

## Drivers of Consumer Preference for Private Label Brands over National Brands: Evidence from a Systematic Literature Review

Syed Owais Khursheed<sup>1</sup>

Assistant Professor, Akal Business School, Akal University, Punjab, India  
[owaisyed89@gmail.com](mailto:owaisyed89@gmail.com), ORCID: 0000-0003-3218-0125

Peerzada Munaqib<sup>2</sup>

Assistant Professor, Akal Business School, Akal University, Punjab, India  
[Syedmunaqib7387@gmail.com](mailto:Syedmunaqib7387@gmail.com), ORCID: 0000-0003-3049-0752

Sheikh Basharul Islam<sup>3</sup>

Assistant Professor, Paari School of Business, SRM University – AP, Andhra Pradesh, India.  
[basharul.s@srmmap.edu.in](mailto:basharul.s@srmmap.edu.in)

[basharulislam89@gmail.com](mailto:basharulislam89@gmail.com), ORCID: 0000-0003-3427-802X

Ayash Manzoor\*

(corresponding author)

Assistant Professor, Akal Business School, Akal University, Punjab, India  
[ayashmanzoor@gmail.com](mailto:ayashmanzoor@gmail.com)

[ayash\\_abs@auts.ac.in](mailto:ayash_abs@auts.ac.in), ORCID: 0000-0002-3206-7942

**Abstract** The study is aimed at identifying different factors which influence the consumer's perception towards private label brands while making a purchase decision. The study attempts to differentiate the perception of consumers towards national brands and private label brands. A systematic review methodology has been adopted by the study to conduct the literature review. Different inclusion and exclusion criteria were employed to shortlist the research article based on overall relevance and aim of the study. The study has found that private labels are preferred over national brands. Consumers consider certain factors, which the study has identified, while evaluating the literature related to national brands and private label brands such as price sensitivity, consumer income, family size, education, store image, product quality, visibility, promotions, price substitution etc. the study contributes to the literature by understand the rationale behind various forces which contribute in manipulating mind-set of consumers to prefer private label brands over national brands. The study will assist future researchers in undertaking an empirical study regarding the relative preferences of private label brands over national brands.

**Keywords:** Private label brands, National brands, purchase intention, consumer preferences.

### 1. Introduction

The emergence of PLBs (PLBs) was witnessed in US around 1970's with market share around 12-34 percent (Kumar and Kothari, 2015). The rise of PLBs as rivals of NBs (NBs) is being witnessed from past 50 years. PLBs started with retailer's need to provide low cost substitutes. Competition between NBs and private labels principally occur when it comes to consumers' shopping at different retail stores. According to Nielsen (2014), 70 percent of European consumers, 75 percent of US consumers and 58 percent of Asian consumers believe that PLBs are good substitute to the NBs. Thus, PLBs have risen as elite priority for retailers in last two decades. Frequent users of private labels do not see them as less worthy when compared to NBs and prefer purchasing them over NBs. Kumar and Kothari (2015) have provided empirical evidence of consumers' preferences of PLBs over NBs. Whereas, passive users or non-users differentiate between PLBs and NBs on the basis of trust (Thiel and Romaniuk, 2009). Since 1970, various studies, such as Rothe and Lamont (1973); Cunningham *et al.* (1982); Richardson *et al.* (1994); Dick *et al.* (1995); Baltras (1997); Narasimhan and Wilcox (1998); and Sethuraman and Cole (1999) has been conducted on consumer attitude towards PLBs. These studies are among pioneering studies who contributed to understanding of PLBs.

In general, products are labelled either as PLBs or NBs by their respective manufacturing or promoting organizations. PLBs popularly known as store brands or home brands are owned by distributors, wholesalers or retailers whereas, NBs are generally owned by manufacturers or producers (De Wulf *et al.*, 2005; Dawes and Nenycz-Thiel (2013). Companies, whom usually manufacture the NBs against which private labels compete, also manufacture PLBs. From marketing mix perspective price, distribution and advertising support are the key differentiating factors between the two PLBs and NBs, which are also the main supplementing elements to growing severity of competition between the two. Since 2000, increasing focus of researchers on consumer perspective has been witnessed (Molinillo *et al.*, 2016; Martinez-Lopez *et al.*, 2017). Various studies have been published in this era focussing behaviour of private label buyers, private label attitude, buying intention, private label consumer's profile and perception towards pricing, branding, product quality and brand choice behaviour (Sprott and Shimp, 2004; Gázquez-Abad and Sánchez-Pérez, 2010; Bao *et al.*, 2011; Kumar and Kothari, 2015; Molinillo *et al.*, 2016).

In spite of the efforts made in this direction to understand consumer perception and attitude towards private labels, an effort has not been made to provide a holistic view of the factors which affect buyer's intention before and while making purchase decision.

### 2. Research Objectives

The main aim of the study is to identify different factors which stimulate purchase of PLBs over NBs. In addition, the study proposes to address the purpose in two approaches. First, to review available literature on PLBs and identify the key characteristics of which define private label consumers. Second, to describe various factors which reinforce or weaken consumer's intention to purchase PLBs. By achieving the objectives, the study intends to understand the rationale behind various forces which contribute in manipulating mind-set of consumers to prefer PLBs over NBs.

### 3. Methodology

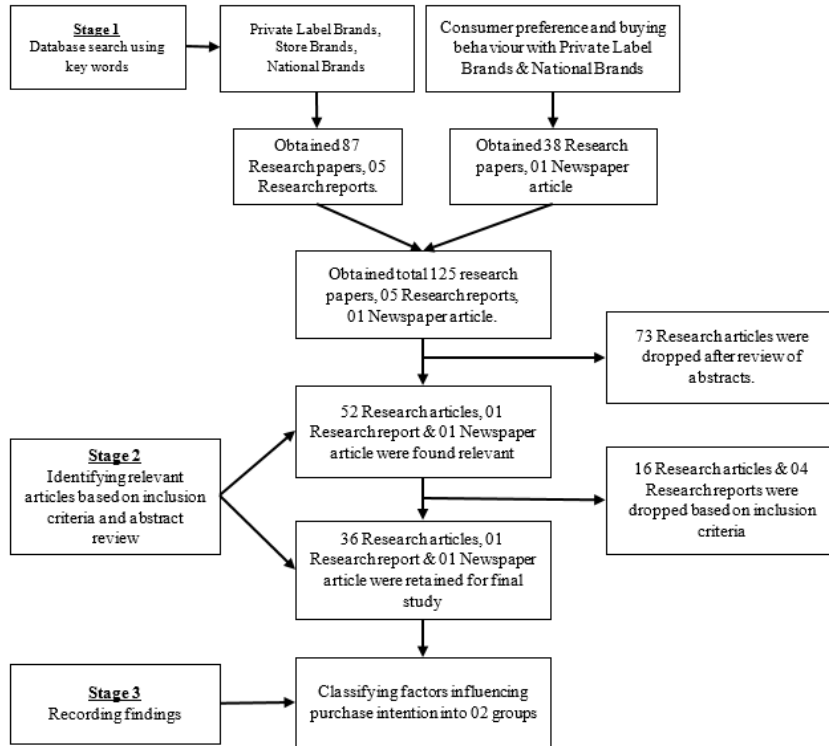
The search for available literature was conducted by researcher/s in Autumn 2021. The search for collection of relevant literature was done on various publicly online available databases and professional networks using key words such as "PLBs, store brands, NBs, PLBs vs NBs, consumer preference and buying behaviour". The various professional databases accessed for literature included Emerald, Sage, Elsevier, Springer, google scholar etc. These professional networks are online repositories of 40 million plus research articles related to different academic areas. System literature review technique (Figure I) was applied to achieve the objectives of the study. The criteria adopted for retention of papers in the study are as follows:

- The papers selected must not be simply description of PLBs and NBs, but should be research based conceptual, review or empirical papers.
- The research articles must be relevant to PLBs and consumer behaviour towards PLBs and NBs.

The search using key words private label brands, store brands and national brands resulted in 87 papers and 5 research reports related to PLBs were also obtained from google. Further the search was widened by including key word such as consumer preference and buying behaviour. The consumer preference and buying behaviour were searched along with words PLBs and NBs both from which additional 38 papers and a newspaper article published by The Hindu Business Line were obtained. The whole process of literature search led to total of 125 research

papers, 05 business research reports and 1 newspaper article. Based on the criteria specified for retention of research articles, it was found that only 52 articles satisfy the above-mentioned criteria hence 73 articles were dropped. The review of abstracts of all the 52 retained articles was conducted by researcher and after due consideration only 36 articles were found most relevant to the problem under study. Remaining 16 research articles were related to private label retailers and hence were dropped on the ground of being irrelevant and not so much beneficial to enrich the content of the study. From research reports published only 1 was found relevant and hence retained while as other 4 reports were dropped. The news article was also retained for study.

**Figure I - Systematic Literature Review Process**



The in-depth reading of the selected articles was performed and brief description of findings of articles is presented in Table – I against each source.

**Table – I: Summary of Review Findings**

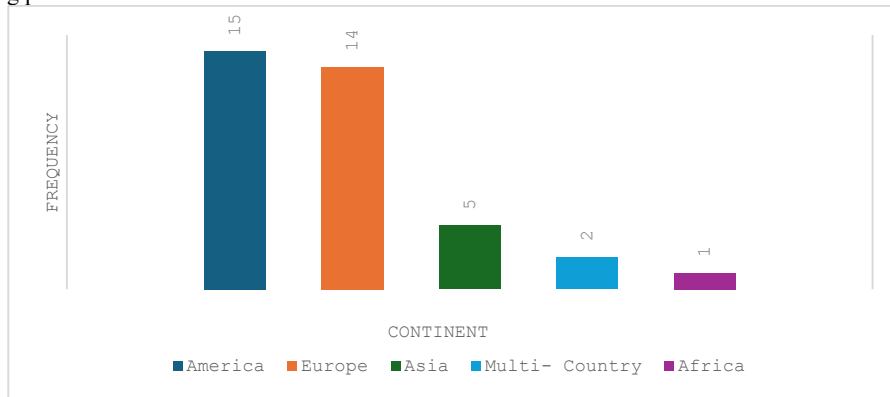
Author/Year	Title	Findings
Cunningham et al., (1982)	Generic brands versus NBs and store brands-A comparison of consumer's preferences and perceptions.	The study revealed that generic brand customers who are not brand loyal are generally young and well qualified than the customers of national brand and store brand. National brand customers were found to be brand loyal and less inclined towards generic brand and store brand.
Hoch, (1996)	How should NBs think about private labels	The study suggests some alternative strategies with their pros and cons for national brands to compete successfully with private labels. These strategies are- wait and watch (doing nothing), isolating themselves from private label by increase in quality and price, reducing price gap, "me too" strategy (copying the private labels) or manufacture premium or regular private labels.
Burton et al. (1998)	A scale for measuring attitude toward private label products and an examination of its psychological and behavioural correlates	The study developed and validated a multi-item scale for measuring customer's attitude regarding private label brands. Further the study found significant positive relationship between private label attitude and value consciousness, deal proneness, smart shopper perception, and internal reference prices. Private label attitude was found to be negatively correlated with price-quality perception, brand loyalty, impulsiveness.
Sethuraman & Cole (1999)	Factors influencing the price premiums that consumers pay for NBs over store brands	Perceived quality differential was found to be the most important factor affecting price premium. 12% of change in price premium is defined by perceived quality differential. Further middle income group families were found reluctant to pay price premium for national brands than low income and high income families.
Batra and Sinha (2000)	Consumer-level factors moderating the success of PLBs.	The study found that customers are more likely to purchase private label brands if they perceive lower costs of purchase mistakes and if information about the product is easily available through searching package instead of actual experience or trial.
Ailawadi et al. (2001)	Pursuing the value-conscious consumer: store brands versus national brand promotions	The study identified 4 customer segments on the basis of their use of national brand and store brand promotions. These 4 customer segments are store brand focused customers, deal focused customers, deal and store brand users and those who do not use both deals and store brands.
Garretson et al. (2002)	Antecedents of private label attitude and national brand promotion attitude: similarities and differences	The study found that both price and non-price variables have significant impact on national brand promotion attitude and private label attitude, but the direction and strength of impact differ.
Semeijn et al. (2004)	Consumer evaluations of store brands: effects of store image and product attributes	The study found strong positive relationship between store image and attitude towards private label brand. Product complexity and quality variance has negative relationship with attitude towards private label product.
Sprott, D. E., & Shimp (2004)	Using product sampling to augment the perceived quality of store brands	The study revealed that in-store sampling significantly improved service quality perception of store brands but had no impact on the perceived service quality of national brands. Further sampling enhanced service quality perception of high quality store brand products only.
De Wulf et al. (2005)	Consumer perceptions of store brands versus national brands	The study concluded that the store brands offer products at a price less than that of national brands and the quality of store brands is at par or even better than the national brands.
Zhang (2006)	An integrated choice model incorporating alternative mechanisms for consumer's reactions to in-store display and feature advertising	The study proposed an integrated brand choice model that encompassed different decision combinations for customers' response to in-store feature and display advertising. The model enables to jointly gauge the extent to which each decision effect might take place in real purchase and how customers differed in their tendencies to involve in these alternative decisions.
Meyer-Waarden & Benavent (2006)	The impact of loyalty programs on repeat purchase behaviour	The study found that in the long run loyalty programs fail to increase the purchase frequency, thus loyalty programmes does not have significant impact on purchase behaviour. The study also argued that loyalty programmes have very little effect on market penetration and hence does not impact market structure.

Huei-Chen (2007)	A study of factors affecting the success of PLBs in Chinese e-market	Previous purchase experience, price consciousness, perceived risk has significant impact on purchasing private label brands. Price concessions on private label brands is the main reason for their purchase. Further, customers judge quality of product with search information available and previous purchase experience to prevent purchase mistakes.
Baltas and Argouslidis (2007)	Consumer characteristics and demand for store brands	The study found that shopping frequency, store loyalty, brand and price sensitivity, price level, ratings of quality, packaging, image and advertising of store brands, income, and education level have significant impact on demand of store brands. Quality of store brand is the most important factor that affects store brand preference.
Cheng et al. (2007)	Do consumers perceive differences among national brands, international private labels and local private labels? The case of Taiwan	The study concluded that customers perceive that product quality, brand personality and brand leadership of national brands is significantly superior to international private labels, which in turn is significantly superior to quality, brand personality and brand leadership of local private labels.
Bontemps et al. (2008)	Private labels, NBs and Food Prices	The study revealed that development of private labels has significant positive correlation with the national brand price. More specifically low-price private labels and standard private labels have significant positive impact on national brand price while as premium private labels have no significant impact on private label price
Ahlert et al. (2009)	Consumer-factors moderating private label brand success: further empirical results.	The study indicates that brand loyalty, price-quality association, price consciousness and quality variability are the most important factors influencing customer's willingness to buy private label brands. Further, higher income households have less tendency to buy private label brands.
Kara et al. (2009)	Consumer preferences of store brands: Role of prior experiences and value consciousness	The study confirmed positive influence of customer's value consciousness and prior experience on store brand perception which in turn leads to store brand purchase.
Beneke (2010)	Consumer perceptions of PLBs within the retail grocery sector of South Africa	The study concluded that perceived quality is the most important criteria for purchasing store brands, followed by accessibility, trust in brand and price tag. Demographic variables like gender and ethnicity does not influence the tendency to purchase private label brands. However, income was found to have direction relationship with attraction towards private labels. The study found packaging of private labels as unattractive and it failed to create a perception of high quality in customers.
Nies and Natter (2010)	Are private label users' attractive targets for retailer coupons?	The study found that coupon promotion increases revenue/profitability of both private label and national brand owners. Coupons help to gain more customers in case of private label segment, while as the profitability in national brand segment increases due to shift of customers to expensive products.
Ji (2011)	Consumer's attitude towards store image and private label brand image	The results of study indicate that store image has significant positive impact on the image of private label brand, customers believe that high image stores carry high quality private label brands. Moreover, customers give preference to private label brands having same brand name as of store name.
Bao et al. (2011)	Motivating purchase of private brands: Effects of store image, product signatureness, and quality variation	The study revealed that product signatureness and store image has significant positive relationship with purchase intension and quality perception. Quality variation has negative impact on purchase intension and quality perception. Further, effect of product signatureness, quality variation and store image on purchase intension is partially mediated by quality perception. Relationship between purchase intension and quality perception is strengthened by value consciousness.
Herstein et al. (2012)	The effect of personality traits on private brand consumer tendencies: A cross-cultural study of Mediterranean countries	Need for cognition was found to have positively relationship and materialism to have negative relationship with tendency to purchase private brands, while individualism have no association with tendency to purchase private labels. Materialism and individualism were also found to have positive association with brand dimension importance.
Dawes & Nenycz-Thiel (2013)	Analyzing the intensity of private label competition across retailers	The study found that there is intensified competition amid private labels of different stores in product categories that have high purchase frequency, where the price of private label brands is lower than national brand price, and categories in which national brand price promotions are higher.
Dolbec & Chebat (2013)	The impact of a flagship vs. a brand store on brand attitude, brand attachment and brand equity	Findings of study indicate that store image has significant positive impact on brand attachment, brand attitude and brand equity. Brand experience mediates the relationship between store image and brand attitude, brand equity, and brand attachment. Also store type (brand store or flagship) moderates the effect of store image on experience of brand.
Diallo et al. (2013)	Factors influencing consumer behaviour towards store brands: evidence from the French market	Study revealed that store image perceptions, store brand attitude, store brand price-image and value consciousness have significant positive impact on private label purchase behaviour. Store familiarity was found to have no influence on store brand purchase intensions, but has positive impact on store brand choice. Further socio-demographic variables have no influence on store brand choice.
Jantarakolica (2014)	Retail Store Brand and Customers Purchase Behaviours	The study revealed that perceived quality and value of store brand, store image, and brand experience have significant impact on customer's purchasing behaviour (amount of purchase expenditure and frequency of purchase)
Steenkamp and Geyskens (2014)	Manufacturer and retailer strategies to impact store brand share: Global integration, local adaptation, and worldwide learning	The study found that distribution structure development, logistic structure development and retailer typology have positive relationship with the private label brand's market share. Distribution structure was found to have largest impact on private label market share among other variables.
Kakkosa et al. (2015)	Identifying Drivers of Purchase Intention for PLBs. Preliminary Evidence from Greek Consumers	The study identified 5 factors that affect customers purchase intensions to buy private label brands. These factors are Brand awareness, perceived risk, perceived quality, perceived social value, and perceived money value. Lower perceived risk, perceived social value, brand awareness, value for money and perceived quality have significant positive impact on purchase intentions of store brands.
Schnitka (2015)	Are they always promising? An empirical analysis of moderators influencing consumer preferences for economy and premium private labels.	The study revealed that premium private labels are favoured more at high-priced stores in high brand relevance categories and economy private labels are favoured more at low-priced stores in low brand relevance categories. Perceived producer of private label does not moderate customers, preference for economy vs. private labels.
Cuneo et al. (2015)	The growth of PLBs: a worldwide phenomenon?	The study found that distribution structure development, logistic structure development and retailer typology have positive relationship with the private label brand's market share. Distribution structure was found to have largest impact on private label market share among other variables.
Kumar and Kothari (2015)	A study on consumer perception regarding private label branding in India.	The study found that Indian customers give preference to private label brands over national brands. Also, the preference of private label brands is independent of the level of income. Advertisement, word of mouth and promotion play an important role in shaping customers preference of private label brands
Molinillo et al. (2016)	Private label management: Insights and research directions	After a thorough review of private label literature, the study identified some gaps in the available literature and suggested future research direction. The study found customer perception, price, price promotion, quality, channel relationship, segmentation, shelf space, innovation, purchase behaviour as the emerging areas of private label research.
Milberg et al. (2019)	Should leading brand manufacturers supply private label brands to retailers: Calibrating the trade-offs	The study developed an economic model which helps top-tier manufacturer managers to decide the whether they should supply private label brands to retailers or not. The model helps decision making by making trade-offs between shelf-space, profit from private labels and cannibalization.
Gangwani et al. (2019)	Influence of consumer perceptions of private label brands on store loyalty-evidence from Indian retailing	The study found that Customers' perception of private label brand has significant positive influence the store loyalty. Favourable customer perception boosts loyalty of customers.
Islam et al. (2021)	Determining the Influence of Private Labels on Sales of National Brands: A Qualitative Approach	The study found that private label brands with high profit margin strategy make National brands vulnerable to varied market risks.

#### 4. Common Properties of Articles Selected for Review

##### 4.1. Distribution of Articles by Continent

The research articles selected for review come from a wide range of 16 countries across the globe. Continent wise examination of the research articles revealed that growth of private label brands has gained the attention of researchers across the globe. More and more researchers are studying different aspects of private label success. Earlier growth of private label brands had been a matter of concern for developed nation only, but over a period of time due to growth of private label in developing and under developed nations, researchers from these countries have also shown interest in studying private label brands.

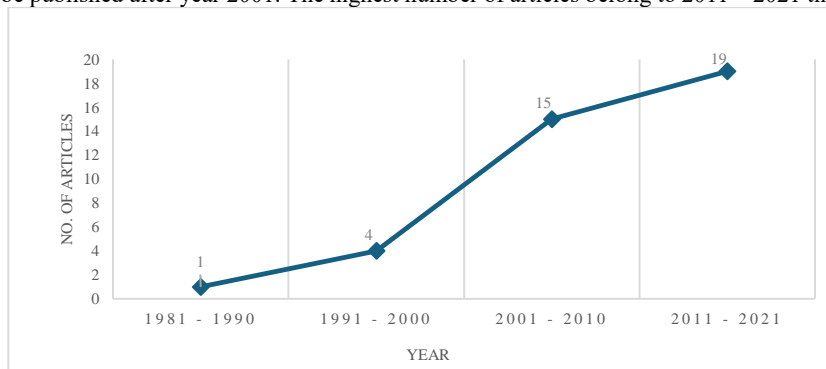


**Figure – II: Articles by Continent**

Figure – II depicts that around 80 % of the articles selected for the review belong to developed nations of America and Europe. Maximum number of articles under review come from America (15), followed by Europe (14) and Asia (2 each). The search for research articles regarding private label yielded only 5 articles from Asia and Africa. The review contains only 2 research articles from India. Since that introduction of private label products is still in infancy stage in India when compared to developed countries like USA and there is scanty of research literature available, this field needs to be explored in Indian setting.

##### 4.2. Publication Trend

Year wise distribution of research article, i.e., the number of articles published in a year from 1982 to 2021 is shown in Figure – III. The analysis of year wise distribution of research articles reveals that first article on private label was published in 1982. Results depict that only few research articles were published in the time period of 1982- 2000, but since 2001 interest of researchers towards the topic has increased considerably. There has been substantial increase in the number of articles published each year after 2001. Maximum number of articles relevant for the study were found to be published after year 2001. The highest number of articles belong to 2011 – 2021 time frame.



**Figure – III: Publication trend**

##### 4.3. Distribution of Articles by Publisher and Citation

Majority of the research articles selected for the study are published in internationally reputed publishing houses like Elsevier, Emerald, Springer, sage etc. Among the articles selected for the study Elsevier has published majority of articles (10), followed by Emerald Insights (8), and Springer (3). Other publishers include Sage, Taylor & Francis, Informs Pubsonline, etc. Table – II displays the list of top 30 research articles selected for the study based on 10 and above citation score. Citation score of a research article refers to the number of times the research article was cited by other researchers since its publication. Citation score is regarded as an important indicator of reputation of an article. According to Beaulieu (2015) research article with above 10 citation falls among the top most 24% of research articles published worldwide. More the number of citations of a research article, more worthwhile the article is considered (Goyal and Kumar, 2021). In the present study, Ailawadi et al. (2001) is the most cited article published by Journal of Marketing (Sage Publications) with 1584 citations, followed by Batra and Sinha (2000) published by Journal of Retailing (Elsevier) with 1029 citations and Burton et al. (1998) published by Academy of Marketing Science Journal (Springer) with 881 citations.

**Table – II: Articles by Publisher and Citation**

Author	Year	Journal	Publisher	Citations
Ailawadi et al	2001	Journal of marketing	Sage	1584
Batra and Sinha	2000	Journal of retailing	Elsevier	1029
Burton et al.	1998	Academy of Marketing Science Journal	Springer	881
Hoch	1996	MIT Sloan management review	MIT Sloan School of Management	682
Garretson et al.	2002	Journal of Retailing	Elsevier	636
Semeijn et al.,	2004	Journal of retailing and Consumer Services	Elsevier	629
Sethuraman & Cole	1999	Journal of Product & Brand Management	Emerald	439
De Wulf et al.,	2005	Journal of Consumer marketing	Emerald	432
Bao et al.,	2011	Journal of Business Research	Elsevier	399
Baltas and Argouslidis	2007	International Journal of Retail and Distribution Management	Emerald	348

Cunningham et al.,	1982	Journal of Advertising Research	American Psychological Association	343
Dolbec & Chebat	2013	Journal of Retailing	Elsevier	278
Sprott, D. E., & Shimp	2004	Journal of Retailing	Elsevier	267
Meyer-Waarden & Benavent	2006	Journal of Marketing management	Taylor & Francis	194
Ahlert et al.	2009	International Journal of Retail & Distribution Management	Emerald	157
Beneke	2010	African Journal of Business Management	Academic Journals	154
Diallo et al.,	2013	International Journal of Retail & Distribution Management.	Emerald	154
Bontemps et al.,	2008	Review of Industrial Organization	Springer	121
Dawes & Nencyz-Thiel	2013	Journal of Business Research.	Elsevier	115
Steenkamp and Geyskens	2014	Marketing Science	Informa Pubsonline	115
Kara et al.,	2009	Journal of Targeting, Measurement and Analysis for Marketing	Springer	101
Cuneo et al.,	2015	Journal of International Marketing	Sage	93
Cheng et al.,	2007	Journal of Product & Brand Management	Emerald	90
Kakkosa et al	2015	Procedia - Social and Behavioural Sciences	Elsevier	89
Zhang	2006	Marketing science	Informa Pubsonline	75
Schnittka	2015	Journal of Retailing and Consumer Services	Elsevier	39
Herstein et al.,	2012	Cross Cultural Management: An International Journal	Emerald	34
Huei-Chen	2007	Journal of Technology Management in China	Emerald	25
Nies and Natter	2010	International Journal of Research in Marketing	Elsevier	21
Milberg et al.,	2019	Industrial Marketing Management	Elsevier	13
Gangwani et al.,	2020	Cogent Business & Management	Taylor & Francis	12
Karp	2012	Wall Street Journal	Dow Jones & Company	10

4.4. *Distribution of Articles by Sampling Method*

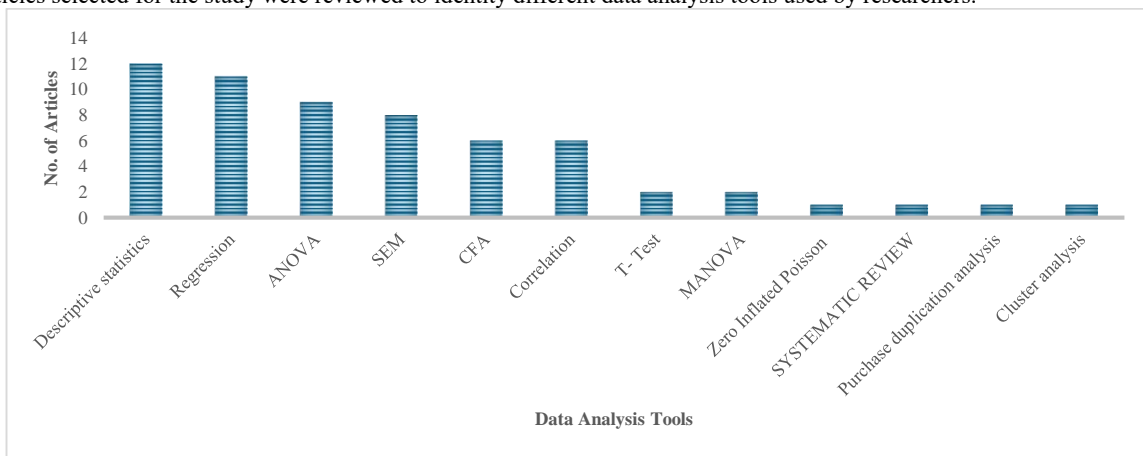
Table – III displays the list of different sampling techniques used by researchers over the period of time. Analysis of sampling techniques reveal that non- probability sampling, particularly convenience sampling has been the most popular sampling technique over years. 18 research articles selected for the study have used convenience sampling technique in their study. The popularity of convenience sampling can be attributed to the fact that most of the studies have studied the perception of consumers towards different facets of private label brands. Since there are infinite number of customers and it becomes almost impossible to arrive at a well-defined sample frame, which is the pre-requisite for probability sampling. This may be the probable reason why majority of researchers have opted for the non- probability sampling techniques in their studies. Among the probability sampling techniques, most of the researchers have used simple random sampling to select the sample for their study.

**Table – III:** Articles by Sampling Method

Year	Non- Probability Sampling				Probability Sampling		
	Convenience	Judgemental	Quota	Snowball	Random	Systematic	Secondary Data
1981 - 1990	1	-	-	-	-	-	-
1991 - 2000	2	-	-	-	1	-	1
2001 - 2010	6	1	1	1	1	1	4
2011 - 2020	10	-	-	-	2	-	4
<b>Total</b>	<b>19</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>1</b>	<b>9</b>

4.5. *Distribution of articles by Data Analysis tool*

Figure – IV depicts the various data analysis techniques used by researchers to arrive at meaningful conclusions from the raw data. The research articles selected for the study were reviewed to identify different data analysis tools used by researchers.



**Figure – IV:** Analysis Tool

12 different data analysis tools were identified by the study, among these descriptive statistics is the most widely used data analysis tool (12 times), followed by regression analysis (11 times), ANOVA (9 times), structural equation modelling (8 times), Confirmatory factor analysis and correlation analysis (6 times each). Other data analysis tools used by researchers in data analysis are MANOVA, T-test, cluster analysis etc.

**5. Findings and Discussion**

Findings and discussion have been undertaken in two sections viz. Part-1 deals with describing the consumers of PLBs and Part-2 deals with presenting key factors influencing buying intention of PLBs. Table – IV presents summary of factors affecting consumers’ intention to purchase private label brands.

**5.1. Consumers of Private Label Brands**

The research regarding the consumers of PLBs is being witnessed since the era of their emergence. Bellizzi *et al.* (1981) and Myers (1967) tagged the consumers of PLBs as small group of loyal consumers who are price sensitive, enthusiastic and favourably inclined towards purchasing them. Rao (1969) while studying the consumer proneness to purchase private labels also described them as deal prone, price sensitive but disloyal consumers who are not willing to devote enough time for shopping. Whereas, contradictory findings were reported by Burger and Schott (1972), whom portrayed the consumers of PLBs as, brand loyal consumers who value quality more than price and associate more importance to retailer’s identity instead of products’ brand name. Hoch and Banerji (1993) in their study also rejected the claim of consumers of PLBs being price sensitive. They stressed the role of perceived quality over price in purchasing PLBs.

**Table – IV: Summary of Factors Influencing Buyer Intention**

Factors	Description	Authors/Year	Title	Source/Journal
Price Sensitivity	The consumers who buy PLBs exhibit higher price sensitivity.	Ailawadi et al. (2001); Garretson et al. (2002); Dawes & Nenycz-Thiel (2013)	Pursuing the value-conscious consumer: store brands versus national brand promotions; Antecedents of private label attitude and national brand promotion attitude: similarities and differences; Analyzing the intensity of private label competition across retailers.	Journal of Marketing; Journal of Retailing; Journal of Business Research.
Consumer Income	Middle Income consumers buy more PLBs.	Sethuraman & Cole (1999); Ahlert et al. (2009)	Factors influencing the price premiums that consumers pay for NBs over store brands; Consumer-factors moderating private label brand success: further empirical results.	Journal of Product & Brand Management; International Journal of Retail & Distribution Management
	Lower income consumers buy fewer PL’s because of low education level and strong perception of price –quality association, leading to greater reliance on NB’s products and advertising.	Dawes & Nenycz-Thiel (2013)	Analyzing the intensity of private label competition across retailers.	Journal of Business Research
Family Size	Family size refers to the number of members constituting a family. There is a significant positive relationship between the size of the family and the preference to purchase PLBs.	Hoch (1996); Burton et al. (1998)	How should NBs think about private labels A scale for measuring attitude toward private label products and an examination of its psychological and behavioral correlates.	MIT Sloan management review; Academy of Marketing Science Journal.
Education	High educated consumers purchase more of NBs.	Hoch (1996); Cunningham et al., (1982);	How should NBs think about private labels; Generic brands versus NBs and store brands-A comparison of consumer’s preferences and perceptions.	MIT Sloan management review; Journal of Advertising Research.
	There is more likeliness of high educated consumers to purchase store brands.	Jantarakolica (2014)	Retail Store Brand and Customers Purchase Behaviors	The 14th International Society for Business Innovation and Technology Management Conference
Perceived Risk	Risk Averse consumers buy less private label products to avoid the risk associated with purchase and tend to search information from both internal and external sources. Risk includes financial risk, quality risk and social risk etc.	Huei-Chen (2007)	A study of factors affecting the success of PLBs in Chinese e-market	Journal of Technology Management in China
Perceived value	Consumer’s intention to purchase PL brands is driven by value of money. 70% of people who purchase private labels do so to save money and 67% expressed that PL’s provide good value for money.	Kakkos et al. (2015);	Identifying Drivers of Purchase Intention for PLBs. Preliminary Evidence from Greek Consumers.	Procedia - Social and Behavioural Sciences;
		Nielson (2014)	The state of private label around the world.	Global Private-label Survey - The Nielsen Company (US), LLC.
Purchase frequency	Consumers prefer purchasing more of PL’s in categories with higher purchase frequency.	Dawes & Nenycz-Thiel (2013)	Analyzing the intensity of private label competition across retailers.	Journal of Business Research
Store Image	Positive store image helps to build confidence in PLBs being offered for sale. Store image if strategically build can attain competitive advantage.	Ji (2011);	Consumer’s attitude towards store image and private label brand image; The impact of a flagship vs. a brand store on brand attitude, brand attachment and brand equity.	Auckland University of Technology press;
		Dolbec and Chebat (2013)		Journal of Retailing.
Product Quality	Quality perception predominantly determines consumer’s proneness to buy private labels. Consumers now perceive private label products as quality products, resulting in enhanced market share of PLB’s.	Patra & Jena (2016)	An exploratory study on the growth of PLBs in India	Abhinav National Monthly Refereed Journal of Research in Commerce & Management
Visibility	A negative relationship between allocated shelf space and bargaining power of customers has been reported. Visibility has significant positive impact in consumer’s who exhibiting impulsive buying. Scarce shelf space allocation makes NBs vulnerable to bargaining power of retailers.	Dhaktod and Chib (2015);	Private Labels: A Changing Perspective in Indian Retailing.	International Journal of Management and Commerce Innovations;
		Karp (2012)	Store Brand Step Up Their Game, and Prices	Wall Street Journal
Promotion	Promotion programs create brand awareness and positive association. Retailer loyalty programs influence shoppers to become private label prone.	Zhang (2006); Meyer-Waarden & Benavent (2006)	An integrated choice model incorporating alternative mechanisms for consumer’s reactions to in-store display and feature advertising. The impact of loyalty programs on repeat purchase behaviour	Marketing science; Journal of Marketing management.
Price Substitution	The price of NB’s is around 25 – 30% higher than PL’s. Hence, high degree of price substitution exists between PLB’s and NB’s resulting in increasing Private label brand share and retailer profits.	Pani (2013);	Wooing buyers with private labels;	The Hindu Business Line;
		Dawes & Nenycz-Thiel (2013)	Analyzing the intensity of private label competition across retailers	Journal of Business Research
Product Category	High priced retailers prefer premium category private labels and low priced retailers usually sell economy category private labels.	Schnitka (2015)	Are they always promising? An empirical analysis of moderators influencing consumer preferences for economy and premium private labels.	Journal of Retailing and Consumer Services

The basic motive behind shopping of utilitarian and hedonic consumers is economic value and sensual pleasures. However, in late 1990's, the value only preference of consumers while shopping underwent a change into looking for quality, appearance, information on labels, taste and advertising besides price being the primary motivator (Sethuraman and Mittelstaedt, 1992). Consumers also started looking for store environment, attractiveness and accessibility to touch feel the goods before purchase to attain overall satisfaction.

With launch of premium PLBs around 2000, the shift of consumers to aesthetic and ornamental pleasures was witnessed. Consumers started valuing well-promoted, attractively packaged and strongly positioned brands (Beneke, 2010). The strong brand images which are appealing to brand sensitive consumers strengthened their position by producing strong extrinsic cues, undertaking product-oriented advertising and improving product quality with better quality control standards (Baltas and Argouslidis, 2007). The characteristics of individualism, materialism and cognition were used by Herstein *et al.* (2012) to describe personality traits of private label consumers in his study. Individualistic personality refers to one who is driven by personal needs and preferences, materialistic personality refers to one who is driven by acquisition and possession of things and cognition-based personality is one who is driven by understanding product information and its evaluation. Tifferet and Herstein (2012) argue that cognition consumers buy private labels in low involvement product category such as daily groceries as they consider private label product as inferior in terms of quality.

Besides being value-oriented, price sensitive and prone to quality considerations and changing promotions of PLBs, the buying intentions of current private label consumer is advocated being greatly influenced by personal needs and wants, experience, involvement with product, product knowledge, psychographic and demographic factors like, income, culture, social class, size of family and work itself (Veloutsou *et al.*, 2004 ; Cheng *et al.*, 2007; Kara *et al.*, 2009; Cuneo *et al.*, 2015).

## 5.2. Factors influencing buyer intention to purchase PLBs.

### 5.2.1. Internal Factors

**Price Sensitivity:** The philosophy behind academic attention in this theme is low price of private labels. The primary benefit to consumers provided by PLBs is lower prices. The average price disparity between price of PLBs and NBs is 31 percent (Nielsen, 2010). The market segment of PLBs consists of price sensitive consumers. They not only prefer low priced PLBs over NBs within a store, but also switch to other PLBs of different stores (Dawes & Nenycz-Thiel, 2013). Ailawadi *et al.*, (2001) and Baltas (1997) while supporting the argument found that, those who purchase private labels exhibit greater degree of price sensitivity. Moreover, Batra & Sinha (2000) advocate the strong evidence of quality sensitivity of private label consumers besides being price sensitive. Price sensitive behaviour of Consumers strengthens their preference to purchase PLBs. The reason behind this is the Price of NBs, which is generally higher than their PLB counterparts' even when the former is reduced temporarily. And if NBs are continuously price-promoted, consumers will reflect more price conscious behaviour and start engaging in more deal to deal purchase (Kaul & Wittink, 1995; Islam *et al.*, 2021).

**Consumer Income:** Various studies have hypothesized that income is a key parameter of consumers being private label prone (Coe, 1971; Fitzell, 1982) and have later advocated its impact on consumers intention of private label purchase (Jantarakolica, 2014). Middle income consumers are more likely to purchase PLBs than consumers belonging to high income group (Sethuraman and Cole, 1999; Jantarakolica, 2014). Jantarakolica, (2014) while studying the customer purchase behaviour regarding store brands in Thailand also advocated the fact that, PLBs achieve higher penetration in periods of economic recession, when aggregate available of consumers is low. This association of income and private label proneness is however being inferred as insignificant by Kumar and Kothari (2015), indicating that income level of consumer is not the key indicator of consumer's preference of PLBs.

**Family size:** Family size refers to the number of members constituting a family. The demographic characteristic of family size has a prominent impact on buying intention of consumers. Various researchers in their studies have found a significant positive relationship between the size of the family and the preference to purchase PLBs (Hoch, 1996; Burton *et al.*, 1998). Large sized and poverty- stricken families' exhibit more likeliness to purchase private labels (Cunningham *et al.*, 1982). Moreover, single persons are reported less likely to prefer buying private brands against married couples.

**Education:** There are conflicting views regarding the relationship of education and consumer's preference of PLBs. Jantarakolica (2014) in her study of consumer preference of store brands, have found a significant positive relationship between the two and has inferred more likeliness of high educated consumers to purchase store brands. She has also inferred the potential of high educated consumers to spend frequently more on store brands. However, this phenomenon has been referred as insignificant by Cunningham *et al.*, (1982), inferring that highly educated consumers prefer buying more NBs over PLBs and hence, are less prone to private label purchase.

**Risk:** The purchase of PLBs is perceived to involve higher degree of financial and social acceptance risk than purchase of NBs (Semeijn *et al.*, 2004; Zielke and Dobbstein, 2007). Therefore, consumer prefer purchasing PLBs in low involvement category or where brand is less important and entails lower degree of social acceptance and financial risk. Hawkins *et al.*, (1986); Batra and Sinha (2000) report less likeliness of purchasing PLBs among consumers who are risk averse. To avoid risk attached to purchase of PLBs, risk averse consumers tend to search for information from all possible sources and exhibit greater involvement while making purchase decision. They prefer buying highly promoted and well-known brands over PLBs.

**Perceived Value;** Value is the ratio between price paid and quality received by consumer (Lichtenstein *et al.*, 1993). A significant positive relationship between value and private label purchase intention has been reported in previous literature (Burton *et al.*, 1998; Diallo *et al.*, 2013). Kakkosa *et al.* (2015) also advocates that buyer intention of private label consumers is driven by value they intend to receive and consumers perceived value is high after purchasing better quality private label products (Sprott and Shimp, 2004). Nielsen (2014) has found that, 67 percent consumers perceive PLBs as good value for price and 70 percent consumers purchase PLBs to save money.

### 5.2.2. External Factors

**Store Image:** According to James *et al.* (1976), store image is "a set of attitudes based upon an evaluation of those store attributes deemed important by consumers". The perception regarding the products offered by the retailer is affected by store image. Positive store image helps to build confidence in PLBs being offered for sale (Wu *et al.*, 2011) while as unattractive store image spreads perception of poor-quality products being stocked by the retailer (Ji, 2011). Improving in-store atmosphere, offering better quality with diverse product categories, and reasonable pricing are among some important strategies to improve store image (Sardana *et al.*, 2018). Store image also develops perception of loyalty among consumers which is most critical for decision making process while intending to purchase PLBs. Store image if strategically build through strong positioning, suitable pricing and diverse product assortment can attain competitive advantage (Dhar and Hoch, 1997; Dolbec and Chebat, 2013).

**Product Quality:** According to 'Philip Crosby' Quality is defined as "conformance to requirements". Quality as per Steenkamp, (1990), is the set of products physical features, promotional efforts around product, its origin or bundle of these which develop consumers perception related to its quality. The perception of quality among consumers is so vital that it prominently helps to determine private label market share and consumer proneness to purchase PLBs (Richardson *et al.*, 1994). Early PLBs were perceived to be of relatively low quality as a generalized belief that low-price cue is positively related to low product quality (Lichtenstein *et al.*, 1993). However, a change in perception among

consumers has been reported and consumer's perception of quality of PLBs has improved (Patra and Jena 2016). Geyskens *et al.*, (2010) has also advocated the fact that premium private labels have quality and price comparable to that of NBs.

**Visibility:** Visibility is related to the shelf space allocated for any product by the retailer within store. A negative relationship between allocated shelf space and bargaining power of customers has been reported. Dhaktod and Chib (2015) has argued that visibility of products in store has made PLBs an easy pick for consumer's while exhibiting impulsive buying. PLBs and NBs are placed side by side on store shelves so as to create perception of good quality (Zameer *et al.*, 2012; Islam *et al.*, 2021). Sardana *et al.*, (2018) has reported that retailers allocate 20 percent more shelf space to PLBs as a strategic move against visibility of NBs. An increasing share of scarce shelf space in being allocated to PLBs also with a motive to make NBs vulnerable to bargaining power of retailers over steep discounts (Karp, 2012).

**Promotions:** To purchase PLBs consumers rely on marketing tools like advertisements, word of mouth and promotions (Kumar and Kothari, 2015). Zhang (2006) is of the opinion that promotion programmes help in creating more brand awareness and strong positive associations when exposed to consumers. Rise of store specific loyalty programmes could result in transforming customers being store brand prone (Liu, 2007; Meyer-Waarden & Benavent, 2006), because these programmes can explicitly be used by retailers to promote their own private labels (Nies & Natter, 2010). However, Blattberg *et al.* (1995), has argued that NBs tend to attract more consumers from PLBs whereas, private brands are comparatively less effective in drawing consumers from NBs using promotional tools.

**Price Substitution:** The price of NB's is around 25-30 percent higher than private labels. Hence, high degree of price substitution exists between PLBs and NBs resulting in increasing private label brand share and retailer profits (Dawes & Nenycz-Thiel, 2013). Various studies have described impact of different pricing decisions adopted by NBs against PLBs (Bontemps *et al.*, 2008; Fong *et al.*, 2010). Steenkamp and Geyskens (2013) support that there is a positive relationship in the price inequality between NBs and PLBs and private label market share. Baltas *et al.* (1997) and Gielens (2012) also advocate that cross elasticity as a consequence of price change is higher among NBs and lower between PLBs and NBs. That signifies the price drop by one national brand attracts consumers of other NBs than consumers of PLBs.

**Product Category:** Schnittka (2015), while studying consumer's preference for premium and economy private labels found that consumers at high-priced retailers preferred premium category private labels whereas, consumers at low priced retailers prefer buying economy category private labels. Therefore, factors affecting consumer's attitude towards any private label depends upon the product category itself (Zielke and Dobbstein, 2007).

## 6. Conclusion

The study is review based wherein a systematic review process has been adopted to conduct literature review on PLBs and NBs. Different inclusion and exclusion criteria were adopted by the author/s for retention and deletion of the articles. Finally, 36 articles and one research report were retained, which are assumed most relevant and satisfied all the criteria considered by the researcher/s. It has been found that consumers prefer PLBs more vigorously than NBs. The primary reason being rationality of consumer while making purchase decision. In other words, the average price difference between price of PLBs and NBs is 31 percent. Thus, making PLBs cheaper than NBs. In addition, the study has identified certain factors on the basis of which consumers distinguish between PLBs and NBs. The study has categorized these factors into internal and external factors. The internal factors include price sensitivity, consumer income, family size, education, risk, and perceived value. Whereas the external factors include store image, product quality, visibility, promotions, price substitution, and product category. These factors will help brand managers in evaluating the competition between NBs and the subsequent influence of these competitive pressure on the market share and profit margin of NBs. Brand managers can design better marketing strategies to maintain the uniqueness of their NBs and capture more market share. Future researchers can undertake a comparative study by employing the identified factors in the study for more insights and inferences.

## References

- Ahlert, D., Olbrich, R., Kenning, P., Schroeder, H., Glynn, M. S. & Chen, S. (2009). Consumer-factors moderating private label brand success: further empirical results. *International Journal of Retail & Distribution Management*, 37(11), 896-914.
- Glynn, M. S., & Chen, S. (2009). Consumer-factors moderating private label brand success: further empirical results. *International Journal of Retail & Distribution Management*.
- Ailawadi, K.L., Neslin, S.A. & Gedenk, K. (2001). Pursuing the value-conscious consumer: store brands versus national brand promotions. *Journal of Marketing*, 65(1), 71-89.
- Baltas, G. & Argouslidis, P. C. (2007). "Consumer characteristics and demand for store brands". *International Journal of Retail and Distribution Management*, 35(5), 328-341.
- Baltas, G., Doyle, P. & Dyson, P. (1997). A model of consumer choice for national vs PLBs. *Journal of the Operational Research Society*, 48(10), 988-995.
- Baltrás, G. (1997). Determinants of store brand choice: a behavioural analysis. *Journal of product & brand management*, 6(5), 315-24.
- Bao, Y., Bao, Y. & Sheng, S. (2011). Motivating purchase of private brands: Effects of store image, product signatureness, and quality variation. *Journal of Business Research*, 64(2), 220-226.
- Batra, R. & Sinha, I. (2000). Consumer-level factors moderating the success of PLBs. *Journal of retailing*, 76(2), 175-191.
- Beaulieu, L. (2015). How many citations are actually a lot of citations?. Available from: <https://lucbeaulieu.com/2015/11/19/how-many-citations-are-actually-a-lot-of-citations/>. Accessed on: 11 November, 2021.
- Bellizzi, J. A., Krueckeberg, H. F., Hamilton, J. R., & Martin, W. S. (1981). Consumer perceptions of national, private, and generic brands. *Journal of retailing*, 57(4), 56-70.
- Beneke, J. (2010). Consumer perceptions of PLBs within the retail grocery sector of South Africa. *African Journal of Business Management*, 4(2), 203-220.
- Blattberg, R. C., Briesch, R. & Fox, E.J. (1995). How promotions work. *Marketing Science, Special Issue on Empirical Generalizations in Marketing*, 14(3), 122-132.
- Bontemps, C., Orozco, V. & Réquillart, V. (2008). Private labels, NBs and food prices. *Review of Industrial Organization*, 33(1), 1-22.
- Burger, P. C. & Schott, B. (1972). Can private brand buyers be identified? *Journal of Marketing Research*, 9(2), 219-222.
- Burton, S., Lichtenstein, D. R., Netemeyer, R. G. & Garretson, J. A. (1998). A scale for measuring attitude toward private label products and an examination of its psychological and behavioral correlates. *Journal of the academy of marketing science*, 26(4), 293-306.
- Cheng, J. M. S., Chen, L. S. L., Lin, J. Y. C. & Wang, E. S. T. (2007). Do consumers perceive differences among NBs, international private labels and local private labels? The case of Taiwan. *Journal of Product & Brand Management* 16(6), 368-376.
- Coe, B. D. (1971). Private versus national preference among lower-and middle-income consumers. *Journal of Retailing*, 47, 61-72.
- Cook, D. (1997). Systematic reviews: the case for rigorous methods and rigorous reporting. *Canadian Journal of Anaesthesia*, 44, 350-353.
- Cuneo, A., Milberg, S. J., Benavente, J. M. & Palacios-Fenech, J. (2015). The growth of PLBs: a worldwide phenomenon? *Journal of International Marketing*, 23(1), 72-90.
- Cunningham, I. C., Hardy, A. P. & Imperia, G. (1982). Generic brands versus NBs and store brands-A comparison of consumer's preferences and perceptions. *Journal of Advertising Research*, 22, 25-32.
- Dawes, J. & Nenycz-Thiel, M. (2013). Analyzing the intensity of private label competition across retailers. *Journal of Business Research*, 66(1), 60-66.
- De Wulf, K., Odekerken-Schröder, G., Goedertier, F. & Van Ossel, G. (2005). Consumer perceptions of store brands versus NBs. *Journal of Consumer Marketing*, 22(4), 223-32.
- Denyer, D. & Tranfield, D. (2006). Using qualitative research synthesis to build an actionable knowledge base. *Management Decision*, 44(2), 213-227.
- Dhaktod, P., & Chib, S. (2015). Private Labels: A Changing Perspective in Indian Retailing. *International Journal of Management and Commerce Innovations*, 3(2), 282-288
- Dhar, S. K. and Hoch, S. J. (1997). Why store brand penetration varies by retailer. *Marketing Science*, 16(3), 208-227.

- Diallo, M. F., Chandon, J. L., Cliquet, G. & Philippe, J. (2013). Factors influencing consumer behaviour towards store brands: evidence from the French market. *International Journal of Retail & Distribution Management*, 41(6), 422-441.
- Dolbec, P. Y. & Chebat, J. C. (2013). The impact of a flagship vs. a brand store on brand attitude, brand attachment and brand equity. *Journal of Retailing*, 89 (4), 460-466.
- Fitzell P., (1982). Private labels: store brands & generic products. *Westport, Connecticut: AVI Publishing Company Inc.*
- Fong, N. M., Simester, D. I. & Anderson, E. T. (2010). Private label vs. national brand price sensitivity: Evaluating non-experimental identification strategies. *In MIT Working Paper. MIT.*
- Garretson, J. A., Fisher, D. & Burton, S. (2002). Antecedents of private label attitude and national brand promotion attitude: similarities and differences. *Journal of retailing*, 78(2), 91-99.
- Gázquez-Abad, J.C. & Sánchez-Pérez, M. (2010). Consumer brand choice behaviour: NBs vs. store brands. *Journal of Marketing Trends*, 1, 53-68.
- Geyskens, I., Gielens, K. & Gijsbrechts, E. (2010). Proliferating private-label portfolios: How introducing economy and premium private labels influences brand choice. *Journal of Marketing Research*, 47(5), 791-807.
- Gielens, K. (2012). New products: The antidote to private label growth?. *Journal of Marketing Research*, 49(3), 408-423.
- Goyal, K., & Kumar, S. (2021). Financial literacy: A systematic review and bibliometric analysis. *International Journal of Consumer Studies*, 45(1), 80-105.
- Hawkins, D. I., Best, R. J. & Coney, K. A. (1986). *Consumer Behavior. 3rd ed. New York: Business Publications.*
- Herstein, R., Tifferet, S., Abrantes, J. L., Lymperopoulos, C., Albayrak, T. & Caber, M. (2012). The effect of personality traits on private brand consumer tendencies. *Cross Cultural Management: An International Journal*, 9(2), 196-214.
- Hoch, S. J. (1996). How should NBs think about private labels?. *MIT Sloan Management Review*, 37(2), 89.
- Hoch, S.J. & Banerji, S. (1993). When do private labels succeed? *Sloan Management Review*, 34(4), 57-68.
- Huei-Chen, H. (2007). A study of factors affecting the success of PLBs in Chinese e-market. *Journal of Technology Management in China*, 2 (1), 38-53.
- James, D. L., Durand, R. M. & Dreves, R. A. (1976). Use of a multi-attribute attitude model in a store image study. *Journal of Retailing*, 52(2), 23-32.
- Jantarakolica, K., (2014). Retail Store Brand and Customers Purchase Behaviours. The 14th International Society for Business Innovation and Technology Management Conference, Phuket, 2014. Thailand.
- Ji, J. (2011). Consumer's attitude towards store image and private label brand image. A dissertation submitted to Auckland University of Technology.
- Kakkos, N., Trivellas, P. & Sdrolia, L. (2015). Identifying drivers of purchase intention for PLBs. Preliminary evidence from Greek consumers. *Procedia-Social and Behavioral Sciences*, 175, 522-528.
- Kara, A., Rojas-mendez, J. I., Kucukemiroglu, O. & Harcar, T. (2009). Consumer preferences of store brands: Role of prior experiences and value consciousness. *Journal of Targeting, Measurement and Analysis for Marketing*, 17(2), 127-137.
- Karp, H., (2012). Store Brand Step Up Their Game, and Prices. *Wall Street Journal. Jan. 31.*
- Kaul, A. & Wittink D., R. (1995). Empirical generalizations about the impact of advertising on price sensitivity and price. *Marketing Science*, 14(3)2, 151-60.
- Kumar, S. & Kothari, M. (2015). A Study on Consumer Perception Regarding Private Label Branding in India. *European Journal of Business and Management*, 7(10), 225-231.
- Lichtenstein, D. R., Ridgway, N. M. & Netemeyer, R. G. (1993). Price perceptions and consumer shopping behavior: a field study. *Journal of marketing research*, 30(2), 234-245.
- Liu Y. (2007). The long-term impact of loyalty programs on consumer purchase behavior and loyalty. *Journal of Marketing*, 71, 19-35.
- Martinez-Lopez, F. J., Ga'zquez-Abad, J.C., Ailawadi, K. L. & Yagüe-Guillen, M. J. (2017). Advances in National Brand and Private Label Marketing. Springer Proceedings in Business and Economics, *Springer International Publishing AG: Switzerland.*
- Meyer-Waarden, L. & Benavent, C. (2006). The impact of loyalty programs on repeat purchase behaviour. *Journal of Marketing Management*, 22 (1/2), 61-88.
- Molinillo, S., Ekinci, Y., Whyatt, G., Occhioicupo, N. & Stone, M. (2016). Private label management: Insights and research directions. *In Handbook of research on strategic retailing of private label products in a recovering economy*, 1-27, IGI Global.
- Myers, J. G. (1967). Determinants of private brand attitude. *Journal of marketing Research*, 4(1), 73-81.
- Nair, L. (2011). Private labels brands in food & grocery: The changing perceptions of consumers & retailers in India-A study in the Pune region. *Researchers World - Journal of Arts Science & Commerce*, 2(1), 144.
- Nielsen, A. C. (2014). The state of private label around the world. Nielsen. Retrieved from: <http://www.nielsen.com/us/en/insights/reports/2020/the-state-of-private-label-around-the-world.html>
- Nielsen, A.C. (2010). Retrieved from: [http://www.brandchannel.com/images/papers/523\\_nielsen-global-private-label-report](http://www.brandchannel.com/images/papers/523_nielsen-global-private-label-report)
- Nies, S. & Natter, M. (2010). Are private label users attractive targets for retailer coupons?. *International Journal of Research in Marketing*, 27(3), 281-291.
- Pani, P. (2013). Wooing buyers with private labels. The Hindu Business Line. Retrieved from <https://www.thehindubusinessline.com/economy/Wooing-buyers-with-private-labels/article20682013.ece>
- Patra, R. K. & Jena, D. (2016). An exploratory study on the growth of PLBs in India. *Abhinav National Monthly Refereed Journal of Research in Commerce & Management*, 5(6), 65-68.
- Rao, T. R. (1969). Are some consumers more prone to purchase private brands?. *Journal of Marketing Research*, 6(4), 447-450.
- Richardson, P. S., Dick, A.S. & Jain, A.K. (1994). Extrinsic and Intrinsic Cue Effects on Perceptions of Store Brand Quality. *Journal of Marketing*, 58 (4), 28-36.
- Schnittka, O., (2015). Are they always promising? An empirical analysis of moderators influencing consumer preferences for economy and premium private labels. *Journal of Retailing and Consumer Services*, 24, 94-99.
- Semeijn, J., Van Riel, A. C. & Ambrosini, A. B. (2004). Consumer evaluations of store brands: effects of store image and product attributes. *Journal of Retailing and Consumer Services*, 11(4), 247-258.
- Sethuraman, R. & Cole C., (1999). Factors influencing the price premiums that consumers pay for NBs over store brands. *Journal of Product & Brand Management*, 8(4), 340-51.
- Sethuraman, R. & Mittelstaedt, J. (1992). Coupons and private labels: A cross-category analysis of grocery products. *Psychology & Marketing*, 9(6), 487-500.
- Sprott, D. E. & Shimp, T. A. (2004). Using product sampling to augment the perceived quality of store brands. *Journal of Retailing*, 80(4), 305-315.
- Steenkamp, J. B. E. M. (1990). Conceptual model of the quality perception process. *Journal of Business Research*, 21, 309-333.
- Steenkamp, J. & Geyskens, I., (2013). Manufacturer and retailer strategies to impact store brand share: Global integration, local adaptation, and worldwide learning. *Marketing Science*, 33(1), 6-26.
- Veloutsou, C., Gioulistanis, E. & Moutinho, L. (2004). Own labels choice criteria and perceived characteristics in Greece and Scotland: factors influencing the willingness to buy. *The Journal of Product and Brand Management*, 13(4), 228-241.
- Wu, Y., Luo, A. L., Li, H. N., Shi, J. R., Prugniel, P., Liang, Y. C. & Dong, W. X. (2011). Automatic determination of stellar atmospheric parameters and construction of stellar spectral templates of the Guoshoujing Telescope (LAMOST). *Research in Astronomy and Astrophysics*, 11(8), 924.
- Zameer, H., Waheed, A. & Mahasin, S. S. (2012). Factors involved in retailer's decision to allocate shelf space to private and national brand and its impact on sales. *International Journal of Academic Research in Business and Social Sciences*, 2(8), 356-366.
- Zhang, J. (2006). An integrated choice model incorporating alternative mechanisms for consumers' reactions to in-store display and feature advertising. *Marketing Science*, 25(3), 278-290.
- Zielke, S. & Dobbelsstein, T. (2007). Customers' willingness to purchase new store brands. *Journal of Product & Brand Management*, 16, 112-121.
- Gangwani, S., Mathur, M., & Shahab, S. (2020). Influence of consumer perceptions of private label brands on store loyalty—evidence from Indian retailing. *Cogent Business & Management*, 7(1), 1751905.
- Milberg, S. J., Cuneo, A., & Langlois, C. (2019). Should leading brand manufacturers supply private label brands to retailers: Calibrating the trade-offs. *Industrial Marketing Management*, 76, 192-202.
- Islam, S. B., Bhat, S. A., & Darzi, M. A. (2021). Determining the Influence of Private Labels on Sales of National Brands: A Qualitative Approach. *FIIB Business Review*, 10(2), 133-145.