

A study on Consumer Trust and Buying Behavior towards private label food products in Organized Retailing: An Empirical Study of Bengaluru

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Abstract

The private label food products have become a growing phenomenon in organized retail outlets, their influence on consumer trust and its effect on consumer buying behavior has been under-researched in an Indian context. The purpose of this study is to explore how perceived quality, price perception and product availability affects consumers' trust in the product and how their trust in the product affects their buying behavior with regards to private label food products in the organized retailing channel in Bengaluru, India. The study was designed as a quantitative research study and primary data were collected through a structured questionnaire from 310 consumers of private label food products from the organized retail food outlets in Bengaluru. The results of descriptive statistics were used to analyze the consumer perceptions, satisfaction and factors affecting private labels preferences, and regression analysis was used to test the proposed hypotheses. The results revealed that product quality (29%), followed by price (27%) and product availability (24%) were the most important factors that influenced consumers' desire for private-label food products. The regression results showed that the perceived quality had a significant positive influence on consumer trust ($\beta = 0.521$, $p < 0.001$), followed by "perceived price" ($\beta = 0.437$, $p < 0.001$) and "product availability" ($\beta = 0.396$, $p < 0.001$). The results showed that consumer trust had the highest positive influence on buying behavior ($\beta = 0.684$; $p < 0.001$) and all four hypotheses were supported. The result confirms that trust is an important factor in the consumer's purchase decision and that controllable factors of the retailer like product quality, pricing and availability have the potential to influence consumer trust. The study offers some valuable implications for organized retailers who wish to enhance their private-label food products in terms of consistency, competitiveness, assurance of availability, and positioning on trust.

Keywords: Consumer Trust, Buying Behavior, Private Label Food Products, Organized Retailing.

1. Introduction

Globalization, fast urbanization, technology, growing disposable income and shifting consumer lifestyles have drastically changed the retail sector in the last two decades. The organized retail market has been growing as a result of these developments with the growth of modern retail formats such as supermarkets, hypermarkets cash and carry format stores are gaining a significant momentum especially in emerging markets like India. Traditionally, organized

retailers have enacted as couriers for manufacturer brands and increasingly created their own private label products to bolster their competitive position, to increase profitability and to better hold onto customers (Ailawadi & Keller, 2004). Private label products were originally conceived as cost-effective substitutes for manufacturer brands, but they have undergone significant transformation in quality, packaging, product innovation, and branding to help retailers compete with manufacturer brands in a variety of product categories (Steenkamp, Van Heerde, & Geyskens, 2010). As a result, private labels have emerged as a strategic tool that can help retailers differentiate, build customer loyalty, and enhance long-term profitability (Ailawadi, Pauwels, & Steenkamp, 2008). The private label products offered by major retailers like Reliance Fresh, More, Metro Cash and Carry, DMart and Spencer's have grown substantially to meet consumer demands and the growing competition in the market. Food products are one of the most significant product categories for private label development due to high repeat consumption, repeat purchases, and because of their significant value to retailers' revenues. To improve consumer acceptance of private label food products, retailers invest heavily in quality assurance, packaging, competitive pricing, promotions, and supply chain efficiency (Ailawadi & Keller, 2004). Consumers who trust a retailer are more likely to trust the retailer's private brand products and to increase their intent to purchase, satisfaction, and long-term loyalty (Ailawadi et al., 2008). Trust has shown a positive effect on consumers' willing to buy retailer-owned products in previous research, especially when the retailer's products offer a better quality to national brands, but also offer them a better value for money (Batra & Sinha, 2000). Thus, consumer trust has moved to the heart of private label branding strategies, rather than being a result of competitive pricing. Price perception also plays a significant role on consumer evaluations, but recent studies have shown that consumers are looking for value, not just low prices. Likewise, the image of the store is one of the extrinsic cues that can affect consumers' perception of retailer brands: reputable retailers can use positive image transfer to their brand products (Bao, Bao, & Sheng, 2011). Other factors including product availability, packaging, nutritional information, promotion and previous shopping experiences further reinforce consumer confidence and reduce the consumer's perceived risk of purchase. Most of the previous studies have paid attention to the price sensitivity, consumers' perception, and purchase intention, and a few studies have been undertaken in an attempt to research multidimensionality of the influence of trust on private label food product adoption. Besides, the growth of organized retailing, customer awareness, and high investments in retailer branding demand deeper research into the factors affecting consumer trust in the Indian retailing market (Steenkamp, 2024). In this light, the present study explores how consumer trust affects their purchasing behaviour in the context of private label foods sold by the three retail giants: Reliance Smart, More and Metro - Cash and Carry in Bengaluru. The study particularly examines the effect of perceived quality, pricing, store image, product availability, and nutritional perception on consumer trust and buying behavior, based on the primary data gathered from 150 consumers. The current findings build on the current body of knowledge on private label brands and consumer behavior, offering practical suggestions for organized retailers aiming to build customer confidence and improve the competitiveness of retailer brands in the marketplace. The results will help retail managers to make better branding, pricing and promotion decisions to build consumer trust and long-term customer loyalty in the organized retail landscape in India.

2. Literature Review

Private label brands have emerged as a key aspect of contemporary retailing, empowering retailers to distinguish themselves, enhance profitability and forge lasting customer connections. Private labels were originally conceived as low-cost alternatives to well-known national brands, but have grown into a class of “retail brands” with better quality products, high design standards, product innovation and affordability. The shift has changed consumer attitudes from private label is a lesser of evils to private label is a viable alternative that can offer the same level of product value as manufacturer brands. As a result, building consumer trust is one of the increasingly important factors affecting attitudes toward a private label product, and it is especially pertinent in determining purchase intention. (Ailawadi & Keller, 2004; Steenkamp, Van Heerde, & Geyskens, 2010). Consumer trust is commonly acknowledged as one of the key factors in consumer purchase behavior. (Morgan and Hunt 1994) advanced the Commitment–Trust Theory which resonates with the notion that trust is essential to building effective long-term relationships between consumers and organizations. Consumers' trust in private label brands has been shown to be one of the most significant factors of perceived quality. (Richardson, Jain, and Dick 1996) counter-argued that consumers consider private label products based on quality, not price, especially in products that have higher purchase risk. Likewise, (Batra and Sinha 2000) determined that consumers are more open to buying private label products when they believe the quality is equal to the well-known national brands. But today's research indicates that shoppers are looking for value instead of lowest cost. Value perception is consumers' evaluation of benefits received in comparison to the costs incurred, which includes considering the product quality, reliability, convenience and shopping experience (Zeithaml, 1988). Thus, a retailer who can successfully manage to provide both competitive prices and satisfactory quality is more likely to gain the trust of the consumers and motivate them to buy again. Another important factor that affects consumer trust in private label products is the store where the product is purchased. (Bao, Bao, and Sheng 2011) claim that consumers tend to attribute their perceptions of the reputation, credibility, and service quality of a retailer to the retailer's brands. When the store is positive in its image, consumers' uncertainty about unfamiliar products will be decreased and their confidence in private label products will be increased. Similarly, (Collins-Dodd and Lindley 2003) showed that positive store image positively influences consumers' judgments of retailer branded products as an external predictor of product quality. Thus, it is the retailers with good corporate image who have better chances of creating successful private label brands than retailers with poor corporate image.

Previous shopping experiences, product familiarity, product promotion, and product availability also affect consumers' purchase decisions. When consumers have positive experiences with a retailer's brand repeatedly, their trust of the retailer's brand grows and the perceived risk when buying that brand decreases. The in-store promotion, product samples, loyalty schemes and good in-store merchandising further build awareness and drive trial. Trust grows over time after the consumer has enjoyed satisfactory quality and performance, leading to increased purchase intentions and store loyalty (Ailawadi, Pauwels, & Steenkamp, 2008). The results of this study imply that trust formation is a process that is built up over time, not through a single purchase.

While a number of studies have explored private label branding in developed retail markets, relatively less research has focused on consumer trust in private label food products in the organized food retail market in India. Most of the studies conducted in India have looked at the perception of consumers, the price sensitivity and purchase intentions and have given only

limited consideration to the multi-dimensionality of the concept of trust. What's more, in the last ten years, the rise of organised retail, rising consumer awareness and increasing investments in retailer-made brands have drastically changed consumer expectations in the industry. With the changing retailing trends, further empirical study is required to examine the role that perceived quality, price perception, store image, nutritional perception, and product availability play together in the consumer's purchase decision and trust in the retailer. In view of this, the study aims to fill gaps by studying level of consumer trust in private label food products sold by Reliance smart, More and Metro - Cash and Carry in Bengaluru, India in the context of the organized retailing and private label branding research in emerging markets.

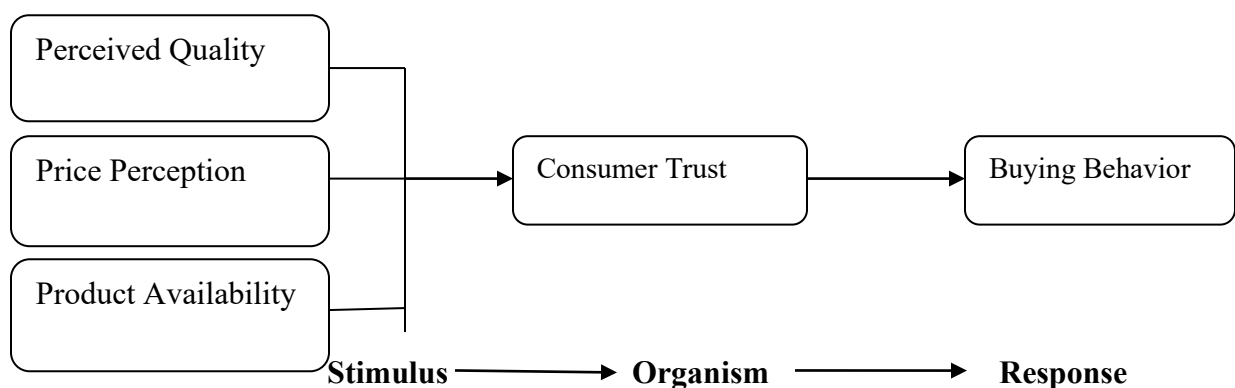
2.1 Theoretical Framework

The present study is conceptually framed on the Stimulus – Organism – Response (S-O-R) theory that involves the external stimuli impacting the consumers' internal evaluation and ultimately the consumers' responses in terms of buying behavior. The attributes related to the product like quality, price and product availability are assessed by consumers in the case of private label foods and can affect their trust and result in a shift in buying behavior. The key antecedent variables in the proposed framework are Perceived Quality, Price Perception and Product Availability while the key psychological variable is Consumer Trust and the behavioral outcome is Buying Behavior. Recent private-label research supports the importance of these variables in explaining consumer responses towards retailer-owned brands. A showed significant relationship between perceived quality, price perceptions and willingness to pay for private label products among Indian retail consumers (Singh and Singhal, 2020). The results in their article prove the significance of quality and price perceptions in the Indian organized retail environment, in determining private label evaluation. Perceived Quality is consumers' general impression of the quality, reliability, freshness and uniformity of private label food products. For private label products, quality is especially significant because, initially, consumers may feel a higher level of uncertainty than for national brands. A study on private-label brand equity in the context of organized retailing in Bangalore have identified perceived quality as one of the salient factors affecting private-label brand equity (Ravi and Ram Prasad ,2020). They identified perceived quality and store association as particularly important determinants of consumers' perceptions of private-label brands. In a recent study of private-label foods, researchers found that the perceptions, consumers have of these products play an important role in their decisions to purchase them. Price Perception is the consumers' evaluation of the reasonableness, competitiveness and value received from a private-label food product. Private label products can be a good value for money, as they are often sold as a low-cost option to national brands, so price is still a key factor. The study found a positive relationship between the perceived quality and the price-related perceptions of the private label products in the Indian retailing market (Singh & Singhal, 2020). Moreover, premium private label studies in recent years show that consumer's perception of product value and trust can impact their purchase decision of private label products, and that private label evaluation is not just a matter of low price positioning. Product Availability is the degree of availability and purchase of private label foods when needed by consumers. The term is especially significant in organized retailing, as consumers are demanding retailers to ensure both the level of assortment and continuity of supply. The availability was one of the significant factors influencing consumers' selection of private labels in India, along with the other factors – quality, packaging and value for money

(Gupta & Gupta's research, 2020), Likewise, studies on Indian private-label brands have shown that consumer attitudes towards the private label brands are tied to the formation of positive consumer attitudes towards the retailers and their brands. Consumer Trust is put in the middle of the proposed framework. Trust is the confidence consumers have that the private label product and the retailer will provide the quality, reliability and value they are looking for. In food retailing, consumers may perceive risks to food quality, freshness, safety and consistency which is an important factor in this construct (Konuk, 2020). The importance of trust when buying private brands was directly demonstrated by The study revealed that trust in private-label brands had a positive correlation with consumers' willingness to buy, and trust also helped to lower consumer's perceived risk. The notion of trust is echoed where premium private label are product value and category involvement are important to consumers' purchase willingness (Bertoli, Busacca & Imperato, 2020). This means that consumers' trust has become an important factor in their private-label purchasing, especially when retailers shift from a low-price stance. The last behavioral outcome in the proposed framework is Buying Behavior. It reflects the consumers' evaluations and confidence in the food product and retailer which leads them to buy the private label food products. New studies focusing on private label food products revealed that consumers' buying decisions are affected by their perceptions of products, post-consumption satisfaction and their relationships with the store and the trust they build up with the retailers over time. Consumer trust therefore is an important link between consumer's assessment of the private label product and its purchase behavior afterwards.

The proposed framework, therefore, suggests that the variables of Perceived Quality, Price Perception and Product Availability have positive impacts on the variable of Consumer Trust, and the variable of Consumer Trust has a positive impact on the variable of Buying Behavior towards private-label food products. The framework bridges the identified research gap by consolidating these three antecedents in one model and acting as a key mechanism between the three antecedents and buying behavior in the context of organized food retailing in Bengaluru.

Fig.1 Proposed Theoretical Framework



2.2 Objective of the Study

1. To analyze consumer's attitude towards private label food products provided by organized retailers.
2. To determine the factors that affects consumer's trust towards the private label food products.
3. To identify the effect of consumers' trust on their perception of quality.

2.3 Hypotheses

H1: Perceived quality has a significant positive influence consumer trust towards Private label food product.

H2: Price perception has a positive significant influence on consumers Trust towards private label food products.

H3: Product availability has a significant influence on consumer trust towards private label food products.

H4: Consumer trust positively influences purchase behavior towards private label food products.

3. Methodology

The study adopted descriptive research to look into the effect of consumer Trust on the purchasing behavior of Private Label Food products of the retailers in organized retail segment in Bengaluru. A descriptive design was suitable for the present study as the study aimed to explore how consumers perceived, felt and behaved towards a product in a research environment that was not modified. The investigation was conducted with people who buy private label food products from three organized retail chains namely Reliance Smart, More and Metro- Cash and Carry. The primary data were collected by structured questionnaire method, which included questions about demographic information, perceptions of private label products, satisfaction with the quality and price of products, nutritional perceptions, image of the shop, and trust in retailer brands. The questionnaire consisted of both categorical types of questions and Likert scale questions to obtain attitudes and behavioral intentions of the respondents. Data from the secondary source collected from books, peer-reviewed journal articles, industry reports, and retail marketing articles, to develop the theoretical basis for the study. The non-probability sampling method called convenience sampling technique was used because the respondents were easily accessible at the selected retail outlets. The sample comprised 310 consumers, equally distributed among the three retail formats. The food purchased by consumers in the survey period was approached, and consumers were asked to volunteer to participate in the study. Descriptive statistical method was employed in coding and analyzing the collected data. The demographic characteristics and purchasing behavior of the respondents were described using the technique of frequency distribution and percentage analysis. Regression analysis was adopted for the study to test the proposed hypotheses.

4. Data Analysis and Findings

Table1. Respondents Profile

Respondents Demographic profile		No of responses	%
No of total respondents		310	100.0
Age	20 -25	37	11.94
	26 -35	97	31.29
	36 -45	102	32.90
	46 &above	74	23.87
Gender	Male	130	41.94
	Female	180	58.06
Occupation	Students	35	11.29
	Self-occupation	83	26.77

Source of Information	Working Professionals	102	32.90
	Home maker	90	29.04
	Newspapers Ads	31	10.00
	Posters	87	28.06
	E- Word of mouth	76	24.52
	Promotions in store	116	37.42

(Primary source)

Inference: From the table1 it is inferred that 64% of the respondents are between 26 and 45 years of age, indicating that consumers who are likely to have greater purchase experience in buying private label food products. The gender distribution shows that female respondents constitute the majority. This indicates providing a balanced perspective of consumer opinions. From the above table it also indicates that working professionals form the largest respondents. This reflects there are the regular purchasers of private label food products. The in-store promotional is the most significant in creating awareness of private label food products.

Table 2 Consumer Perception Dimension

Consumer perception dimension	Responses Category	No of responses N=310	Percentage (%)
The satisfaction of respondents towards quality of the private labels.	Highly Satisfied	56	18
	Satisfied	102	33
	Neutral	81	26
	Dissatisfied	40	13
	Highly Dissatisfied	31	10
Satisfaction level of respondents towards Private label price	Highly Satisfied	109	35
	Satisfied	105	34
	Neutral	59	19
	Dissatisfied	22	7
	Highly Dissatisfied	15	5
Factors to prefer private labels food products by respondents	Product quality	90	29
	Price of the private label product	84	27
	Product availability	74	24
	Image of the retail store	22	7
	Convenience	40	13

(Primary source)

Inference: From the table 2 it is inferred that 50% respondents are satisfied with the quality of the private label food products indicating positive level of customer satisfaction. 69% respondents are in the pool of satisfied and highly satisfied indicating a level of customer satisfaction with private label products. It also indicates that product quality is the highly influencing factor to buy private label products. The quality, price and availability of the products are the key factors of consumer preferences for buying private label brands.

4.1 Hypotheses Testing

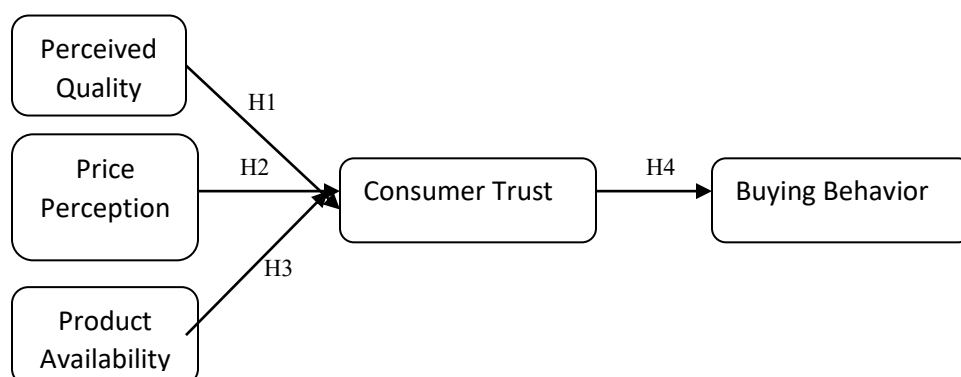


Figure 2: Structure Model of consumer trust and buying behavior towards private label food products

The figure 2 of structure model shows that the perceived quality, price perceived and product availability are hypothesized to influence consumer trust and consumer trust in turn affects buying behavior. This type of model is consistent with the aim of the study to investigate consumer trust as a key process in the elucidation of buying behavior towards private label food products that is organized retailing.

H1: Perceived quality has a significant positive influence consumer trust towards Private label food product.

Table 3. Regression Analysis for H1

Variable	Standardized β	t-value	p-value	Decision
PerceivedQuality $\rightarrow$ Consumer Trust	0.521	7.864	< 0.001	Supported

R	R ²	Adjusted R ²	f-value	Significance
.721	.520	.516	61.842	< 0 .001

Interpretation: The regression results, perceived quality is positively and statistically significant on consumer trust ($\beta = 0.521$, $t = 7.864$). The model R^2 is 52.0% of the variation in consumer trust ($R^2 = 0.520$). Therefore, H1 is supported.

H2: Price perception has a positive significant influence on consumer Trust towards private label food products.

Table 4. Regression Analysis for H2

Variable	Standardized β	t-value	p-value	Decision
Price Perception $\rightarrow$ Consumer Trust	0.437	6.214	< 0.001	Supported

R	R ²	Adjusted R ²	f-value	Significance
.625	.391	.387	38.614	< 0 .001

Interpretation: The regression results, indicates price perception has a positively and statistically significant on consumer trust ($\beta = 0.437$, $t = 6.214$). In the model R^2 is 39.1% of the variation in consumer trust. So, H2 is supported.

H3: Product availability has a significant influence on consumer trust towards private label food products.

Table 5. Regression Analysis for H3

Variable	Standardized β	t-value	p-value	Decision
Product Availability $\rightarrow$ Consumer Trust	0.396	5.814	< 0.001	Supported

R	R^2	adjusted R^2	f-value	Significance
.597	.356	.351	33.802	<0.001

Interpretation: Product availability has significant positive influence on consumer trust ($\beta = .396$, $t = 5.814$). The model accounts for 35.6% of the variation in consumer trust. Therefore, H3 is supported.

H4: Consumer trust positively influences purchase behavior towards private label food products.

Table 6. Regression Analysis for H4

Variable	Standardized β	t-value	p-value	Decision
Consumer Trust $\rightarrow$ purchase behavior	.684	9.654	< 0.001	Supported

R	R^2	Adjusted R^2	f-value	Significance
.754	.568	.564	93.204	<0.001

Interpretation: Consumer trust has a strong influence on purchase behavior ($\beta = .684$, $t = 9.654$). The model accounts for 56.8% of the variation in purchase behavior. Therefore, H4 is supported.

Table 7. Structural Model path coefficient assessment

Path-coefficient relationship	Standardized Beta(β)	t-value	p-value	R^2	Decision
Perceived Quality $\rightarrow$ Consumer trust	0.521	7.864	<0.001	0.520	Supported
Price Perception $\rightarrow$ Consumer trust	0.437	6.214	<0.001	0.391	Supported
Product Availability $\rightarrow$ Consumer trust	0.396	5.814	<0.001	0.356	Supported
Consumer Trust $\rightarrow$ Buying Behavior	0.684	9.654	<0.001	0.568	Supported

Source: Author's Compilation

Table 8. Hypotheses Summary

Hypothesis	Statement	Result
H1	Perceived quality has a significant positive influence consumer trust towards Private label food product.	Supported
H2	Price perception has a positive significant influence on consumer Trust towards private label food products.	Supported

H3	Product availability has a significant influence on consumer trust towards private label food products.	Supported
H4	Consumer trust positively influences purchase behavior towards private label food products.	Supported

Source: Author's Compilation

4.3 Findings and Discussions

From the demographic analysis, it was found that the age group 36-45 years old had the highest percentage of consumers (33%), while the age group 26-35 years old had the lowest percentage of consumers (31%). The discovery indicated that middle-aged consumers are the main buying target of private label food products, which may be attributed to their responsibility for purchasing food, larger households, and more experience with organized retail formats. Analysis by gender showed that 57% of the respondents were females and 43% were males. A high proportion of females responded reflects their important role in decisions regarding household's purchases of groceries, especially for those foods that are considered for quality, nutrition and cost before purchasing. Previous research has also indicated that demographic traits also influence consumer evaluation and buying behavior towards private label products (Gupta & Gupta, 2020)

The analysis of the occupation revealed that the largest consumer group for private label was working professionals (33%) and home maker (30%). The results show that awareness and acceptance of retailer own brands of the consumers of the household purchasing decision, those who are familiar with organized retailing, are relatively high. The analysis of information sources showed that in-store promotions were most effective, affecting 38% of the people who responded, followed by posters (28%), E- word of mouth (24 %), and newspaper ads (10%). The results of this study underscore the need for point-of-sale marketing and merchandising to increase the awareness of private label products and to stimulate trial. It is, therefore, advisable for retailers to continue to budget for palatably decorated displays, product demonstrations and retail promotions. The growing acceptance of private label products among young diaspora has been strongly associated with quality, price and value (Ravi & Ram Prasad, 2020)

When asked about their satisfaction about the quality of private label food products, 50% said they were satisfied or highly satisfied with the quality of private label food items while there was a small portion who was dissatisfied. These results indicate that a shift has taken place in the product quality offered by the retailers' brands as a result of their organization, which has diminished the traditional tendency of consumers to consider retailer brands as less good than national brands. One of the determining factors of consumer trust and repeat purchasing behavior is still quality. In-store marketing has been shown to impact consumers' perceptions of the quality of private brands and boost their attitudes towards retailer brands in recent research (Jin et al., 2021). Likewise, consumer perception of product pricing was extremely favorable. Around 66.6% of respondents were satisfied or very satisfied with the price of private label food products. Retailer brands were seen as offering better value for money as they offered a quality that consumers accepted, and prices that were competitive. The results confirm that, as has been found in earlier research, today's customers look at value and not just the price when they buy private brands (Singh & Singhal, 2020). The reasons for buying private label food products were product quality, price and availability. While price remains important, the results show that consumers' choice to purchase private brands has become driven by quality. This is due to the

changing attitude of private label products from low-cost to good substitute to good alternative to real alternative and competitive alternative. The observation is aligned with the study conducted by Ravi and Ram Prasad (2020) who found that perceived quality is an important factor of PLB. Likewise, Singh and Singhal (2020) found that perceived quality is important contributor to the evaluation of private-label products in Indian retail chains.

The regression analysis showed that all the suggested hypotheses were supported. Consumer trust in private label food products was significantly associated with perceived quality. This evidently proves that higher the perceived quality of the product, the higher would be the level of trust in the product. Consumer trust was also significant and positive as the consumers believe that optimistic perception of price leads to better value and reliability. Likewise, product availability had a significant effect on consumer trust and emphasizing the need for a steady supply of products. Lastly, the impact of consumer trust on purchase behavior was significant proving that the more the consumers trust the higher their purchase behavior for Private Label Food Products. This aligns with the emerging idea that the private labels have moved from being a low-cost option to a viable and viable alternative in contemporary retail markets (Private Label Food Products, 2022; Singh & Singhal, 2020). The overall Findings of the study is the consumer trust is a vital factor that affects consumer purchase behavior and is greatly affected by the factors that retailers can control.

5. Conclusion

The widespread growth of organized retailing has seen private label products become 'strategically important retail brands', which can compete effectively with national brands. This study focused on the attitudes of consumers regarding private label foods obtained from three outlets of the retail chain, Reliance Fresh, More and Metro Cash and Carry in Bengaluru. The results indicate that the overall attitude of consumers towards the food products that are sold under a retail brand is positive, with the quality, competitive price, nutritional value and availability of the product, among others, emerging as important factors in the purchase decision. Despite the popular belief that there was a major lack of confidence in private label products, consumers were not found to have a significant lack of trust in private label. The results, however, suggest that product quality, retailer reputation and shopping experience have significantly boosted consumer confidence in retailer brands rather. The results indicate that organized retailers have effectively rebranded private label products from 'low cost' to 'high trust' products that represent a better value and quality.

In summary, the study finds that the trust of customers is a strategic resource that is vital to organized retailers. Retailers with the ability to provide consistent quality products, clear communication, competitive prices and positive shopping experience are more likely to provide a positive customer experience, inspire repeat sales and build long-term loyalty. The study can be further continued in the future with more studies that are larger in sample size, involving other cities, more sophisticated statistical analysis and other behavioral constructs such as perceived value, brand loyalty, and customer satisfaction.

5.1 Suggestions

Retailers should continue emphasizing product quality, because quality became the best determinant of purchasing. Quality improvement, quality assurance, and source transparency will make consumers trust on private labels offered by retailers.

Retailers should sell their products at a lower price compare to other brands and promote private label brand is better than manufacturer brand. Marketing should focus on value creation rather than just discounts to make private labels more than just cheap.

In-store promotions should be managed more closely because they are the most important source of consumer awareness that may leads to impulse buying. Product demos, visual display, free samples, loyalty programs all these adds the motive to prefer private label products.

Retailers should strengthen their store image by providing better customer service, always having products availability and informing customers about value of the products. Retail image is good, trustworthy, which makes customers loyal and gives competitive advantage.

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