RESEARCH METHODOLOGY

SOURCES OF DATA:

1. Primary Data: The Primary data will be collected using survey as a mode of data collection. To conduct surveys separate sets of structured questionnaire would be prepared for Consumer, Retailers and National Brand.

2. Secondary Data: The secondary data shall be collected from various Publications of Apparel and Retail Trade Associations like Clothing Manufacturers Association of India, Retailers Association of India. The facts, figures and statistics on Retail and Brand shall be explored through Books, Magazines, Journals, Periodicals and internet. The internal store data related to customer loyalty shall be gathered from various retail stores.

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.

SAMPLING 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:** 1500 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

Sampling Frame:

<table>
<thead>
<tr>
<th>City</th>
<th>Pantaloons</th>
<th>Shoppers Stop</th>
<th>Westside</th>
<th>Lifestyle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delhi</td>
<td>10</td>
<td>8</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Mumbai</td>
<td>12</td>
<td>6</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Ahmedabad</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Chennai</td>
<td>6</td>
<td>2</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Bangalore</td>
<td>6</td>
<td>4</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Hyderabad</td>
<td>5</td>
<td>4</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>
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.

HYPOTHESES TESTING

Parametric Tests: ANOVA

Non Parametric Test: Z test and Chi square test