

A STUDY ON INFLUENCE OF PRIVATE LABELLED CONSUMER
PRODUCTS WITH PARTICULAR REFERENCE TO RETAIL SUPER MARKETS
IN DOHA, QATAR

A PROJECT REPORT
submitted by

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CERTIFICATE



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Energy & Industrial Solutions W.L.L.



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Dated : 10.04.2009

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BONAFIDE CERTIFICATE

Certified that this project titled **"A STUDY ON INFLUENCE OF THE PRIVATE LABELLED CONSUMER PRODUCTS"** WITH PARTICULAR REFERENCE TO RETAIL SUPER MARKETS ACROSS DOHA, QATAR is the bonafide work of **JEANLY JOSEPH (0720400013)** who carried out this research under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

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Examiner II

DECLARATION

I, hereby declare that this project report entitled "**A STUDY ON INFLUENCE OF THE PRIVATE LABELLED CONSUMER PRODUCTS**" WITH PARTICULAR REFERENCE TO RETAIL SUPER MARKETS ACROSS DOHA, QATAR, has undertaken for academic purpose submitted to Anna University in partial fulfillment of requirement for the award of the degree of Master of Business Administration. The project report is the record of the original work done by me under the guidance of **V.KAARTHIKHEYAN** faculty KCT Business school during the academic year 2008-2009.

I, also declare hereby, that the information given in this report is correct to the best of my knowledge and belief.

PLACE : COIMBATORE

DATE : 05/05/2009

SIGNATURE OF THE CANDIDATE


.....

ACKNOWLEDGEMENT

ACKNOWLEDGEMENT

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ABSTRACT

ABSTRACT

One of the most competitive markets in the world is the retail industry. In Qatar the retail industry is flourishing with wide range of products. There are many giant retailers in the industries like Carrefour, lulu, splash, food world, toy r us and also various local industries. There is high competition between the retailers and the corporate brands. Against this background this study is conducted to understand the influence of the private labeled consumer products among the customers in Qatar

The study aims to identify the preference of private labeled products in Qatar and to identify the best source in order to reach towards the customer through the retailers. Further it attempt to identify the attitude of the customers toward each products in the market. The study assumes the characteristics of the descriptive research. A sample of one hundred fifty consumers which is divided into thirty each among different nationality in Qatar, they are Indians, phillipnos, qatars, Romanians, palastians and data are collected through specially designed questionnaire

The study reveals that most of the respondents were frequent shoppers of the private labelled products and they were mainly go for proceed vegetables .The most preferred and best source of advertising through television. most of the respondents feel that advertising can reach to them. Further the demographic variable like gender, occupation, income, have significant influence on the factors influencing on the private labeled products .The findings would would enable the marketing strategies to frame suitable strategies to enchace the private labeled products to retain the customers.

INTRODUCTION

CHAPTER 1

INTRODUCTION

1.1 RETAIL SCENERIO

The retailing is the fast moving business in the world and it is that now each retail stores they were going for their own product as well as the coporate brands A brand is a collection of experiences and associations connected with a service, a person or any other entity.Some people distinguish the psychological aspect of a brand from the experiential aspect. The experiential aspect consists of the sum of all points of contact with the brand and is known as the **brand experience**. The psychological aspect, sometimes referred to as the **brand image**, is a symbolic construct created within the minds of people and consists of all the information and expectations associated with a product or service.

People engaged in branding seek to develop or align the expectations behind the brand experience, creating the impression that a brand associated with a product or service has certain qualities or characteristics that make it special or unique. A brand is therefore one of the most valuable elements in an advertising theme, as it demonstrates what the brand owner is able to offer in the marketplace. The art of creating and maintaining a brand is called brand management. A brand which is widely known in the marketplace acquires **brand recognition**. When brand recognition builds up to a point where a brand enjoys a critical mass of positive sentiment in the marketplace, it is said to have achieved **brand franchise**.

One goal in brand recognition is the identification of a brand without the name of the company present. For example, Disney has been successful at branding with their particular script font (originally created for Walt Disney's "signature" logo), Consumers may look on branding as an important value added aspect of products or services, as it often serves to denote a certain attractive

quality or characteristic (see also brand promise). From the perspective of brand owners, branded products or services also command higher prices. Where two products resemble each other, but one of the products has no associated branding (such as a generic, store-branded product), people may often select the more expensive branded product on the basis of the quality of the brand or the reputation of the brand owner. There are some types of brands which is available they are:

1.2 TYPES OF BRANDING

a. Individual branding

Each brand has a separate name (such as Seven-Up or Nivea Sun (Beiersdorf)), which may even compete against other brands from the same company (for example, Persil, Omo, Surf and Lynx are all owned by Unilever).

b. Attitude branding

Attitude branding is the choice to represent a larger feeling, which is not necessarily connected with the product or consumption of the product at all. Marketing labeled as attitude branding include that of Nike, Starbucks, The Body Shop, Safeway, and Apple Computer.

c. Derived brands

In this case the supplier of a key component, used by a number of suppliers of the end-product, may wish to guarantee its own position by promoting that component as a brand in its own right. The most frequently quoted example is Intel, which secures its position in the PC market with the slogan "Intel Inside".

d. Brand extension

The existing strong brand name can be used as a vehicle for new or modified products; for example, many fashion and designer companies extended brands into fragrances, shoes and accessories, home textile, home decor, luggage, (sun-) glasses, furniture, hotels, etc.

e. Own brands and generics

With the emergence of strong retailers the "own brand", a retailer's own branded product (or service), also emerged as a major factor in the marketplace. Where the retailer has a particularly strong identity (such as Marks & Spencer in the UK clothing

sector) this "own brand" may be able to compete against even the strongest brand leaders, and may outperform those products that are not otherwise strongly branded. This also known as the private label brands

1.4 PRIVATE LABEL

Private Label brands had seen an impressive growth in past few decades. Private label products or services are typically those manufactured or provided by one company for offer under another company's brand or name. They are often positioned as lower cost alternatives to regional, national or international brands, although recently some private label brands have been positioned as "premium" brands to compete with existing "name" brands. Brand sponsored by a wholesaler, retailer, dealer, or merchant, as distinguished from a brand bearing the name of a manufacturer or producer; also called private brand. It is also Known as the store brands, private label branding, private-label goods. Manufacturers use either their own name, that of a middleman, or a combination of both when they are marketing their products. Private labeling occurs when middlemen, usually large retailers or wholesalers, develop their own brand. An example of a private-label brand would be a supermarket product bearing a store label with a product's name.

Manufacturers of private label/store branded products for retailers can be broken into four groups.

- Large national brands manufacturers utilize their expertise and excess plant capacity to supply private label clients.
- Small quality manufacturers that specialize in niche product lines, producing store brands almost exclusively. These manufacturers might be a part of larger Corporations that also produce national brands
- Major retailers and wholesalers often times own manufacturing facilities and provide store brand products for themselves
- Regional brand manufactures produce privat label products for specific markets

There are different kinds of private labels;-

1. Brand - a customer experience represented by a collection of images and ideas
2. Store brands - the retailer's name is very evident on the packaging.
3. Store sub-brands – products where the retailer's name is low-key on the packaging
4. Umbrella branding –a generic brand, independent from the name of the retailer
5. Individual brands – a name used in one category, this is only used to promote a "real" discount product line.
6. Family branding - selling several related products under one brand name
7. Exclusive brands – again a name used in one category, but to promote "added value" products within the category.
8. Generic brand - (often supermarket goods) are distinguished by the absence of a brand name.
9. Distributor brands - Large wholesale grocers and foodservice purveyors often have private labels, for example the Parade brand of Federated Foodservice and the wide array of private brands of the large food service supplier Sysco. These brands are typically seen in non-chain independent restaurants and stores that cannot afford their own private labelling.
10. Copycat private labels - brands owned by a retailer which use similar trade dress, i.e. packaging as a leading national brand.

There has been a significant increase in private label brands in the recent years worldwide. In Europe, private label goods now account for about 45% of products sold in supermarkets, compared to 25% in the USA. Private labels were seen as low-priced, low-quality products. In recent years, however, companies have started using private labels to market higher quality items, and many believe high-quality private labels will increase their presence. Products that are natural extension of other product lines are ideal private label product. The marketing of private labeling through shelf space. The product in private labeling need to sell itself on the store .Most ideal private label products are easy to produce in volume and in experience to manufacture .Another big benefit is

that the operating costs are low. The major appeal of private labeling to buyers is that they can generate a little extra profit without a lot of extra work.

In order to have a successful private label there should be a proper market research which has to be carried out and main focus on the target customers, the promotional strategies have to be carried out with the product launch as well as there should be proper attention on the package of the product, understanding the competition. The private labeling manufacturer association which hosts trade shows and promotional information for potential private label manufacturers. Private label describes products manufactured for sale under a specific retailer's brand. They are often designed to compete against branded products, offering customers a cheaper alternative to national brands. Though the public generally used to see them as low-cost imitations of branded products, private labels have overcome this reputation and achieved significant growth in recent years.

Private labels offer several benefits to both retailers and customers, driving the segment's rising popularity. For retailers, margins on private label goods are an average of 10% higher than those on similar branded products. Customers benefit from private labels' lower prices, which are often significantly less than those of national brands. This combination, while beneficial to retailers and consumers, can put substantial pressure on the manufacturers of branded goods, who have to compete against their own customers (the retailers) for market share. Retailers are now becoming increasingly established as brands themselves, marketing their private label products as alternatives to national brands. This has resulted in a growing shift in the balance of power between retailers and manufacturers, with retailers not only becoming less dependent on manufacturers for product offerings but actually making manufacturers dependent on them for sales volume.

Private label goods are generally much cheaper to produce than branded goods, due to the lack of advertising and marketing expenses. As such, retailers are able to purchase private label goods for much less than they would have to pay for comparable branded products. The cost difference is usually

large enough that retailers can offer customers lower prices while still making higher profit margins themselves. Lower prices can be enticing to customers and increase a company's competitiveness. Small chains have a particular incentive to offer private label goods; they are often unable to match larger retailers' prices for branded goods, but private label can allow them to price more competitively. The trend in Qatar over the past couple of years is definitely in favour of organized retail. It is estimated that by 2010 over 80% of the trade will be with modern hypermarkets.

1.5 PREMIUM RETAIL SHOPPING OUTLETS @ QATAR.

Lulu hypermarket



LuLu Hypermarket, the UAE based retail major, is ready to enter India with plans to set up India's largest hypermarket spreading over 1.8 lakh sq. ft. at Kochi. This will be 80% bigger than the country's largest, K. Raheja promoted Hypercity which is spread over 1 lakh sq. ft. Entering the Indian subcontinent for the first time, Emke group owned LuLu Hypermarket already has 51 retail outlets in the middle east. With plans to further expand to Southern metro cities of Chennai, Bangalore and Hyderabad, LuLu is expected to pose a stiff competition to existing players like Pantaloon and Shoppers' Stop reports Business India.

Carrefour



Carrefour

The launch of 'Carrefour Discount' is the company's latest initiative to defend itself against falling spending from the increasing cost-sensitive consumer. In March, the world's second-largest retailer by sales said it would invest EUR600 million in price cuts and promotions this year, and make France its top priority in the quest to win back consumers and bounce back from two profit warnings in 2008. Carrefour's new Chief Executive Lars Olofsson in March said the group would announce a new private label range in April and the French press has been speculating that such a brand could resemble Tesco's low-cost product lines.

Family food center



Family food center, Hypermarket offeres a modern shopping ambience providing the customers with comforts and luxury of shopping. By integrating all the conceivable needs of the consumers under one roof, its Hypermarkets have extensively laid out counters, sprawling parking space, play area for children, food court, money exchange centres and bank counters besides a panoply of international and regional

brands. "Beyond a normal shopping concept, we are now catering to the divergent needs of the shoppers and transforms shopping into a pleasurable outdoor activity underlining once again the group's commitment to offer the customer only the best," its the main aim of the family food center

Wear house hyper mall

Wear house Hyper mall spread over one million sq. ft. space with parking facility for 2500 cars. Anchored around the existing 250,000 sq. ft. Warehouse hyper mall with over 15,000 footfalls daily. Expected footfalls over 10 million a year. The hypermarkets -- which sell everything from groceries and electrical items to furniture and sports equipment -- and by price competition from aggressive discounters. Its launch of its new low-cost range of products shows the French retailing giant wants - and needs - to actively tap that low-cost market



Home center



The home center range comprises some 400 goods, mainly day-to-day food products. They will appear in home center branded stores under the name 'Home line', eventually replacing the group's current low-cost brands. Analysts said the initiative should help improve store traffic and help improve Home center price image, which is generally viewed as too expensive. Home center aims to increase sales volumes for its store brand labels to about 50% over the next three years. Currently, Carrefour-branded products represent about 40% of sales volumes.

These are some of the retail shop in which the study have been conducted. The study was carried out in Energy & Industrial Solutions which is having four retail stores. The study was extended to other retail shops such as the Carrefour, Home center, Food world, and Lulu center as well as the hypermarket in which this company is the main suppliers of the products based on this retail shops the impact of the private label products among the customers is estimated and to find out the factors which have an influence on the store brand which will help this organization to come up with the private label products.

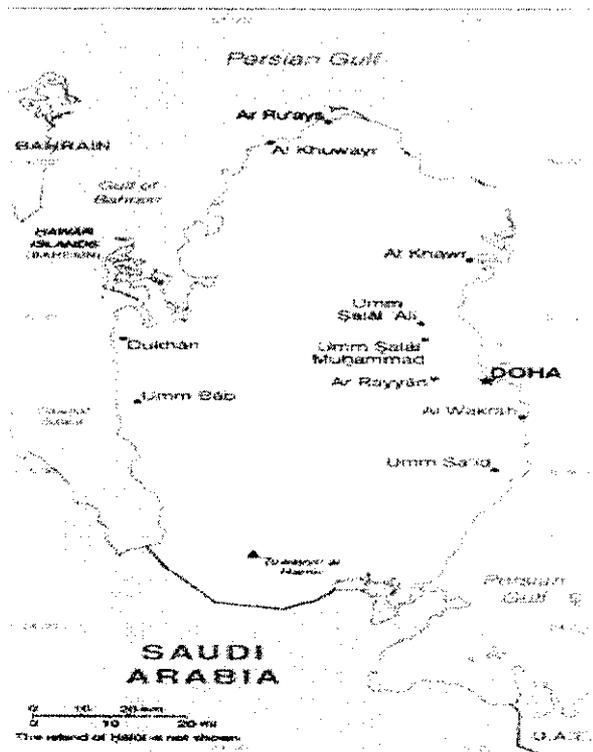
1.6 BACKGROUND STUDY ABOUT THE INDUSTRY

The private label industry has registered a whopping 11 per cent growth in value terms across the Middle East over the last year, which is significantly higher than a global average of 5 per cent .Main focuses of private labelling on a wide array of products, ranging from food and beverages, home care, hygiene, cleaning, clothing to stationery and disposable industrial items. In the Qatar almost 84% of the consumers are aware of at least one private label; whereas in Kingdom of Saudi Arabia, this rate is around 67%, according to a report by The Nielsen Company, the world's leading marketing information company. The global trends, with private labels showing sales growth at double the rate of branded counterparts and now accounting for 17 per cent of all goods sold worldwide. In department stores alone, in-house brands represent more than 40 percent of sales.

The rapid expansion of supermarket and hypermarket space across the Middle East finds private labelling to be alive, well and growing in the retail food sector. In the Middle East more than 50% of consumers involved in a Fall 2006 AC Nielsen study said that they buy private label goods. Although private labels only average an approximate 6% share in the region's emerging markets, the industry in these markets is growing at an 11% rate compared to 5% globally, thereby cranking up the competition for a Middle East

consumer base that is 1.3 billion strong, growing at 3% annually, and is expected to generate US\$500 billion in sales by the year 2010

1.7 BRIEF HISTORY OF QATAR



State of Qatar, independent emirate (1995 est. pop. 534,000), 4,400 sq mi (11,400 sq km), on a largely barren peninsula in the Persian Gulf, bordering Saudi Arabia and the United Arab Emirates (S). The capital is Doha. The economy of Qatar is dominated by oil and natural gas, which accounts for 70% of export income. Oil and gas revenues have been used to diversify the economy, including the development of chemicals, steel, cement, and fertilizer industries and banking. A minority (20%)

of the population is Qatari's; the rest are largely other Arabs, Palestine, Filipino, Romanians, Pakistanis, Indians, and Iranians. Arabic is the official language, but English is also widely spoken.

The present emir, Sheikh Hamad bin Khalifa al-Thani, came to power in 1995 after ousting his father. In the late 1990s Sheikh Hamad eased press censorship and promoted ties with Iran and Israel. Since 2001 Qatar has allowed U.S. use of the Al Udeid air base, and the headquarters for the U.S. invasion of Iraq (2003) were in the country.

1.8 PRESENT RETAIL SCENARIO AT QATAR



The retail study revealed that 89% of consumers questioned are aware of private labels in the Middle East, with the French chain Carrefour's shoppers leading the way in terms of such awareness. In private labels now represent more than 15% of supermarkets' grocery turnover. The French internationals Carrefour and Casino, ranked eighth and ninth place respectively in the regional ranking, which have created the conditions to spread this format across the region. Carrefour has continued to open new stores with their products in these markets, targeting countries such as Qatar, Kuwait and Jordan, at the same time as building and extending its existing network in Saudi Arabia and UAE. Over the past few years, its Lulu hypermarket brand has become a regional trailblazer in Qatar. Despite their limited market size, Qatar and Bahrain are expected to receive more attention from Lulu and possibly Panda, as regional retailers develop an appetite for growth and expansion - taking advantage of economies of scale used by the international retailers operating in their territory

The regional and international markets for private labeling, where awareness levels of private labels ranges between 60% and 80% amongst the regional consumers. A recent global study found that 69 per cent of consumers rated private label goods as excellent value for the money, with 62 percent considering their quality to be at least as good as proprietary brands .The Middle East's fast-growing consumer base - 1.3 billion strong and growing at three percent annually - will generate USD500 billion of retail sales by 2010, and private label products will claim an unprecedented share

The private label products continue to show an increasing trend both in lets and in the shops themselves. The presence of private label products is the most intensive in the food and then in the canned vegetable and fruit, cold cuts and soft drinks categories. As regards the categories, food products are still the most significant, 37.6% of the advertised products in 2007 came from the food category. On the whole, FMCG products still make up nearly half (49.8%) of the advertised products. The drink and meat product categories have been at the top within the food category for years, which take up several pages in the outlets of most of the chains.

The lifestyle garments and related accessory retailer Shoppers' Stop has four in-store private label brands that contribute approximately 25% to its turnover, growing 5% over the previous year. It took off in fashion category with a line of ethnic wear for women. The private labels of a Delhi-based apparel retailer Ebony Retail contributed approximately 21% to total sales in 2003. In grocery, Food World's private label brands account for around 21% of total sales. Westside, the apparel retailing initiative from the house of Tata, is a success story with a strategic approach to private brand retailing 80% to 85% of the merchandise retailed comprises its own brands.

1.8 WORLD SCENARIO

The significant increase in private label brands in the recent years worldwide. In Europe, private label goods now account for about 45% of products sold in supermarkets, compared to 25 % in the USA. Wal – Mart has 40% private label representation in their stores. Pacific rim countries, such as Australia, Singapore and Japan has significant presence of private labels on store shelves.

There is no doubt, Private label is today considered the ultimate threat to brands. According to a recent study by Saatchi & Saatchi X, 100% of all UK FMCG companies believe private label is a real threat to their core business. Private label used to be generic products, high-volume, low-quality, low-prices and no imagery. Products were called 'produit libre' in the 1960s and 70s when Carrefour started selling white bags of flour or sugar labelled "Flour" or "Sugar". It was a little like reinventing the old general store, where consumers bought no name products from their trust retailer.

Brands as we know them, first became really powerful in the early part of the 20th century, when most of the big FMCG companies of today were founded. They grew primarily with the industrial revolution and with a little help from the advertising industry Consumers used to regard private label only as a good bargain – low quality at a cheap price. Not so anymore. Shoppers today regard private label at the same level as most other brands and 82%

of all UK shopping carts contain at least one private label product, one very trip. The quality perception of private label is growing and growing, and a surprise finding in a recent Nielsen study was more than 50% of all shoppers in the UK today believe that private label beer or coffee is of same or better quality than the traditional brands. Private label penetration varies, of course, from country to country and from supermarket to supermarket, but in the UK, private label has an estimated share of around 50% of total sales. Private label comes in many shapes but you can more or less boil them down to three forms:

- a) Retailer Commodity brands
- b) Retailer copy brands
- c) Retailer premium brands

The sizes of the three categories are, of course, different. Commodity private label can be estimated at around 30%, copy brands at 50% and premium private label around 20% of total private label sales.

1.9 PROFILE OF A ENERGY & INDUSTRIAL SOLUTIONS.

Energy & Industrial Solutions W.L.L. (EIS) is a dynamic and expanding company having its presence in the region since 2005. Energy & Industrial Solutions W.L.L is a member company of EIS Group of Companies with diversified interests in various fields like Trading, Construction, Manpower, Logistics, retailing, advertising etc.

In its past history of steady Expansion and progress EIS has made significant achievements in various fields by successfully and promptly carrying out a wide range of activities in the field of Trading, Logistics, Construction and Manpower. Far from resting on its success, the Company mission is to continue to deliver innovative project Solutions and Excellence in all the activities the group is getting involved.

The management of EIS is committed to the pursuit and Continuous improvements in the performance of any activities it undertakes in order to meet

safely, environment friendly and cost effectively the requirements of clients and regulators, thereby creating opportunities for its employees and value to Shareholders.

Management:

The Top Management at EIS has their expertise in various disciplines including Construction & Contracting Services, Trading, Logistics and Manpower. The management philosophy is based on responsibility and mutual respect. The Company has an environment that encourages "C4A," which is: Creativity, Concepts, Competencies, Connections, and Achievement. This C4A concept is our tool in performing the Shareholders Value Creation for EIS.

1.10 Main clients of organization

These are the some of the clients of this organization in which they supply various product according to the needs of the customers;

1. Video home

Po Box: 4668, Doha – Qatar.

2. Jumbo Electronics

Po. Box: 23965, Raslaffan – Qatar

3. Doha Asian Games Organizing Committee

Po. Box: 2843, Doha – Qatar (thru gulf agency)

4. Archirodon Construction (overseas) co.

Po. box: 22256, Doha – Qatar.

5. Daewoo e&c, Laffan

Po. box: 50078, Doha – Qatar.

6. Strabag Qatar,

Po. box: 22980, Doha – Qatar.

7. Fluor Mideast Limited

Po. box: 24489, Doha – Qatar.

8. Gem Advertising Company

Po. box: 2119, Doha – Qatar.

9. Penisula(news paper)

Po. box: 20070, Doha – Qatar

10 TFCN Asia, Look Company

Po. Box: 23105, Doha – Qatar.

GENERAL

The study which have been carried out towards other retail shops with the help of this company. These company have four retail shop of their own .They will be the major suppliers of many retail shops like Carrefour, lulu center, lulu hypermarket, home center, food world in which study have been carried out. Now they are planning to come up with new private label products for their own retail stores and supply to other stores in Qatar

MAIN THEME OF THE PROJECT

CHAPTER 2

MAIN THEME OF THE PROJECT

2.1 STATEMENT OF THE PROBLEM

In recent years, retailers have been liberating themselves from the traditional definition of private label marketing as being the poor relative of national brand consumer goods, and, in doing so, opening up huge opportunities for private label branding. These opportunities require the adoption of a different set of marketing and branding practices to support and propel the retailer's business and marketing ideals for its private label brands

In this, study is carried out in Qatar and in order to find out the impact of private label among different nationality's like Qatarians, Indian's, Phillipino, Palastian's and Romanian's. The different factors which led towards the choice of the private label by the customers as well as the media in which the products which can reach towards to the customers and customers attitude towards the private label products

Private labels have become increasingly more accepted by the public as quality has increased and retailers have expanded their offerings of private label goods. Many consumers now seriously consider private labels as acceptable alternatives to national brands. Retailers can capitalize on this shift in public perception by offering quality private label products, which can foster a feeling of brand loyalty. This can give retailers a significant advantage over competitors. This led the organization in order to move towards this research work.

2.2 OBJECTIVE OF THE STUDY

The primary objective of the study

To study the influence of private labeled consumers products with particular reference to retail super markets in Doha

The secondary objective of the study

- To find out the attitude of the customers towards the private label products
- To determine which factors having influence on the purchase of a product
- To find out the media in which private label product can penetrate towards the customers
- To determine the customers preference towards the brand products.
- In order to determine the impact of private label products among the customers in retail supermarket in Qatar

2.3 SCOPE OF THE STUDY

The scope of the study is find out the impact of private label development across retail stores. The study is taken place among 5 different nationalities in Qatar they are Indians, Filipino, palastian, Qatar, and Romanians with a sample of 150 respondents.

2.4 METHODOLOGY

The methodology deals with type of study, sample design, data collection and tools of analysis

2.4.1 Locality of the study

The study was conducted in Qatar among the respondents in the retail shops in order to find out how far the private label have an impact on the customers in the market. This study is been carried out among different retail shops in Qatar

2.4.2 Research design

The study assumes the nature of descriptive research. The descriptive research describes the characteristics of a group in a given situation offers ideas for future research and helps to make certain simple decisions. This study describes the impact of private label development across retail stores towards the customers in Qatar. How far the private label products have an influence over the customers.

2.4.3 Target Population

Total population for the study is that all the shoppers' who prefer for the private label products in Qatar across various retail shops. Target population that the group which the main focus is given that all the shoppers in the private label products among certain retail shops like Carrefour, lulu hypermarket, home center, family food center, wear house. The sample size is the same population which have been targeted.

2.4.4 Sample design

Probability sample design was adopted for selection of the respondents

2.4.5.Nature of the samples

The nature of samples obtained for the purpose of the study includes consumers of different nationalities from Indians, Phillipnos, Palastians, Romanians, Qatari

2.4.6.Sample size

The sample size of 150 respondents were taken for the study @ various retail super market which includes lulu ,Carrefour ,family food center, wear house home center like which have taken 30 each from the group.

2.4.7Sample techniques

The area random sampling were taken for the study in Qatar. From different nationality as well as the retail shops were taken as the sample for the study of the private labels.

2.4.8 Sources of the data

Primary data

Survey research is one of the important areas of measurement in social research. The board area of survey research encompass any measurement procedures that involve asking question of respondents survey are roughly divided into two broad areas questionnaires and interviews.

Secondary data

The secondary data which have been collected from journals, magazines, books and through web sites.

2.4.9 Tools for data collection

Most of the data's were collected by questionnaires, and then with the personal interview, the Qatari's language was difficult so translator was kept for the collection

2.4.10 Statistical tools used

In this study there are lot of statistical tools which have been used such as tables graphs ,pie chart, other illustrations

2.4.11 Statistical test used

SPSS is used for analyzing the data collected. The study uses Percentage analysis, Mean, rank Correlation and chi square

2.4.12 Period of study

The study which have been carried out from January 10th to april 10th for a period of 3 months. Its short span of a time

2.4.13 Variables measured

In this study certain prime variables which have been taken into consideration such as quality, worth, assortments, service, preference, attitude of the private label products among the respondents

2.4.14 Processing of data

The data were collected through questionnaire. These data which have been converted into excel sheet. Later these data exported to SPSS package from that the analysis which have been carried out and the interpretation and conclusion is carried out based on the private label products

2.5 Limitation of the study

In every research which have been carried out there will be certain limitations as the following ones:

- Time constraints was the limitation
- There is possibility of a bias among the respondents
- The study cannot be fully justifiable as it includes many nationalities
- Language and interaction among the respondents could have created semantics distortion
- The area of the research was vast to cover all aspects

2.6 REVIEW OF LITERATURE

The review of literature is based upon the research on the private label conducted from the year 2009 to 1994.

Veronica Liljandera, Pia Polsaa and Allard van Rielb.(14 March 2009)¹. To make informed private label (PL) strategy decisions, retailers must understand the factors influencing consumer's brand choices. Previous PL studies have investigated grocery products, and ignored unique features of different types of own brands. We investigate attitudes towards buying a retailer-endorsed brand, or store brand (SB), in apparel retailing. Customers of a Finnish department store were surveyed. Data were analysed using Structural Equation Modelling (SEM). Perceived value and quality of SB apparel appear to be the main drivers of purchase intentions. Perceived risk reduces SB value and purchase intentions. Store image affects purchase intentions indirectly, by reducing perceived risk and increasing SB quality perceptions.

Abhishe, Abraham Koshy ,(February 2008)². The Private Label brands had seen an impressive growth in past few decades. Though, initially private label brands had a low-priced strategy, retailers made efforts for serious quality improvements in recent years. However, they have continued to suffer from poor quality perceptions. Previous research dealing with quality perceptions of store brands did not adequately examine the ways to improve the quality perceptions of private label

¹Veronica Liljandera, Pia Polsaa and Allard van Rielb **Modelling consumer responses to an apparel store brand: Store image as a risk reducer.** Department of Marketing, Hanken School of Economics,.(14 March 2009),vol3 pp223.

². **Abhishe, Abraham Koshy** *National brands versus private labels: An empirical study of competition, advertising and collusion.* Hong Kong University of Science and Technology, Hong Kong.,February 2008,vol 5,pp34

brands. The paper examines how retailers can influence the quality perceptions for private label brands by providing additional information cues to the customers. The nature of additional information cues may have differential impact on quality perceptions of private label brands vis-à-vis national brands. The paper proposes extrinsic high scope cues – in form of manufacturer's name and public quality label – to improve the quality perceptions of private label brands. Furthermore, the familiarity of the product may influence the quality perceptions, consequently influencing the purchase decision. The paper also proposes differential impact of information cues across different product categories on quality perceptions of private label brands.

Jinxing Xie³ and Jerry C. Weib³ (19 July 2008)³. Cooperative advertising is a practice that a manufacturer pays retailers a portion of the local advertising cost in order to induce sales. Cooperative advertising plays a significant role in marketing programs of channel members. Nevertheless, most studies to date on cooperative advertising have assumed that the market demand is only influenced by advertising expenditures but not by retail price. This paper addresses channel coordination by seeking optimal cooperative advertising strategies and equilibrium pricing in a two-member distribution channel. We establish and compare two models: a non-cooperative, leader–follower game and a cooperative game. We develop propositions and insights from the comparison of these models. The cooperative model achieves better coordination by generating higher channel-wide profits than the non-cooperative model with these features: (a) the retailer price is lower to consumers; and (b) the advertising efforts are higher for all channel members. We identify the feasible solutions to a bargaining problem where the channel members can determine how to divide the extra profits.

Sckokai, Claudio Soregaroli (June 2008) ⁴..In the European food sector private labels represent a relevant and increasing share of total sales. Focusing on price strategies, recent theoretical papers conclude that private label development should

³ *Jinxing Xie¹ and Jerry C. Weib² Re-conceptualizing consumer store image processing using perceived risk. Manchester School of Management; 19 July 2008³ vol 23*

⁴ *Sckokai, Claudio Soregaroli Linking multi-channel customer behavior with shopping motives: An empirical investigation of a German retailer June (2008) vol 3*

cause a decrease in the price of national brands, while some empirical studies do not support this prediction. The aim of this study is to explore this empirical relationship for the Italian dairy sector. Using retail sales data, we study how prices of national brands react to private label growth. We find that the impact of private label development on national brand prices is product specific: a negative impact is registered by industrial products such as butter and mascarpone and by highly differentiated products such as yogurt. Positive effect is found in the case of traditional cheeses produced by strong national brands.

Hendrik Schröder^a and Silvia Zahariab (15 March 2008)⁵. Gaining and sustaining a strategic competitive advantage in retailing requires knowledge of the attributes consumers value and use to discriminate between stores and of why those attributes are important. Although many store image studies have defined discriminate attributes, most have found very similar attributes to be important, giving little new insight into consumers' thinking and few have attempted to explain how these attributes lead to the satisfaction of personal shopping motives. This paper presents a new conceptual framework for store image which links previous work on store choice attributes, shopping motives, and risk. The paper argues that shopping motives and store attributes are linked to only four main risk dimensions (time, financial, psychosocial, physical) and re-classifies previously-found store attributes and shopping motivations under perceived risk dimensions to present a convincing argument for re-assessing the heuristics consumers use in store image processing to give more emphasis to perceived risk. The results offer implications for store development, positioning strategies, and personnel training

V. -W. Mitchell (5 March 2008).⁶ Operating multiple channels, in store as well as non-store, allows a retailer to cater to the different shopping motives of its customers. This research into the buying behavior of 525 customers of a multi-channel retailer that operates five channels in Germany shows that most customers

⁵ *Hendrik Schröder^a and Silvia Zahariab* 15 March 2008 *Assessing the vulnerability of private label brands* *Journal of Product & Brand Management* 1995 Volume: 3 38 - 48

⁶ Impact of private label development across retail formats: Evidences from the Italian dairy market. *V. -W. Mitchell* Volume (Year): 87 (2008) Issue (Month): 2 () Pages: 27

use only one channel within a buying process, selecting the channel that best satisfies their shopping motives in each situation. Based on exploratory qualitative and quantitative research, this study identifies five shopping motives: “recreational orientation”, “convenience orientation”, “independence orientation”, “delivery-related risk aversion” and “product- and payment-related risk aversion”. In the majority of the store channels examined in this study (chain stores and bakeries), single-channel users primarily look to satisfy emotional and social needs. Single-channel users of non-store channels (catalogue and online-shop) look for convenience and strive for independence. Multi-channel users, who obtain their information from the online-shop and then make their purchase in the chain store, are combining the independence of online-shop information with the reduction of risks associated with buying products in the chain store. These findings can be used to develop recommendations for managing the individual channels.

Salma Karraya and Georges Zaccour,⁷ (1 October 2007). We propose a model to study the decision of a private label introduction for a retailer and its effects on the manufacturer. We investigate whether the manufacturer can counter the harmful effects of this introduction, if any, by implementing a cooperative advertising program. Our model accounts for prices and for local advertising undertaken by the retailer for the national brand. We show that the private label introduction is profit-improving for the retailer and the channel although it could harm the manufacturer's profits. However, for a specific range of the retailer's advertising efficiency and of the price competition intensity, the manufacturer could profit from the private label introduction. Our findings suggest also that the co-op plan is an efficient counterstrategy for the manufacturer and the retailer would accept its implementation only if the national brand competes strongly with the private label.

Robert brown and cristopher,⁸ (December 10, 2007). The study aims to extend the understanding of consumers' perception of private labeled food products in Slovenia. Consumer sensory test of sour gherkins was conducted in two experimental conditions where the effect of brand information on hedonic judgment was examined.

⁷Confirming the Price Effects of Private Labels Development Salma Karraya and Georges Zaccour, vol 36 and pag99

⁸ Coordinating advertising and pricing in a manufacturer–retailer channel, Department of Mathematical Sciences Robert brown and cristopher, December 10, 2007 vol 23 psg 14^x.

The difference between private label and producer label products was especially scrutinized. Results show that consumers in Slovenia perceive private labels as a lower price alternative of comparable quality to producer brands. Disposable income and family size proved to have significant effect on propensity to buy private label food. Study confirms that the information about brand significantly affect consumer sensory judgment. The effect of assimilation has been confirmed also in the case of private label.

Richard J. Volpe III and Nathalie Lavoie .(May 2007)⁹. The competitive price effect of Wal-Mart Supercenters on national brand and private label grocery prices in New England is examined. We use primary price data collected on several identical products from six Supercenters in Massachusetts, Connecticut, and Rhode Island and from conventional supermarkets. Taking into account demographics, store characteristics, and market conditions, we show that Wal-Mart decreases prices by 6 to 7 percent for national brand goods and by 3 to 8 percent for private label goods. Price decreases are most significant in the dry grocery and dairy departments. Moreover, Wal-Mart sets grocery prices significantly lower than its competitors.

S. Chan Choi and **Anne T. Coughlan** (18 April 2006)¹⁰. This paper investigates the retailer's problem of positioning her private label against two national brands in terms of both product quality and product features. Using a demand function derived from consumer utility, we show that the private label's best positioning strategy depends on the nature of the national brands' competition and its own quality. When the national brands are differentiated, a high quality private label should position closer to a stronger national brand, and a low quality private label should position closer to a weaker national brand. When the national brands are undifferentiated, the private label should differentiate from both national brands

⁹ Could co-op advertising be a manufacturer's counterstrategy to store brands? Richard J. Volpe III and Nathalie Lavoie .May 2007.vol9 pag6

Bontemps, Christophe, Orozco, Valerie, Requillart, Vincent (9 May 2006)¹¹.

We study the price response of national brands to the development of private labels. We use monthly data from a consumer survey reporting their purchases for 218 food products. We show that when private labels have a significant effect on national brands prices (144 cases over 218), that is positive (89%). We also show that the increase in the prices of national brand products is explained by a strategy of product differentiation. Finally, price reaction of national brands differs with the type of private labels they are facing. This paper confirms, on a larger number of products, previous empirical results

Nawel Amrouchea and Georges Zaccour, (29 June 2005)¹²We propose a game-theoretic model in which one national-brand manufacturer, acting as a leader, maximizes her own profit and one retailer, selling the national brand and her private label and acting as a follower, maximizes her category profit. We characterize the resulting Stackelberg equilibrium in terms of the amount of shelf space allocated to these brands as well as their prices. The results suggest that the allocation of the shelf space depends on the quality of the private label. In our framework, quality is measured by the baseline sales (or brand equity), the degree of brand substitution and the price positioning.

R.C. Natarajan T.A.Pai (May 2004)¹³..Private labels of retail stores in India are on growth path. With the retail sector poised for growth, national brand manufacturers will have to contend with competition within distribution channel, which calls for revised marketing strategy locally, to thwart the threat of the private label in a store. The phenomenon also offers national brand manufacturers the opportunity to service the production needs of the private labels efficiently. The paper offers an insight into

¹⁰ Food consumption behavior of socioeconomic groups for private labels and national brand **S. Chan Choia**, and Anne T. Coughlan 18 April 2006 vol 2 pp38

¹¹ perception of private labeled food .Bontemps, Christophe, Orozco, Valerie, Requillart, Vincent 9 May 2006. vol23 pp62

¹² Perceptions of Private Label Brands Nawel Amrouchea and Georges Zaccour, 2006 vol3 pp31

the economics of private labels and the challenges and opportunities for the national brands arising out of the growth of private labels. A few lines of possible research are also suggested at the end.

Kusum L. Ailawadi^a and Kevin Lane Keller(10 December 2004)¹⁵. With the growing realization that brands are one of a firm's most valuable intangible assets, branding has emerged as a top management priority in the last decade. Given its highly competitive nature, branding can be especially important in the retailing industry to influence customer perceptions and drive store choice and loyalty. We integrate ¹²lessons from branding and retail image research to provide a better understanding of how retailers ¹³create their brand images, paying special attention to the role of the manufacturer and private label brand assortment. We also highlight some important areas that deserve further research in the form of three sets of research priorities.

Judith A. Garretson^a, Dan Fisher^b and Scot Burton.(14 August 2002). ¹⁶..In this study A model that addresses the similarities and differences in conceptual antecedents of attitudes toward private label grocery products and national brand promotions is proposed and tested. The proposed model is tested using a sample of 300 consumers who were recruited from grocery stores, provided behavioral data from sales receipts of their shopping trip, and responded to a survey that contained multi-item construct measures. We predict and find in the study that both price and

¹⁷14 Private label positioning: Quality versus feature differentiation from the national brand Cuma Akbay^a, and Eugene Jones 2004 vol 7 pp302

15 Could co-op advertising be a manufacturer's counterstrategy to store brands Kusum L. Ailawadi^a and Kevin Lane Keller 10 December 2004 vol 36 pp112 The Effect of Wal-Mart Supercenters on Grocery Prices in New England Rajeev Batra^a and Indrajit Sinha^a 27 July 2000¹ vol 106 pp32

18 Attitudes towards private labels example of a consumer sensory evaluation of food in Slovenia

Diane Halstead, Cheryl B. Ward, July 1995^{vol42} pp23

¹⁹ consumer-Level Factors Moderating The Success Of Private Label Brands Namwoon Kim^a and Philip M. Parker 1 July 1998, vol3 pp21

nonprice related constructs impact both private label attitude and national brand promotion attitude, but the directionality and strength of several of these relationships differ. Implications of these findings for retailers and national manufacturers are discussed.

Rajeev Batra, and Indrajit Sinha(27 July 2000) ¹⁷.We examine how different determinants of perceived risk help explain variations in purchasing preferences for national brands versus private label (store) brands (PLBs), across twelve different product categories. Such intercategory differences are the most important source of variation in PLB share across markets, retailers and categories, but little prior consumer-level research has thus far tried to explain these crucial variations. Supporting theory-based expectations, we find that PLB purchases in a category increase when consumers perceive reduced consequences of making a mistake in brand choice in that category, and when that category has more “search” than “experience” characteristics. Theoretical and managerial implications of these results are discussed, especially the important role played by “experience” attributes in leading consumers to favor national brands over PLBs.

Diane Halstead, Cheryl B. Ward(.july 1995)¹⁸. Private label brands may be in danger as a result of recent changes in the marketing strategies used by private label firms. The primary competitive advantage of private label brands, good quality at low prices, may be lost if private label firms continue to modify and expand how their brands are marketed. Specifically, changes in private label brands' advertising, packaging, sales promotion, and product improvement strategies indicate that private label brands are moving closer than ever to manufacturer brand status. To the extent that these changes result in higher average retail prices and/or lower gross margins for retailers, the advantages of private brands to both consumers and distributors will diminish, illustrating that the historical “wheel of retailing” hypothesis may be applicable to private label brands. Investigates the aforementioned trends and provides suggestions for manufacturers and retailers for future brand management strategies.

Namwoon Kim and **Philip M. Parker**(1 July 1998)¹⁹; This paper considers retailers' pricing strategies when they sell both nationally-advertised brands and quality-equivalent private-label brands (a form of store, house or own-label branding). We investigate the impact of advertising on the ability of retailers to increase profitability across all brands. Supporting recent theoretical arguments (though contradicting others), our industry study reveals that retailers can react to the heavy advertising amongst national brands by increasing prices, revenues, and economic profits generated from both national brands and private-label brands. For the category studied, retailers' strategies may include setting collusive prices for both national brands and private-label brands. We use a structural test to support this conclusion. Management interviews further support this findings.

Philip Parker, Namwoon Kim, Associate Professor of Marketing (9 June 1998)²⁰. This article considers competition between nationally advertised brands and quality-equivalent private-label brands (a form of store, house or own-label branding). Philip Parker and Namwoon Kim investigate the impact of advertising on market power across brands. Supporting recent theoretical arguments (though contradicting others), the industry study reveals that heavy advertising among national brands can increase prices, revenues, and profits for both national brands and private-label brands. Using a representative category, the authors report nine tests to support the conclusion that the 'battle of private labels' may result in 'an alliance with private labels'. From a theoretical perspective, the study rejects the *advertising as information* hypothesis and the authors find that advertising sustains (significantly increases) market power and/or facilitates collusive strategies¹⁴

Wylie, Kenneth Endicott, R. Craig,(nov 1997)²¹This study focuses on the move by marketers in the U.S. to push sales promotion agencies to find ways to reverse their declining sales within budget. This drive is leading to sea changes in the sales promotion industry. Sales promotion agencies are adding direct response, database and micron-marketing services. Direct-response agencies, in turn, are buying promotion operations. And with promotion agencies also adding media advertising

²⁰ Challenges and Opportunities from Own-Store Brands Philip Parker, Namwoon Kim, Associate Professor of Marketing 9 June 1998. vol32 p33

capabilities, general advertising agencies have taken on promotional marketing tasks--and also continue to buy promotion shops. Integrated marketing and promotional marketing better define the work of the more progressive sales promotion agencies of today's market

Adler, Lee(Oct1996)²²,The study analyzes whether the results of sales promotion can be predicted, with a reference to the prediction model suggested by the economic theorist John H. Weber. According to the author, Weber did not draw distinctions between the various kinds of sales promotion activities which can be engaged in. A discussion is presented about the problem of measuring effectiveness. The author claims that objectives must be considered before indicating how to¹⁵ evaluate sales promotion and that sales volume is the ultimate criterion of sales promotion value.

Rhea, Marti,Massey(Oct/Nov1995)²³,The study examines the differences in perception of the relationship between sales and promotion, and the effectiveness of the agency-client relationship. The research used data from sales-promotion agencies and from advertising agencies engaged in providing sales-promotion services for their clients. The potential client problem are effectiveness measures and timeliness of client communications with the sales-promotion agency. The 20 measures of client effectiveness were classified into three factors: work pattern, organizational and relationship. In the area of subcontracting, both advertising- and sales-promotion agencies use outside vendors to perform some promotion-related functions.

J Steenkamp, I Geyskens, K Gielens and O Koll,(may 1994)²⁴Sales of own-label food and drink in the UK as a proportion of total food and drinksales varies by

²² **contrasting view of effectiveness in sales promotion relationships.,Journal of Advertising Research;**³, Adler, Lee(Oct1996)²² **Vol. 29 Issue 5, p49-56, 8p**

²³ **An Investigation of Consumer Response to Sales Promotions in Developing Market,Journal of Advertising Research;**⁴, Rhea, Marti,Massey(Oct/Nov1995)**Vol. 38 Issue 3, p47-56, 10**

retailer. M&S food and drink sales are almost 100 per cent own label compared to around 50 per cent for Tesco, Sainsbury's and Waitrose.⁴ The LADs in the UK also have a high proportion of own-label sales. Aldi sells own-label products almost exclusively, Lidl predominantly stocks own-label products, but also stocks the leading brands in a number of core categories, while Netto sells many of the major brands across most categories in addition to its own-label products.

Cuma Akbaya , and Eugene Jones (12 March 2004) ¹⁴.; Knowledge of a high correlation between a consumer's residence and his place of grocery shopping has allowed researchers to use scanner data to assess the relationship between income and shopping behavior. This study addresses the shopping behavior of over 100,000 consumers who patronize six supermarkets weekly. Three of these supermarkets are best characterized as stores that service primarily lower-income shoppers, and three are best characterized as stores that service primarily higher-income shoppers. A key objective of this research is to determine if purchasing patterns differ for the two income groups and, if so, to determine if these differences are consistent with economic theory. The results show that the dominant income group for a given area makes purchase decisions that are so widespread and prominent that the confounding effects of other income shoppers are completely overshadowed. Simply stated, the statistical evidence is so strong that it overcomes all possible deviating effects which may result from data outlier

2.8 Chapter scheme

Chapter 1: Introduction

The first chapter deals with the background, objectives, scope of the study, methodology used in data collection limitations, brief introduction of all chapters. It includes organization profile includes details on the history of the organization, management and clients which they were dealing with.

Chapter 2: Main theme of the project.

This chapter deals with overall position of the private label product in global environment and the Qatar context. It explains the impact of the private label products.

Chapter 3: Data analysis and Interpretation

This chapter comprises of the tables and charts it gives the tabular distribution of the collected data, analysed percentage values, graphical representation results.

Chapter 5: Conclusion

This chapter deals with findings of the study and gives suggestions that the researcher put forward to the management.

ANALYSIS & INTERPRETATION

CHAPTER-3
ANAYSIS AND INTERPRETATION

This chapter deals with analysis and interpretation of data collected through questionnaire. The research which have been carried out among five different nationalities in Qatar

Profile of the respondents

Profile of the respondents in term of education, occupation, gender, country, income are discussed below

TABLE 3.1- STRATIFICATION OF RESPONDENTS BY GENDER

Gender	N=150 No. of respondents	Percentage
Female	33	22
Male	117	78
Total	150	100

Source: Primary data

Table No:3.1 describes about the stratification of respondents on the basis of their gender. From the above table out of the 150 total respondents 117 (78%) are male respondents and 33 (22%) are female respondents.

TABLE 3.2- STRATIFICATION OF RESPONDENTS BY EDUCATIONAL QUALIFICATION

Education Level	N=150 No; of respondents	Percent	Standard deviation
Graduates	102	68	22.75
post graduates	17	11.4	8.61
diploma holds	13	8.6	11.26
school final	18	12	11.9
Total	150	100	

Source; Primary data

Table No:3.2 describes about stratification of respondents on the basis of educational qualification. From the above table out of that 150 respondent most 102(68%) of the respondents are graduate, then the 18 respondents were schooling finals by (12%), the post graduation respondents were 17 by (11.4%), Diploma by 13 (8.6%) of the respondents among the five nationality.

TABLE 3.3- STRATIFICATION OF RESPONDENTS BY HOUSEHOLD INCOME IN QATAR RIYAL

Income Status	N=150 No; of respondents	Percent
1001 to 5000	79	52.66
5001 to 10000	15	10
10001 above	56	37.34
Total	150	100

Source: primary data

Table 3.3 describes stratification of respondents by house hold income in Qatar riyal. From the above table the income level of the respondents have been obtain. There are 52.66% of them falling under 1001 to 5000 that is 79 respondents ,15 respdents(10%) under the categories of 15001 to 1000 and 56 responents that is 37.34% of them falls under 1001 above categories. These values in Qatar riyal.

TABLE 3.4 - STRATIFICATION OF RESPONDENTS BY AGE

Age	N=150 No; of respondents	Percent
25 below	18	12
25 to 30	77	51.3
31 to 35	25	16.7
36 to 40	15	10
41 to 45	10	6.7
46 above	5	3.3
Total	150	100

Source: primary data

Table No:3.4 describes about stratification of respondents on the basis of age.From the above table it is that 51.3% of the respondents that is 77of them falls under the age of 25 to 35.25 (16.7%)of the respondents in between 31 to 35.10%of them from 36 to 40 age.18(12%) of the respondents under the age of 25 and only 5 (3.3%)of the respondents above 46 years.

TABLE 3.5 -STRATIFICATION OF RESPONDENTS BY OCCUPATION

Occupation	N=150 No; of respondents	Percent
Employee	48	31.8
Housewife	12	7.9
Others	28	18.5
Professional	62	41.1
Total	150	100

Table No:3.5 describes about stratification of respondents on the basis of occupation.From the table it can be seen that 62 (41.1%) of the respondents are professionals,48 (31.8%) of the respondents are employees ,12 (7.9%) respondents were house wife ,then rest of the respondents that is 28 (18.5%) comes under other categories.

TABLE 3.6 : STRATIFICATION OF RESPONDENTS BY MARITAL STATUS

Status	N=150 No;of respondents	Percent
Married	82	54.666667
Single	68	44.666667
Total	150	100

Source: primary data

Table No:3.6 describes about stratification of respondents on the basis of marital status. From the above table out of the 150 respondents there are 82 (55%)of the respondents are married and 68 (45 %)of the respondents are single from the five nationality which have been chosen for study.

TABLE 3.7- STRATIFICATION OF RESPONDENTS BY NATIONALITY

Country	N=150 No:of respondents	Percent
Indian	30	20
Palastian	30	20
Phillipnos	30	20
Qatari's	30	20
Romanians	30	20
Total	150	100

Source: primary data

Table No:3.7 describes about stratification of respondents on the basis of nationality. From the above table it is that out of the 150 respondents the commercial majority of nationals were chosen for the study that five different nationalities have chosen as 30(20%) each from Indian, palatines, Philippines, Qatari's, Romanians.

ANALYSIS OF THE STUDY

TABLE 3.8- PREFERENCE OF RETAIL SUPER MARKETS BY DIFFERENT NATIONALITY

Statement	Indian		Phillipno		Qatar		Romanian		Palastian		Total
	F	%	F	%	F	%	F	%	F	%	
Lulu hypermarket	15	50	16	51.6	19	63.3	15	50	7	23.3	72
Carrefour	17	56.7	21	67.7	17	56.7	13	32.5	18	60	86
Home center	6	20	9	29	8	26.7	3	7.5	1	3.3	27
Wear house	5	16.7	10	32.3	9	30	3	7.5	6	20	33
Family food center	8	26.7	7	22.6	2	6.7	14	35	10	33.3	41
Total	30	100	30	100	30	100	30	100	30	100	

From the above table 3.8 out of the 150 respondents, according to nationality there is slight change in purchase of the product. In the case of Indians they are mostly like to purchase from Carrefour by 17 (56.7%) and least preferred was wear house by 5 (16.7%). The Phillipino respondents were prefer Carrefour by 21 (67.7%) and least preferred by family food center by 7 (22.6%). Qatar respondents they prefer the lulu hypermarket by 19 (63.3%) and least shop is that the family food center by 2 (6.7%). Romanians they go for the lulu hypermarket by 15 (50%) and least by home center as well as the family food center by 3 (7.5%). In the case of the palastian they go for lulu hyper market by 7 (23.3%) and least by the home center with 1 (3.3%) this study is based on the regular purchase of the private label product of the respondents.

3.9 TABLE: PURCHASE OF PRIVATE LABEL BRANDS AMONG THE RESPONDENTS

statement	Very frequent		Frequent		Occasionally		Often	
	Res	%	res	%	res	%	res	%
Indian	0	0	19	63.3	10	33.3	1	3.33
Phillipno	8	26.6	9	30	13	43.3	0	0
Qatar	8	26.6	9	30	13	43.3	0	0
Romanian	3	7.5	14	35	13	32.5	0	0
Palastian	1	3.33	20	66.6	9	30	0	0
total	20	64.03	71	190.2	58	182.4	1	3.33

From the above table 3.9 it is that the private label product purchases which have been carried out among different nationality 19 (63.3%) of the Indians, 14 (35.3%) of the Romanians, 20 (66.7%) of the palastians they have been gone for the frequent purchase of the private label products are used were as the 13 (43.3%) of the Qatar respondents as well as the Phillipinos and Romanians respondents gone for the purchase occasionally. Indians often go for the purchase of the private label product by 1 (3.33%).

TABLE 3.10 PREFERENCE OF PRIVATE LABEL PRODUCTS AMONG INDIAN RESPONDENTS

Indian		
	Mean	Rank
Dairy products	2.4	2
Vegetables	1.5	1
Salt	2.5	3
flour items	2.7	4
mineral water	3.2	6
Detergent	2.9	5
Bakery items	3.6	7

From the above table 3.10 it is that the preference of the Indian respondents towards the purchase of the private label products which have been ranked in such a way that vegetables which have been preferred most by a mean of 1.5% and least preference towards the bakery items that is the 3.6%.

TABLE-3.11 PREFERENCE OF PRIVATE LABEL PRODUCTS AMONG PHILLIPINO RESPONDENTS.

Phillipino		
	Mean	Rank
Dairy products	2.32	3
Vegetables	1.46	1
Salt	2.5	4
flour items	2.32	2
mineral water	2.86	6
Detergent	2.7	5
Bakery items	3.1	7

From the above table 3.11 it is that the preference of the Phillipino respondents towards the purchase of the private label products which have been ranked in such a way that vegetables which have been preferred most by a mean of 1.46% and least preference towards the bakery items that is the 3.1%.

TABLE-3.12 PREFERENCE OF PRIVATE LABEL PRODUCTS AMONG ROMANIAN RESPONDENTS

Romanian		
	Mean	Rank
Dairy products	2.33	2
Vegetables	1.7	1
Salt	2.66	6
flour items	2.53	5
mineral water	3.06	7
Detergent	2.5	4

From the above table 3.12 it is that the preference of the Romanian respondents towards the purchase of the private label products which have been ranked in such a way that vegetables which have been preferred most by a mean of 1.7% and least preference towards the mineral water that is the 3.06%

TABLE-3.13 PREFERENCE OF PRIVATE LABEL PRODUCTS AMONG PALASTIAN RESPONDENTS

Palastian		
	Mean	Rank
Dairy products	2.26	3
vegetables	1.7	1
Salt	2.4	4
flour items	1.93	2
mineral water	3.2	6
Detergent	2.63	5
Bakery items	3.43	7

From the above table 3.13 it is that the preference of the Palastian respondents towards the purchase of the private label products which have been ranked in such a way that vegetables which have been preferred most by a mean of 1.7% and least preference towards the Bakery items that is the 3.43%

TABLE-3.14 PREFERENCE OF PRIVATE LABEL PRODUCTS AMONG QATAR

RESPONDENTS

Qatar		
	Mean	Rank
Dairy products	2.16	2
Vegetables	1.7	1
Salt	2.76	5
flour items	2.66	4
mineral water	3.13	6
Detergent	2.5	3
Bakery items	3.4	7

From the above table 3.14 it is that the preference of the Qatar respondents towards the purchase of the private label products which have been ranked in such a way that vegetables which have been preferred most by a mean of 1.7% and least preference towards the Bakery items that is the 3.4%.

TABLE :3.15 IMPACT ON PRIVATE LABEL PRODUCTS AMONG THE RESPONDENT

Statement	Indian			Phillipino			Qatar			Romania			Palastian		
	chi squ	df	Sig.	chi squ	df	Sig.	chi squ	df	Sig.	chi squ	df	Sig.	chi squ	df	Sig.
Price	24	5	0.83	26.4	5	0.67	15.2	5	0.18	0.53	1	0.39	8.03	1	0.69
Quality	53.6	4	0.22	68	4	0.36	60.9	3	0.63	12.9	6	0.52	8	5	0.09
Location	21	8	0.31	11.6	7	0.23	11.5	6	0.29	26.6	2	0.39	54	4	0.34
Promotion	8.4	8	0.53	0.933	7	0.66	10.5	7	0.64	8.4	7	0.46	28	8	0.36
Alternative brand	8.26	6	0.85	10.6	6	0.15	6.8	6	0.81	7.8	8	0.54	5.2	7	0.06
Brand preference	11.06	7	0.33	25.46	7	0.14	34	7	0.34	8.4	7	0.81	12.8	5	0.55
Particular retailer	6	8	0.15	10.53	7	0.85	12	8	0.48	16.4	7	0.13	11.1	6	0.35
Cheap	7.8	8	0.45	7.86	7	0.84	16.2	8	0.42	10.2	8	0.87	9	8	0.24
Offer value	2	5	0.17	20.13	7	0.7	8.26	6	0.35	12.1	7	0.9	5.2	7	0.08
More risk	6	8	0.29	8.4	8	0.02	11.1	7	0.68	16.2	6	0.96	8.8	5	0.73

INFERENCES

From the above table 3.15 It is identified that from the above results that if value is less than .05 the null hypothesis is accepted ,there will be a significant difference where as it is greater the value there will not be any significance difference among the facts and the income of he respondents.

Among the Indian respondents it is that there is no significant differences among the facts and the income.In the case of phillipnos it is the fact that more risk which is .02 and less than the significant value the null hypothesis is accepted that there is an impact of income and the risk .It is found that no other facts have a significant influence on the products which have been used for the purchase of the private label products

TABLE 3.16;BEST SOURCE FOR ADVERTISING AMONG INDIAN THE RESPONDENTS

Indian		
Statement	Mean	Rank
Television	1.86	1
Sale promotion	4.4	2
Internet	5.63	7
Magazines	4.66	3
Newspaper	5.9	8
WOM	5.36	4
Direct mail	5.43	6
Billboards	6.33	9
Pamphlets	5.4	5

From this table 3.16 we will be determine the best source which is suitable for the private label advertising among the Indian respondents the television which have been mostly preferred by (1.86%) and bill boards are least preferred by the respondents by (6.33%).

TABLE 3.17 ;BEST SOURCE FOR ADVERTISING AMONG PHILLIPNO THE RESPONDENTS

Phillipno		
	Mean	Rank
Television	1.5	1
Sale promotion	4.53	2
Internet	5.53	6
Magazines	5.83	7
Newspaper	4.86	3
WOM	5.96	8
Direct mail	5.2	4
Billboards	6.16	9
Pamphlets	5.4	5

From this table 3.17 we will be determine the best source which is suitable for the private label advertising among the phillipno respondents the television which have been mostly preferred by 1.5% and bill boards are least preferred by the respondents by 6.16%

TABLE-3.18;BEST SOURCE FOR ADVERTISING AMONG QATAR THE RESPONDENTS

Qatar		
	Mean	Rank
Television	1.26	1
Sale promotion	4.83	3
Internet	5.26	4
Magazines	5.4	5
Newspaper	4.33	2
WOM	5.63	6
Direct mail	5.64	7
Billboards	6.56	9
Pamphlets	6.06	8

From this table 3.18 we will be determine the best source which is suitable for the private label advertising among the Qatar respondents the television which have been mostly preferred by (1.26%) and bill boards are least preferred by the respondents by (6.56%).

TABLE 3.19;BEST SOURCE FOR ADVERTISING AMONG ROMANIAN THE RESPONDENTS

Romanian		
	Mean	Rank
Television	1.33	1
Sale promotion	4.56	2
Internet	5.03	4
Magazines	5.23	5
Newspaper	4.9	3
WOM	5.9	7
Direct mail	5.1	6
Billboards	6.26	9
Pamphlets	6.43	8

From this table 3.19 we will be determine the best source which is suitable for the private label advertising among the romanian respondents the television which have been mostly preferred by (1.33%) and bill boards are least preferred by the respondents by(6.26%).

TABLE 3.20;BEST SOURCE FOR ADVERTISING AMONG PALASTIAN THE RESPONDENTS

Palastian		
	Mean	Rank
Television	1.7	1
Sale promotion	4.53	3
Internet	6.16	8
Magazines	4.23	2
Newspaper	5.73	7
WOM	5.2	4
Direct mail	5.53	6
Billboards	6.46	9
Pamphlets	5.43	5

From this table 3.20 we will be determine the best source which is suitable for the private label advertising among the Qatar respondents the television which have been mostly preferred by (1.7%) and bill boards are least preferred by the respondents by (6.46%).

From this we can conclude that all the respondents which have been chosen the television as the best media which can advertise the private label products to a mass of respondents and least preferred is the billboard by the respondents

TABLE-3.21 :ATTITUDE TOWARDS SWITCHING THE BRAND AMONG THE RESPONDENTS

Statement	Indians		Phillipno		Qatar		Romanian		Palastian	
	F	%	F	%	F	%	F	%	F	%
Promise breakage	15	50	10	32.25	14	46.7	7	17.5	13	43.33
Less service quality	11	36.6	13	41.93	9	30	12	30	14	46.67
Charge high price	4	13.3	5	16.12	4	13.3	6	15	3	10
Package			2	6.45	3	10	5	12.5		

From the above table 3.21 it is that the respondents were switching towards different brands due to certain facts it is that among the Indians it is that due to less service quality by 11 (36.6%) of the Indians switching where as the phillipnos switching due to same reason by 13 (41.93%) of the customers. In case of the Qatar respondents it is that it is due to the promise breakage by 14 (46.7%).Among the Romanians it is that it is due to the less service quality by 12 (30%).Even in the case of the Palastian is the same that 14 (46.67%) of respondents switching the brand due to the less service quality

TABLE 3.22 THE FACT WHICH INFLUENCE PURCHASE OF THE BRAND PRODUCTS

Statement	N=150 No: of respondents	Percent	rank
I don't have a usual brand	16	10.59603	3
My friends purchase the same brand	27	17.88079	2
My parents purchase the same brand	66	43.70861	1
I like the packaging	9	5.960265	6
Brand cost less than other	13	8.609272	5
I like the image of the brand	14	9.271523	4
those are the only ones i can get	5	3.311258	7
Total	150	100	

From the above table 3.22 it is that the main fact which influence purchase of the brand products is that most of the go for that due to the parents purchase same brand the respondents were going for by 66 (43%) and least fact which influence the respondents is that those are the only ones i can get by 5 (3.3 %) from this we able to know that there will be an influence by other in the case of purchase a brand.

TABLE 3.23 PRODUCTS WHICH PURCHASE ON THE BRANDS.

Brand		N=15 NO: of respondent	Percent	Rank
Almarai	Dove	16	10.596026	3
Nada	Nivea	27	17.880795	2
Dandy	Lux	66	43.708609	1
Libbys	addidas	9	5.9602649	6
Maggie	whirlpool	13	8.6092715	5
Igloo	siemens	14	9.2715232	4
Gulfa	Philips	5	3.3112583	7
Total		150	100	

From the above table 3.23 it is that some of the brands which respondents preference is that dandy which is the dairy product and lux which is cosmetics by 66 (43.7%) and it is that nada and nivea is preference by 27 (17.8%) The least preferred by libbys and addidas by 9 (5.96%),which is proceed vegetables and sports items by 9 (5.9%)

TABLE- 3.24 ATTITUDE TOWARDS PURCHASING PRIVATE LABEL PRODUCTS

Statement	Very Unimportant		Un important		Moderately imp		neutral		moderately important		important		very important	
	F	%	F	%	F	%	F	%	F	%	F	%	F	%
Quality	59	39.073	89	58.94	4	2.65	7	4.6	8	5.298013	7	4.6358	6	19.3548
Price	59	39.073	20	13.25	33	21.9	54	36	10	6.622517	6	3.9735	10	32.2581
sales man	22	14.57	7	4.636	60	39.7	40	26	35	23.17881	28	18.543	12	38.7097
Promotion	10	6.6225	7	4.636	18	11.9	22	15	52	34.43709	29	19.205	2	6.45161
Assortment	0	0	18	11.92	11	7.28	18	12	33	21.8543	13	8.6093	1	3.33333
Experience	0	0	9	5.96	16	10.6	7	4.6	7	4.635762	37	24.503	20	66.6667
Advertising	0	0	1	0.66	8	5.3	2	1.3	5	3.311258	30	19.868	9	30
Total	150	100	150	100	150	100	150	100	150	100	150	100	150	100

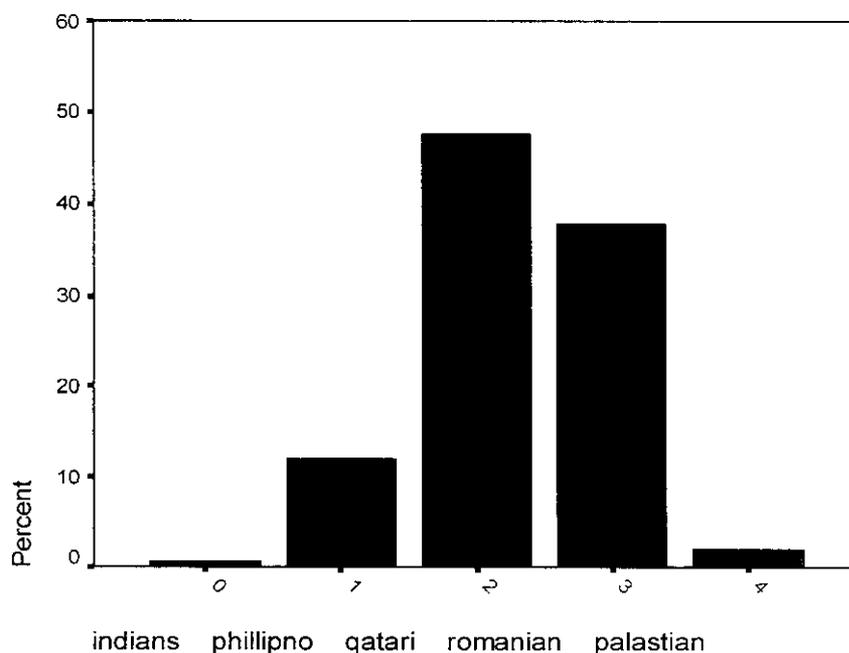
From this above table 3.24 it is that most of the respondents attitude towards the purchase of the private label products is that quality and the price is very unimportant by 59 (39.07%),89 (58%) of the respondents says that quality is unimportant where sales man is moderately important by 60 (39.7%).Price is neutral by 54 (36%) where as the promotion is moderately important by 52 (34.43%).Past experience is important by the respondents by 37 (24.50%).The past experience is considered to be most important in the case of the purchase of the private label products by the respondents.

TABLE 3.25FACTS WHICH INFLUENCE PRIVATE LABEL BRANDS

statement	Excellent		Good		Moderate		Fair		worse	
	N	Residual	N	Residual	N	Residual	N	residual	N	residual
quality	108	70.5	8	22	28	9.5	14	16	40	10
cheap	21	16.5	41	11	64	26.5	21	9	32	2
reliable	12	25.5	66	36	45	7.5	44	14	5	25
package	9	28.5	33	3	13	24.5	64	34	21	9
store self	0	0	2	28			7	23	52	22

From the above table 3.25 it is that the private brands which have different which influence the respondents that most of them quality is the fact which influence most by 108 residual value(70.5) where the reliability is good in the case of the private brand by 66 residual value (36). The price became cheap the moderate attitude towards the customers for the purchase private brands by 64 residual value (26.5) where as the respondents were having worst attitude towards the store self of the product by 52 the residual value of(22).

TABLE 3.26 BUYING BEHAVIOUR OF PRIVATE LABEL BRANDS BY QATARIS RESPONDENTS



From the above table 3.26 .The Indian respondents goes for the frequent purchase of the private label products by 60% .Even they go for the occasionally purchase of the private label by 30%.Where the purchase of the private label often by 5% by Indian respondents The Pillipino respondents goes for the very frequent purchase of the private label products by 20% .Even they go for the frequent purchase of the private label by 35%.Where the purchase of the private label occassionally by 40% and often they go for purchase by 8% by pillipno respondentsThe Qatari respondents goes for the very frequent purchase of the private label products by 28% .Even they go for the frequent purchase of the private label by 30%.Where the purchase of the private label occassionally by 45% by Qataris respondents The Palastians respondents goes for the very frequent purchase of the private label products by 5% .Even they go for the frequent purchase of the private label by 65%.Where the purchase of the private label occassionally by 30% by palastians respondentsThe Romanians respondents goes for the very frequent purchase of the private label products by 10% .Even they go for the frequent purchase of the private label by 48%.Where the purchase of the private label occassionally by 45% by Romanians respondents

**FINDINGS, RECOMMENDATIONS
AND CONCLUSION**

CHAPTER 4

FINDINGS, RECOMMENDATIONS AND CONCLUSIONS

This chapter deals with the findings and suggestion for the study

RESULTS AND DISCUSSIONS

The findings of the study are given below

Profile of the respondents

The following findings are derived from the profile of respondents

- Out of the 150 respondents in this study majority of the respondents were male by 117 (78%) based on the classification of gender.
- Among the educational qualification of the respondents the majority were falls under the graduation level by 102 (68%).
- The household income of the respondents in Qatar Riyal and most of their income status lies in between 1001 to 5000 by 79 (52.6%).
- The age classification of the respondents the major respondents were youth the age between 25 to 30 by 77 (51.3%).
- The occupational status of the respondents is that most of them were professional by 62 (41.1%).
- The respondents marital status is that most of the majority were married by 82 (54.6%)
- The nationality of the study which have taken into consideration according to commercial majority and 30 (20%) each were taken among Indian, Phillipno, Qatar, Romanian, Palastian.

THE PREFERENCE OF THE RETAIL SUPER MARKET BY DIFFERENT NATIONALITY

- The preference of the retail super markets by different nationality is that Indians preferred Carrefour is most for their purchase by 17 (56.7%).The Philippines were preferred shopping in Lulu hypermarket by 16 (51.6%).The Qatar they go for Lulu hypermarket for their purchase of the private label by 19 (63.3%).In the case of the Romanians they prefer Lulu hypermarket

product by 15 (50%). In the case Palestine they prefer Carrefour for shopping by 18 (60%).

PURCHASE OF PRIVATE LABEL BRANDS AMONG THE RESPONDENTS

- The purchase of the private label brands among the respondents in such a way that Indians were frequent buyers of the private label products by 19 (63.3%). The Philippines were occasionally go for the purchase of the production by 13 (43.3%). The Romanians were frequent buyers by 14 (35%). The Palestine they are also go for frequent purchase by 20 (66.6%)

PREFERENCE OF PRIVATE LABEL PRODUCTS AMONG INDIAN RESPONDENTS.

- The preference of the private label products among the Indian respondents is that they like proceed vegetables which is ranked first and they don't go for bakery items.
- The Phillipino respondents they preference towards the private label products is that they also gone for proceed vegetables as well as least preferred by bakery items.
- The private label products among the Romanian respondents is they like to purchase proceed vegetables as well as least preferred by mineral water.
- The Palestine respondents they go for proceed vegetables as their preference towards private label products where as they least preferred by Bakery items
- The preference of the private label products among the Qatar respondents is that they like proceed vegetables which is ranked first and they don't go for bakery items

IMPACT ON PRIVATE LABEL PRODUCTS AMONG THE RESPONDENT

The impact of the private label products among the respondents as well as the certain facts which have an influence of the private brands. There is no significant difference among the facts and Indian respondents but there is significant difference that there is a impact based on the risk which is taken by Phillipino by significant by (.02) and rest of respondents were not have any influence.

BEST SOURCE FOR ADVERTISING AMONG INDIAN THE RESPONDENTS

- It is necessary to be know that which media can influence each nationality inorder to increase the impact of purchase that is television (1.86) which is more preferred and bill board is least preferred by (6.33).
- The Phillipno which have been gone for the best source for advertising is that television (1.5) where least preferred by bill board(6.16)
- In the case of the best source for the advertising the television is more preferred by (1.26) where as the bill board is least preferred by (6.56)
- The Romanian they prefer television (1.33) best source to reach to customer and bill board least preferred by (6.26)
- The palastian respondents also prefer the television by (1.7) and least preferred is the bill board by (6.46).

ATTITUDE TOWARDS SWITCHING THE BRAND AMONG THE RESPONDENTS.

- The attitude of the respondents towards the switching it brands .It is that Indians switches due to the promise breakage of the products by 15(50%).
- The phillipnos switches when the products provides less service quality by 13(41.93%).
- The Qataris switching due to promise breakage to less service quality by 14(46.7%).
- The Romanians they says switching is mainly due to less service quality by 12 (30%).
- The palastian switching due to less service quality by 14(46.6%).

THE FACTS WHICH INFLUENCE PURCHASE OF THE BRANDED PRODUCTS

- There are certain facts which have an influence on the purchase of the brand products .It is that mainly due to our parents purchase the same products

family members buys by 66 (43.71%).But they don't go for the private label products those are the only ones they can get by 5 (3.31%).

PRODUCTS WHICH PURCHASE ON THE BRANDS

- These respondents of the study they where go for certain branded products that is they mainly go for diary products and cosmetics brands like dandy and lux by 66 (43.7%).the least preference towards mineral water and electronic brands that is gulfa and Phillips by the respondents by 5 (3.31%).

ATTITUDE TOWARDS PURCHASING PRIVATE LABEL PRODUCTS

- The attitude of the respondents towards the purchase of the private label brands on the basis of the quality they are considered important by 89 (58.94%).The price which is very important by 59 (39.07%).
- The sales personal in the store is considered in such a way that moderately important by 60 (39.7%).
- In the sales promotion on the case of the products is considered to be moderaley important 52 (34.43%).
- The past experience which is considered not that much important 37 (24.50%).
- The advertising facts towards the products considered in such a way that they very much un important by 30 (19.8%).

FACTS WHICH INFLUENCE PRIVATE LABEL BRANDS

- The facts which have an influence on the private label brands is that quality should be excellent for the purchase by 108 (70.5%) where price which should moderate and worth by 41 (11%).The reliability of the products which should be good enough by 66 (36%).The packages of the products which have to be considered to be fair and attractive by 64 (34%).The respondents impact that store self is worse in the retail shop by 52 (22%).

Recommendations

The following recommendation emanates from the study

1. Findings show that majority of the respondents are male with income level between 1001 to 5000 Qatar Riyal. While framing strategies to maintain the market share from the customers from the economical level segmentation efforts can be done in order to attract customers in other income levels
2. The location and the ambience of the store which have to be impressive towards the customers because that most of the respondents impact towards the stores shelf of the products in the retail shops.
3. The television media which have preferred more buy the shoppers that it can capture a mass of people through the advertisement and hence more advertisement can be telecasted to attract consumers
4. The majority of the respondents they were going for the proceed vegetables and products. So more various variety and focus which have to be come up in the market based on these two products.
5. There is significant difference between the income factor and the private label products due to that the purchase of private label product among the Phillipno are declining. So that there should be certain promotional activities have to be taken into consideration.
6. The Customer expects the best quality of private label products for the value which they have given. There should not be any promise breakages which will led the customer to switch the brands.

Conclusion

Retail in Qatar is highly competitive due to increase in the number of consumer belonging to middle and higher income class and the consumption pattern and opening up of economy due to liberalization, privatization and globalization. Against this background the study has attempted to highlight the profile of the respondents, perception about the private label products, best source for advertising of the private brand, attitude of the customers towards the corporate brands as well as the private label brands. The findings would enable the retailers to frame suitable strategies to enhance the market and the customers in Qatar.

In order to have a successful private label there should a proper market research which have to be carried out and main focus on the target customers, the promotional strategies have to be carried out with the product launch as well as there should proper attention on the package of the product, understanding the competition .The private labelling manufacture association which host for trade shows and promotional information for potential private label manufactures. Through this study it is that the attitude and the scope of the private label products among the different nationality in Qatar which have been given new way and opportunity among the retail shops in Qatar.

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APPENDIX

QUESTIONNAIRE

IMPACT OF PRIVATE LABEL DEVELOPMENT ACROSS RETAIL STORES

"Private Label Brand"- This refers to brands that are specifically owned by the retailer from which they are sold. These brands can also be termed 'In-house brands', 'Store brands', 'Own-brands' or 'Retailer Brands'.

Details of respondents

1. What is your highest level of education attained? _____
2. Your present age: _____ years
3. Your occupation _____
4. What is your average personal income per month? _____
(approximate)
5. Your gender: a: Female b: Male
6. Marital status: a: Married b: single
7. Please state your country of origin: _____
8. Number of members in the family _____
9. No of earning members in the family _____
10. No of year 's you are in Qatar _____

Detail of private label brand

11. At which of the following supermarket retailers do you regularly purchase . Product? You may select more than one option if necessary
 1. Lulu hypermarket
 2. Carrefour
 3. Home center
 4. Wear house
 5. Family food center

12. How often do you purchase private label products?

- 6. Very frequent
- 7. Frequently
- 8. Occasionally
- 9. Often

13. Purchase frequency on private label product ranks them in order of preference?

- 1=Most preferred 2= Very much preferred 3=moderately preferred,
- 4=least preferred 5=Not preferred

	Statement	1	2	3	4	5
a.	Dairy products					
b.	Proceed vegetables					
c.	Salt					
d.	flour items					
e.	mineral water					
f.	Detergents					
g.	Bakery items					

14. Please rate your level of agreement or disagreement with the following statements.

- 1 = Strongly Disagree 2 = Disagree 3 = Moderately Disagree
- 4 = Neutral 5 = Moderately Agree 6 = Agree
- 7 = Strongly Agree

	Statement	1	2	3	4	5	6	7
a.	I purchase private label product based on price							
b.	I purchase private label product based on quality							
c.	I purchase private label product based on convenience of location							
d.	I prefer to purchase private label product based on promotion offers							

e.	I like to try alternative brands								
f.	When I find a brand I like and trust, I will buy only that brand.								
g.	I only purchase private label product from one particular retailers								
h.	Private label brands are cheap because they offer poor quality								
i.	Private label brands offer value for money								
j.	I believe there is more risk associated with buying private label brands								

Advertising of private label brands

15. Have you seen private label brands advertised?
a: yes b: no

16. Please rank the following advertising/promotion methods in terms of which you believe would be the most effective in relaying the benefits of private label brands. (1= the most important and 9 = least important) Please select one number from each row.

	Mode	
a.	Television	
b.	Store promotions	
c.	Internet or Online	
d.	Magazines	
e.	Newspaper	
f.	Word of Mouth	

g.	Direct Mail	
h.	Billboards	
i.	Pamphlets	

Brand switching

19. Do you usually purchase the same brand of yours?

a: yes b: No

20. What brand do you usually purchase?

	Statement		
a.	Almarai	Dove	
b.	Nada	Nivea	
c.	Dandy	Lux	
d.	Libby's	Adidas	
e.	Maggie	Whirlpool	
f.	Igloo	Siemens	
g.	Gulfa	Philips	
h.	Gillette	Sharp	
i.	Braun	Moulinex	

21. Why do you purchase the brand product that you do?

	Statement	
a.	I don't have a usual brand	
b.	My friends purchase the same brand	
c.	My parents purchase the same brand	
d.	I like the packaging	
e.	This brand cost less than other	
f.	I like the image of the brand	
g.	Those are the only ones I can get	

22. During the past 12 months have you switched purchase brands?

a: yes b: no

24. Would you like to run off from existing brand if?

	Statement	
a.	Promise breakage	
b.	Less service quality	
c.	Charge high price	
d.	Package	

Any other _____

5. Please rate the level of importance of the attributes listed below in terms of their Influence when purchasing private label products.

- 1 = Very unimportant 2 = unimportant 3 = moderately unimportant
 4 = Neutral 5 = moderately important 6 = important
 7 = Very important

	Statement	1	2	3	4	5	6	7
a.	Quality							
b.	Price							
c.	Sales personnel							
d.	Store promotions							
e.	Assortment							
f.	Past experience with the brand							
g.	Advertising							

26. Please rate private label brands on the following scale from 1 to 5. For instance, if You feel that private label brands are of a low quality, tick 5 on the first option.

	Statement	1	2	3	4	5	Statement
a.	High Quality						Low Quality
b.	Cheap						Expensive
c.	Reliable						Unreliable
d.	Attractive packaging						Unattractive packaging
e.	Easily found in store						Not easily found in store

Thank you for taking the time to complete this survey!