

# ABSTRACT

The basic concept of this research is to determine comparative perceptions of national, generic and private brand in terms of such product attributes and describe present consumer grocery brand purchasing behavior.

Because implication of these findings can be used to create more effective grocery product brand marketing and management.

In writing this thesis there was an obligation to use a combination of library media and field research. Research has been done on several books, periodicals and journals containing information relevant to the topic discussed. The analysis tools for measuring a company's performance and proposing alternative strategies are Environmental Threat Opportunity Profile (ETOP), Strategic Advantage Profile (SAP). Several interviews have been conducted with the management and the customer of the company in order to obtain qualitative data, as well as to have qualitative data.

This thesis indeed attempts to draw conclusions and offer suggestions that hopefully might be useful to the management of Giant Food Store Inc to become and stay as market leader in regional retailer business.