

Assessing the Impact of Private Label Characteristics to the Brand Loyalty of Private Label Brands

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Present market consist with huge level of competition from both local as well as global context where the marketing signals directly cater to competitiveness. Immense competition of the marketing efforts create modern firms more strategic oriented and leads to innovative promotional methods. Among different competitive strategies, private label branding is a growing phenomenon in self-service retail sector. Supermarket sector become stronger by offering their private label products for customers as low-cost alternatives to national brands. The objectives of the study has been developed as to identify the existing level of the impact of private label characteristics and consumer brand loyalty, to identify the impact and relationship between the private label characteristics and consumer brand loyalty and to recognize the most significant factor that has an effect on consumer brand loyalty of private label brands. Questionnaire survey was used to collect primary data from private label branding consumers. Sample consists with 150 private label branding consumers in Colombo, Gampaha and Kaluthara which derived from multistage sampling method and SPSS was used for data analysis. Descriptive statistics was implied the existing level of private label branding characteristics and brand loyalty ,while correlation and multiple linear regression analysis were used to identify the relationship between the two variables. The study concluded that private label price, private label features and store image have significant impact on private label brand loyalty among other private label characteristics. Managerial implications for the study recommends, self-service retailers need to highly aware quality and shelf space allocation of the private label branding products and always try to maintain the high product quality parallel to national brands.

Keywords: Private label brands, Brand loyalty, Self- service retailers, Consumer behavior