

Consumers Acceptance Level for Private Label Brands as Compared to National Brands in Apparel Category

* Sameer V. Charania

Abstract

Private Label Brands are the In house Brands owned & managed by the organized retailer. Retail Industry is growing at an accelerating rate. Every departmental store in the present scenario is introducing its own private label brand as it is a good source of revenue for them. At the same time, it is also a good option for the consumer to get a quality product at a price less than the national brands. A certain percentage of consumers are of the opinion that Private Label Brands are not of good quality as they directly correlate the quality with the price of the product. This research paper focuses on the consumer's acceptance level of private label brands as compared to national brands in apparel category in India.

Keywords: Consumers, Organized Retail, Private Label, Apparels.

*Research Scholar – Shri Jagdishprasad Jhabarmal Tibrewala University, professorsvc@gmail.com
Assistant Prof – Rizvi College of Arts, Science & Commerce