



## A REVIEW OF TURKISH RESEARCH ON PRIVATE LABEL BRAND'S

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### ABSTRACT

*The aim of this study is to examine the academic work done on private label brands in Turkey. Based on the academic publications database and a Google-based study with no time constraints, 29 research have been analyzed. The studies were discussed in such a way that the approach of the companies to the private label brand concept, the approach of the consumers to the private label brands, the sectors where the private label brands were handled and the gaps in the relevant field were determined. At the end of the study, important findings in the relevant field were stated and it clearly shows the issues that may be important for future studies.*

**Keywords:** : Private Label Brands, Turkey, Turkish Researchs, Review.

**JEL Classifications:** E52, F43, C22.

## ÖZEL MARKALAR ÜZERİNE YAPILMIř TÜRK LİTERATÜRÜNDEKİ ÇALIřMALARIN İNCELENMESİ

### ÖZET

*Bu çalıřmanın amacı, Türkiye'de özel marka markalarla ilgili yapılan akademik çalıřmaların incelenmesidir. Akademik veritabanlarına ve Google veritabanında zaman kısıtlaması belirtilmeden 29 çalıřmaya ulařılmıřtır. Çalıřmalar, řirketlerin özel marka konseptine yaklařımı, tüketicilerin özel markalara yaklařımı, özel markaların kullanıldıđı sektörler ve ilgili alandaki boşlukların belirleneceđi řekilde tartıřılmıřtır. Çalıřmanın sonunda, ilgili alandaki önemli bulgular belirtilmiř ve gelecekteki çalıřmalar için önemli olabilecek hususlar gösterilmeye çalıřılmıřtır.*

**Anahtar Kelimeler:** Özel markalar, Türkiye, Türk Arařtırmaları, İnceleme.

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## 1. INTRODUCTION

Today's dynamic markets and increasing global effects of economic developments influence some important issues for markets and companies such as consumers' life styles, consumers' buying habits, and consumers' need and will. The developments have made it necessary for retailers to make some changes in their marketing methods. The aim to meet consumers' demands and expectations better than competitors in almost every area has been an important trigger factor for retailers to develop new strategies. Since private label brands have emerged in the late 1970s, they have started to gain an important place in the modern retail field firstly as generic brands than as private label brands. Nowadays, retailing has an important role in economy both in countries and global trade. In his article in Zimmerman (1941) stated that there were not more than 300 independent supermarkets in the United States in 1932. However today, there are more than 9000 retailers who are registered in databases of Retail-index across the world and in a country which is listed in these databases retail sales transactions having several different formats and banners are regarded as a single seller and it is stated that these retailers represent more than 1,6 million store/point of sale. The development of retailers has enabled private label brands to emerge and develop as well.

The globalization of competition almost in every sector, forced the local brands to challenge national and global brands on influencing the consumers choices. In order to survive the competition and then to be in a good position among their competitors, retailers have to develop their own branded products. Retailers use this strategy for many reasons such as differentiate themselves from others. Private label brands lately affected distribution channel competition in favor of retailers and getting retailers stronger than before, growing their market share. This has attracted more attention from the channel members and has become a rival to the manufacturer brands. At the beginning private label brands were mostly pass for low price brands but now they are increasing their value on consumers' mind and they make goods and services more valuable.

Retail is having an important role in Turkey's economy and also developing private label brands in retail effects the economy in a good way. The development of private label brands in the world also effect Turkey, play an important role in the development of both marketing and in economy. The fact that private label brands take up more space on the market shelves shows that they are becoming more and more competitive in the market. The orientation of private label branded products by retail enterprises in Turkey in recent years has increased and has made this subject a focus of interest. Having strong private label brands help retailers to have good position in competition. It is very important that academic studies address the issues that will contribute to the business world and the welfare of the society and to make all kind of determinations that can benefit all stakeholders. Therefore, we believe that this study is useful for indicating the importance of private label brands in the academic field.

This study will analyze Turkish academic literature about private label brands in Turkey. The authors will indicate important findings and try to determine gaps in the literature. During literature research important databases were used like “Google academic” data base, “Ulakbim” and “TR Dizin”. We used “private label” and different usings of it such as “store brand”, “distributor brand”, “retailer brand”. Any more constraints done for the study cause to reach as far as possible studies.

## **2. BACKGROUND**

Private labels are brands produced, owned and sold by retailers in order to differentiate their store from their competitors (Weiß, 2015; Sethuraman and Cole, 1999). Private label brands, which have launched as generic products to the market in the late 1970s, have begun to advance strongly in the field of modern retail in developed economies, and especially in Europe (Weis, 2015). Retailers have developed private label brands for price competition, improving customer loyalty and expanding market share (Jiménez-Guerrero and Gázquez-Abad, 2015; Collins-Dodd and Lindley, 2003; Halstead and Ward, 1995). In addition, early periods of private label brands, the perception about them was low quality resulted of low price strategy, however it has started to change in today's private label brands (Jiménez-Guerrero and Gázquez-Abad, 2015). Increased the number of private label brands and making them more attractive in many ways has led retailers to give more importance to private label brand management strategies. Thus, private label brands have gained a competitive edge in some points like quality, packaging and distribution (Halstead and Ward, 1995, p.38). The success of private label brands encourages retailers around the world to create private label brands in almost every category, not just low-cost premium private label brands, but also in different customer segments (Braak, Geyskens and Dekimpe, 2014).

First of all, the concept of rapid rise of private label brands in various sectors in developed and developing economies has made important for both business world and academicians and has increased the number of researches in the field of private label brands. The aim of the present study was to examine Turkey as well, which is very important for academics to private label brand their work, to reveal that special brand of country retailers and what it means for consumers. Academic studies have addressed the Turkey market will be examined in the study.

## **3. METHODOLOGY**

The aim of the present study is to examine the studies conducted on private label brands in Turkish literature. To this purpose, we tried to analysis private label brand studies which are examined Turkish market. When searching the literature, the only constraint was searched with different variations of the term private label brand and no other constraint was used. In this context, Table 1 presents the studies that have been achieved for research purposes. Studies have been examined in terms of their aims and study findings, some studies have been grouped for spesific reasons and important findings of the studies have been mentioned.

When the studies are grouped according to their general characteristics; in 8 of them used qualitative method [1, 2, 6, 7, 10, 16, 23, 26], in 21 of them used quantitative method [3, 4, 5, 8, 9, 11, 12, 13, 14, 15, 17, 18, 19, 20, 21, 22, 24, 25, 27, 28, 29]. The survey method was used as a data collection method in quantitative research. The sample structure of the studies are; 4 of them are conducted on firms [3,10, 12, 14], 25 of them are conducted on consumers [4, 5, 8, 9, 11, 13, 15, 17, 18, 20, 21, 22, 24, 25, 27, 28, 29]. The product categories in the studies are cleaning products [4, 5, 23, 24], food products [5, 6, 7, 9, 10, 11, 12, 13, 16, 19, 23, 24, 29], personal products [5] and plastic products [23]. Other studies did not mentioned any specific category.

When the studies considered within the scope of the research are examined according to their aim; studies, researching the importance of private label brand management for businesses and benefits of private label brands as a strategy to businesses [2, 6, 10, 12, 14, 19, 26]; studies, examining significative product categories in private label brand in Turkey [1]; studies, examining relationships between producers and retailers in private label brand management [2, 3]; studies, examining the impact of private label brands on the competitiveness of enterprises [14, 16]; studies, examinng effectiveness of packaging on private label brands [23]; studies, examining customer relationship management [7, 22] and brand strategy [7] on private label brand management; studies, examining the effects of demographic characteristics and income on private label brand decisions [4, 5, 8, 13, 17]; studies, examining the effect of attitudes on consumer decisionson private label brand decisions [9,11]; studies, measuring the effect of risk perception on consumer decisions on private label brands [11, 13, 20,]; studies, measuring the effects of promotion studies [21]; studies, measuring the effects of price on consumer decisions [24] [18, 25, 29] and studies, examinng the perceived quality, confidence, and perceived value of private label brands [29].

According to the findings of the studies; quality perception in private label brand products is an important factor in the purchase of products [2, 5, 8, 9, 10, 15, 22, 26, 28,29]; price perception is effective in private label brand purchasing decisions [10, 11, 15, 18, 21, 22, 24, 26, 27]; promotion strategies have an impact on private label brand sales [21]; relationships between manufacturers and retailers are important for the development of private label brands [2, 3]; success elements for a effective private label brand management are; effective examining of market, competitors and target consumers [6]; manufacturer selection, market and product selection, quality, packaging, price and promotion decisions [10]; production efficiency, market structure and product sales control [14]. Some studies stated that, private label brands were examined in terms of perceived financial risk, social risk, psychological risk and performance risk and it was stated that various risk perceptions of consumers affect the purchase of private label brands [1, 11, 13, 20, 21, 26]. In addition, it is stated that demographic characteristics and income [4, 5, 8, 13, 17, 22] and customer-oriented business structure [7, 27] have an impact on private label brand acquisition. It is stated that for increasing the private label brand market share of retailers, consumer quality perception [2] and customer satisfaction [7] are important issues. In the case of private

label brand purchasing decisions, store [9, 18, 21, 25], retailer image and promotional products [22] and perceived value [22, 29] are important effects.

**Table 1. Turkish Private Label Literature Findings Summary**

Year	Author(s)	Purpose	Findings	Methodology	Sample	Category
2003	Bardakçı, Sarıtaş ve Gözlükaya	The aim of this study is to analyze in which product categories private label brands are more meaningful at Turkey.	There is an inverse relationship between the risk level of the product and the relative market shares of private label brand products. As financial risk increases, customers tend to prefer branded products instead of private label brands. When purchasing products have social / psychological risk, other brands were preferred rather than private label brands. Performance risk is mostly in new and technologically sophisticated products	Data and observation	None	Unstated
2003	Savaşçı	The aim of the study is to explore the development of private label brands and shows the opportunities created in favour of the manufacturer firms in development process.	Retail positioning of retailers in special products by emphasizing quality instead of price has increased their market share. Emphasis on quality reduces the perceived risk of buying private label brand products. The relationship between the manufacturer and the retailer is important for private label brands. The trend of development of special products varies according to economic conditions. The increase in the market share of private label brand products has led manufacturers to produce private label brand products	Qualitative research	None	Unstated
2004	Özgül	The aim of the study is examining benefits and collaboration relationship format with retailers by the dependency relationship approach.	Dependency relationships do not effect directly effect on private label brand performance but they are important linkage according to dependency relationships. Producer and retailers have important job to improve correct dependency relations.	Quantitative, survey	Firms (81)	Unstated

2004	Orel	The aim of the study is to determine whether there is a difference between the perceptions of market brands and manufacturer brands in the category of cleaning products depending on the demographic characteristics, income level and family size.	According to the findings, there were significant differences between the perceptions of market brand and producer brand in this product group of consumers with different demographic characteristics.	Quantitative, survey (face to face)	Consumers (369)	Cleaning products
2006	Orel	The aim of the study is to discover whether the propensity to buy store brand is associated with demographic or socio-economic characteristics and to identify differences in attitudinal variables between store brand prone shoppers and non-store brand prone shoppers	The main differences in attitudinal variables between two groups are perceived quality, perceived value for money and familiarity with store brands. The family size and family income has a strong influence on store brand proneness.	Quantitative, survey (face to face)	Consumers (414)	Food, cleaning and personal care products
2006	Albayrak ve Dölekoğlu	The main objective of this study is putting forward of creation of market branded products that access to an important market share in different product lines in developed countries and comparative analysis of various conceptual information and market branded food products development in the world and Turkey.	Private label brand products are part of a multi-dimensional development. The success elements in private label brands are stated as a good analysis of the structure of the market, competitors and consumers. In Turkey private label brand foods reach more households in big cities. Compared to the world, private label brand foods in Turkey is seen as a low market share.	Qualitative research	None	Food products
2007	Topçu ve Işık	In this study, it is aimed to analyze customer relationship management and brand strategy which are effective in determining the differences between manufacturers and private label brand food products.	Retailers of private-label food products, which focus on individual customer orientation, can provide brand and store credibility. Manufacturer brands that focus on customer satisfaction can increase their market share in favor of private label brand products. Savings incentives provided by private label brands will allow social welfare.	Qualitative research	None	Food products

2007	Gavcar ve Didin	In this study, the factors which affect the behaviors of consumers in buying retailer brand goods are investigated	Consumers perceive the quality of retail branded products. The reasons for the purchase of retailer branded products are the quality of the products and the promotion of the products. The effect of quality was determined more than the effect of the promotion. It is stated that age, education, gender, occupation and income factors affect purchasing behavior.	Quantitative, survey (face to face)	Consumers (242)	Unstated
2008	Cop ve Türkoğlu	This research about the private label brand products is made to determine the attitudes and choices of consumers, who have the freedom of purchase, towards the private label brand products	The elements of marketing mix affect consumers' attitude towards the market brand. Consumers perceive market-branded products with lower quality. According to the product group, the recognition of the manufacturer in the market brand is effective. Consumers often make purchasing decisions in the store and this leads to an increase in in-store promotion activities.	Quantitative, survey (face to face)	Consumers (390)	Food products
2009	Kılıç	The purpose of this study is to make a guide for retailers which want to develop private label brand products in Turkey and to demonstrate how retail food businesses implement their marketing strategies in private label brand products	As the success factors in retail brand development; the right manufacturer, market and product selection, the quality of the products, the durability and attractive of the packaging, the appropriate price and appropriate promotion tools.	Qualitative research	Firms (11)	Food products
2009	Akın, Çiçek ve Demirer	The purpose of the study is to test whether consumers' perceptions of store brands influence on store brand purchasing, or not.	The research findings show that perceived risk has a negative and medium effect; price perceptions have a positive and weak effect; and quality perception does not have any effect on store brand preference.	Quantitative, survey (face to face)	Consumer (347)	Food products
2009	Altıntaş ve Kılıç	The purpose of the paper is to classify the strategic objectives for PL products from the retailers' perspective in Turkey.	The strategic objectives for the PL products are increasing the market share, positioning, developing relationships, cost leadership, increasing profit margins, and competitiveness.	Quantitative, Survey	Firms (72)	Food products

2009	Yaraş, Yeniçeri ve Zengin	The main aim of the research is to determine whether the consumers who buy and not buy branded products differ in terms of risk perception and sociodemographic characteristics.	It is determined that the consumers who buy the store branded products are different from each other in terms of their risk perceptions and ages. It is determined that the level of financial risk perception of consumers who buy store branded products is lower than the consumers who do not buy.	Quantitative, survey (face to face)	Consumers (310)	Food products
2010	Altıntaş, Kılıç, Şenol ve Işın	The purpose of this paper is to determine which strategic objective factors have significant effects on competitive advantage of private label brand manufacturers in Turkey.	Three strategic objective factors were found to have an effect on competitive advantage: production efficiency, market embeddedness and product selling control	Quantitative, Web based survey	Firms (90)	Unstated
2010	Çiçek ve Atılgan	The aim of the study is to explore the reasons of private label branded products buying preferences of consumers living in Mersin	Consumers believe that branded products are more reliable in terms of health, availability is higher, diversity is higher and quality is higher, and retailer-branded products are cheaper compared to manufacturer branded products.	Quantitative, survey (face to face)	Consumer (405)	Unstated
2010	Kılıç ve Şenol	This study examines the principal factors affecting the development of competition in food retailing and food retailing in Turkey	Private label brand products can strengthen the image of food retailers and help them achieve competitive advantage over their competitors.	Qualitative research	None	Food products
2011	Yücel ve Yücel	The purpose of the study is to determine relationship between consumers' socio-economic characteristics (age, gender, education level, income level, occupation, family size) and buying behavior towards store branded products.	Consumers' age, education level and income level and store-branded products were related to the buying behavior.	Quantitative, survey (face to face)	Consumers (500)	Unstated
2011	Külter	The aim of the study is measuring the effects of possible factors affecting the choice of stores and consumer attitudes towards the store on the specific label attitudes and preferences	The findings show that three store attributes (price, atmosphere, location) have an impact on the choice of private label. Besides, price is found to have a great effect on private label brand choice.	Quantitative, survey (face to face)	Consumers (1004)	Unstated

2011	Kılıç	The aim of the study is to put forwards the differences between retailers' some characteristics and objectives of developing private label brand products and investigates the tendencies and expectations towards private label brand products.	There are no differences in the objectives of developing private label brand products according to the food retailers' ownership of private label brand. However there are some differences in the objectives of developing private label brand products according to the food retailers' level of activity, number of branches and scale.	Quantitative, Survey	Firms (72)	Food products
2013	Aslan, Geçti ve Zengin	This purpose of the study is to examine perceived risk and its impact on consumers' attitudes towards private label brand brands	According to the findings, the dimensions of the perceived risk towards private label brands were determined as "financial risk", "physical risk", and "social risk". The perceived risk consisting of these dimensions has a negative influence on the attitudes towards private label brands. In addition, negative correlations were found between each risk dimension and attitudes	Quantitative, survey (online)	Consumer (413)	
2013	Albar ve Öksüz	The aim of the study is to learn how promotion strategies influence consumers' purchase behaviors towards private label branded products.	The image and product risk of the store is of great importance for consumers to buy private label brand products. In addition, store and price elements are the second most important factors in the choice of these products. It is stated that promotion strategies are an effective factor on store image and sales.	Quantitative, survey (face to face)	Consumer (1220)	unstated
2015	Arslan	The purpose of the study is to research the attitudes of Turkish consumers on private label branded products and to guide retailers on factors that will be considered in terms of customer satisfaction while creating their own branded products	The analysis showed that the price and value awareness of customers, the image of retailer and the affection of promotional product affect attitudes on private label brand products positively but the risk that participants perceive on private label brand products, has majorly negative effects on attitudes on private label brand products. However, the analysis show that gender, marital status and income factors on demographic factors affect the attitudes of customers on private label brand products.	Quantitative, survey (face to face and mail)	Consumer (415)	unstated

2016	Özdemir ve Gökdemir	The purpose of the study is to investigate differences between the packages of retailer branded products and the packages of manufacturer branded products	As a result, it is found that the retail businesses are using the packaging to simulate to the package of manufacturer branded products and using less the packaging for purpose of marketing communications.	Qualitative research	None	Food, cleaning and plastic products
2016	Ceylan, Aydın ve Köse	The purpose of the study is to determine how consumers' judgments vary at different price levels of store brands and manufacturer brands	The findings show that even there are price differences, consumers choose mostly manufacturer brands	Quantitative, Survey	Consumer (100)	Food and cleaning products
2016	Türkyılmaz, Aydoğan ve Gürdal	This study analyzes the impact of retail store characteristics, including aspects such as store image, store service quality and familiarity, on the private label brand purchasing behavior of consumers.	Retail store image, store service quality and familiarity of the retailer affect consumers' attitude towards private label brands positively. Consumers' attitudes towards private label brands affect consumers' intention to buy private label brands positively.	Quantitative, survey (face to face)	Consumers (459)	unstated
2017	Ecevit ve Akturan	This study aims to put forward the development of retailing brands, the summarize the importance of those brands for retailers, and identify the factors affecting their consumption from a holistic point of view.	The quality perception is as important as the price in the retailer brand (RB) purchase decision but the difference of subjective quality perception between the producer and retailer brands is still high. The social risk perception does not adversely affect the RB preference contrary to the expectation. The preference of RB differs according to the consumer characteristics, and it increases as the experience and awareness of consumers increase. There is an opportunity for RBs to be successful in different product categories. On the other hand, it has been determined that retailers should pay attention to store image, social responsibility activities and balance of shelf allocation for RB success.	Qualitative research	None	unstated
2017	Onurlubaş ve Dinçer	Measurement of consumer perception of retail brand product.	In the study, consumer perceptions were examined in terms of satisfaction, confidence and price. There were differences in perception according to gender. It is stated that consumers are satisfied and trust in retail brand	Quantitative, survey (face to face)	Consumers (450)	unstated

			products and that these products perceive cheap.			
2017	Baş ve Görül	In the study, the factors that are effective in the consumer's choice of retailer brand and cooperative brand are investigated and compared.	Gender and shopping place have an effect on preferences. Quality perception has an effect on both retail and cooperative brand.	Quantitative, Survey	Consumers (200)	unstated
2018	Konuk	The purpose of this study is to investigate how store image, perceived quality, trust and perceived value of organic private label affect purchasing intentions of consumers against organic private label brand food products.	The perceived value has a mediating role in the relationship between perceived quality, confidence in the organic private label brand, and purchasing intention. It contributes to the utilization theory by showing the direct and mediating role of the perceived quality on the perceived value and the intention to buy.	Quantitative, Survey (face to face)	Consumers (352)	Food products

#### 4. CONCLUSION

The increase of positive perception of private label brands on the consumers' mind and increasing of sales keeps taking the attention of retailers. This progress in the world and as well as in Turkey is pushing retailers to develop new strategies about private label brands. Academic studies for private label brands in Turkey were discussed and examined.

During the examination of private label brand studies in Turkey, significant findings were obtained. Present study provided a holistic approach to private label brands and met a significant gap in the literature. Thus, the position of private label brands in Turkey, the Turkish consumers' perception of private label brands, and meaning of private label brands for retailers are tried to be examined. With the guidance of the studies analyzed, it is hoped that the domestic literature will become stronger and richer and highlighted points will be addressed in future studies.

In terms of methodology, no mixed method was found in the researches analyzed. Researchers have preferred to use either quantitative or qualitative methods. In the studies product categories remain limited. It is believed that research in different product categories for future will make the private label brand management better. Thus, marketing tactics that vary through product categories can be better determined on the basis of private label brands.

Although there are many studies involving consumer perception for private label products, no study has been found about positioning. Investigating the impact of e-retailers as sales channel of private label brand products in future researches may be important in terms of specifying the impact on consumer purchasing decisions. Although there are studies that indicate that private label brands increase their market share, no research has been conducted regarding the loyalty of their consumers. The analysis of the impact of social media on private label brands, which has become an important channel in the business to consumer communication, can be considered as another topic that can be addressed in the relevant field.

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