

Purpose of this study was to assess the effects of service quality on private label brands moreover this research is also focused on studying the mediating effects of store image on service quality and private label brands in Faisalabad retail grocery sector. As service quality of a store also helps to build the image of a store and consumers make confidence and trust on retail outlet as well as towards the retailer's products. To achieve the said purpose following objectives were developed. Investigate the impact of service quality on purchase intention of private label brands. Investigate the relationship between the service quality and store image. Identify the impact of store image on purchase intention of private label brands. Estimate the mediating effect of store image between service quality and the purchase intention of Private label brands.

This research study is focused on the target population of Faisalabad territory. Data is primarily collected through the questionnaire from the consumers of retail super stores of Faisalabad. The research results are checked through SPSS. Correlation, Regression, Multiple Regression, Test were applied. For the reliability check Cronbach's alpha test has been used. It is test which measures the internal consistency that how much the items are related each other. Normally the value ranges 0 to 1. The acceptable value for alpha is $> .6$ and value of Cronbach's Alpha for variables of this study is not less than the acceptable standard value. A multiple hierarchal regression test revealed a statistically positive and significant relationship between Store Image and Purchase Intention.

To analyse the service quality provided by the retailer on intention to buy private labelled products, again regression analysis was used. Finding point out that service quality is influencing the intention to purchase private labelled products. Then to check the mediating effect of store image between service quality and purchase intention of Private Label Brands Barron and Kenny 1986 test has run and came up with the results that store image mediates the relationship between service quality and purchase intention of Private Label Brands.

Implications of research study suggests that good quality of private label brands can influence the purchase intention of the customer. More over Pleasant decoration of the store also has the impact on the image of the store. Interaction between staff and consumers by aggressively introducing the Private Brands in the store should strong. The managers can reduce customer wait time in order to give them convenience for their overall shopping experience and making the image of the store positive.

Findings of this study suggest that marketing managers can influence intentions of purchase by offering the Private lebel products in the price worthy of value. Improve the service environment quality by installing terminals to allow consumers to get information about Private Label Brands of the store as well as music, layouts.