



Consumer attitude-New Trends and Direction in PLB with Comparison with National Brand

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Abstract

In this study, we explore and depict the private label brand concept which is changing the modern retail business in India. The in-house brands commonly known as private label is drastically changing the way consumers are considering the brand as a crucial factor while purchasing for the product. There has also been a behavioural shift in the consumer attitude towards private label brand.

Retailers are presenting private label brand as a value for money proposition. It has been found out that there is positive customer attitude towards emerging private label brand it has also been found out that private label brand are at par with national brands at selected retail outlet in India.

The private labels have more than 50% market share developed retail world. (Prasanth MK, Dr.J Balan 2013) The private labels are pervasive in personal care, home care, processed food, groceries and consumer durables etc.

But the main aim of consumers is looking forward to buy a product which would satisfy their usage, wants and needs. In this research paper main study is carried out to check the preference and attitude of the customers over the usage of private labels to satisfy their needs and requirements effectively. Also tries to differentiate between private labels and national brands. The present research was carried out at the selected retail a chain in Metro and non-metro city of India such as More, D'art, Apna Bazaar and Reliance Fresh finds that, the married and un-married, age group and based on the level of education consumption will be different for food, groceries and personal care in FMCG sector and improving consumer awareness about new products, quality and services.

This study provides new insight into customer attitude and satisfaction level on customer buying behaviour of store brand versus national brand.

Keywords: Private label, Consumer attitude, National brand, Consumer awareness, Consumer attitude.

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