



**IMPACT OF PERCEIVED PRIVATE LABEL BRANDING  
STRATEGIES ON CONSUMER BUYING BEHAVIOUR  
WITH SPECIAL REFERENCE TO SUPERMARKET  
SECTOR IN COLOMBO DISTRICT**

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## ABSTRACT

Private label brandings are a growing phenomenon in supermarket sector. Many terms are used to introduce forms of private labels, such as private brands, store brands, own brands, retailer brands, wholesale brands and distributor's own brands. Private label products developed as low cost alternatives to national brands. Supermarket sector become stronger by offering their private label products for customers. The objectives of the study are to identify the existing level of the private label branding strategies and consumer buying behaviour, to identify the relationship between the private label branding strategies and consumer buying behaviour and to recognize the most significant factor that has an effect on consumer buying behaviour of private label branding strategies. Questionnaire survey was used to collect primary data from private label branding consumers. Sample consists with 150 private label branding consumers in three divisional secretariats of Colombo, Kaduwela and Kesbawa in Colombo district. Private label branding strategies was considered as independent variable and consumer buying behaviour was considered as dependent variable. Descriptive statistics was implied the existing level of private label branding strategies and consumer buying behaviour while correlation and multiple linear regression analysis was used to identify the relationship between the two variables. The research was identified there is a strong positive relationship between the private label branding strategies such as generic branding, copycat branding and premium branding with consumer buying behaviour. The study concluded that private label branding consumers are highly intended to buy copycat branding and premium branding products rather than generic branding products. The findings highlight, supermarkets need to highly aware visual appearance, advertisement styling, attractive packaging with necessary details and high quality of the private label branding products.

**Key Words:** *Private label branding, Consumer buying behaviour, Generic branding, Copycat branding, Premium branding*