 to 0.7, which is in the low to acceptable range. So all items can be retained for further analysis.

Table 8 : Total Variance Explained -Perceived quality

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.140	23.783	23.783	2.140	23.783	23.783	1.891	21.010	21.010
2	1.453	16.140	39.923	1.453	16.140	39.923	1.370	15.220	36.231
3	1.051	11.679	51.601	1.051	11.679	51.601	1.357	15.073	51.304
4	1.020	11.329	62.930	1.020	11.329	62.930	1.046	11.627	62.930
5	.837	9.296	72.226						
6	.772	8.577	80.803						
7	.655	7.281	88.084						
8	.633	7.034	95.117						
9	.439	4.883	100.000						

The average variances extracted by 4 components are 62.9%.

Table 9 : Rotated Component Matrix-Perceived quality

	Component			
	1	2	3	**4**
Quality_7	.807	.017	.026	-.070
Quality_8	.824	.020	.130	-.063
Quality_9	.690	.083	.009	.197
Quality_10	.025	-.159	.816	.027
Quality_11	.104	.222	.613	.223
Quality_12	.083	.499	.490	-.467
Quality_13	-.104	.809	.076	.012
Quality_15	.038	.168	.216	.831
Brand_name_16	.233	.597	-.069	.199

The items 7, 8, 9 were combined and considered as one factor which is named as Perceived quality. Items 12, 13, 16 were combined as one factor – Quality indicators. Rest items 10 and 11 were combined as one factor quality beliefs. Quality 15 will be retained as a single factor. But it cannot be used in developing the CFA model.

Product Familiarity

Product familiarity is one of the consumer factors that can determine Private label purchase. Product familiarity is measured using 3 items.

Table 10 : KMO and Bartlett's Test- Product familiarity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.601
Bartlett's Test of Sphericity	Approx. Chi-Square	79.036
	df	3
	Sig.	.000

KMO value is 0.601 which is more than the acceptable range.

Table 11 : Communalities – Product familiarity

	Initial	Extraction
Familiar_18	1.000	.477
Familiar_19	1.000	.646
Familiar_20	1.000	.502

From the table 11, we could make out that communality value's for items measuring familiarity varies from low to moderate.

Table 12 : Total Variance Explained- Product familiarity

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative%
1	1.625	54.165	54.165	1.625	54.165	54.165
2	.787	26.247	80.412			
3	.588	19.588	100.000			

The average variances measured by 1 component are 54%.

Table 13 : Component Matrix Product familiarity

	Component
	1
Familiar_18	.691
Familiar_19	.803
Familiar_20	.709

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All the components have a loading more than 0.5 which is higher than the acceptable range.

Store Image

Store image is one of the store factors that directly influence the private label purchase. Store image is measured by two items.

Table 14 : KMO and Bartlett's Test- Store Image

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.500
Bartlett's Test of Sphericity	Approx. Chi-Square	62.368
	df	1
	Sig.	.000

KMO value is 0.5 which is in the acceptable range.

Table 15 : Communalities- Store image

	Initial	Extraction
Store_image_26	1.000	.724
Store_image_27	1.000	.724

The communalities value is .724 which is higher than the acceptable range. So these items will be retained for further analysis.

Table 16 : Total Variance Explained- Store Image

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.449	72.432	72.432	1.449	72.432	72.432
2	.551	27.568	100.000			

The total variance explained by component is 72 %.

Table 17 Component Matrix Store image

	Component
	1
Store_image_26	.851
Store_image_27	.851

The component loadings value is 0.85 which is in the more than the acceptable range.

Value Consciousness

Value consciousness is one of the consumer factors that have a profound influence in determining the private label purchase.

Table 18 : KMO and Bartlett's Test- Value consciousness

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.500
Bartlett's Test of Sphericity	Approx. Chi-Square	41.966
	df	6
	Sig.	.000

KMO value is 0.5 which is in the acceptable range.

Table 19 : Total Variance Explained- Value consciousness

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.412	35.296	35.296	1.412	35.296	35.296
2	.992	24.798	60.094			
3	.951	23.775	83.869			
4	.645	16.131	100.000			

From table 19, we could understand that total variance explained by components is 35%.

Table 20 : Communalities- Value consciousness

	Initial	Extraction
VC_29	1.000	.182
VC_30	1.000	.264
VC_31	1.000	.543
VC_32	1.000	.423

The two items measuring Value consciousness have low communalities. So these two items need to be discarded in further analysis.

Table 21: Component Matrix- Value consciousness

	Component
	1
VC_29	.426
VC_30	.513
VC_31	.737
VC_32	.651

If look at the component matrix most of them have a factor loadings more than the acceptable range of 0.4.

Shelf Space Allocation

Shelf space allocation is one major store factor that can influence private label purchase. The factor shelf space is measured using two items.

Table 22 : KMO and Bartlett's Test- Shelf space allocation

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.500
Bartlett's Test of Sphericity	Approx. Chi-Square	48.943
	df	1
	Sig.	.000

KMO value is 0.5 which is in the acceptable range to be considered for further analysis.

Table 23 : Communalities- Shelf space allocation

	Initial	Extraction
Shelf_space_37	1.000	.701
Shelf_space_38	1.000	.701

Both items have a communalities value of 0.7. So these items will be retained.

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Table 24 : Total Variance Explained- Shelf space allocation

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.402	70.106	70.106	1.402	70.106	70.106
2	.598	29.894	100.000			

The total variance explained by one component is 70%.

Table 25 : Component Matrix Shelf space allocation

	Component
	1
Shelf_space_37	.837
Shelf_space_38	.837

Both components have a loading of 0.837 which can be used for further analysis.

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Table 26 : Summary of EFA results

Items	Construct	KMO value	Communalities	Variance explained (%)
Price_2	Private label price	0.623	0.397	55.828
Price_5			0.531	
Price_6			0.522	
Price_3	Price factor		0.744	
Price_4			0.598	
Quality_7	Perceived quality	0.646	0.657	62.9
Quality_8			0.700	
Quality_9			0.522	
uality_10	Quality Beliefs		0.692	
Quality_11			0.486	
Quality_12	Quality Indicator		0.714	
Quality_13			0.671	
Brand_ name_16			0.455	
Familiar_18	Product Familiarity	0.601	0.477	54.1
Familiar_19			0.646	
Familiar_20			0.502	
Store_ image_26	Store Image	0.500	0.724	72.4
Store_ image_27			0.724	
VC_29	Value consciousness	0.500	0.182	35.2
VC_30			0.264	
VC_31			0.543	
VC_32			0.423	
Shelf_ space_37	Shelf space allocation	0.5	0.701	70.1
Shelf_ space_38			0.701	

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The above table gives us a summary of the EFA. From the EFA we could conclude that KMO value is in the acceptable range. It means that sample is adequate for performing the factor analysis. Another important criteria is the communalities value, most of the items have communality value which is in the acceptable range (0.4). But two items measuring value consciousness (VC-29 and 30) have lower communality values. So these items need to be removed for further analysis.

Conclusion

The study conducted provided insights about consumer preference for private labels in this category. Majority prefer private labels in snack category (48%) compared with Breakfast cereals in Mysore city. It also helped us to understand the factors that determine private label purchase and to explore the factor structure of the observed variables. Price was measured using two constructs - Private Label price and Price factor. Quality was measured using three constructs – Perceived quality, Quality Beliefs and Quality Indicator. Familiarity is a major factor that determines private label purchase which is measured using three constructs. Store image determines the consumer's perception about private labels. So measuring store image is important which is done by one construct. One of the important psychological construct that determines private label purchase is value consciousness. Only two items can be retained for further analysis. Shelf space can indirectly influence the consumer preference for private labels. This is construct measured using two items. Based on the

exploratory factor analysis, we were able to narrow down the items into key factors that determine private label purchase.

Research Limitations

The current research focus primarily on Breakfast cereals and snacks, so you cannot generalize this model and apply to other categories. The scope of study is limited to one city only.

Managerial Implications

From the study the insight generated was that consumers have strong preference for private labels. So retailers need to enhance the private label availability in terms of variants in different product categories. Retailers need to have a tactical approach when they price private label brands in categories like Breakfast cereals and snacks. Retail chains ensure that consumers are familiar with their premium and value private labels/store brands which can impact the store image. They should maintain competitive price and optimal quality for private labels when compared with national brands which can influence value-conscious consumers.

Future Scope of Research

Based on the EFA researchers can develop a CFA (Confirmatory Factor Analysis) model including other variables like Instore promotions, Assortment and Customer Loyalty. CFA is primarily theory or hypothesis driven (Albright and Park, 2009). It helps to understand and verify

the factor structure helps to test the relationship between observed variables and their underlying latent constructs (Suhr, 2006). So CFA model can provide insights about the relationship between these latent factors. Demographic segmentation based studies can further help to understand the role of family size , income , occupation and its impact on private label purchase.

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