

EXAMINING CUSTOMER PURCHASE DECISIONS REGARDING PRIVATE LABEL BRANDS IN SUPER AND HYPERMARKETS IN MADURAI AND COIMBATORE CITIES: AN EMPIRICAL PERSPECTIVE

Saravanan Shanmugam¹ & Dr. Karthikeyan K²

¹Research Scholar, Saranathan College of Engineering, Trichy, Tamil Nadu, India

²Professor & Head, Department of Management Studies, Saranathan College of Engineering, Trichy, Tamil Nadu, India

ABSTRACT

The aim of this research paper is to explore the factors that influence Indian consumers' decisions when purchasing private label brand products. The study employs an exploratory approach followed by a causal investigation to test different scenarios. A structured questionnaire was used to collect responses from shoppers in the Madurai and Coimbatore cities of Tamilnadu. Factor analysis and regression analyses were then conducted. The exploratory factor analysis identified five key factors: brand awareness, brand quality, brand loyalty, brand image, and satisfaction. Hypothesis testing was conducted to examine the impact of these factors on consumers' decisions to purchase private label brands. The results revealed that brand image was the most significant factor, followed by brand awareness, brand quality, and brand loyalty. However, satisfaction was found to vary among different customers and was not considered a relevant factor. The findings of this study suggest that retailers should take into account the preferences of different age groups when it comes to Private Label Brands (PLBs). Regardless of consumers' age, factors such as value for money and satisfaction derived from previous usage are considered important in purchase decisions.

KEYWORDS: *Private Label Brand, Purchase Decisions, PLB's, Purchase Decision-Making Process*

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