

Consumer Perceptions on In-house Food Brands in Durban's Major Food Retailers

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ABSTRACT This study aimed at investigating consumers' perceptions of in-house food brands in Durban's Central Business District (CBD) in KwaZulu-Natal, South Africa. The research took a quantitative approach with data collected using a structured questionnaire. The study's key finding was that consumers are drawn to purchase in-house food brands because of their low pricing strategy. This study's findings may assist in the collection of marketing intelligence which could help retail management make informed decisions when planning, introducing, and managing in-house food brands and related products. Observations in this study may equip marketers with knowledge enabling them to better provide sufficient customer service through the understanding of consumer needs and challenges. As a result, marketers can appropriately adjust business strategies' product mix, which in the long-term may effectively influence consumers' purchasing behaviour.