

Egyptian consumer private label brand product purchasing decision factors

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Abstract

The private labels products are a solution for company that is not able to sell mass products, private label brand it's a new group of products setting up by retailer own product line and facility, the aim of the study is to clarify the Egyptian consumer purchasing decision factors (CPD) which could influence the Egyptian consumer to buy the private label brand (PRB)

International journal of business and management review 2018, August