

Consumers` perception of private labels of the Russian largest retail chains

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Methods of the research

1. Qualitative research of private labels consumers. Depth interviews with private labels consumers. Sampling – 50 respondents. The goals of the interviews were the following:

- * reveal characteristic features of perception of chain private labels by consumers;
- * reveal characteristic features of consumers' attitude to chain private labels;
- * reveal characteristic features of consumers' attitude to the most popular private labels and degree of satisfaction by products represented under these labels.

2. Quantitative research. Standardized interviews with private labels consumers (representational sampling in Moscow, 800 respondents). We pursued the following objects in this work:

- * find perception maps of the most popular private labels in the Moscow retail chains market. Perception maps for 8 most popular marks in Moscow were drawn up;
- * evaluate quantitative parameter of consumers' perception of private labels and attitude to them.

For the quantitative technique the Moscow market was chosen as the most mature market of retail chains with private labels.

As for other regions of Russia, production under private labels is offered quite scanty and it is impossible to obtain a complete picture of consumers' perception of private labels at the federal level.

Abstract

The subject of investigation is characteristic features of consumers' perception of private labels which have been estimated by means of the qualitative and quantitative research methods. Perception maps of 8 most popular private labels by consumers are represented in the report.

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I. Perception of private label products by consumers

1. Private label is a product of a small farm (own subsidiary or farmer's one)
2. Private label is a product of a small workshop, which has been organized somewhere at the shop or is a department of the shop
3. Private label is production of well-known companies which is produced for the retail chain
4. Private label is a product which is produced for sale in retail chain and is sold in this retail chain only

II. Associations with a private label

1. «This production allows saving money»
2. «It's for people without great pretensions»
3. Instable quality – «expecting a dirty trick»
4. «Inexpensive, but its quality is not worse than those of some famous products»

III. Perception of private labels in the premium segment

1. No, because a private label isn't a prestigious product
2. No, because I'm not sure in the quality of the product which was produced by a little known company
3. No, because a retail chain isn't specialized in production and that is why it cannot produce high-quality items, one needs specialization to make it

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I. Ideas, which consumers have about private labels

II. Product categories, in which consumers have confidence in private labels

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IV. Estimation of the most popular private labels by consumers by key consumer properties

1. Reliability
2. Freshness
3. Naturalness

4. Taste properties

5. Economy

6. Prestige

Supplement 1. Perception maps of the most popular private labels

1. Nash Produkt (Our Product)

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3. Ramstore

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