

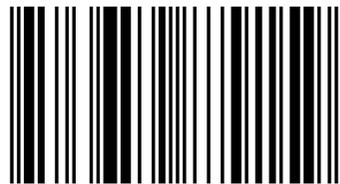
Retailing in India II Cases of PLB

The Indian retail industry is the fifth largest in the world in terms of GDP, which is one of the fastest growing economies in the world and by 2030. But organized retailers are very less penetrated in India when compared to the unorganized sector and the present study mainly attempts to understand the consumer buying behavior of consumers towards apparel sector of organized retail sector and also the study is specific only towards the private label apparel brands or store brands manufactured and sold by the retailers. Many of the consumers are now-a-days preferring private label brands over national or manufactured brands especially in apparel because of many reasons and the present study is aimed at understanding clearly whether why exactly the consumers prefer the private label apparel brands and other related decisions. The study is conducted empirically using conjoint analysis. Conjoint analysis is a technique for analyzing consumer utility levels for specific product attributes. It is used to determine how important each attributes for the consumers while making purchase decisions. This is the second part of the study which gives the empirical analysis of the study.

Venkata Krishna Chodimella
ManjuSmita Dash

Retailing in India II Cases of Private Label Preferences in Apparel

Dr.C.V.Krishna is currently working for Madanapalle Institute of Technology & Science-(MITS) as an Assistant Professor in the Department of Management Studies. He has 13 + years of Teaching and Research Experience in the Areas of Marketing Management, Retail Management etc. He has published several Research Papers and Books in the Marketing Area.



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Chodimella, Dash

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