Objectives

1. To identify major problems in the working of consumer cooperatives in Mumbai region.
2. To understand a retail structure of consumer cooperative store.
3. To analyze the customers perception towards the consumers’ cooperative store in Mumbai region.
4. To identify the factors affecting the choice of consumer for purchasing private label brands in consumer cooperative retail store
5. To study financial distress of consumer cooperative with special reference to Apana Bazar.
Hypothesis

Hypothesis 1
Ho: there is no relationship between income level of consumer and its perception towards private label food products
Ha: there is relationship between income level of consumer and its perception towards private label food products

Hypothesis 2
Ho: there is no relationship between customers’ perception towards quality of goods and their number of visits.
Ha: there is relationship between customers’ perception towards quality of goods and their number of visits.

Hypothesis 3
Ho: there is no relationship between customers’ perception towards pricing of goods and their shopping frequency.
Ha: there is relationship between customers’ perception towards pricing of goods and their shopping frequency.