Research Methodology:

Sources of Data
The entire study would be based on
(a) Primary data and
(b) Secondary data.

The Primary data will be collected by a questionnaire which would be circulated amongst customers in Mumbai. The questionnaire would be tested through Pilot Testing and subsequently circulated amongst customers. The Secondary data, on the other hand, will be collected through information available in various books, journals, previous research, website etc. The analysis will be done by using mathematical and statistical tools to arrive at conclusions.

Research Design

Descriptive Quantitative Research
The Research involves understanding of various concepts of Brands and labels in the organized Apparel Retailing, measuring who drives retail sales, what is the impact of Private label and National Brand on consumers buying behaviour and how Private labels affect National Brands.

Since insight on brands and labels and who, what, how are being addressed in this research, the Research Design to be used would be Descriptive Research. The primary data collected from consumers, Private label and National Brand would be quantified. Hence it would be Descriptive quantitative Research.

Sample Type
The sampling type for the consumer survey would be Stratified Random Sampling method. The Retailer and the National Brand survey would be conducted using Judgemental sampling method.
Sample Size

**Consumer Survey**: 1000 respondents

Sampling Frame: Individuals in the age group of 18-50 years.

**Retailers Survey**: 4 Multibrand outlets

Sampling Frame will be Pantaloons, Shoppers Stop, Life Style and Westside.

**National Brand Survey**: 10 National Brands


**Store Data**: 24 Multi Brand Stores

**Research Area**

The Primary data from consumers and the store data will be collected through major Retail Growth centre of India like Delhi in North India; Mumbai and Ahmedabad in Western India; Chennai, Bangalore and Hyderabad from Southern India. The Retailers and National Brand survey would be conducted in Mumbai.

**Hypothesis Testing**

Parametric Tests: ANOVA

Non Parametric Test: Z test and Chi square test

**Expected contribution from the study:**

The study shall help the companies to understand the consumer perception related to branded products and it will also help them put the facts and figures for manufacturing more products, required by the consumer.

**Limitations of the Study:**
➢ The study will be confined to FMCG segment.
➢ The study will be restricted to the city of Mumbai.
➢ The response from the customer may be biased.
➢ The sample size shall be 5000 customers.

**Future Research on branded products:**

This is an area of great potential. The future research can focus on Consumer Perception in all possible products segments and categories. The other areas of related research can be:

➢ Upgrading Rural Market for Branded Products.
➢ Male V/S Female Perception towards Branded Products.