Assessing the Effectiveness of In-Store Promotions for Private Label Brands in Retail Stores

Dr Binoy Thomas[1*] & Jayesh Jayaram[2]

[1*]Assistant Professor, Sahrdaya Institute of Management Studies, Kerala, India
[2] Final Year MBA, Sahrdaya Institute of Management Studies, Kerala, India

***Corresponding Author:** Dr Binoy Thomas
*Assistant Professor, Sahrdaya Institute of Management Studies, Kerala, India

Abstract

In an era marked by intense market competition and evolving consumer preferences, the pivotal role of In-Store Promotions (ISPs) in shaping the success of Private Label Brands (PLBs) is of crucial importance. This research paper delves deeply into the dynamic landscape of ISPs and their profound impact on the market performance of PLBs within the contemporary retail environment. Using a descriptive research design, the study aims to assess the effectiveness of ISPs for PLBs and explore their influence on Consumer Observation (CO), Consumer Interest (CI), and Purchase Behaviour (PB). Primary data were collected from 206 customers of various supermarkets using a purposive sampling method. A structured questionnaire was disseminated using Google Forms to gather data. The data underwent statistical analysis, including Correlation, Regression, and Mediation analysis, utilising the SPSS 24.0 software package. The findings of this study reveal a positive relationship of CO and CI with PB, underscoring the substantial significance of ISPs for PLBs. Additionally, the analysis unveiled the mediating role of CI in the CO - PB relationship. These research findings offer valuable insights that can enhance ISPs and deepen our understanding of consumer preferences within the dynamic retail industry landscape.

Keywords: In-store promotions, Private label brands, Consumer observation, Consumer interest, Purchase behaviour, Super market customers.

I. INTRODUCTION

Private Label Brands (PLBs), also referred to as store brands, have gained significant popularity among consumers, presenting a formidable challenge to national brands. These are brands exclusively owned, produced, and sold by retailers (Silverstein & Fisk, 2003; Czinkota & Ronkainen, 2018). The rise of PLBs is reshaping the retail landscape, as retailers increasingly turn to these brands to compete with online retailers, discount stores, and supermarkets. They offer several advantages over national brands, including lower prices, comparable quality, a broader product selection, improved profit margins, and greater control over the product (Thomsett, 2011). Retailers can also customize PLBs to cater to local preferences and needs, effectively targeting both budget-conscious and premium consumers through competitive pricing. Once considered mere imitations of brand-name products, PLBs have now earned recognition for their quality and affordability. Capitalizing on reduced distribution and marketing expenses, retailers can offer these products at more competitive prices than national brands, thereby enhancing their gross margins. Thus, the future looks promising for PLBs, benefiting retailers with improved margins while providing consumers with adequate value and quality. However, it's worth noting that national brands still possess several advantages, such as strong brand recognition and customer loyalty.

Retailers aim to harness the power of PLBs through savvy promotional strategies, seeking to establish a sustainable competitive edge in the face of fierce competition. PLBs predominantly rely on In-Store Promotions (ISPs), as these products are exclusive to the retailers producing them. Retailers often make substantial investments in ISPs to highlight the unique value propositions of PLB offerings in contrast to national brands. ISPs encompass a wide array of marketing initiatives executed within physical retail spaces to incentivize consumers to make product or service purchases. ISPs can manifest in various forms, such as discounts, coupons, complimentary samples, product tastings, free gifts with purchase, contests, giveaways, point-of-sale displays, buy-one-get-one-free (BOGO) deals, loyalty programs, in-store demonstrations, and more. Existing research literature underscores the efficacy of ISPs in the PLB domain. ISPs serve as a valuable tool for PLBs to bolster sales and enhance profitability (Bell, 2007; Bell & Srinivasan, 2009), elevate both the quantity of items customers purchase and the amount of money they spend (Singh & Gupta, 2019; Ailawadi et. al., 2001), effectively drive sales and bolster customer loyalty within the PLB sector (Kumar et. al. 2016; Zhang et. al., 2017; Bell & Tang, 2016).

RESEARCH GAP:

The identified research gaps are: Firstly, there is a significant shortage of research that evaluates the effectiveness of ISPs, particularly in the context of PLBs, in converting potential customers into actual buyers. This is an underexplored area

critical for retailers' marketing strategies and their product placement decisions. Addressing this research gap has the potential to enhance our comprehension of consumer purchase behaviour and facilitate the development of more effective marketing strategies. Secondly, there exists a limited body of research that investigates the influence of demographic variables, such as age, gender, income, education, and geographic location, on purchase behaviour, especially concerning PLBs, despite their promotion within retail stores. Consequently, despite promotional endeavours, PLBs often lag behind national brands in terms of popularity. The factors contributing to this disparity and the precise role of demographics in shaping consumer preferences for PLBs remain insufficiently examined. This research gap highlights the need for more comprehensive exploration in this area, which could aid retailers in tailoring their strategies to better match the preferences of diverse consumer groups and potentially bridge the popularity gap between PLBs and national brands.

RESEARCH OBJECTIVES:

The objective of this study encompasses several key aspects. Firstly, it aims to evaluate the impact of CO and CI on PB. This assessment will provide insights into how observing consumers and their level of interest contribute to actual purchasing decisions. Additionally, the study seeks to investigate the mediating role of CI in the CO - PB relationship, elucidating whether CI acts as an intermediary factor influencing PB in the context of CO. Furthermore, the study seeks to explore the influence of demographic variables, including age, gender, income, education, and geographic location, on PO. Examining how these demographics shape PB, especially regarding PLBs in retail stores, is integral to comprehending market dynamics and tailoring marketing strategies effectively.

2. THEORETICAL FRAMEWORK & REVIEW OF LITERATURE

The theoretical framework of the research primarily revolve around the IBT, with a specific focus on three central components inherent to this theory: Customer Observation (CO), Customer Interest (CI), and Purchase Behaviour (PB).

2.1 IMPULSE BUYING THEORY:

Impulsive Buying Theory (IBT), proposed by Hawkins Stern, is a consumer behaviour theory that explain the phenomenon of purchasing products or services without prior planning or consideration, often driven by emotional and spontaneous reactions rather than rational decision-making. According to Beatty & Ferrell (1998), IBT focuses on the psychological and situational triggers that lead consumers to make spontaneous and emotionally driven purchases, deviating from their original shopping plans. Stern categorized impulse buying into four categories: pure impulse buying, reminder impulse buying, suggested impulse buying, and planned impulse buying (Hawkins, 1962). IBT examines how consumer behaviour is influenced by external cues, emotional states, and the desire for instant gratification, resulting in unplanned purchases. (Rook, 1987). Various psychological and environmental triggers (Beatty & Ferrell, 1998) personality traits and external cues (Youn & Faber, 2000), cultural norms and values (Kacen & Lee, 2002) can lead to impulse buying behaviour. IBT can be better understood in the context of three key components framework: CO, CI, and PB. IBT suggests that consumers observe, become interested in, and subsequently act upon their impulses to make unplanned purchases.

2.2 CONSUMER OBSERVATION:

Consumer Observation (CO): is the process of watching customers interact with a company's products or services to gain insights into their needs and wants. CO provides valuable insights into the subject of purchases, purchasing motives, and frequency (Schiffman & Kanuk, 2004). CO is a fundamental element in consumer behaviour research, enabling a better understanding and prediction of not only what consumers buy but also why and how often they make purchases. Eisenhardt & Graebner (2007), Johnson & Wixom (2010), Marshall (2015), and Thomsett (2016) provide a comprehensive overview of CO. CO can be a valuable tool for understanding the customer needs, even the latent ones (Hypponen et. al., 2017; Aaltonen et al., 2017), designing services that meet the needs of customers (Wagemans & Westerink, 2012; Ikonen & Saari, 2017) and to lead towards improved service quality by helping employees to better understand customer needs and expectations (Bronner & Sherry, 2000). Radford & Marshall (2012), and Wilson & Young (2002) emphasises on the relevance of CO in retail industry.

Solomon et al (1985) states that CO can be a valuable tool for gaining insights into Purchase Behaviour (PB). O'Brien (2018) found that CO can have a positive impact on PB in a number of ways, including identifying trends in PB, understanding the factors that influence PB of customers, and identifying opportunities to improve the customer experience. Silverstein & Butman (2007) and Skok (2014) argue that CO can help businesses to understand customer needs and wants, improve customer experience, increase customer satisfaction and loyalty. Based on these evidences from the literature, we can state:

H1: CO positively influences and predicts PB.

2.3 CONSUMER INTEREST:

Consumer Interest (CI) refers to the level of curiosity, attraction, and engagement that consumers have toward a product or brand. The level of CI is influenced by the product, the price, the product features, the product information, the

promotion, the product reviews, and the customer's personal characteristics (Khan & Cheema, 2018; Al-Dmour & Al-Refai, 2017; Sharma & Aggarwal, 2015). Rahman & Habib (2016) discuss the different ways in which CI can be generated and maintained. Wang et al (2017), Sharma & Aggarwal (2015), Al-Dmour & Al-Refai (2017), Kim & Park (2018), Chen et al (2016) and Zhang et al (2020) find that CI has a positive and significant effect on PB. In the context of online shopping, Khan & Cheema (2018) and Zhang et al (2019) finds the impact of CI on PB. Rahman & Habib (2016) state that CI is a key factor that influences the decision to purchase a product. So, based on these evidences from the literature, we can state:

H2: CI positively influences and predicts PB.

2.4 Mediation of CI on CO - PB relationship:
A few literature discuss the mediating effect of CI on the CO - PB relationship. Wang et al (2019), Chen et al (2020) find that CI mediates the relationship between CO and PB in the context of the mobile app market. Kim & Park (2020) finds the mediating role of CI in Product information and Purchase intention relationship. So, based on these limited evidences from the literature, we can state:

H3: CI mediates the impact of CO on PB.

2.5 PURCHASE BEHAVIOUR:
Purchase Behaviour (PB) represents the actual buying actions and decisions made by consumers. Engel et al (1995) and Kotler & Keller (2012, 2016) defines PB as as the decision processes and actions of consumers - individuals or households - involved in selecting, purchasing, acquiring, using, and disposing of products and services. According to Schiffman & Kanuk (2010), PB is the process by which individuals select, acquire, use, and dispose of goods, services, ideas, or experiences to satisfy needs and wants. Engel et al (1995) define PB as the decision process by which individuals select, seek, purchase, use, evaluate, and dispose of products or services. Solomon (2016) also explains PB in a similar way, i.e. PB is the set of activities that consumers engage in when they are considering, evaluating, acquiring, using, and disposing of products and services. It is the culmination of various factors, including CO and CI.

In the realm of consumer behaviour research, the impact of Private Label Brands PLBs has garnered significant attention over time, with various studies shedding light on different aspects. Glynn & Chen (2009) explored the factors influencing PLB purchases, with a particular focus on price consciousness and the role of brand loyalty in shaping CO and PB. Building on this foundation, Ahmed et al. (2014) conducted research in Malaysia, scrutinizing the factors that influence PLB purchase decisions. Their study uncovered valuable insights into how price and promotional strategies impact both CO and PB.

Moving to a different region, Mathur & Gangwani (2016) delved into the Indian context, investigating the influence of store image dimensions on the purchase intention of PLBs. In their work, they highlighted the significance of promotion in shaping consumer perceptions (CI) and, consequently, PB regarding store brands. Meanwhile, Yaseen (2018) explored the promotion of store brands within retail chain stores in Pakistan. This study provided insights into how various promotional strategies impact CO and, subsequently, PB.

Continuing our exploration of PLBs, Mohideen et al. (2019) conducted research on factors affecting the competitiveness of retail food products in India. Their study, including an examination of promotion, shed light on how it influences CO and PB. Hapzi Ali (2019) took a different angle, investigating the effects of brand awareness and brand loyalty on repurchase intentions and purchasing decisions for private label products. This study illuminated the intricate relationship between CI and PB for PLBs. Finally, Maharani et al. (2020) delved into the Indonesian market, exploring the influence of in-store promotions on customer value and purchase intention of PLBs. In this research, they provided valuable insights into the mediating role of CI in the relationship between in-store promotions, CO, and PB. Lastly, Siswati (2021) highlighted the crucial role of CI in shaping PB for Private Label Brands. These studies, conducted in various countries and contexts, collectively contribute to our understanding of the intricate relationship between CO, CI and PB in the context of PLBs.

In addition, we propose there is a significance difference in CO, CI, and PB according to gender, educational qualifications, type of occupation and the income level of the respondents.

H4: CO, CI, PB varies according to Gender, Education, Occupation, and Income.
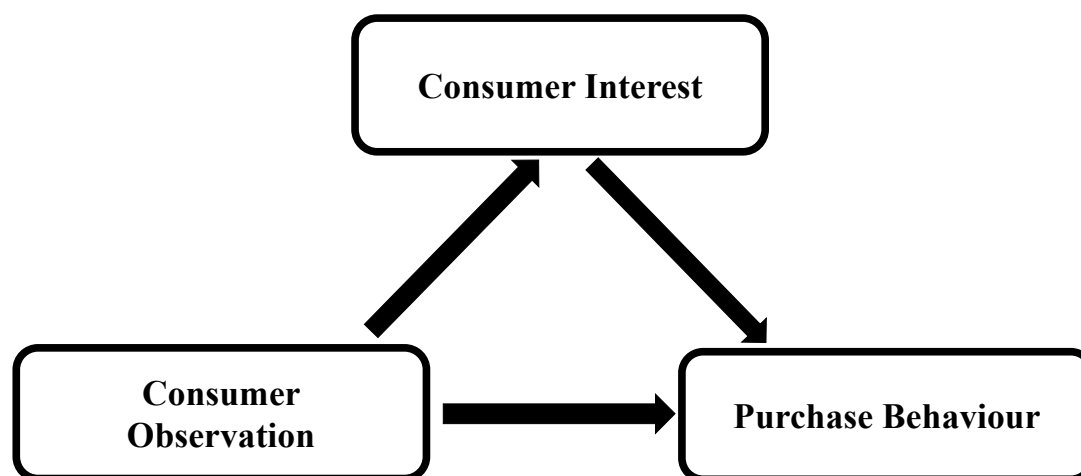
2.6 CONCEPTUAL MODEL

Figure 1: Conceptual Model Framework

The initial variable used to assess how consumers perceive PLBs for is CO. CO is considered an independent variable in this context. Subsequent to their CO, customers engage with promotional content, which may or may not generate interest in purchasing the featured product. CI serves as the second variable and acts as a mediating variable between CO and PB. PB, the third variable, is the outcome where customers make a decision about whether or not to purchase the product, following their interest generated by promotions. PB is considered a dependent variable, as changes in CO and CI can influence it.

3. RESEARCH METHODOLOGY

This research study employs a descriptive research design to gain insights into customer behaviour within supermarkets in Kerala. Descriptive research is chosen for its suitability in systematically collecting and analysing data to characterize customer attributes and perceptions, particularly regarding ISPs for PLBs in the context of Kerala's supermarkets. The target population of this study comprises customers from various supermarkets in Kerala, a Southern state in India. Purposive sampling was chosen as the sampling method due to its accessibility and practicality, resulting in a sample size of 206 supermarket customers. To confirm whether the respondents were indeed customers of Kerala supermarkets, a filtering question was included.

The questionnaire consisted of demographic inquiries regarding age, gender, income, education level, occupation and inquiries related to the theme-related variables, i.e. CO, CI, and PB. The scale for measurement was adopted from Burton et al. (1998), Choi & Coughlan (2004), and Chowdhury et al (1998). Ensuring the alignment with the research objectives, slight modifications were made after expert consultation, and conducting pilot testing. The questionnaire was disseminated through Google Forms sent via email, social media platforms, etc. Data analysis was performed using the statistical tests such as correlation, regression, t-test and One-way Anova using IBM SPSS 24.0. The study was conducted throughout October 2023.

4. DATA ANALYSIS

4.1 Demographic Profile of Respondents

Table 1: Demographic Profile of Respondents

Demographic Variables		Number of respondents	Percentage
Total Respondents		206	100.00%
Gender	Male	97	47.09%
	Female	109	52.91%
Age	Below 20 years	23	11.17%
	20 to 29 years	77	37.38%
	30 to 39 years	28	13.59%
	40 - 49 years	31	15.05%
	Above 50 years	47	22.82%
Education level	School	31	15.05%
	Graduate	73	35.44%
	Post Graduate	102	49.51%

Occupation	Student	47	22.82%
	Employee	107	51.94%
	Business man / women	21	10.19%
	Homemaker	31	15.05%
Income	Less than ₹10,000	38	18.45%
	₹10,000 to ₹19,999	57	27.67%
	₹20,000 to ₹29,999	51	24.76%
	₹30,000 & above	56	27.18%

A total of 206 respondents were surveyed to understand customer behaviour in the supermarkets of Kerala. The gender distribution among the respondents was fairly balanced, with slightly more Female (52.91%) participating than Male (47.09%). The age distribution of respondents reveals a diverse representation, with the majority falling in the 20 to 29 Years age group (37.38%), followed by those Above 50 years (22.82%), 40 to 49 Years (15.05%); 30 to 39 Years (13.59%); Below 20 years (11.17%). The respondents' occupations were diverse, with Employees (51.94%) constituting the largest group, followed by Students (22.82%), Homemakers (15.05%), and Businessman/woman (10.19%). The educational background of the respondents shows a significant number of Postgraduates (49.51%), followed by Graduates (35.44%) and individuals with a School-level (15.05%) education. Income distribution among the respondents varied, with a significant proportion falling in the Rs 10,000 to 19,999 per month (27.67%) to Rs 30,000 & above p.m. (27.18%), Rs 20,000 to 29,999 p.m. (24.76%), and Less than Rs 10,000 p.m. (18.45%). These demographic details provide valuable insights into the composition of the study's sample population. The diverse representation across gender, age, education level, occupation, and income level ensures a well-rounded understanding of customer behaviour within Kerala's supermarkets. This information will be instrumental in the subsequent analysis of customer attributes and perceptions related to ISPs for PLBs in the region.

4.2 MEASUREMENT MODEL

Descriptive and Reliability Analysis
The table given below presents a comprehensive overview of the descriptive statistics and reliability analysis for key constructs in the study. These findings offer a detailed understanding of the distribution, central tendency, and reliability of the constructs and associated items, establishing a solid foundation for the subsequent robust analysis and interpretation of the study's results.

Table 2: Descriptive Statistics of Variables

Constructs & Items	Min	Max	Mean	Standard Deviation	Cronbach's Alpha
Consumer Observation (CO)					
CO1: Positioning	1	4	3.058	.654	
CO2: Signage	1	5	4.184	.711	.922
CO3: Font Size	1	4	3.262	.874	
CO4: Colour	1	4	3.311	.817	
Consumer Interest (CI)					
CI1: Limited time period	1	5	3.998	.922	
CI2: Emotional	1	5	4.257	.955	.758
CI3: New PLB	1	5	3.873	.787	
CI4: Comparison	1	4	3.408	.720	
Purchase Behaviour (PB)					
PB1: Limited availability	1	4	3.777	.885	
PB2: Compatible	1	5	3.785	.655	.808
PB3: Peer influence	1	4	3.592	.857	
PB4: Store loyalty	1	5	4.150	.936	

The reliability of each construct is assessed using Cronbach's Alpha, ensuring the robustness of the measurements. The Cronbach's alpha values for each construct - Consumer Observation (.922), Consumer Interest (.758), and Purchase Behaviour (.808) - exceed the threshold value of .7, indicating a high level of internal consistency and reliability in the measurement of these constructs (Cronbach, 1951). This suggests that the items within each construct are closely related, enhancing the reliability of the survey instrument. Mean scores above 2.5 indicate that most respondents hold a positive opinion toward the statements.

Mean Differences
Data were collected come individuals with diverse demographic backgrounds (Gender, Age, Education, Occupation, Income). To assess whether there are significant differences in customer responses based on their demographic backgrounds, both the t-test or ANOVA were employed three variables under study, i.e. CO, CI, and PB towards

promotions of PLBs. As shown in Table 3, the significance values in four contexts exceed 0.05. Consequently, in four specified occasions, we accept H_0, and reject H_1, implying that the differences in the demographic variables do not significantly impact their responses.

Table 3: Anova and T-test Results

Hypotheses (H4)	F	Sig
1. CO towards promotions of PLBs varies based on the gender of the respondents.	.018	.893
2. CO towards promotions of PLBs varies based on the educational qualification level of the respondents.	1.687	.190
3. CI towards promotions of PLBs varies based on the occupation of the respondents.	1.382	.253
4. PB towards promotions of PLBs varies according to the income level of the respondents.	2.375	.075

Gender differences on CO: A t-test was conducted to examine differences in responses to CO between males and females. Since the significance value is greater than 0.05, H_0 is accepted, and H_1 is rejected. This implies that the gender difference between males and females does not significantly influence their response to CO regarding the promotions of PLBs.

Educational qualification differences on CO: One-way Anova was conducted to examine differences in responses to CO among individuals with different educational qualifications. Since the significance value is greater than 0.05, H_0 is accepted, and H_1 is rejected. This implies that differences in educational qualifications does not significantly influence their response to CO regarding the promotions of PLBs.

Occupational differences on CI: One-way Anova was conducted to examine differences in responses to CI among individuals with different occupational backgrounds. Since the significance value is greater than 0.05, H_0 is accepted, and H_1 is rejected. This implies that occupational differences does not significantly influence their response to CI regarding the promotions of PLBs.

Income differences on PB: One-way Anova was conducted to examine differences in response to PB among individuals with different income levels. Since the significance value is greater than 0.05, H_0 is accepted, and H_1 is rejected. This implies that differences in income levels do not significantly affect PB regarding the promotions of PLBs.

Correlation Analysis

The examination of correlations analysis among the three key variables - CO, CI, and PB - reveals notable insights. The analysis demonstrates that all the hypothesis are supported by data, revealing robust and statistically significant correlations at 0.001 significance level (1-tailed). The findings in Table 4 highlight a positive and significant correlation between CO and CI; CO and PB; as well as CI and PB, all with a significance level below .001. Consequently, we reject H_0 and accept the H_1. These findings underscore the interconnected nature of Consumer Observation, Consumer Interest, and Purchase Behaviour in the promotions of PLBs.

Table 4: Correlations

Correlations	Correlation (r)	Sig. Level (α)
Consumer Observation → Consumer Interest	.530	< .001
Consumer Observation → Purchase Behaviour (HI)	.425	< .001
Consumer Interest → Purchase Behaviour (H2)	.498	< .001

The following interpretations are derived from the correlation coefficients and significance levels. The correlation coefficient (r) between CO and CI is 0.530, at a very high level (p < 0.001) statistical significance level. The correlation coefficient (r) between CO and PB is 0.425, at a very high level (p < 0.001) statistical significance level. The correlation coefficient (r) between CI and PB is 0.498 at a very high level (p < 0.001) statistical significance level. So, there exists a strong and positive correlation between CO and CI, CO and PB, as well as CI and PB indicating that changes in one variable are associated with corresponding changes in the other. This relationship is highly significant.

Mediation Analysis

Mediation analysis is employed in the study to explore the statistical relationship between CO (the independent variable) and PB (the dependent variable), and to determine if this relationship is mediated by CI (the third variable). Table 5 provides regression results, including coefficients, p-values, LLCI (Lower Limit of the Confidence Interval), and ULCI (Upper Limit of the Confidence Interval) for the relationships between the variables.

Table 5: Mediation Analysis

Input Variable	Output Variable	Coefficient	p-value	LLCI	ULCI
CO	CI	.559	< .001	.382	.537
CI	PB	.357	< .001	.171	.544
CO (with CI)	PB	.222	.027	.026	.419
CO (without CI)	PB	.422	< .001	.244	.599

The first row in the table indicates a statistically significant relationship between CO (as the input variable) and CI (as the output variable), with a coefficient value of .559 and a p-value of less than .05. The second row shows a significant relationship between CI and PB, with a coefficient value of .357 and a p-value of less than .05. The third row reveals that CO, with CI acting as a mediating variable, has a significant relationship with PB, with a coefficient value of .222 and a p-value of less than .05. Simultaneously, the fourth row shows that CO has a significant relationship with PB without CI acting as a mediating variable, with a coefficient value of .422 and a p-value of less than .05. Based on these results, it can be concluded that there is a significant relationship between CO and CI, CI and PB, as well as between CO (with CI) and PB.

In the context of mediation analysis, LLCI and ULCI represent the lower and upper boundaries of the confidence interval, respectively. They indicate the lower-bound and upper-bound estimates of the effect size of the mediation path (i.e. CO, with the mediation of CI, towards PB). Confidence intervals provide a range of values within which we can reasonably expect the effect size to fall. Since the LLCI and ULCI do not include zero, this suggests that the mediation effect is statistically significant at a 95% confidence level, indicating that the mediation effect is likely not due to chance.

Table 6: Indirect Effect

Input Variable	Output Variable	Mediating Variable	Total effect (X on M) * (M on Y)	LLCI	ULCI
CO	PB	CI	.1997	.0847	.3362

Indirect Effect: Table 6 illustrates the indirect effect of CO on PB through the mediating variable CI. The total effect is calculated as .1997, obtained by multiplying the coefficient for CO with CI, by the coefficient for PB. CI serves as a significant mediator in the relationship between CO and PB, as evidenced by a total effect of .1997. Furthermore, LLCI and ULCI values, ranging between .0847 and .3362, indicate the statistical significance of the indirect effect of CO on PB, mediated by CI. Consequently, we reject the null hypothesis and accept the alternative hypothesis, i.e. *CI mediates the impact of CO on PB.* (Hypothesis 3). In conclusion, the analysis establishes that CI significantly mediates the relationship between CO and PB, leading to the rejection of the null hypothesis.

6. FINDINGS AND DISCUSSIONS

Summary of Findings: The research study's findings indicate that the promotional effectiveness for PLBs is positively influenced by both CO and CI, consequently affecting PB. The correlation analysis conducted in this study among the key variables - CO, CI, and PB - unveils compelling insights. The data supports all hypotheses, indicating robust and statistically significant correlations at a .001 significance level (1-tailed). The positive and significant correlations between CO and CI, CO and PB, as well as CI and PB (all with a significance level below .001) lead to the rejection of the null hypothesis and acceptance of the alternative hypothesis. These findings underscore the interconnected nature of CO, CI, and PB in the promotions of PLBs.

In the mediation analysis, the relationship between CO with PB is explored, considering CI as a mediating variable. The regression results demonstrate a significant relationship between CO and CI, CI and PB, as well as between CO (with CI) and PB. The confidence intervals further confirm the statistical significance of the mediation effect of CI. The rejection of the null hypothesis is supported by the indirect effect of CO on PB through CI. In short, the analysis establishes that CI significantly mediates the relationship between CO and PB, emphasizing the integral role of CI in influencing PB in the context of the promotions of PLBs.

Recommendations: The research findings significantly contribute to an enriched comprehension of consumer preferences in the retail industry, offering practical recommendations to amplify the efficacy of promotional strategies for PLBs.

⇒ *Enhancing Consumer Observation:* Retailers are advised to invest in elevating the visual appeal and strategic positioning of PLBs within supermarkets. This encompasses deliberate placement, prominent signage, appropriate font size, and eye-catching colour schemes to attract consumers' attention.

⇒ *Intensifying Consumer Interest:* To cultivate heightened Consumer Interest, retailers should focus on creating time-bound promotions that instil a sense of urgency among consumers. Employing emotional appeals, the introduction

of new PLBs, and deploying comparative marketing strategies can further stimulate consumer engagement.

⇒ *Demographic Tailoring in Promotions:* Tailoring promotional strategies based on demographic variables such as age, gender, income, education, and geographic location is crucial. A nuanced understanding of how these factors influence CO, CI, and PB can pave the way for more effective and targeted promotional campaigns.

⇒ *Continuous Monitoring and Adaptation:* Acknowledging the dynamic nature of consumer preferences and market trends, retailers should adopt a continuous monitoring approach to assess the effectiveness of In-Store Promotions for PLBs. Regular data analysis and adaptation adjustments based on consumer feedback and market dynamics are paramount.

⇒ *Enhanced Consumer Focus:* Notable, among supermarket customers, the 20-30 age group, comprising 56.3% of respondents, exhibited a significant influence from PLBs. Accordingly, it is recommended that promotional materials be meticulously tailored to resonate with younger customers.

⇒ *Optimizing Purchase Behaviour Effectiveness:* Given that Purchase Behaviour received the highest mean value, indicating the perceived effectiveness by respondents, further enhancements can be made in areas such as limited availability, product compatibility, peer influence, and fostering store loyalty. These improvements have the potential to augment customers' positive perception towards PLBs.

Managerial Implications: The managerial implications of this research study are substantial for retailers seeking to enhance the effectiveness of In-Store Promotions for PLBs. The study's emphasis on the interconnected nature of CO, CI, and PB provides actionable insights for retailers. By strategically capturing and maintaining CI, companies can positively influence PB. This understanding can guide retailers in refining promotional materials for PLBs, ensuring they align with customer preferences and interests. The research underscores the importance of visual appeal, strategic placement, and demographic tailoring in designing effective promotional strategies. Retailers can leverage this information to optimize the impact of ISPs, emphasizing the need to create time-bound promotions that instil a sense of urgency and resonate with diverse consumer groups. The study's recommendation to continuously monitor and adapt promotional strategies aligns with the dynamic nature of consumer preferences, urging retailers to stay agile in response to market trends. Overall, this research equips retailers with valuable knowledge to refine their promotional approaches, navigate the competitive retail landscape, and foster positive consumer perceptions of PLBs.

Limitations of the Study: The present study has several limitations that require careful considerations. Firstly, the research study focused exclusively on three constructs (CO, CI, and PB) limiting the depth and breadth of the study. Secondly, the sample size selected for the customer survey was relatively small, posing a challenge when attempting to extrapolate the study's findings to a broader population beyond the confines of the sampled group. Thirdly, an inherent limitation lies in the potential for bias in respondent's views, which could influence the precision of the study's outcomes. Finally, geographically, the research was confined to a specific locale, limiting the external validity of the findings. These limitations underscore the need for caution in interpreting and applying the results of the study. Future research efforts should strategically address these constraints to further enhance the comprehensiveness and generalizability of the study.

Scope for Further Study: The present study has revealed several limitations that necessitate careful consideration for future research. Firstly, to tackle the constrained depth and breadth of the study, future research could broaden its scope by incorporating additional constructs, thereby providing a more comprehensive understanding of the factors influencing the research objectives. Secondly, for better generalisation of the findings to a broader population, subsequent studies should strive for a larger and more diverse sample, enhancing the robustness and generalizability of results. Thirdly, to address the potential for bias in respondent views, future research efforts should employ strategies to mitigate biases, such as incorporating diverse data collection methods or utilising advanced statistical techniques. Lastly, to overcome the geographical confinement of the current research, the study should be expanded to encompass a broader range of locations, facilitating a more comprehensive understanding of phenomena across diverse contexts. Addressing these limitations in future research will enhance overall comprehensiveness and generalizability.

7. CONCLUSION

This research paper critically examines the effectiveness of In-Store Promotions for PLBs in the dynamic retail landscape. The study employs a robust methodology and statistical analyses to investigate the relationships between CO, CI and PB concerning PLBs. The findings present compelling evidence of the significant impact ISPs have on PLBs, shedding light on consumer preferences and behaviour within the retail sector. The correlations established through the study confirmed that both CO and CI play pivotal roles in influencing PB, emphasizing the interconnected nature of these variables in the context of PLBs. The mediation analysis further reveals the mediating role of CI in the CO-PB relationship, solidifying its importance in shaping consumer decisions. This research contributes to the evolving discourse on PLBs and ISPs, offering a comprehensive analysis that benefits both academics and practitioners in the retail industry. These results contribute valuable insights to the existing literature, filling critical gaps in understanding the efficacy of ISPs, especially

in the context of PLBs. As the retail landscape continues to evolve, the findings of this study serve as a catalyst for strategic adaptations in leveraging ISPs for the success of PLBs.

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