

**IDENTIFICATION OF THE IMPACT OF MARKET
ORIENTATION ON PRIVATE LABEL BRAND
INTENTIONS**

(With special reference to the super market industry in Colombo district)

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ABSTRACT

Impact of Market Orientation and the Private Label Brand Intentions

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Market orientation is the organization-wide generation of market intelligence, dissemination of the intelligence across departments and organization-wide responsiveness to it. Market orientation affects to the different practices of the organization. At the same time, private label branding concept also play a vital role in super market industry. This study empirically evaluated three market orientation practices (customer orientation, competitor orientation and inter functional coordination) and its impact on the Private Label Brand intention of the super market industry in Colombo district. The sample consisted of thirty super market managers working for thirty super market branches in Colombo district. The data were gathered by administering questionnaires. The analysis represents that there is a positive relationship between three market orientation functions and the three different private label brand intentions (Generic brand intention, Copycat brand intention and Premium brand intention). The result was implies that effect of customer orientation on three different private label brand intentions is higher than other relationships. Therefore, market orientation practices

play a vital role in Private label brand intentions accordance with the analysis of the research.

Key words: Market Orientation, Private Label Brand Intention, Super market industry