

# PRIVATE LABEL MARKETING IN THE 1990s



## The Evolution of Price Labels Into Global Brands

by Philip Fitzell

# Private Label Marketing In The 1990s The Evolution Of Price Labels Into Global Brands

**J Spring**



## **Private Label Marketing In The 1990s The Evolution Of Price Labels Into Global Brands:**

**Private Label Marketing in the 1990s** Philip B. Fitzell,1992      Advances in National Brand and Private Label Marketing Francisco J. Martínez-López,Juan Carlos Gázquez-Abad,Raj Sethuraman,2015-06-03 This book presents the latest research and recent studies in the field of national brand and private label marketing It covers a wide range of topics including retailing marketing general business psychology economics and statistics It addresses diverse areas of application such as brand naming and packaging decisions price elasticity positioning branding consumer motivation online communities economic crisis strategies in growth and mature private labels The contributions are organized according to the following themes consumer behaviour strategic decisions branding market trends and theoretical research The book presents a collection of original rigorous and relevant contributions from the 2015 National Brands and Private Label Marketing conference in Barcelona      *Handbook of Marketing Strategy* Venkatesh Shankar,Gregory S. Carpenter,James Farley/Booz Allen Hamilton,2012 This authoritative comprehensive and accessible volume by leading global experts provides a broad overview of marketing strategy issues and questions including its evolution competitor analysis customer management resource allocation dynamics branding advertising multichannel management digital marketing and financial aspects of marketing The Handbook comprises seven broad topics Part I focuses on the conceptual and organizational aspects of marketing strategy while Part II deals with understanding competition Customers and customer based strategy marketing strategy decisions and branding and brand strategies are covered in the next three parts while Part VI looks at marketing strategy dynamics The final part discusses the impact of marketing strategy on performance variables such as sales market share shareholder value and stakeholder value All of the chapters in this Handbook offer in depth analyses of research developments provide frameworks for analyzing key issues and highlight important unresolved problems in marketing strategy Collectively they provide a deep understanding of and key insights into the foundations antecedents and consequences of marketing strategy This compendium is an essential resource guide for researchers doctoral students practitioners and consultants in the field of marketing strategy      Handbook of Research on Retailing Katrijn Gielens,Els Gijbbrechts,2018-08-31 The advent of e commerce and the rise of hard discounters have put severe pressure on traditional retail chains Boundaries are blurring traditional brick mortar players are expanding their online operations and or setting up their own discount banners while the power houses of online retail are going physical and hard discounters get caught up in the Wheel of Retailing Even successful companies cannot sit back and rest but need to prepare for the next wave of change In the face of this complexity it is all the more important to take stock of current knowledge based on insights and experience from leading scholars in the field What do we know from extant studies and what are the ensuing best practices What evolutions are ahead and will current recipes still work in the future This Handbook sheds light on these issues      **An Empirical Investigation into the Factors Influencing Consumer Perceptions of the No Name Brand Food Items:**

**Special Focus - South Africa** Aron Embaye, 2010-04-08 Inhaltsangabe Introduction In today's complex business environment doing business is no longer business as usual it has evolved into quick change quick response and quick results In such an environment it is only those business enterprises which understand these trends and position themselves for tomorrow can survive and grow successfully Nowhere is this reality truer than in the retail industry where changes on the consumer side are creating new challenges and opportunities at a frantic pace In the past the consumers demand for high profile brands let a retailer capitalize on the foundation of those solid reputable brands to build its own reputation This brand centric approach to retailing meant strong competition which has resulted in tight profit even to the bigger players of the industry In response to the increased challenges there has been a significant movement by most prominent retailers towards store brand solutions to improve margins and better meet the changing needs of the consumer By creating high quality product tied to the retailer's own brand retailers are reaping the benefits of brand loyalty for themselves Leading global retailers like Wal Mart Aldi Asda Marks including most confectionary categories most household and toiletry categories and from premium brands to the more cost effective Leading retailers like Spar Shoprite and Pick n Pay and others have various store brands Even though South African retailers are utilizing own brands as a means of differentiation some studies are also indicating the lack of well tuned major store brand strategies and own brands were not perceived as of value by consumers as well Internet 2 Like in the case of national brands retailer's brands have also evolved into many different forms McGoldrick 2002 The focus of this study is on the No Name Brand food items which are one form **Private Label**

**Marketing in the 1990s** Philip Fitzell, 1999 **Private Label Products** Masaya Higuchi, 1995 *Advances in National Brand and Private Label Marketing* Raj Sethuraman, Juan Carlos Gázquez-Abad, José Luis Ruiz-Real, 2025-08-21 The 2025 International Conference on Global Retail Brand Management is a unique academic forum to present and discuss original rigorous and significant contributions from researchers around the world on marketing issues facing retailers store brand managers and national brand managers The three day event covered a wide range of topics from various fields including retailing marketing general business psychology economics and statistics The conference addressed diverse areas of application such as customer journey sustainability the metaverse online grocery retailing assortment branding strategies innovation labeling and co creation among others A wide variety of theoretical and methodological approaches have been used in these areas This volume presents the proceedings of the 2025 NB PL marketing conference in a collection of original rigorous and relevant contributions The Food Institute's Resource Guide Food Institute Information & Research Center, 1998 **Choice**, 2000 Handbook of Paper and Paperboard Packaging Technology Mark J. Kirwan, 2012-11-07 The definitive industry reference on the paper and paperboard packaging sector Now in a fully revised and updated second edition this book discusses all the main types of packaging based on paper and paperboard It considers the raw materials the manufacture of paper and paperboard and the basic properties and features on which packaging made from these materials

depends for its appearance and performance The manufacture of twelve types of paper and paperboard based packaging is described together with their end use applications and the packaging machinery involved The importance of pack design is stressed as well as how these materials offer packaging designers opportunities for imaginative and innovative design solutions Environmental factors including resource sustainability societal and waste management issues are addressed in a dedicated chapter The book is directed at readers based in companies which manufacture packaging grades of paper and paperboard companies involved in the design printing and production of packaging and companies which manufacture inks coatings adhesives and packaging machinery It will be essential reading for students of packaging technology and technologists working in food manufacturing who are users of paper and paperboard packaging products Praise for the First Edition This book is a valuable addition to the library of any forward looking company by providing in depth coverage of all aspects of packaging which involve the most ecologically acceptable material namely paper and paperboard International Journal of Dairy Technology a welcome contribution to a field where coverage was previously limited to subject specific books or to single chapters in textbooks on broader aspects of packaging technology Packaging Technology and Science

*Small Business Sourcebook* ,2010 A guide to the information services and sources provided to 100 types of small business by associations consultants educational programs franchisers government agencies reference works statisticians suppliers trade shows and venture capital firms

**Improving Marketing Strategies for Private Label Products** Arslan, Yusuf,2019-09-20 With changing economic and social environmental conditions and diversified consumer attitudes national and international competition has increased among retailers Private label brands have started to follow a dynamic structure in order to adapt themselves to developing environmental conditions Today private label products are often mentioned as a mechanism for reaching differentiation in the market and for helping retailers to strengthen consumer loyalty Improving Marketing Strategies for Private Label Products is a collection of innovative research that examines how some markets are successful and what other markets can do to increase their market share in terms of private label products It supports in the development of marketing strategies that can help make a private label product more successful While highlighting topics including e commerce national branding and consumer behavior this book is ideally designed for marketing professionals managers executives entrepreneurs business owners business practitioners researchers academicians and students

**National Brands and Private Labels in Retailing** Juan Carlos Gázquez-Abad,Francisco J. Martínez-López,Irene Esteban-Millat,Juan Antonio Mondéjar-Jiménez,2014-06-10 This book presents latest findings on brand marketing in retail In times of economic downturn a new retailing landscape is being shaped in which retailers and manufacturers face new challenges to their brand strategies Marketing professionals need high value added and timely responses Among the topics targeted in this volume are mix of national brands and private labels in retailers assortments assortment decisions in times of economic crisis and eventual recovery consequences of delisting brands on store related aspects delisting manufacturers

brands and the effects on the distribution channel relationship the new retailing landscape with special focus on fast moving consumer goods retailing consumer preferences for national brands and private labels and many more **Instructor's Manual** Johansson,1996-11 *Retailing: Comparative and international retailing* A. M. Findlay,Leigh Sparks,2002 Book Review Digest ,1996 *Library Journal* ,1993 **Diversity in European Marketing** Thomas Rudolph,Bodo B. Schlegelmilch,András Bauer,Josep Franch,Jan Niklas Meise,2012-03-09 This case book offers a non traditional issue centered perspective to European marketing Focusing on some of the key challenges faced by managers charged with developing pan European marketing strategies marketing problems are placed into the context of these challenges and capture the multiple facets and implications for European marketing in an integrative manner **Handbook of Research on Strategic Retailing of Private Label Products in a Recovering Economy** Gómez-Suárez, Mónica,Martínez-Ruiz, María Pilar,2016-06-20 As the global market continues to recuperate from economic downfall it is essential for private label products to find ways to compete with alternatives offered by wholesale and national retailers In many cases it becomes difficult for off brand products to generate market appeal when consumers have preconceived notions about the quality of generic products and loyalty to branded products The Handbook of Research on Strategic Retailing of Private Label Products in a Recovering Economy emphasizes advertising and promotional approaches being utilized as well as consumer behavior and satisfaction in response to marketing strategies and the sensitive pricing techniques being implemented to endorse generic and store brand products available on the market Highlighting brand competition between wholesalers retailers and private brand names following a global economic crisis this publication is an extensive resource for researchers graduate students economists and business professionals

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