A STUDY OF CONSUMER PREFERENCE TOWARDS PRIVATE LABEL FOOD PRODUCTS IN DELHI

NIDHI TANDON
RESEARCH SCHOLAR
SRM UNIVERSITY, CHENNAI, TAMIL NADU.

ABSTRACT
The increasing competition in global markets has directed retailers to develop strategies both to continue operating and to obtain a greater share from the market. In the process PLB have emerged and pitching against well known national brands in the shelves of their retail store. The purpose of this study is to compare the attitudes and preference of consumer who purchase food product of national brands and PLB. Though the PLB compete with national brands in various factors, their main focus is on price, value for money, customization and so on. This study is conducted to identify the factors which determine the buying behaviors of PLB.

KEYWORDS: Food, National brand, Retailing, PLB.

REFERENCE