

CHAPTER 8

FINDINGS AND LIMITATIONS OF RESEARCH STUDY

FINDINGS

Respondent's belief towards NBs and PLs across different categories and attribute in selected cities of Gujarat.

Private Label Ahmedabad City (n = 125)

- 103 respondents believe that private label consumer durables offers low quality.
- 16 respondents believe that private label consumer durables offer high quality.
- 114 respondents believe that private label personal care products offer low quality.
- 12 respondents believe that private label personal care products offer high quality.
- 105 respondents believe that private label home care products offer low quality.
- 7 respondents believe that private label home care products offer high quality.
- 103 respondents believe that private label consumer durables are cheap.
- 16 respondents believe that private label consumer durables are expensive.
- 114 respondents believe that private label personal care products are cheap.
- 12 respondents believe that private label personal care products are expensive.
- 105 respondents believe that private label home care products are cheap.
- 7 respondents believe that private label home care products are expensive.
- 103 respondents believe that private label consumer durables are risky.
- 16 respondents believe that private label consumer durables are risk free.
- 114 respondents believe that private label personal care products are risky.
- 12 respondents believe that private label personal care products are risk free.
- 105 respondents believe that private label home care products are risky.
- 7 respondents believe that private label home care products are risk free.
- 103 respondents believe that private label consumer durables have unattractive packaging.

- 16 respondents believe that private label consumer durables have attractive packaging.
- 114 respondents believe that private label personal care products have unattractive packaging.
- 12 respondents believe that private label personal care products have attractive packaging.
- 105 respondents believe that private label home care products have unattractive packaging.
- 7 respondents believe that private label home care products have attractive packaging.
- 103 respondents believe that private label consumer durables have low brand image.
- 16 respondents believe that private label consumer durables have high brand image.
- 114 respondents believe that private label personal care products have low brand image.
- 12 respondents believe that private label personal care products have high brand image.
- 105 respondents believe that private label home care products have low brand image.
- 7 respondents believe that private label home care products have high brand image.

Private Label Surat City (n = 125)

- 43 respondents believe that private label consumer durables offers low quality.
- 57 respondents believe that private label consumer durables offer high quality.
- 40 respondents believe that private label personal care products offer low quality.
- 56 respondents believe that private label personal care products offer high quality.
- 43 respondents believe that private label home care products offer low quality.
- 56 respondents believe that private label home care products offer high quality.
- 95 respondents believe that private label consumer durables are cheap.
- 10 respondents believe that private label consumer durables are expensive.
- 96 respondents believe that private label personal care products are cheap.
- 13 respondents believe that private label personal care products are expensive.
- 99 respondents believe that private label home care products are cheap.
- 12 respondents believe that private label home care products are expensive.
- 88 respondents believe that private label consumer durables are risky.
- 20 respondents believe that private label consumer durables are risk free.
- 92 respondents believe that private label personal care products are risky.
- 16 respondents believe that private label personal care products are risk free.

- 89 respondents believe that private label home care products are risky.
- 19 respondents believe that private label home care products are risk free.
- 25 respondents believe that private label consumer durables have unattractive packaging.
- 74 respondents believe that private label consumer durables have attractive packaging.
- 27 respondents believe that private label personal care products have unattractive packaging.
- 65 respondents believe that private label personal care products have attractive packaging.
- 19 respondents believe that private label home care products have unattractive packaging.
- 72 respondents believe that private label home care products have attractive packaging.
- 52 respondents believe that private label consumer durables have low brand image.
- 50 respondents believe that private label consumer durables have high brand image.
- 58 respondents believe that private label personal care products have low brand image.
- 46 respondents believe that private label personal care products have high brand image.
- 55 respondents believe that private label home care products have low brand image.
- 57 respondents believe that private label home care products have high brand image.

Private Label Vadodara City (n = 125)

- 57 respondents believe that private label consumer durables offers low quality.
- 34 respondents believe that private label consumer durables offer high quality.
- 62 respondents believe that private label personal care products offer low quality.
- 27 respondents believe that private label personal care products offer high quality.
- 58 respondents believe that private label home care products offer low quality.
- 36 respondents believe that private label home care products offer high quality.
- 88 respondents believe that private label consumer durables are cheap.
- 14 respondents believe that private label consumer durables are expensive.
- 88 respondents believe that private label personal care products are cheap.
- 14 respondents believe that private label personal care products are expensive.
- 95 respondents believe that private label home care products are cheap.
- 20 respondents believe that private label home care products are expensive.
- 97 respondents believe that private label consumer durables are risky.
- 21 respondents believe that private label consumer durables are risk free.

- 92 respondents believe that private label personal care products are risky.
- 12 respondents believe that private label personal care products are risk free.
- 83 respondents believe that private label home care products are risky.
- 19 respondents believe that private label home care products are risk free.
- 31 respondents believe that private label consumer durables have unattractive packaging.
- 63 respondents believe that private label consumer durables have attractive packaging.
- 37 respondents believe that private label personal care products have unattractive packaging.
- 66 respondents believe that private label personal care products have attractive packaging.
- 40 respondents believe that private label home care products have unattractive packaging.
- 64 respondents believe that private label home care products have attractive packaging.
- 65 respondents believe that private label consumer durables have low brand image.
- 28 respondents believe that private label consumer durables have high brand image.
- 69 respondents believe that private label personal care products have low brand image.
- 23 respondents believe that private label personal care products have high brand image.
- 62 respondents believe that private label home care products have low brand image.
- 30 respondents believe that private label home care products have high brand image.

Private Label Rajkot City (n = 125)

- 49 respondents believe that private label consumer durables offers low quality.
- 44 respondents believe that private label consumer durables offer high quality.
- 53 respondents believe that private label personal care products offer low quality.
- 44 respondents believe that private label personal care products offer high quality.
- 47 respondents believe that private label home care products offer low quality.
- 36 respondents believe that private label home care products offer high quality.
- 97 respondents believe that private label consumer durables are cheap.
- 16 respondents believe that private label consumer durables are expensive.
- 91 respondents believe that private label personal care products are cheap.
- 18 respondents believe that private label personal care products are expensive.
- 93 respondents believe that private label home care products are cheap.
- 16 respondents believe that private label home care products are expensive.

- 53 respondents believe that private label consumer durables are risky.
- 24 respondents believe that private label consumer durables are risk free.
- 57 respondents believe that private label personal care products are risky.
- 16 respondents believe that private label personal care products are risk free.
- 55 respondents believe that private label home care products are risky.
- 18 respondents believe that private label home care products are risk free.
- 25 respondents believe that private label consumer durables have unattractive packaging.
- 50 respondents believe that private label consumer durables have attractive packaging.
- 23 respondents believe that private label personal care products have unattractive packaging.
- 48 respondents believe that private label personal care products have attractive packaging.
- 21 respondents believe that private label home care products have unattractive packaging.
- 54 respondents believe that private label home care products have attractive packaging.
- 61 respondents believe that private label consumer durables have low brand image.
- 38 respondents believe that private label consumer durables have high brand image.
- 65 respondents believe that private label personal care products have low brand image.
- 30 respondents believe that private label personal care products have high brand image.
- 57 respondents believe that private label home care products have low brand image.
- 36 respondents believe that private label home care products have high brand image.

National Brands Ahmedabad City (n = 125)

- 4 respondents believe that national brand consumer durables offers low quality.
- 120 respondents believe that national brand consumer durables offer high quality.
- 3 respondents believe that national brand personal care products offer low quality.
- 120 respondents believe that national brand personal care products offer high quality.
- 2 respondents believe that national brand home care products offer low quality.
- 115 respondents believe that national brand home care products offer high quality.
- 2 respondents believe that national brand consumer durables are cheap.
- 122 respondents believe that national brand consumer durables are expensive.
- 3 respondents believe that national brand personal care products are cheap.
- 121 respondents believe that national brand personal care products are expensive.

- 2 respondents believe that national brand home care products are cheap.
- 122 respondents believe that national brand home care products are expensive.
- None of the respondents believe that national brand consumer durables are risky.
- 124 respondents believe that national brand consumer durables are risk free.
- None of the respondents believe that national brand personal care products are risky.
- 125 respondents believe that national brand personal care products are risk free.
- 1 respondent believe that national brand home care products are risky.
- 124 respondents believe that national brand home care products are risk free.
- 13 respondents believe that national brand consumer durables have unattractive packaging.
- 110 respondents believe that national brand consumer durables have attractive packaging.
- 11 respondents believe that national brand personal care products have unattractive packaging.
- 112 respondents believe that national brand personal care products have attractive packaging.
- 13 respondents believe that national brand home care products have unattractive packaging.
- 109 respondents believe that national brand home care products have attractive packaging.
- None of the respondents believe that national brand consumer durables have low brand image.
- 125 respondents believe that national brand consumer durables have high brand image.
- None of the respondents believe that national brand personal care products have low brand image.
- 125 respondents believe that national brand personal care products have high brand image.
- None of the respondents believe that national brand home care products have low brand image.
- 124 respondents believe that national brand home care products have high brand image.

National Brands Surat City (n = 125)

- 6 respondents believe that national brand consumer durables offers low quality.
- 100 respondents believe that national brand consumer durables offer high quality.
- 3 respondents believe that national brand personal care products offer low quality.
- 105 respondents believe that national brand personal care products offer high quality.

- 4 respondents believe that national brand home care products offer low quality.
- 102 respondents believe that national brand home care products offer high quality.
- 12 respondents believe that national brand consumer durables are cheap.
- 97 respondents believe that national brand consumer durables are expensive.
- 22 respondents believe that national brand personal care products are cheap.
- 91 respondents believe that national brand personal care products are expensive.
- 19 respondents believe that national brand home care products are cheap.
- 89 respondents believe that national brand home care products are expensive.
- 4 respondents believe that national brand consumer durables are risky.
- 112 respondents believe that national brand consumer durables are risk free.
- 4 respondents believe that national brand personal care products are risky.
- 115 respondents believe that national brand personal care products are risk free.
- 2 respondents believe that national brand home care products are risky.
- 119 respondents believe that national brand home care products are risk free.
- 16 respondents believe that national brand consumer durables have unattractive packaging.
- 96 respondents believe that national brand consumer durables have attractive packaging.
- 6 respondents believe that national brand personal care products have unattractive packaging.
- 105 respondents believe that national brand personal care products have attractive packaging.
- 11 respondents believe that national brand home care products have unattractive packaging.
- 106 respondents believe that national brand home care products have attractive packaging.
- 6 respondents believe that national brand consumer durables have low brand image.
- 105 respondents believe that national brand consumer durables have high brand image.
- 5 respondents believe that national brand personal care products have low brand image.
- 106 respondents believe that national brand personal care products have high brand image.
- 6 respondents believe that national brand home care products have low brand image.
- 99 respondents believe that national brand home care products have high brand image.

National Brands Vadodara City (n = 125)

- 2 respondents believe that national brand consumer durables offers low quality.
- 117 respondents believe that national brand consumer durables offer high quality.

- 2 respondents believe that national brand personal care products offer low quality.
- 113 respondents believe that national brand personal care products offer high quality.
- 2 respondents believe that national brand home care products offer low quality.
- 112 respondents believe that national brand home care products offer high quality.
- 8 respondents believe that national brand consumer durables are cheap.
- 113 respondents believe that national brand consumer durables are expensive.
- 8 respondents believe that national brand personal care products are cheap.
- 106 respondents believe that national brand personal care products are expensive.
- 9 respondents believe that national brand home care products are cheap.
- 101 respondents believe that national brand home care products are expensive.
- 2 respondents believe that national brand consumer durables are risky.
- 116 respondents believe that national brand consumer durables are risk free.
- 3 respondents believe that national brand personal care products are risky.
- 115 respondents believe that national brand personal care products are risk free.
- 2 respondents believe that national brand home care products are risky.
- 119 respondents believe that national brand home care products are risk free.
- 10 respondents believe that national brand consumer durables have unattractive packaging.
- 99 respondents believe that national brand consumer durables have attractive packaging.
- 5 respondents believe that national brand personal care products have unattractive packaging.
- 106 respondents believe that national brand personal care products have attractive packaging.
- 5 respondents believe that national brand home care products have unattractive packaging.
- 104 respondents believe that national brand home care products have attractive packaging.
- None of the respondents believe that national brand consumer durables have low brand image.
- 120 respondents believe that national brand consumer durables have high brand image.
- None of the respondents believe that national brand personal care products have low brand image.
- 110 respondents believe that national brand personal care products have high brand image.
- None of the respondents believe that national brand home care products have low brand image.

- 122 respondents believe that national brand home care products have high brand image.

National Brands Rajkot City (n = 125)

- 2 respondents believe that national brand consumer durables offers low quality.
- 119 respondents believe that national brand consumer durables offer high quality.
- 2 respondents believe that national brand personal care products offer low quality.
- 113 respondents believe that national brand personal care products offer high quality.
- 2 respondents believe that national brand home care products offer low quality.
- 113 respondents believe that national brand home care products offer high quality.
- 10 respondents believe that national brand consumer durables are cheap.
- 107 respondents believe that national brand consumer durables are expensive.
- 12 respondents believe that national brand personal care products are cheap.
- 107 respondents believe that national brand personal care products are expensive.
- 10 respondents believe that national brand home care products are cheap.
- 111 respondents believe that national brand home care products are expensive.
- 2 respondents believe that national brand consumer durables are risky.
- 93 respondents believe that national brand consumer durables are risk free.
- 2 respondents believe that national brand personal care products are risky.
- 93 respondents believe that national brand personal care products are risk free.
- 2 respondents believe that national brand home care products are risky.
- 91 respondents believe that national brand home care products are risk free.
- 8 respondents believe that national brand consumer durables have unattractive packaging.
- 89 respondents believe that national brand consumer durables have attractive packaging.
- 2 respondents believe that national brand personal care products have unattractive packaging.
- 91 respondents believe that national brand personal care products have attractive packaging.
- 6 respondents believe that national brand home care products have unattractive packaging.
- 87 respondents believe that national brand home care products have attractive packaging.
- None of the respondents believe that national brand consumer durables have low brand image.
- 117 respondents believe that national brand consumer durables have high brand image.

- None of the respondents believe that national brand personal care products have low brand image.
- 117 respondents believe that national brand personal care products have high brand image.
- None of the respondents believe that national brand home care products have low brand image.
- 109 respondents believe that national brand home care products have high brand image.

Overall and City wise comparison of attitude with respected to selected categories and attributes.

- For all the cities it was observed that consumer's attitudes towards NBs vs. PLs which shows that there was perceived difference on the attributes of quality, price, risk and image (difference in means are statistically significant at 5% significance level) across all selected categories.
- There was no perceived difference on the attributes of Packaging (means are significant at 5% significance level) across all selected categories except Vadodara City.
- Following results were obtained for 3 selected cities viz. Ahmedabad, Surat and Rajkot;
 1. NB > PL (Mean): NBs perceived to be better than PLs : Quality, Risk & Image
 2. NB < PL (Mean): PLs perceived to be better than NBs : Price
 3. NBs = PLs (Mean): NBs & PLs perceived to be same : Packaging
- Some difference was observed in attitude of respondents from Vadodara City which is as follows:
 1. NB > PL: NBs perceived to be better than PLs : Quality, Risk, Packaging & Image
 2. NB < PL: PLs perceived to be better than NBs : Price

Mean Rank Analysis & Comparison of attitude with respect to selected categories and selected attributes across selected cities.

Overall

- Overall respondent's hierarchy of attributes (higher to lower) preferred for national brand consumer durable is quality, image, risk, price and packaging.
- Overall preference for quality (Mean = 6.04) is highest while packaging (Mean = 4.52) is lowest for national brand consumer durable.
- Overall respondent's hierarchy of attributes preferred for private label consumer durable is price, quality, image, risk and packaging.
- Overall preference for price (Mean = 5.57) is highest while packaging (Mean =4.95) is lowest for private label consumer durable.
- Overall respondent's hierarchy of attributes (higher to lower) preferred for national brand personal care products is quality, image, risk, price and packaging.
- Overall preference for quality (Mean = 6.02) is highest while packaging (Mean = 4.53) is lowest for national brand personal care products.
- Overall respondent's hierarchy of attributes preferred for private label personal care products is price, quality, image, risk and packaging.
- Overall preference for price (Mean = 5.54) is highest while packaging (Mean =4.93) is lowest for private label personal care products.
- Overall respondent's hierarchy of attributes (higher to lower) preferred for national brand home care products is quality, image, risk, price and packaging.
- Overall preference for quality (Mean =6) is highest while packaging (Mean = 4.52) is lowest for national brand home care products.
- Overall respondent's hierarchy of attributes preferred for private label home care products is price, quality, image, risk and packaging.
- Overall preference for price (Mean = 5.56) is highest while packaging (Mean =4.48) is lowest for private label home care products.

Ahmedabad City

- Respondents preference for quality (Mean =5.5 6) is highest while packaging (Mean = 3.76) is lowest for national brand consumer durable.
- Respondents preference for price (Mean = 5.78) is highest while packaging (Mean =3.75) is lowest for private label consumer durable.
- Respondents preference for quality (Mean = 5.56) is highest while packaging (Mean = 3.74) is lowest for national brand personal care products.
- Respondents preference for price (Mean = 5.78) is highest while packaging (Mean =3.77) is lowest for private label personal care products.
- Respondents preference for quality (Mean =5.53) is highest while packaging (Mean = 3.47) is lowest for national brand home care products.
- Respondents preference for price (Mean = 5.78) is highest while packaging (Mean =3.75) is lowest for private label home care products.

Surat City

- Respondents preference for quality (Mean = 6.19) is highest while packaging (Mean = 4.73) is lowest for national brand consumer durable.
- Respondents preference for price (Mean = 5.83) is highest while packaging (Mean = 4.75) is lowest for private label consumer durable.
- Respondents preference for quality (Mean = 5.56) is highest while packaging (Mean = 3.74) is lowest for national brand personal care products.
- Respondents preference for price (Mean = 5.78) is highest while risk & packaging (Mean = 4.74) is lowest for private label personal care products.
- Respondents preference for quality (Mean = 6.17) is highest while packaging (Mean = 4.74) is lowest for national brand home care products.
- Respondents preference for price (Mean = 5.78) is highest while packaging (Mean = 4.74) is lowest for private label home care products.

Vadodara City

- Respondents preference for quality (Mean = 6.21) is highest while price (Mean = 4.79) is lowest for national brand consumer durable.
- Respondents preference for quality (Mean = 5.66) is highest while packaging (Mean = 4.66) is lowest for private label consumer durable.
- Respondents preference for quality (Mean = 6.16) is highest while price (Mean = 4.81) is lowest for national brand personal care products.
- Respondents preference for quality (Mean = 5.6) is highest while packaging (Mean = 4.81) is lowest for private label personal care products
- Respondents preference for quality (Mean = 6.16) is highest while risk (Mean = 5.62) is lowest for national brand home care products.
- Respondents preference for quality (Mean = 5.65) is highest while packaging (Mean = 4.79) is lowest for private label home care products.

Rajkot City

- Respondents preference for quality (Mean = 6.19) is highest while packaging (Mean = 4.66) is lowest for national brand consumer durable.
- Respondents preference for price (Mean = 5.84) is highest while packaging (Mean = 4.60) is lowest for private label consumer durable.
- Respondents preference for quality (Mean = 6.16) is highest while packaging (Mean = 4.65) is lowest for national brand personal care products.
- Respondents preference for price (Mean = 5.74) is highest while packaging (Mean = 4.60) is lowest for private label personal care products.
- Respondents preference for price (Mean = 5.76) is highest while packaging (Mean = 4.63) is lowest for private label home care products.
- Respondents preference for quality (Mean = 6.16) is highest while packaging (Mean = 4.63) is lowest for national brand home care products.

Other Observations

- Respondents from Vadodara have highest positive attitude ($M = 6.21$), while of Ahmedabad least positive attitude ($M = 5.56$) for national brands consumer durables, with respect to quality as attribute.
- Respondents from Ahmedabad have highest positive attitude ($M = 5.98$), while of Vadodara have lowest positive attitude ($M = 4.97$) for national brands consumer durables, with respect to price as attribute.
- Respondents of Vadodara have highest positive attitude ($M = 5.59$), while of Ahmedabad have least positive attitude ($M = 4.82$) for national brands consumer durables, with respect to risk (risk – free) as attribute.
- Respondents of Vadodara have highest positive attitude ($M = 4.94$), while of Surat have lowest positive attitude ($M = 3.75$) for national brands consumer durables, with respect to packaging as attribute.
- Respondents of Rajkot have highest positive attitude ($M = 5.64$), while of Ahmedabad have least positive attitude ($M = 4.59$) for national brands consumer durables, with respect to image as attribute.
- Respondents from Surat have highest positive attitude ($M = 5.83$), while of Ahmedabad least positive attitude ($M = 5.03$) for private label consumer durables, with respect to quality as attribute.
- Respondents from Rajkot have highest positive attitude ($M = 5.84$), while of Vadodara have lowest positive attitude ($M = 5.26$) for private label consumer durables, with respect to price as attribute.
- Respondents of Vadodara have highest positive attitude ($M = 4.92$), while of Ahmedabad have least positive attitude ($M = 4.58$) for private label consumer durables, with respect to risk (risk – free) as attribute.
- Respondents of Vadodara have highest positive attitude ($M = 4.83$), while of Ahmedabad have lowest positive attitude ($M = 3.75$) for private label consumer durables, with respect to packaging as attribute.

- Respondents of Surat have highest positive attitude ($M = 5.28$), while of Ahmedabad have least positive attitude ($M = 4.28$) for private label consumer durables, with respect to image as attribute.
- Respondents from Surat have highest positive attitude ($M = 6.22$), while of Ahmedabad least positive attitude ($M = 5.56$) for national brands personal care products, with respect to quality as attribute.
- Respondents from Surat have highest positive attitude ($M = 5.03$), while of Vadodara have lowest positive attitude ($M = 4.81$) for national brands personal care products, with respect to price as attribute.
- Respondents of Surat have highest positive attitude ($M = 5.14$), while of Ahmedabad have least positive attitude ($M = 4.82$) for national brands personal care products, with respect to risk (risk – free) as attribute.
- Respondents of Vadodara have highest positive attitude ($M = 4.95$), while of Ahmedabad have lowest positive attitude ($M = 3.74$) for national brands personal care products, with respect to packaging as attribute.
- Respondents of Rajkot have highest positive attitude ($M = 5.64$), while of Ahmedabad have least positive attitude ($M = 4.59$) for national brands personal care products, with respect to image as attribute.
- Respondents from Surat have highest positive attitude ($M = 5.78$), while of Ahmedabad least positive attitude ($M = 5.02$) for private label personal care products, with respect to quality as attribute.
- Respondents from Ahmedabad have highest positive attitude ($M = 5.78$), while of Vadodara have lowest positive attitude ($M = 5.26$) for private label personal care products, with respect to price as attribute.
- Respondents of Vadodara have highest positive attitude ($M = 5.58$), while of Ahmedabad have least positive attitude ($M = 4.58$) for private label personal care products, with respect to risk (risk – free) as attribute.
- Respondents of Vadodara have highest positive attitude ($M = 4.81$), while of Ahmedabad have lowest positive attitude ($M = 3.77$) for private label personal care products, with respect to packaging as attribute.

- Respondents of Surat have highest positive attitude ($M = 5.22$), while of Ahmedabad have least positive attitude ($M = 4.24$) for private label personal care products, with respect to image as attribute.
- Respondents from Surat have highest positive attitude ($M = 6.17$), while of Ahmedabad least positive attitude ($M = 5.53$) for national brands home care products, with respect to quality as attribute.
- Respondents from Surat have highest positive attitude ($M = 5.06$), while of Vadodara have lowest positive attitude ($M = 4.82$) for national brands home care products, with respect to price as attribute.
- Respondents of Vadodara have highest positive attitude ($M = 5.62$), while of Ahmedabad have least positive attitude ($M = 4.82$) for national brands home care products, with respect to risk (risk – free) as attribute.
- Respondents of Vadodara have highest positive attitude ($M = 4.96$), while of Ahmedabad have lowest positive attitude ($M = 3.74$) for national brands home care products, with respect to packaging as attribute.
- Respondents of Rajkot have highest positive attitude ($M = 5.61$), while of Ahmedabad have least positive attitude ($M = 4.59$) for national brands home care products, with respect to image as attribute.
- Respondents from Surat have highest positive attitude ($M = 5.78$), while of Ahmedabad least positive attitude ($M = 5.01$) for private label home care products, with respect to quality as attribute.
- Respondents from Ahmedabad have highest positive attitude ($M = 5.78$), while of Vadodara have lowest positive attitude ($M = 5.28$) for private label home care products, with respect to price as attribute.
- Respondents of Vadodara have highest positive attitude ($M = 5.02$), while of Ahmedabad have least positive attitude ($M = 4.59$) for private label home care products, with respect to risk (risk – free) as attribute.
- Respondents of Vadodara have highest positive attitude ($M = 4.79$), while of Ahmedabad have lowest positive attitude ($M = 4.59$) for private label home care products, with respect to packaging as attribute.

- Respondents of Surat have highest positive attitude ($M = 5.30$), while of Ahmedabad have least positive attitude ($M = 4.29$) for private label home care products, with respect to image as attribute.

All findings are discussed above from data analysis and interpretation; further following table clarify the statements of acceptance or rejection respectively for testing of hypothesis.

Sr. No.	Statement	Product Category	Ahmedabad	Surat	Vadodara	Rajkot
H ϕ 1	Respondent's attitude towards Quality of Private Label Product is independent of Gender.	CD	Rejected	Accepted	Accepted	Accepted
		PC	Rejected	Accepted	Accepted	Accepted
		HC	Rejected	Accepted	Accepted	Accepted
H ϕ 2	Respondent's attitude towards Price of Private Label Product is independent of Gender	CD	Rejected	Accepted	Accepted	Accepted
		PC	Rejected	Accepted	Accepted	Accepted
		HC	Rejected	Accepted	Accepted	Accepted
H ϕ 3	Respondent's attitude towards Risk Associated of Private Label Product is independent of Gender	CD	Rejected	Accepted	Accepted	Rejected
		PC	Rejected	Rejected	Accepted	Rejected
		HC	Rejected	Rejected	Accepted	Rejected
H ϕ 4	Respondent's attitude towards Packaging of Private Label Product is independent of Gender	CD	Rejected	Rejected	Accepted	Rejected
		PC	Rejected	Rejected	Accepted	Rejected
		HC	Rejected	Rejected	Accepted	Rejected
H ϕ 5	Respondent's attitude towards Image of Private Label Product is independent of Gender	CD	Rejected	Accepted	Accepted	Accepted
		PC	Rejected	Rejected	Accepted	Accepted
		HC	Rejected	Accepted	Accepted	Accepted
H ϕ 6	Respondent's attitude towards Quality of Private Label Product is independent of Age	CD	Accepted	Accepted	Accepted	Accepted
		PC	Accepted	Accepted	Accepted	Accepted
		HC	Accepted	Accepted	Accepted	Accepted
H ϕ 7	Respondent's attitude towards Price of Private Label Product is independent of Age	CD	Accepted	Accepted	Rejected	Accepted
		PC	Accepted	Accepted	Rejected	Accepted
		HC	Accepted	Accepted	Rejected	Accepted
H ϕ 8	Respondent's attitude towards Risk Associated of Private Label Product is independent of Age	CD	Accepted	Accepted	Rejected	Accepted
		PC	Accepted	Accepted	Rejected	Accepted
		HC	Accepted	Accepted	Rejected	Accepted
H ϕ 9	Respondent's attitude towards Packaging of Private Label Product is independent of Age	CD	Accepted	Accepted	Accepted	Accepted
		PC	Accepted	Accepted	Accepted	Accepted
		HC	Accepted	Accepted	Accepted	Accepted
H ϕ 10	Respondent's attitude towards Image of Private Label Product is independent of Age	CD	Accepted	Accepted	Rejected	Rejected
		PC	Accepted	Accepted	Rejected	Rejected
		HC	Accepted	Accepted	Accepted	Rejected

Sr. No.	Statement	Product Category	Ahmedabad	Surat	Vadodara	Rajkot
Hφ11	Respondent's attitude towards Quality of Private Label Product is independent of Monthly Household Income.	CD	Accepted	Accepted	Accepted	Rejected
		PC	Rejected	Rejected	Accepted	Rejected
		HC	Rejected	Accepted	Accepted	Rejected
Hφ12	Respondent's attitude towards Price of Private Label Product is independent of Monthly Household Income	CD	Rejected	Accepted	Accepted	Accepted
		PC	Rejected	Accepted	Accepted	Accepted
		HC	Rejected	Accepted	Accepted	Accepted
Hφ13	Respondent's attitude towards Risk Associated of Private Label Product is independent of Monthly Household Income	CD	Accepted	Accepted	Accepted	Accepted
		PC	Accepted	Accepted	Accepted	Accepted
		HC	Accepted	Accepted	Accepted	Accepted
Hφ14	Respondent's attitude towards Packaging of Private Label Product is independent of Monthly Household Income	CD	Accepted	Accepted	Rejected	Accepted
		PC	Accepted	Accepted	Rejected	Accepted
		HC	Accepted	Accepted	Rejected	Accepted
Hφ15	Respondent's attitude towards Image of Private Label Product is independent of Monthly Household Income	CD	Rejected	Accepted	Accepted	Accepted
		PC	Rejected	Rejected	Accepted	Accepted
		HC	Rejected	Rejected	Accepted	Accepted
Hφ16	Respondent's attitude towards Quality of Private Label Product is independent of Type of Family	CD	Accepted	Accepted	Accepted	Rejected
		PC	Accepted	Accepted	Accepted	Rejected
		HC	Accepted	Accepted	Accepted	Rejected
Hφ17	Respondent's attitude towards Price of Private Label Product is independent of Type of Family	CD	Rejected	Accepted	Accepted	Rejected
		PC	Rejected	Accepted	Accepted	Rejected
		HC	Rejected	Accepted	Accepted	Rejected
Hφ18	Respondent's attitude towards Risk Associated of Private Label Product is independent of Type of Family	CD	Accepted	Accepted	Rejected	Accepted
		PC	Accepted	Rejected	Rejected	Accepted
		HC	Accepted	Accepted	Rejected	Accepted
Hφ19	Respondent's attitude towards Packaging of Private Label Product is independent of Type of Family	CD	Accepted	Accepted	Accepted	Accepted
		PC	Accepted	Accepted	Accepted	Accepted
		HC	Accepted	Accepted	Accepted	Accepted
Hφ20	Respondent's attitude towards Image of Private Label Product is independent of Type of Family	CD	Accepted	Accepted	Accepted	Accepted
		PC	Accepted	Accepted	Accepted	Accepted
		HC	Accepted	Accepted	Accepted	Accepted

Sr. No.	Statement	Product Category	Ahmedabad	Surat	Vadodara	Rajkot
Hφ21	Respondent's attitude towards Quality of Private Label Product is independent of Occupation	CD PC HC	Accepted Accepted Accepted	Rejected Rejected Rejected	Accepted Accepted Accepted	Accepted Accepted Rejected
Hφ22	Respondent's attitude towards Price of Private Label Product is independent of Occupation	CD PC HC	Rejected Rejected Rejected	Accepted Accepted Accepted	Accepted Accepted Accepted	Rejected Rejected Rejected
Hφ23	Respondent's attitude towards Risk Associated of Private Label Product is independent of Occupation	CD PC HC	Accepted Accepted Accepted	Accepted Accepted Accepted	Accepted Accepted Accepted	Accepted Accepted Accepted
Hφ24	Respondent's attitude towards Packaging of Private Label Product is independent of Monthly Household Income	CD PC HC	Rejected Rejected Rejected	Accepted Accepted Accepted	Rejected Rejected Rejected	Accepted Accepted Accepted
Hφ25	Respondent's attitude towards Image of Private Label Product is independent of Occupation	CD PC HC	Rejected Rejected Rejected	Accepted Accepted Accepted	Rejected Rejected Rejected	Accepted Accepted Accepted
Hφ26	Respondent's attitude towards Quality of Private Label Product is independent of Type of Family	CD PC HC	Rejected Rejected Rejected	Accepted Accepted Accepted	Accepted Accepted Accepted	Rejected Rejected Rejected
Hφ27	Respondent's attitude towards Price of Private Label Product is independent of Marital Status	CD PC HC	Accepted Accepted Accepted	Accepted Accepted Accepted	Rejected Rejected Rejected	Accepted Accepted Accepted
Hφ28	Respondent's attitude towards Risk Associated of Private Label Product is independent of Marital Status	CD PC HC	Accepted Accepted Accepted	Accepted Accepted Accepted	Rejected Accepted Accepted	Accepted Accepted Accepted
Hφ29	Respondent's attitude towards Packaging of Private Label Product is independent of Type of Family	CD PC HC	Accepted Accepted Accepted	Accepted Accepted Accepted	Accepted Accepted Accepted	Accepted Accepted Accepted
Hφ30	Respondent's attitude towards Image of Private Label Product is independent of Marital Status	CD PC HC	Accepted Accepted Accepted	Accepted Accepted Accepted	Rejected Rejected Rejected	Rejected Rejected Rejected

Sr. No.	Statement	Product Category	Ahmedabad	Surat	Vadodara	Rajkot
H ϕ 31	Respondent's attitude towards Quality of Private Label Product is independent of Shopping Frequency	CD	Accepted	Accepted	Accepted	Accepted
		PC	Accepted	Accepted	Accepted	Accepted
		HC	Accepted	Accepted	Accepted	Accepted
H ϕ 32	Respondent's attitude towards Price of Private Label Product is independent of Shopping Frequency	CD	Accepted	Accepted	Rejected	Accepted
		PC	Accepted	Accepted	Rejected	Accepted
		HC	Accepted	Accepted	Rejected	Accepted
H ϕ 33	Respondent's attitude towards Risk Associated of Private Label Product is independent of Shopping Frequency	CD	Accepted	Accepted	Accepted	Accepted
		PC	Accepted	Accepted	Accepted	Accepted
		HC	Accepted	Accepted	Accepted	Accepted
H ϕ 34	Respondent's attitude towards Packaging of Private Label Product is independent of Shopping Frequency	CD	Rejected	Accepted	Accepted	Accepted
		PC	Rejected	Accepted	Accepted	Accepted
		HC	Rejected	Accepted	Accepted	Accepted
H ϕ 35	Respondent's attitude towards Image of Private Label Product is independent of Shopping Frequency	CD	Accepted	Accepted	Accepted	Accepted
		PC	Accepted	Accepted	Accepted	Accepted
		HC	Accepted	Accepted	Accepted	Accepted