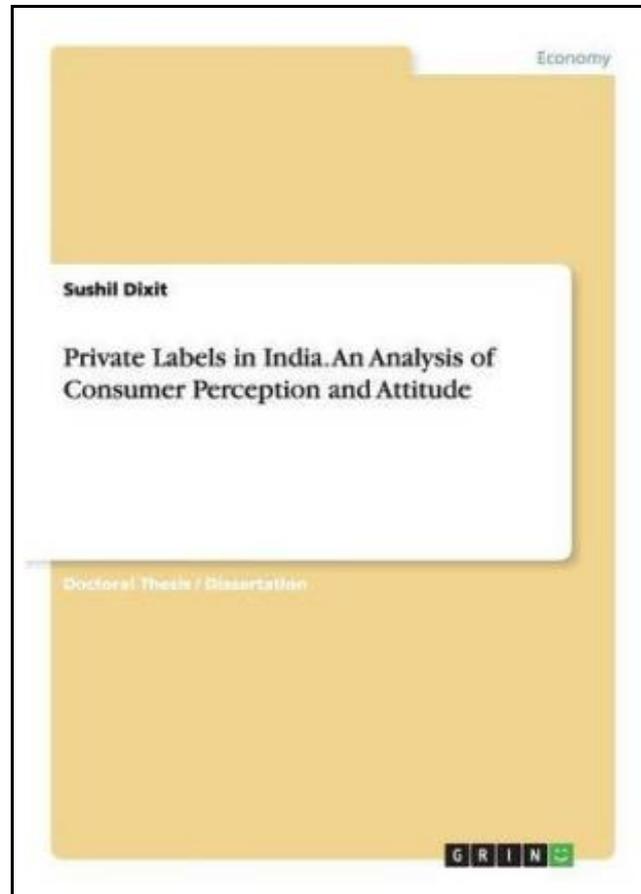


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(Loyal Grady)

PRIVATE LABELS IN INDIA. AN ANALYSIS OF CONSUMER PERCEPTION AND ATTITUDE



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GRIN Verlag GmbH Mrz 2015, 2015. Taschenbuch. Book Condition: Neu. 213x149x9 mm. Neuware - Doctoral Thesis / Dissertation from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, , course: Ph. D., language: English, abstract: Private Labels occupy a significant share of organized retail in Europe and United States. With recent growth of organized retail in India Private Labels also emerged in Indian retail landscape. Though private labels arrived in India long back but still Private Labels have not picked up in India, the way they have picked up in other countries. Many of the Indian retailers like Shoppers Stop, Future Group, Tata's Croma and Aditya Birla Retail's More, Spenser's etc are relying on Private Label strategy in a big way as consumers seek quality products at affordable prices. Besides, rapid technological and socio-economic changes over the last decade have affected the buying behavior of consumers, forcing retailers to innovate and build new brands (private brands/ store brands) across different categories and various price points to attract more buyers to their stores. They have not only created new labels but have customized and localized those products to suit Indian tastes. Private Labels have attracted attention of researchers from the western world for a long period of time. In India even after introduction of Private Labels by retailers very few studies have been conducted to understand different dimensions like introduction and management of Private Labels by retailers and adoption by Indian consumers. The book presents an analysis of consumer perception and attitude towards Private Labels in India which is the outcome of study conducted in NCR region in India during 2008 - 2010. 268 pp. Englisch.

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