A STUDY OF CONSUMER BEHAVIOUR OF PRIVATE LABELS IN ORGANISED RETAIL IN FARIDABAD

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ABSTRACT
The retail industry in India is in a flux, the conflicting interests of organized retail and the kirana stores is creating a lot of chaos. The decision to allow up to 51% FDI in multi-brand retail, for the Indian markets, has opened the Pandora’s box, Private Labels (PLs), the store brands of retailers, are making its presence felt in the Indian retail story. This has flagged off a combat between PLs and manufacturer brands. PLs which were perceived as inferior goods in terms of quality took a U-turn by making their mark in the premium-end segment too. Private labels are relentlessly marching and making inroads in the big Indian retail growth story. Taking cue from the West, Indian retailers are also churning out newer ways to increase their profit margins—one such initiative is the introduction of in-house brands. With Indian customers increasingly accepting these private label brands, they would soon be major contributors to the profits of Indian retailers.

Impulse buying plays an important role in the purchase of Private Labels, as most of the private label purchase is un-planned. Impulse buying not only provides the excitement of buying new product, but also makes the consumer feel that he has made a smart decision, by cutting the cost.

KEYWORDS: Impulse buying, Consumer behavior, Private labels or store brands, customization, national brands, organized retail, kirana stores.