A STUDY ON THE IMPACT OF CONSUMER PERCEPTION ON ATTITUDE AND STORE LOYALTY IN PRIVATE BRAND CONVENIENCE FOODS

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ABSTRACT

In India, organized retail has permeated consumer’s lives with people getting acquainted with the concept of private brands. An analysis of past data reveals that private brands gained popularity during the economic recession & sustained the market due to the strategy of blending good quality with competitive prices. Similar to India’s retail industry, the private brand has shown incredible consistency & growth potential. This paper aims to reveal the current consumer perceptions and attitudes towards convenience foods in private brand category. It also assesses the extent to which the perception and attitude of consumers towards the private brand enable the retailer to build store loyalty. The study also ascertains the impact of various demographic factors on the perception and attitude towards private brands. The purpose of this study is to find out the impact of perception on attitude and store loyalty. Pearson’s Correlation was used to study the relationship between the variables considered for the study. This study is conducted in the city of Cochin which is ahead in the growth trajectory in terms of proliferation of modern trade and the contribution of modern trade to consumer packaged goods sales.

KEY WORDS: Attitude, Convenience foods, Perception, Private brands, Store Loyalty.

REFERENCES


