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## **STUDY OF CONSUMER LOYALTY TOWARDS PRIVATE LABELS IN BANGALORE (WITH SPECIAL REFERENCE TO FOOD & GROCERY)**

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### **ABSTRACT**

*The increase of private labels in food retailing and retailers' high expenditures for establishing their store brands or private labels raise one central question: Do consumers really consider private labels as real brands and develop "loyalty" towards them? In recent time's, Bangalore has witnessed growth in sales and development of private labels, but does this fact also support the aspect of Consumer Loyalty towards Private Labels, specifically in the Food & Grocery Departments. Intense competition in the market has forced retailers to rethink their strategies to compete with company brands. Now, it becomes vital for the retailers to look out for new avenues and opportunities to make their customers happy. This aspect leads to analyse the fact as to how sensitive are customers towards product quality, brand choice and sales promotion activities undertaken by retailers for the sale and acceptance of private labels. This paper seeks to analyses the level of acceptance of private labels and their loyalty towards the same at large. This analysis thus proves that private labels are being successful in positioning themselves significantly in the minds of the customers and are gaining acceptance. With acceptance come's belief, preference and loyalty.*

**KEYWORDS:** *Food Retail, Private Labels, Store Brands, Customer Loyalty, Product Acceptance.*