INTRODUCTION

The organized retail sector is growing at a faster pace. The competition in the organized retail sector is increasing day by day. To keep up the competition, retail marketers are finding out various ways & methods to survive in today’s cut-throat competition. Enhancing the effectiveness of retail organization is possible with a differentiating factor. Private labels give an edge to create a favorable impact on consumers.

Private labels weren't always taken so seriously; in the past, they were considered cheap, no-name substitutes for "real" brands -- cheap in terms of price as well as quality. They were found mainly in generic products such as detergent and toilet paper, and staples such as rice and sugar. While many consumers bought stores' own brands, which usually sold at a substantial discount to national brands, they didn't often acknowledge it. For the retailer, the private label was one more way to earn a little extra. As quality improved, though, customers became more accepting, and retailers began to change their attitudes.

Not only are private brands now found across a spectrum of products -- from groceries and staples to apparel, consumer electronics and mobile handsets -- they are considered brands in their own right. The fundamental reason for the success of private labels is their price advantage, made possible by their nonexistent or very limited spending on product development and brand promotion. The bulk of the products are reverse-engineered copies of category leaders and they are promoted within the store, not advertised outside. Their value still resonates with customers, but it is no longer the only reason private labels are finding their way into more homes.

The changing customer tastes & the need to fill a gap in the product offering is the key reasons for the retailers to opt for private labels. This gap may be due to the non availability of particular product/category. The retailer may also seek to create a competitive advantage in his domain by aiming to offer a product that is unique & thus also build on customer loyalty.

The following are the basic reasons for the development of private labels by retailers

1) Identification of need gap
2) Need to create unique merchandise
3) Creating customer loyalty
4) Need to earn increased margins
5) Changing consumer habits

Organized Retail Sector in India is at the nascent stage & has tremendous potential with respect to all the types of formats. Every retailer today wants to capitalize on its product offering. Private Labels is a strategic tool which every retailer in the organized sector can capitalize. In the competitive world or retail, private label is emerging as a new business concept & is gaining momentum. Many of the large retailers have a wide range of private labels, irrespective of the product category that they deal in. Retail marketers today are managing their proprietary brands with the same combination of care & innovation as manufacturers of national brands. Currently, retailers have been liberating themselves from the traditional definition of private label marketing as being poor relative of the national brand consumer goods & thus opening up large opportunities for private label branding. These opportunities require adoption of a different set of marketing & branding practices to support & propel the retailers’ business & marketing ideas for private label brands.

Private labels can be a success if retailers rightly position it in the stores. Private labels if managed properly, is a strategic tool or asset to win customers & build sustainable competitive advantage. The basic objective of any retailer in the organized sector is to earn high margins, where private label brands play a very crucial role.
REVIEW OF LITERATURE

Abhishek & Koshy Abraham (2008) examines how retailer can influence the quality perceptions for private label brands by providing additional cues to the customers. The nature of additional cues may have differential impact on quality perceptions of private labels vis a vis national brands. If the retailer decides to push the store brand, the consumers will respond depending on the underlying quality & other actions by the retailer as well as by the actions that national brands will coincidently pursue. The retailer generally pushes the private label brands by in-store promotions & allocating greater shelf space for private label brands. Retailer that carried store brands must develop high-quality store brands & not just low priced brands. Low price image of private labels brands was countered by stores through every day low price (EDLP) strategy. EDLP made the normal price difference between national brands & private labels more apparent & facilitated parity comparison. The distinct gap in the level of quality between private label & national brand has narrowed; private labels’ quality levels are much higher than ever before & they are more consistent. One of the ways to improve quality perceptions of private label brands was through the use of feature differentiation i.e. the degree to which products have different forms, sizes or packaging. Retailers should increase their advertising budgets. Consumer’s perception of quality is directly affected by consumers’ perception of brand’s advertising expenditure.

Abhishek (2010) identifies the demographic & psychographic variables for private label brand proneness. It was researched that demographic variables were related only weakly to consumers’ proneness for purchases. On the basis of psychographic variables, it was proposed that consumers can be best classifies by their perceptions towards private label rather than individual characteristics such as personality variables or socio economic factors.

Ailawadi & Keller (2004) analysis that store loyalty improvement could be attributed to facilitation in shopping by enabling customers to buy a single brand across a wide range of product categories. Consumers perceptions evaluated in terms of dimensions of store image, price & promotion, cross-category assortment & within category assortment can help develop strong & unique brand associations in the minds of consumers. They also influence the utilitarian & hedonic benefits that consumers feel they gain from retailers’ patronage & ultimately the price
premium consumers will pay the extra effort they will be willing to expend in order to shop the retailer, & loyalty that the retailer enjoys. The relative importance of different image dimensions & of utilitarian versus hedonic utility vary for different retail formats, different consumer segments, & even for different purchase occasions for the same consumer, thus providing ample opportunity for retail brands to differentiate themselves from another.

Aithal Rajesh (2009) researched on the improved understanding of the current status of private labels in the country & how it would evolve in future. Private brands are more generic in nature & there is no attempt made to follow a distinct strategy for private labels.

Baidaray Debjani (2011) explores the changing face of apparel retail in India. Globally private labels contribute to 17% of retail sales & are growing at 5% per annum. Private labels are developed as value innovators & in premium categories for profit maximization & customer loyalty. Retailers prefer private label brands because of their potential to increase store loyalty, chain profitability, control over shelf space, bargaining power over manufacturers. Among customers, obvious reason of growing popularity & growth is the price advantage over national brands.

Beneke Justin (2009) analyzed the consumer perceptions of private label brands within the retail grocery sector of South Africa. Consumers who are heavy purchasers of private label brands may not prove to be more profitable in the long run as these consumers may be substituting a more expensive manufacturer brand with the less expensive private label option. The advantage of private label is increased profitability through cost saving & increased margins, increased store loyalty & creation of distinct corporate identity, opportunities to seize new market ventures & increased bargaining leverage with suppliers. The attractively packaged items addresses the consumer needs of esteem & status. With respect to the element of price, new private label brand products can be at a lower cost by test marketing in a few of their own retail stores, thereby contributing to lower research & development costs. The primary role of product packaging is to captivate consumer attention by breaking through the competitive clutter. Demographic variables were largely ineffective in determining an individuals’s propensity to buy private label brands.
income was found to be the most prominent of all variables, revealing a direct relationship between income & affinity towards private label brands.

Chakraborty Samrat (2011) analyzed the buyer behavior towards private label colas. Brand Image is considered as an important element of branding theory & plays an important role in the brand building process. Price & Quality are the two important characteristics for choosing a private label & there is a direct relation between them. To create awareness, retailers need to finalize proper advertising budget focusing on store brands as they are hardly advertised. Customers mainly choose private brands due to their price. There is a link between the income-level of customers & choice of private label cola. Private label colas are more popular in less affluent areas of the country. Premium colas have built their brand images over the years on the foundation of high level of customer loyalty, occupying a prominent position in the customers mind whereas private label colas possess negative attitudes & unfavorable perceptions about price, quality, taste, packaging, promotion etc. it proves that there exists general tendencies among customer to avoid them.

Fraser Alison (2009) researched on the influence of store image on attitudes to the same private labels across stores. The effect of store image is positively associated with attitudes of private labels but differs by retail chain & private label type. Store assortment quality is the major determinant of attitude of private labels. It indicates that there can be a poor fit between store & private label positioning. Retailers need to be aware that store image affects private labels differently & ensure there is an appropriate fit between them. Consumer perceptions of store image & the store’s private labels are positively associated. Consumer’s perceptions of private labels are uniquely related to unique positioning of stores & hence can play an important role in retail differentiation & store loyalty. Retailers are positioned differently in consumers minds, perceptions of specific private labels also differ across stores. Customers represented similar attitudes to the same private labels regardless of the store.

Glynn Mark & Chen Shaoshan (2009) examines the category-level differences of both risk perception & brand loyalty effects on consumer proneness towards buying private label brands. it indicates that quality variability, price consciousness, price-quality association & brand loyalty
influence consumer proneness to buy private label brands. Income, education & household size are moderators of private label purchasing. The importance of the determinants depends on both product category & the private label market share within the category. Retailers & manufacturers need to consider the effects of private label brand in relation to product category. Brand loyalty in some categories is important but not as much as price consciousness.

**Hariprakash (2011)** focuses on the importance of private labels to a retailer, its growth potential & its performance. Private labels can help differentiate from the competitors offerings. Some retailers tend to create higher quality products. Retailers have realized that by having top quality private labels they can differentiate themselves from other stores & be a destination store. Retailers should not only rely on existence of private label brands, as in such situations, customers feel they lack choices. Sales drop if customers do not find regular brands at its stores. Customers expect more choices. They need private labels along with various national players in a product category. Considering the trend in growth of private labels, private labels are going to give tough fight to national brands if & only if the retailer commits to the quality of private labels & adds value to the product. If retailer focuses on short term benefits & tries to attract only by price difference of private labels than the brand will not survive for long run against a well established brand.

**Hoch & Banerji (1993)** have identified that the determinants for the success of private labels should be more consumer driven in term of product quality & quality consistency & retailer driven in terms of category retail sales & category gross margin. The number of national brands & national advertising per manufacturer decreases the private label market share.

**Hoch, Montgomery & Park (1994)** overviewed the long term growth trends in private label market shares. Private labels can grow even though national brands exhibit no growth on average. This can occur because unlike, its national brand competitors, the retailer through its private label is the only brand that not only controls its own marketing spending but also exerts some influence over the ultimate market place spending of their national brand competitors. Private labels have shown consistent long-term growth while national brands have been relatively stable.
Jelena Koncar, Goran Vukmirovic, Zita Petrovic Katai (2010) relates to the comparative analysis of private labels portfolios & strategies between different retail formats in Serbia. Joint characteristics of private label presentation in Serbia relate to quality level, where the middle quality level prevails, while low & high level is more an exception than a rule.

Lamey Lien (2011) evaluates the effect of business-cycle fluctuations on private label share & investigates whether & to what extent, marketing conduct varies over the business cycle & how this contributes to the growing popularity of private labels. Results show that private-label share behaves counter-cyclically, & that part of boost in private label share during contractions is permanent. Some retailers have recently started to introduce their own innovations & advertise their private labels; the intensity of these activities is still minor as compared to national brands. Private label advertising is almost always generic rather than being category specific. Much purchase behavior in Consumer product categories is based on habit. In expansionary periods, consumers spend little cognitive effort on the choice task, & exhibit a high degree of inertia in their purchases. In bad times, however, many consumers have to live on tighter budgets & face financial insecurity due to increased job uncertainty. Contractions offer golden opportunity for retailers to boost the share of their own brands.

Nair Lakshmi (2011) highlights on the changing perceptions of customers towards private labels & the importance they attach to such brands while making purchases. There is no major difference in the preference of customers for private label brands as compared to national level brands. There is a substantial potential market for private label brand’ in the Indian environment. With respect to quality & price perceptions of private label brand’s, Indians are still somewhat skeptical about quality of private label brands, due to which penetration of private label in the grocery sector is relatively poor. Customers thought that national brands provide hedonic utility & quality; whereas private label brands’ are lower priced & lack strong recognition. Factors influencing the purchase decision for private labels are: perceived quality, freshness, and packaging, and health, availability of alternatives, sales promotion & advertising. Product packaging is an important component. It was researched that, majority of private label packages do not visually display that actual product contents. This may prove detrimental to product sales
by failing to encourage conversion from mass market. Attractive packaging is essential to persuade the target market that core content is of similar quality to other manufacturer brands in that product category. For communicating the benefits of private label brands, television is the most effective way of communicating the advantages offered by these brands. Cereals, pulses & spices category were most preferred private label whereas packaged food, fruits & vegetables, milk & milk products, Meat, fish & poultry & beverages followed respectively.

**Nair Suja (2011)** analyzed that private label have progressed from catering to a specific target audience to catering to the needs of the urban youth largely especially due to increase in their disposable income & growing awareness of lifestyle & fashion trends. Private labels offer customers tremendous value for money proposition. Customers are assured of a quality product with a tangible price difference. Customers purchase risk is reduced as trusted retail name equals the trust in the product offered by a particular retailer. Private labels ensure cost savings to customer & leads to earning customer loyalty. Uniqueness of merchandise potentially leads to greater emotional connect for the customer & for the retailer inspite of lower prices.

**Neelmani Nilesh (2011)** has studied the attributes on which consumers evaluate both private labels & national brands & to compare the attitude of consumers towards private & national brands. Consumers still believe that national brands have a better quality as compared to private labels. The gap between the national & private label has narrowed. Regarding price, the consumers believe that private labels have higher value for money as compared to National Brands. In terms of risk, consumer believes that national brands are less risky to buy as compared to private labels. Also the consumers’ attitude towards private label being risk free is very close to that of national brands. With regards to freshness, packaging & health as an attribute, consumers’ don’t differentiate between private labels & national brands. National brands are better perceived to have a higher prestige & image as compared to private labels. It is a matter of concern for national brands, as private label brands in India is in early stage & is all set to grow.

**Pandya Amit & Joshi Monarch (2011)** have focused on consumers attitude towards private label. It compares the customers’ attitudes towards national brands & private label with respect
to different attributes like quality, price, risk, packaging & image. Analysis of consumers’ attitudes towards national brands & private labels show that there was attitudinal difference on the attributes of quality, price & risk. Customers are indifferent with respect to packaging & image. Attitudinal difference was observed for attributes of packaging of personal care products & price & risk in consumer durable products. Attitudinal difference was not observed on the attributes of quality, packaging & image for consumer durable products. Perception of quality is an important element relating to private label brand use; if all brands in a category are seen as sharing a similar quality, then private label brand use is often observed to increase. Quality is more important than price to shoppers. Importance of pricing as an attribute influences customer’s acceptance of private labels. There is a danger for a retailer using low price for private label

**Parker & Kim (1995)** considers aspects of competition between national brands & quality-equivalent private-label brands. Heavy advertising among national brands can increase prices, revenue & profits for both national & private label brands. Advertising leads to differentiation.

**Patil Pravin Patil & Vedak Vidyadhar (2011)** highlights that consumer preference towards private label is an alternative to national brands & is considered as retailers value proposition for the customer. Preference of Indian consumers towards national brands is essentially due to their trustworthiness & quality factor. Retailers need to maximize their efforts in positioning of their private brands. they need to create awareness regarding their own products amongst customers in order to gain mileage in private label strategy. To remain competitive in medium to long run, retailers have to develop value added private labels rather than offering of budget & copycat private labels alone. Attractive pricing & promotion strategies of private labels allure customers towards private brands. Private label products are usually priced 15 to 40 percent lower than branded products. Primary objective of introducing a private label is to gain leverage during negotiation with national level brand manufacturer for extra margin. Private labels are preferred by price sensitiveness segment of customers. Retailers’ major benefit is higher gross margin earning on private brands. Operational benefit includes control on quality, supply chain & ease of merchandise movement. Store brands & national brands play complementary roles, while former becomes a source of store differentiation & loyalty; the latter plays the role of increasing
the price of store labels thereby contributing towards store profitability. Variety of private brands impacts price reduction of national brands which benefits the consumers.

**Pradhan Swapna (2010)** identifies that there is a need for private label. Retailers have become more sophisticated & competitive. The need to develop a private label brand by retailer is due to: identification of need gap, need to create unique merchandise, creating customer loyalty, earn increased margins. Private labels have huge impact on the bottom line & the margins of private labels are usually double than that of national brands. Most retail outlets are catering to a specific audience & mostly rely n in-store advertising & promotion

**Priyank Azad (2011)** evaluates the impact of private label on national brands. Store brands are mainly resorted to increase sales at the retail outlet & generate higher profit margins. For example Food Bazaar introduced Tasty Treat, its store brand in the snacks category, which has gained considerable share in market today. Private Labels offer comparable quality to customers at a lower price. The process of creating store brands include several decisions like, recognizing the market gap, for instance, in the southern part of the country, customers manly prefer pickles prepared with groundnut or coconut oil which is available there at reasonable price. Mainly retailers have grabbed this opportunity & have introduced their store brands offering the same to the customers as per their taste & preference. Another important decision is to make or buy. Private labels have been able to overshadow the national brands on the basis of good quality at lower price.

**Puri Sandeep & Dwiwedi Harsh (2011)** are of the opinion that, Private Label are now gaining momentum for retailers & play a decisive role in control of distribution channel & maintaining customer loyalty. Intense competition with national brands has led to introduction of private labels in almost every product category. Private labels work best in categories that are not technology driven. It has strongest share in categories which have little differentiation. Share of private labels is lowest in product categories where there is a strong marketing support for national brands like toothpaste, chocolates, cold drinks & in those which require a high level of innovation like electronics, detergents & cosmetics.
**Renato & Kenneth (2011)** explains how manufacturers & retailers can collaborate on product development & merchandising. Traditionally, manufacturers have fought aggressively against the onslaught of private label by evaluating the most effective competitive strategies such as improved innovation, consumer loyalty programmes etc while also considering the strategic & financial implications of using spare capacity to produce private label products. Manufacturers recently have started to explore direct-to-consumer sales as a way to bypass retailers. These competitive techniques are designed to win consumer mindshare & thus market share from the store brands. Such strategy destroys value for both manufacturer & the retailer. Instead the path to success lies in strategic collaboration.

**Sckokai & Soregaroli (2006)** researched whether consumers benefit from private label development. Quality as a factor may lead to increase in national brand prices as response of private label development. If national brand manufacturers react further differentiating their products, they may increase the quality, leading to increase in national brands prices. Consumers benefit in terms of price, quality with respect to private label development.

**Sharma, Dubey & Pandey (2010)** researches that private labels account for 5% of the total organized retail market, so the potential for growth is still enormous. Margins on private label products range from 15-20% in the FMCG sector; about 20% for electronics; & from 30-70% for apparel goods. The primary reason a consumer buys a private label is usually price, but with improving quality of the products as well as labels & marketing, consumers tend to stick with these products rather than go back to branded labels. Most private label products are priced 5-20% lower than regular items. Private label needs to improvise on their packaging. Store Image, Price & quality are factors to select store brand.

**Shitole & Moghe (2011)** analysis that private labels serve as margin enhancing enablers for retailers. They are cost effective & more profitable.

**Soberman David & Marker Philip (2003)** found that retail prices do not necessarily fall with the introduction of private label brands. Equilibrium exists whereby a national brand engages in heavy advertising & a sole retailer introduces a private label brand to better serve its customers.
Quality-equivalent private labels will often lead to higher average prices for consumers & higher profits for retailers & manufacturers. Retailers play as common agent for both the house brand & national brands as a result retailers are able to “manage” competition between the national brand & the private label by virtue of their role as the “setter” of retail prices.

**Song Wei (2011)** evaluated the factors leading to retailers developing private labels. It analyses why Chinese manufacturers make Chinese Private Labels. The three main motivations to support private labels were to improve the company’s profitability, provide new directions to the manufacturers & also enhance relationships with the retailers. The basic reason for manufacturing is for the firm’s survival needs. Another reason is to use retailers as a means to enter new markets by using excess capacity without needing any additional investment. The third factor is to reduce the risk of cannibalizing & improve their competitive advantage in future.

**Vakariya Sheetal & Chopde Vilas (2011)** analyzed the consumer preference of private labels over the national labels in the apparel segment of the departmental stores. It involves a study to understand the category specific factors which affect the consumer preference for private lables versus national brands. Store brands provide value for money to customers & higher margin to retailers. Customers have strong brand preference for national brands. the quality & advertisement of national brands is better than the store brands. but gradually, the acceptance of private label brands is increasing as their quality is improving & trendier than the national brands.

**Verma Amit (2011)** is of the opinion that private brands are still as a nascent stage in India due to the domination of traditional retail formats & unbranded goods in many product categories, apart form the strong presence of national/manufacturer brands. it has been found that many retailers do not sell products as private labels, not due to lack of finance or market prospects, but due to the effort required to make or source suitable products. Sourcing of suitable raw materials, getting them processed, grading, packaging, branding, storage & distribution require considerable effort & expertise which are often beyond the normal purview of a retailer. In case of private labels, retailers are free to take their own decisions. It was suggested that product quality, pricing, promotion is vital for their success. Placement of private label products in the store is important for drawing attention of the customers.
Wang & Chen (2011) understood the consumers’ attitudes towards different product category of private labels. It investigates the consumer perceptions on product quality, price, brand leadership & brand personality towards convenience goods & shopping goods based on international private labels & local private labels. Consumers in Taiwan believe that international & local hypermarkets both produce better convenience goods & shopping goods that have quality & deliver more value. International private label has the advantage of economies of scale & the image of commodities of foreign make, which manifests itself as exotic lifestyle & culture. Consumers do not regard highly with local private labels.
OBJECTIVES

1. To understand the factors that influences the choice of organized retail outlets.

2. To understand the factors that influences purchases in organized retail sector.

3. To understand the level of awareness & acceptance of private labels in organized retail sector carrying private labels.

4. To understand the factors that influence the purchase of private labels in organized retail sector.

5. To understand the attitude & perception of consumer towards the private label brands.

6. To understand the impact of various promotional activities carried by private label brands.
HYPOTHESIS

H₀₁: There are no significant differences in awareness of private labels across variables
H₀₂: There are no significant differences in the liking of private labels across variables
H₀₃: There are no significant differences in acceptance of private label across different brands across variables
RESEARCH METHODOLOGY

SOURCES OF DATA:
1. Primary Data:
   This will be done using a survey with the help of different sets of structured questionnaire.

2. Secondary Data:
   This shall be gathered from books & publication, magazines, internet, journals & periodicals etc.

RESEARCH DESIGN:
Quantitative Descriptive Research.
The research involves collecting primary data which will be quantified. It will describe the data based on demographic & psychographic variables. The research intends to quantify the profits generated by retailer by promoting private labels. It would be descriptive in nature & would be conducted on a sub-section of the respondent population. It will describe the reasons & factors that influences customers to decide about a specific private label.

SAMPLING TYPE:
Stratified Random Sampling
The sampling will involve division of participants into smaller strata i.e. various groups which includes buyers, non buyers, one time buyers, etc. These subsets will be pooled to form a random sample. Thus the data is stratified random sample

SAMPLING FRAME:
Total Sample Size: 960 respondents
- Buyers:
The sampling frame shall comprise of individuals in the age group of 18-50 years that includes the following respondents:
  ✓ One time buyer – 200
  ✓ Regular buyers – 400
The objective of one time buyer is basically to know the reasons for buying only once.
• Non Buyers:
The sampling frame shall comprise of individuals in the age group of 18-50 years, who have never purchased any private labels & identify the reasons for non purchase.
  ✓ Number of respondents – 300

• Organized Retailers:
  ✓ Multi Brand Outlet – 30
  ✓ Supermarkets & other formats – 30

**RESEARCH AREA:**
Primary Research will be conducted in the organized retail sector across India especially Mumbai, Pune, Vapi & Daman

**HYPOTHESIS TESTING:**
The following test will be used:
**Parametric Testing:** z-test & Anova
**Non Parametric testing:** Chi square
SCOPE OF THE STUDY

The study will include evaluating the impact, effectiveness & future trends of private labels. To be successful with private labels, retailers must remember when private labels add value. They should 'fill a void in the category' either in price or in value. That happens in three cases,

1) Where a replica product offers consumers a choice even if prices are similar.
2) Where the market can be expanded by offering similar-quality products at significantly lower costs.
3) Where innovative products that are not available through national brands are launched. This is perhaps the most sophisticated way private labels can create value. This was probably the first step taken by organized retailers seeking to launch private labels in India. Store brands in apparel were introduced along with the first Western-style department stores and hypermarkets. When Shoppers Stop launched the STOP brand of Indian wear in the early 1990s, it was the first branded ethnic women's wear range.

All three scenarios have been part of the Indian experience. For instance, most store brands in mass categories such as processed foods, personal care and home care are "me-too" products. The Tasty Treat label took off after a disagreement over margins a year ago between the Future Group and Frito-Lay. The snack company temporarily broke ties with the retailer, and Food Bazaar promptly stocked its shelves with Tasty Treat potato chips and a rival brand, ITC's Bingo. The result: The homegrown chip brand raced ahead. The Tasty Treat brand outsells better-known brands in many products, and they don't advertise it.

Company with multiple-format stores stock private labels in categories includes processed foods, staples, personal and home care, and even dairy and beverages. The prices are approximately 10% to 40% lower vis-à-vis similar branded products, while the quality is consistently very good. The share of private labels continues to grow as more and more customers are discovering the value and great quality.
LIMITATIONS OF THE STUDY

1) The study cannot be implemented in certain formats like factory outlets as these outlets sell merchandise of that specific brand only, so the concept of private labels do not fit into that format.

2) The study is restricted only to India.

3) The study focuses only on Organized Retail Sector.

4) The study does not take into consideration the Wholesale Cash & Carry business format.
UTILITY OF THE STUDY

The concept of private labels is poised for further expansion & their popularity is fast extending to many non food categories & formats. Retailers have realized that private labels have a huge impact on the bottom line & the margins of private labels are usually double than that of branded products. The power of private labels is being explored by some retailers today as they do not want to be at the mercy of big manufacturers. At the same time, they also realize that it’s not going to be easy as it takes time & money to build private labels. Throughout the world, the private label is winning acceptability & the loyalty of customers.