Table 1- Descriptive statistics of three brands across both stores during 26-week period

Brand Name	Statistics	Price Of Toothpaste (€)	Sales Of Store (units)	Sales Of Store 2 (units)
Colgate	Mean	1.31	129.39	154.50
	Std. Deviation	0.26	30.97	45.70
Prodent	Mean	1.30	113.62	91.00
	Std. Deviation	0.17	29.86	19.94
Private Label	Mean	0.79	109.12	138.23
	Std. Deviation	0.00	24.91	35.94

(Values are rounded to 2 decimal places)

Looking at the **Table 1,** it can be seen that despite that fact that Colgate has the highest retail price of €1.55, it shows the highest mean price at €1.31.

The reason for this is due to the fact that Colgate products are influenced by frequent promotions and discounts. However, the private label showed the lowest mean price of €0.79, as it is using uniform pricing strategy.

There is a significant difference in the sale means comparing Prodent to the national and private brand labels, they exceed Prodent by 63.5 and 47.23 respectively. In addition, Colgate has the highest standard deviation of sales volume across both stores, while the private label showed the lowest results. One type of logical reasoning why a private label shows mostly low results can be the fact that customers are attracted by frequent discounts that the local brands offer and the cost of product replacement is low. Nonetheless, it can be derived from the **Table 1** that the private label performed better in the Store 2, and this can be explained by the fact that the private label was successful in gaining customers loyalty as well as positioning itself in the market as a cost leader.

In addition, the log-log regression model will be used for obtaining valid results as well as transforming "Brand" variable into a dummy variable that takes the value of 1 for national brands and 0 for the private label. Transformation of variables that will been done in the log-log regression model is a common way to control situations where a

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Appendix 5.1

Table 4-Prices and Sales of Colgate in Store 1

(*Values are rounded to 2 decimal places)*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.909[b]	.83	.82	1.00

b. Predictors: (Constant), Log of Price

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.07	.03		173.88	.00
	Log of Price	-.95	.09	-.91	-10.70	.00

b. Dependent Variable: LogSales of Store 1

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Appendix 5.2

Table 5- Prices and Sales of Prudent in Store 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845[b]	.72	.70	.13

b. Predictors: (Constant), Log of Price

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.03	.05		102.55	.00
	Log of Price	-1.32	.17	-.85	-7.75	.00

b. Dependent Variable: LogSales of Store 1