INTRODUCTION
According to a new study by global management consulting firm AT Kearney says that in India apparel along with food and grocery sector will lead organized retailing in India. India has one of the largest numbers of retail outlets in the world. A report by the commerce department estimates the number of operational malls to grow more than twofold, to cross 412, with 205 million square feet by 2010, and a further 715 malls to be added by 2015, with major retail developments even in tier-II and tier-III cities in India. Also, according to new market research report by RN-CDS titled, “Booming Retail Sector in India”, specifies that the number of shopping malls is projected to increase at a CAGR of more than 18.9 per cent from 2007 to 2015. It further specifies that rural market is projected to dominate the retail industry landscape in India by 2012 with total market share of above 50 per cent. Thus, according to industry experts, the next phase of growth is expected to come from rural markets, with rural India accounting for almost half of the domestic retail market, valued over US$ 300 billion. In order to be truly successful, retailers must advance from the generic or store brand mindset of the past to a new private label paradigm. Many retailers have begun to describe their private label brands as “own” brands because there is recognition that these proprietary, exclusive offerings are tools that represent momentous power and potential for the retail store.

REVIEW OF LITERATURE
As the worldwide market share of private label brands (PLBs) increases, the importance of PLB-related research increases. This article focuses on the corpus of empirical and theoretical PLB-related scholarly research from the past two decades. After distilling the gains retailers and manufacturers may realize from PLBs and the factors that encourage PLB profitability, it presents a framework for future research (Michael et al., 2004).

The role of private labels in the retail market has become increasingly important. Developing private labels has become the mutual interest of both retailers and manufacturers because the development of private labels directly affects the market shares and profits of manufacturers and retailers. However, the development of private labels varies notably from Western to non-Western markets. The former market has a very advanced development of private labels directly affects the market share. In the past, the latter is at an early stage of development. As a result, non-Western markets. The former market has a very advanced development of private labels. The role of private labels in the retail market has become increasingly important. Developing private labels has become the mutual interest of both retailers and manufacturers because the development of private labels directly affects the market shares and profits of manufacturers and retailers.
D. Inducing factors for purchase of private label

Research depicted that price discounts (31.00%) plays major role to attract & induce customers followed by bonus pack (26.00%), promotional activities (18.00%), referrals (16.67%) & others (8.33%).

CONCLUSION

With consumers today exposed to choices in terms of new categories, new brands and new shopping options enabling them to seek more information in the crowded retail environment; it is a major challenge for private brand production companies. Also the price sensitivity is waxing and brand loyalty is waning. And the consumers, who once stuck to favorite branded retail goods, are now, willing to try local taste with high quality personal label products at an affordable price. This requires use of promotional schemes & purchase inducing factors which are the most essential in today’s market. Though this could not guarantee brand loyalty but at-least the customers will try the products and generate sales for the companies.

To induce customers for purchasing private label, currently many Indian retailers have launched their private label categories ranging from apparel, electronics, grocery, confectionary segment etc. Today retailers are investigating on how to attract customers to their ranges of private label. For that, this research shown that freshness of the product & availability are the two most important factors which can affect purchase decision of most of the customers. Study suggested that private label marketers should also focus on quality, local test & their local image in the local market. Also it has been found that price discount & bonus packs are two prime promotional activities by which retailers can induce customers to purchase private label over branded label products. Due to the attractiveness of this segment many retailers are now interested to start their own private label categories. For retailer this study highlighted that customers are strongly interested in Apparel followed by food private label categories. For retailer this study highlighted that customers are strongly interested in Apparel followed by food private label categories.

REFERENCE