OBJECTIVES

1. To understand various types of Brands and Labels in the organized Apparel Retail.

2. To measure the impact of Private label and National Brand on Retail footfall, conversion and customer Loyalty.

3. To Study the impact of Private label entry on the National Brand with specific reference to Product characteristics, Price, Promotion and Loyalty Programs.

4. To Study impact of Private Label and National Brand on Consumer Buying behavior.
HYPOTHESIS

Ho1: There is no significant differences in the footfall generated by private labels and National Brand.

Ho2: There is no significant differences in the conversion by private labels and National Brand.

Ho3: There is no significant difference in the number of loyal customers of Private labels and National Brand.

Ho4: There is no significant impact on consumer buying behavior before and after the entry of Private labels and National Brand.