



Premium Private Labels

The influence of involvement, perceived quality
and previous experience on purchase intention

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ABSTRACT

Following the trend of private label (PL) growth across Europe, many retailers already introduced different tiers such as premium private labels (PPLs) that offer shoppers quality equal or even higher to National Brands (NBs). For managers, it is important to understand consumer-specific factors that influence the purchase intention of PPLs.

After conducting an online experimental survey (four different stimuli), this research's findings indicate that quality perceptions between NBs and PPLs have become blurred. This research additionally contributes to existing literature by accounting for hedonic and utilitarian dimensions of PPLs by comparing two different product types with no significant differences in the perception of these products found.

Furthermore, the influence of different variables on purchase intention such as involvement, previous experience, and perceived quality has been studied.

For involvement, the results showed that the level of involvement negatively influenced the quality perception and the purchase intention for PPLs. Perceived quality was the most important factor influencing purchase intention. Additionally, the results showed that positive previous experience with PLs positively influenced the perceived quality and positive cross-branding learning effects exist between regular PLs and PPLs. Furthermore, the research found a positive correlation between previous experience and satisfaction with PLs.

To this end, this research recommends managers to expand their PL portfolio to categories with low involvement, with good and popular pre-existing regular PLs and to continue to invest in measures that enhance the quality perception of PLs as well as PPLs.

SUMÁRIO

Acompanhando o crescimento da tendência das marcas brancas (MBs), muitos retalhistas têm introduzido as marcas brancas de qualidade superior (PMB). Estas oferecem uma qualidade igual ou mesmo superior à das marcas nacionais (MN). Para os gestores, é importante compreender os fatores específicos dos consumidores que influenciam a intenção de compra das PMBs.

Após a realização de uma pesquisa experimental online (quatro estímulos diferentes), os resultados desta pesquisa indicam que as percepções de qualidade entre as MNs e as PMB tornaram-se indefinidas. Adicionalmente, esta pesquisa contribui para a literatura existente ao contabilizar as dimensões hedônicas e utilitárias das PMBs, comparando dois tipos de produtos diferentes sem diferenças significativas na percepção destes produtos encontrados.

Foi estudada a influência de diferentes variáveis na intenção de compra, como o envolvimento, a experiência anterior e a qualidade percebida.

Relativamente ao envolvimento, os resultados mostraram que o nível de envolvimento influenciou negativamente a percepção de qualidade e a intenção de compra dos PMBs. Os resultados mostraram que a experiência anterior positiva com MBs influenciou positivamente a qualidade percebida e que existem efeitos positivos de aprendizagem cruzada entre MBs regulares e PMBs. Adicionalmente, a pesquisa encontrou uma correlação positiva entre a experiência anterior e a satisfação com as MBs.

Para tal, esta pesquisa recomenda aos gestores que expandam a sua carteira de MBs para categorias com baixo envolvimento, com boas e populares MBs regulares e pré-existentes e que continuem a investir em medidas que melhorem a percepção de qualidade das MBs e das PMBs.

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GLOSSARY

DV	Dependent Variable
H	Hypothesis
HED	Hedonic
IV	Independent Variable
NB	National Brand
PI	Purchase Intention
PII	Personal Involvement Inventory
PL	Private Label
PPL	Premium Private Label
RQ	Research Question
SB	Store Brand
SD	Standard Deviation
UT	Utilitarian
VIF	Variance Inflating Factor
μ	Mean

CHAPTER 1: INTRODUCTION

1.1 Background and Problem Statement

Private labels (PLs) continue to grow across Europe and many larger retailers have developed an own private label (PL) in almost every product category (Geyskens, Gielens, & Gijsbrechts, 2010). According to the latest analysis of PL performance by the company IRI, PLs are even outperforming national brands (NBs) in the majority of markets in terms of unit share (IRI, 2018). Euromonitor's Global Consumer Trends Survey of 2013, for example, states that 89% of the shoppers buy PL products and only a small percentage of 11% claim never to do so (Euromonitor International, 2013). According to Nielsen information across more than 60 countries, PL products will continue to gain share across all major geographies (Nielsen, 2018). Other companies do not predict any downturn to the increase of PL as well (see Euromonitor International, 2013; IRI, 2018).

Reasons for the popularity of PLs among consumers is the price advantage compared to NBs (e.g. Pauwels & Srinivasan, 2004) and the increase in quality (IRI, 2018) which has been highlighted by many academic scholars as the most important success factor of PLs (Bao, Bao, & Sheng, 2011; Kumar & Steenkamp, 2007; Steenkamp, Van Heerde, & Geyskens, 2010).

In the last decade, PLs have changed and transitioned to brands with similar rights and strategic implications for the retailer (Ailawadi & Keller, 2004; Keller, Dekimpe, & Geyskens, 2016; Kumar & Steenkamp, 2007). This also means that different PL tiers emerged that can be distinguished based on the level of quality: economy or best value PLs, standard PLs and premium PLs with the highest quality (Kumar & Steenkamp, 2007; Steenkamp et al., 2010; Ter Braak, Geyskens, & Dekimpe, 2014).

Because more retailers consider to move from a single-standard PL line to a more elaborated PL portfolio, research in this field has never been more important (Ailawadi & Keller, 2004; Geyskens et al., 2010; Kumar & Steenkamp, 2007; Pauwels & Srinivasan, 2004; Ter Braak et al., 2014).

Retailers started to introduce premium private labels (PPL) that offered shoppers quality that equaled or surpassed that offered by NBs about 15 years ago (Kumar & Steenkamp, 2007). PPLs are priced similar to or sometimes even higher than NBs (Ailawadi & Keller, 2004; Dawes & Nenycz-Thiel, 2013; Kumar & Steenkamp, 2007) because consumers still desire occasional indulgences and are willing to pay a little extra for premium quality. PPLs usually have a unique packaging (ter Braak, Dekimpe, & Geyskens, 2013; Ter Braak et al., 2014) and can sometimes be featured in retailer advertisements (Kumar & Steenkamp, 2007; Nenycz-Thiel & Romaniuk,

2016). Some authors even argue that PPLs might be more comparable to NBs than regular PLs (Nenycz-Thiel & Romaniuk, 2016) as they are often placed next to a NB and the product is superior to a regular PL, a common feature that is said to be a differentiation factor of NB (Nenycz-Thiel & Romaniuk, 2016).

Nowadays, the company's knowledge and understanding of the consumer is a key element in the development of successful strategies. Thus, it is especially important for retail managers to understand the consumer specific factors that influence purchase intentions. There has been extensive research on private labels in general (e.g. Dawes & Nenycz-Thiel, 2013; Ipek, Aşkin, & Ilter, 2016; Pauwels & Srinivasan, 2004; Steenkamp et al., 2010), but the substantial differences of PPLs and regular PLs imply to research the two kinds separately.

The main purpose of this research is therefore to address consumer-specific factors that influence the purchase intention of premium private labels.

One effect that has been researched as having an influence on consumer decision processes is involvement (e.g. Cowley & Mitchell, 2003; Laurent & Kapferer, 1985). Research on the role of involvement indicated that in conditions of high involvement, consumers are willing to pay a price premium for NB over PL (Steenkamp et al., 2010). As Lichtenstein, Bloch, and Black (1988, p.246) argue, “people who are highly involved in a product associate important functional, social, and psychological outcomes with the product. Therefore, highly involved consumers care more about product quality”.

The fact that PPLs are positioned at the top end of the market, and deliver quality similar to or higher than premium-quality NBs (Geyskens et al., 2010) suggests to research this phenomenon for PPLs once again. Since quality becomes less of a differentiator for NB compared to PPLs and the product aspects of PPLs (packaging, price, labeling etc.) indicate high quality (e.g. through labeling such as “Finest”, “Deluxe”, superior packaging, etc.), high involved consumers could value these facets of PPLs and to some extent even prefer PPLs over NBs, thus, the influence of involvement on purchase intention for PPL will be examined within the scope of this research.

Past research on PPLs revealed that the quality perceptions have become blurred between NBs and PPLs (Nenycz-Thiel & Romaniuk, 2016) and that the PPLs’ quality perception depends on the level of PL market maturity. Steenkamp et al. (2010) for example found out that the more mature PLs are, the fewer consumers are willing to pay a price premium for NBs over PLs. Because consumers transfer experiences with PL from one category to another, cross-category

learning effects are an important consideration for PLs (Szymanowski & Gijsbrechts, 2012). In particular, it is possible to argue that positive experiences with private labels might have a positive spillover effect for PPL.

Emotional involvement in the consumption of even simple products has been part of research on the concept of hedonism and utilitarianism (Hirschman & Holbrook, 1982) for many years already. Hedonic and utilitarian consumption can vary in typical purchase situations (Okada, 2005) and product categories can be distinguished based on their hedonic and utilitarian value. Brands within a product category, however, can vary on their hedonic and utilitarian dimension (R. Dhar & Wertenbroch, 2000; Okada, 2005; Voss, Spangenberg, & Grohmann, 2003). Both hedonic and utilitarian goods offer benefits to the consumer: hedonic goods in the form of experiential enjoyment through multisensory facets of the products (e.g. packaging, colours or scent), the latter in practical functionality (Batra & Ahtola, 1991; Hirschman & Holbrook, 1982; Okada, 2005). Different products can be high or low in both hedonic and utilitarian attributes (Voss et al., 2003). Previous research found that brands which are highly valued on the hedonic dimension are better able to charge a higher price and can increase purchase intention of consumers (R. Dhar & Wertenbroch, 2000; Voss et al., 2003). Therefore, retailers might also be interested in understanding whether PPLs are perceived differently in utilitarian and hedonic value.

1.2 Purpose Statement and Research Questions

The purpose of this dissertation is to advance the understanding of consumer-specific factors influencing the purchase intention for premium private labels, in specific:

RQ1: What is the impact of involvement on purchase intention for PPLs?

RQ2: Are there perceived quality differences between PPLs and NBs and, if so, how do they influence purchase intention for PPLs?

RQ3: Does previous experience with regular PLs influence the perception of PPLs and even purchase intention?

1.3 Relevance

From an academic perspective, the research topic is of importance due to its recency. Within the topic of PLs, lots of research has been conducted within the economy or medium tier of PL (e.g. Chintagunta, Bonfrer, & Song, 2002; S. K. Dhar & Hoch, 1997) indicating that shoppers somehow “trade down” to PLs and that NBs are still perceived as a superior tier (Nielsen, 2018). Past research, however, demonstrated that consumers perceive PPL distinctive from regular PL (Nenycz-Thiel & Romaniuk, 2016) which indicates that it is not possible to make generalizations about consumption behavior patterns based on research focusing on regular PLs. Furthermore, as stated by other researchers such as Sethuraman & Gielens (2014), “few studies have estimated how the effects of store brand (PL) drivers systematically vary with product characteristics such as functional versus hedonic, durable versus nondurable” (Sethuraman & Gielens, 2014, p.149). Therefore, existing research needs to be validated or rejected for PPLs.

From a managerial perspective, this research is relevant because PPLs are a trend in the retail industry and among consumers. The ‘hybrid consumers’, who are price conscious but still willing to pay a little extra for premium quality (Euromonitor International, 2013) and the consumption behavior regarding PPLs are important for retailers to understand on a micro-level since it may influence the positioning and branding strategies of PPL as well as for brand manufacturers who need to find new points of differentiation in order to stay competitive.

1.4 Research Methods

To answer the research questions, secondary data, primarily journal articles, and primary data in form of an online survey for data collection were used. An extensive literature review enabled hypothesis testing. The survey included an online experiment with different conditions (four different product stimuli, two PPLs, and two NBs). The primary statistical analyses used to answer the RQs and understand differences were different kinds of t-tests, correlations to identify relationships and regressions to understand those relationships. European retail consumers have been this study’s population of interest.

1.5 Dissertation Outline

The following chapter presents a literature review and the development of the hypotheses guiding the study. The literature review assesses and describes relevant and impactful variables influencing the purchase intent for PPLs. The third chapter will describe the methodology with

the constructs that were the body of the questionnaire, the procedure and the statistical tests applied to the obtained data. The fourth chapter will analyze the results of the questionnaire as well as considerations for the effective meaning of the results. The final chapter concludes the dissertation and highlights the limitations and areas for further research.

CHAPTER 2: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

The following chapter aims to present a framework of theories and topics related to the research questions and study purpose. In the first part, the concept of purchase intention as the dependent variable is presented, followed by a distinction between (standard) PLs, premium PLs and NBs, and a review of related variables. Previous academic research on involvement, perceived quality and familiarity mainly focused on standard private labels. Given that the positioning of PLs is to some extent different from the positioning of PPLs, the role of several factors has to be reconsidered and it is only partly possible to draw conclusions for PPLs because they are at the top end of the market and deliver quality equal to that of premium-quality NBs (Geyskens et al., 2010). Thus, this chapter will discuss previous findings on PLs, PPLs and, for some relationships, reciprocal findings. The topics were explored using previous studies and empirical results from various academic journals as well as industry reports. The chapter concludes with presenting the conceptual framework which summarizes the interdependencies between the variables.

2.1 Purchase Intention

Purchase intention is a concept widely used in marketing and management and often understood as the probability that a consumer will purchase a specific product (Morrison, 1979). According to Spears & Singh, (2004, p.56) purchase intention is “an individual’s conscious plan to make an effort to purchase a brand” while O’Brien (1971) defines purchase intention as an extended commitment to a potential action. In other words, purchase intention can be described as personal action tendency to actually buy a product.

Fishbein and Ajzen (1975) with their "Theory of Reasoned Action" argue that behavioral intentions are generated by an attitude towards behavior and subjective norms that lead to actual behavior according to the accessibility of resources and possibilities. Following this theory, purchasing intentions are often used to predict actual consumer behavior (e.g. Laroche, Kim, & Zhou, 1996; Spears & Singh, 2004)

2.2 Standard PL, Premium PL and National Brands

Originally, PLs were introduced as no-name products (Keller et al., 2016). In literature, the terms primarily and interchangeably used to describe non-advertised products directly and exclusively sold from retailers are ‘store brands’(e.g. Ailawadi & Keller, 2004; Hoch & Banerji, 1993), ‘retailer brands’ or ‘private labels’.

The specific ranges of premium products among private labels (PPL) are most common in elaborated markets such as the UK, Germany and the US, as they require the largest marketing investments (Euromonitor International, 2013) and PLS, are more common in those countries (IRI, 2018).

2.2.1 Differences in Price

Usually, standard PLs are priced between 20-50% lower than NBs (Ailawadi & Keller, 2004; Dawes & Nenycz-Thiel, 2013; Kumar & Steenkamp, 2007), while PPLs are priced higher than standard PLs and similar to NBs. The price advantage compared to NBs (Pauwels & Srinivasan, 2004) is one reason for the popularity of standard PLs and many authors (e.g. Hansen, Singh, & Chintagunta, 2006) find correlations in household's preferences for PL and their price sensitivity across categories. However, a meta-analysis of several studies by Sethuraman and Gielens (2014) stressed the belief that PLs are purchased by low-income or large households and this assumption could not be validated. Since PPL prices are more or less equal to NB, price-related purchase drivers will not be researched within the scope of this research.

2.2.2 Differences in Quality

It is generally believed that the objective quality of PLs has improved and is close to, if not equal to comparable NBs (Euromonitor International, 2013; IRI, 2018; Nielsen, 2018). PPLs are vertically and horizontally differentiated from standard PLs. Positioned at the top end of the market, they deliver higher quality than standard PL and are comparable to NBs (ter Braak et al., 2013). Additionally, PPLs sometimes offer unique features such as ingredients, flavors, or packaging that cannot be found elsewhere (horizontal differentiation) (Kumar & Steenkamp, 2007). It is important to highlight that the *objective* quality may differ from consumer's *perceived* quality, the latter will be assessed in detail in a subsequent chapter.

2.2.3 Brand Competition

According to Nenycz-Thiel & Romaniuk (2016), there are two direct competitors for PPLs: One is the mid/premium manufacturer, the other one is the regular PLs. Kumar and Steenkamp (2007, p.41) point out that the emergence of 'premium' [PL] is "one of the hottest trends in retailing" and Schreijen (2011) believes that the increases in PPLs will enhance competition between NBs.

PLs are said to be a source of customer loyalty due to the exclusiveness at the retailer (Ailawadi & Keller, 2004; do Vale, Verga Matos, & Caiado, 2016) while PPLs in specific offer stores a possibility to cater the heterogeneous preferences of consumers, especially in categories where PL offer high quality that is comparable to NBs (S. K. Dhar & Hoch, 1997). However, there are indications that consumers consider PLs to be similar across retailers (Ailawadi & Keller, 2004; Chintagunta et al., 2002). With increasing numbers of private labels on all product categories (Euromonitor International, 2013), it is important to see for which type of consumers, premium-tier private labels are a better alternative and under which circumstances they are preferred.

2.3 Category-specific Factors

For regular PLs, there has been extensive research explaining the success of this type of brand focusing on product- or category-specific factors such as for example marketing and manufacturing efforts (Steenkamp et al., 2010), product lifecycle stages, competition and store brand penetration (Hoch & Banerji, 1993).

Research by Hoch & Banerji (1993) also found significant differences in store-brand penetration across categories in the United States which leads to hypothesize that category-specific factors could be dominant in the choice for PL. The wide variance in the performance of private labels, in general, begs the question of what decides the success of private label offerings across product categories.

In the retail environment, product categories allow the classification of products and are typically created by a firm or industry organization to organize products. In research, product categories are often differentiated by their utilitarian or hedonic value.

2.3.1 Hedonic vs. Utilitarian Value

According to Batra and Athola (1991, p.159) “consumers purchase goods and services and perform consumption behavior for two basic reasons: (1) consummatory affective (hedonic) gratification, and (2) instrumental, utilitarian reasons”. While the hedonic dimension relates to pleasantness, the utilitarian dimension relates to the usefulness and instrumental value of a product (Batra & Ahtola, 1991). Both, hedonic and utilitarian goods offer benefits to the consumer, the former primarily in the form of experiential enjoyment and the latter in practical functionality (Batra & Ahtola, 1991; Hirschman & Holbrook, 1982).

Brands within a product category, however, can vary on their hedonic and utilitarian dimension (R. Dhar & Wertenbroch, 2000; Okada, 2005; Voss et al., 2003). Previous research found that brands which are highly valued on the hedonic dimension are better able to charge a higher price and can increase purchase intention of consumers (R. Dhar & Wertenbroch, 2000; Voss et al., 2003). Sethuraman and Cole (1997) researching differences among NBs and PLs earlier found that national brands are more likely to command a price premium if they were higher on “consumption pleasure” (hedonic), instead of “functional”, but according to Batra and Sinha (2000, p.188), consumers buy fewer PLs if a category’s benefits require actual trial/experience instead of searching through package label information.

There are two controversies of PPLs. On one hand, packaging and positioning of PPLs try to stimulate the hedonic consumption. Hirschman and Holbrook (1982, p.29), argue that hedonic consumption „designates those facets of consumer behavior that relate to the multisensory, fantasy and emotive aspects of one’s experience with products“ and PPLs clearly try to relate to fantasy and emotive aspects with luxurious ingredients and sophisticated packaging. On the other hand, research on regular PLs argues that consumers are less likely to buy PLs if the category has many “experience” benefits (Batra & Sinha, 2000). It is therefore only reasonable to research the purchase intention for PPLs for a rather hedonic product and a rather utilitarian product. Since recent research highlighted blurred perceptions across PLs and NBs (Nenycz-Thiel & Romaniuk, 2016), the hypotheses are as following.

Hypothesis 1a: PPLs are not perceived significantly different from NBs in terms of hedonic and utilitarian value.

Hypothesis 1b: PPLs are not perceived significantly different from NBs in terms of quality.

Additionally, the concept of hedonism and utilitarianism has been associated with emotional involvement in the consumption of even simple products for many years already (Hirschman & Holbrook, 1982).

2.4 Consumer-specific Factors

Regarding the consumer-specific factors, a one-type characterization of the consumers or household buying PPLs is not possible since many factors influence a purchase decision. However, a few concepts emerging from research on standard PL will be tested for PPLs within this study.

Sethuraman and Gielens (2014) revealed that one can generalize that consumers will purchase PLs if they have the perception that the quality is high, the quality variation in the category is low, they have a positive image of PLs and they think that buying PLs is not risky (Sethuraman & Gielens, 2014).

2.4.1 Perceived Quality

For PLs, quality is said to be more important than price. In fact, many academic articles highlighted the importance of perceived quality from consumers as the most important success factor (Bao et al., 2011; Kumar & Steenkamp, 2007; Steenkamp et al., 2010) or the most important driver for PL share (Ailawadi & Keller, 2004). The authors Hoch and Banerji (1993) also identified quality to be more important than price and that PLs enjoy more success in categories where quality levels are high and variability low. Batra and Sinha's findings (2000) also showed that the likelihood of a PL purchase increases when quality perceptions increase. Findings on PL loyalty also reveal that perceived quality is the one factor only explaining consumer loyalty towards PLs (do Vale et al., 2016).

Since previous research highlighted the fact that the perceived quality had an influence on the purchase of PLs (e.g. Sethuraman & Gielens, 2014), it is reasonable to assume that consumers who have a good quality perception of PL will be inclined to buy them to the detriment of a national brand if such a difference in perceived quality has decreased.

Hypothesis 2a: Perceived quality has a strong impact on purchase intention.

Hypothesis 2b: High perceived quality has a strong impact on purchase intention for PPL.

Hypothesis 2c: High perceived quality has a strong impact on purchase intention for NB.

2.4.2 Involvement

One factor that has often been researched as a moderator of consumer decision processes is involvement (Celsi & Olson, 1988). Laurent and Kapferer (1985, p.43) include in the term 'involvement' five facets or antecedents such as the perceived importance of the product, the perceived risk of consequences from a purchase mistake, the symbolic value and the emotional appeal (hedonic value). Zaichkowsky (1985, p.342) defines product involvement as "a person's perceived relevance of the object based on inherent needs, values, and interests". In over 10 years of research on this field, (Zaichkowsky, 1985) developed a context-free measure ("Personal Involvement Inventory") that is applicable to involvement with products,

advertisements, and purchase situations. Starting from 20 items, the scale has been reliably reduced to ten items (Zaichkowsky, 1994). The personal relevance expressed in Zaichowsky's involvement construct is based on the precursors of involvement (e.g. Gardner, Mitchell, & Rusao, 1985) as well as the inherent needs, values, and interests (Zaichkowsky, 1985) and is evidenced by a person's knowledge, experience, and cognitive structure (Celsi & Olson, 1988) across the product category. This means that high-involvement consumers have strongly held needs, values and interests while low-involvement consumers have weakly held or even nonexistent needs, interests and values.

Differentiating between high and low involvement profiles has also become prominent in research on PL. Steenkamp et al. (2010) conducted a large study examining when consumers are willing to pay a price premium for NB over PLs. The results showed that in conditions of high involvement, consumers are willing to pay more for NBs over PLs. Lichtenstein et al. (1988, p.246) argue that “people who are highly involved in a product associate important functional, social, and psychological outcome with the product. Therefore, highly involved consumers care more about product quality”. On one hand, NBs often position themselves with a superior product quality, while on the other hand, every product aspect of PPLs (packaging, price, labeling etc.) indicate high or higher quality as well (e.g. through labeling such as “Finest”, “Deluxe”, superior packaging, etc.). Miquel et al. (2002) argue in this direction by stating that high involvement means greater knowledge which interrelates positively with the number of attributes and brands evaluated. With respect to private labels, they argue that this relationship can result in greater PL knowledge and, in turn, to a greater likelihood of a PL purchase. However, this greater knowledge can also create favorable perceptions towards a NB, especially when perceptions of differences occur due to involvement (Miquel et al., 2002).

Involvement with a product or category might, therefore, influence two variables studied within the scope of this thesis: the degree of experience and the importance of product attributes such as perceived quality.

2.4.3 Involvement and Previous Experience

Similar to the concept that high involvement means greater knowledge of a category, Giese, Spangenberg, and Crowley's (1996) results suggest that highly engaged consumers are more motivated to process messages. Celsi and Olson (1988) claim that participation also plays a role in determining consumers' attention and understanding processes (Celsi & Olson, 1988). With regard to categories, research implies that low-involvement consumers are less willing and

interested in dealing with information about the category, so they have less knowledge in this category. By looking at NBs and private labels, it is possible that low-involvement consumers rely on heuristics such as choosing a NB to avoid purchase risk. According to Richardson, Jain and Dick (1996), the perceived risk is an important determinant of consumer's propensity to favorably evaluate and purchase NBs. However, perceived risk, in turn, is also influenced by perceived quality. Batra and Sinha (2000) argue that higher perceived quality variability in brands creates greater uncertainty whether the lower prices PL is of good quality, resulting in a greater perceived likelihood of making a purchase mistake.

Hypothesis 3a: The level of involvement of consumers will positively influence the purchase intent of PPLs.

Hypothesis 3b: High-involved consumers have a higher purchase intention for PPLs.

Hypothesis 3c: Low-involved consumers will have a lower purchase intention for PPLs.

Hypothesis 3d: There will be a difference in the quality perception of high and low-involved consumers.

2.5 Previous Experience with PL

Consumers learn over time and attitude is also formed by experience. Perceived quality perception gaps, for example, can be reduced with marketing efforts or experience. The perceived quality of PLs, in turn, can be driven by the level of consumer education as well (Sethuraman & Gielens, 2014). Hoch and Banerji (1993) explain the dominance of quality as a purchase driver by arguing that in many categories, consumers have sufficient familiarity with product benefits and attributes to make quality judgments. In addition, Richardson et al. (1996) found that the most important single construct for predicting willingness to buy store brands was familiarity. Steenkamp et al. (2010) found out that the more mature PLs are, fewer consumers are willing to pay a price premium for NBs over PLs (Steenkamp et al., 2010). Similarly, Nenycz-Thiel & Romaniuk (2016) argue that richer knowledge allows experts to learn and categorize new information more accurately and that for those experts, PPL can be categorized in a distinct subcategory more effectively. This is supported by research from McNeill and Wyeth (2011, p.108) who concluded that PL brands are "beginning to be seen as brands in their own rights [and] the risk once associated with not choosing a branded product in particular categories is lessening".

Nenycz-Thiel & Romaniuk's (2016) findings with inconsistent quality perceptions across categories revealed that quality perceptions have become blurred between NBs and PPLs.

Furthermore, the authors found evidence that the PPLs' quality perception depends on the level of PL market maturity.

According to Erdem et al. (2004), one reason why European store brands (PLs) have a higher market share than US store brands can be explained by (in)consistent quality levels across categories.

When consumers experience products, the perception of product quality may change. Because consumers transfer experiences with PL from one category to another, cross-category learning effects are an important consideration for PPLs (Szymanowski & Gijsbrechts, 2012). In particular, it is possible to argue that positive experiences with private labels might have a positive spillover effect for PPL. Generally speaking, consumers can use the experience with a brand to update their quality beliefs about the competing brand. Such cross-brand learning often appears between products of the same brand within the same category or in different categories (Erdem et al., 2006; Erdem et al., 2004).

For the purpose of this thesis, different levels of experience will be assessed: The familiarity with PLs in general and the nature of this experience in order to research potential positive spillover effects for PPL. A person might have bought PLs in the past, liked the experience with the products and is more inclined to favorably evaluate PPL. A person who was not satisfied with PL might behave differently.

Research by Nenycz-Thiel and Romaniuk (2016) compared regular PLs, PPLs and NBs on their perceived value for money, perceived trust and perceived quality. Interestingly, their study revealed that PPLs were often perceived to be better value for money than NBs, regardless of the price. Contrary, NBs in terms of trust, were perceived as more trustworthy than PPLs. With respect to quality, the findings were varied. For some categories, consumers viewed PPLs as higher quality brands than regular PLs and in most of the categories, NBs were more strongly associated with quality than PPLs (Nenycz-Thiel & Romaniuk, 2016). However, this was not the case for all categories tested. Since quality associations were not uniform across categories, it might be possible that category-specific characteristics and consumer attitudes moderate this perception.

Hypothesis 4a: Consumers with private label experience have a higher purchase intent for premium private labels.

Hypothesis 4b: The level of experience with PL will positively influence the quality perceptions of PPLs.

Hypothesis 4c: The level of involvement will positively influence the level of experience with PLs.

2.6 Conceptual Model

To conclude the literature review, the following conceptual model summarizes the hypothesized relationships across the variables.

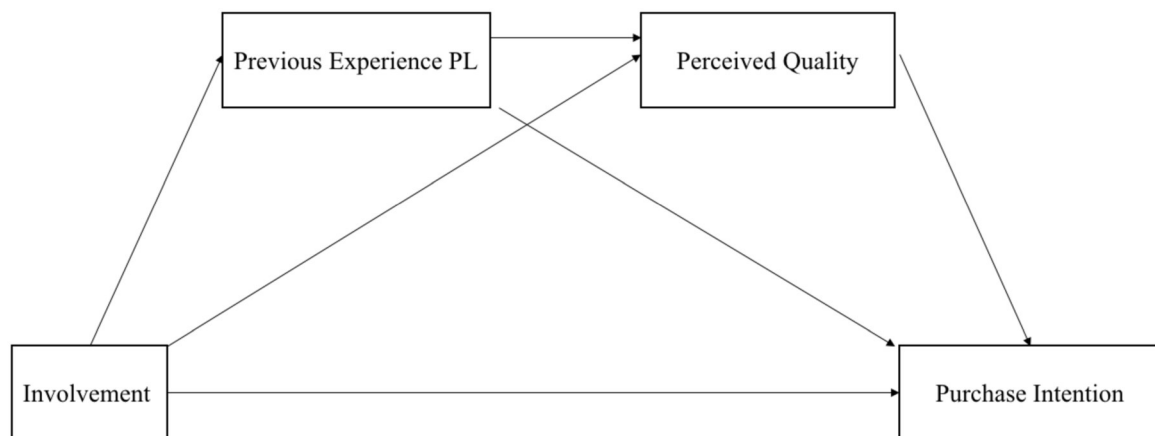


Figure 1 Conceptual Model

CHAPTER 3: METHODOLOGY

This chapter will present and explain the methodology used to reach conclusions about the hypotheses formulated in chapter two.

3.1 Research Approach

This research aims to address consumer-specific factors that influence the purchase intention of PPLs. To accomplish those objectives, different research methods and a mix of primary and secondary data were employed.

Out of the three research methods (exploratory, descriptive and explanatory), a mix of descriptive and explanatory methods was used (Saunders, Lewis, & Thornhill, 2009). The dissertation started with the explanatory method, to gain some insights, to clarify some concepts, to formulate the research problem and to establish the hypotheses through secondary data (primarily journal articles). Secondary data was mainly used in the development of the Literature Review, but also in the study itself by using measurements adapted from academic research. Subsequently, an explanatory method was used to confirm and explain potential causal relationships between the variables using primary data. The descriptive approach was used to test the differences for the different product and branding types (PPLs and NBs). The quantitative approach used a survey research strategy by collecting data about the variables, testing the proposed hypotheses and displaying models of the effects which were further analyzed quantitatively through statistical tests.

3.2 Secondary Data

For the previous literature review, secondary data has mainly been used in the form of scientific articles. The data was used to gain insights and knowledge about potential variables related to the problem to finally generate a conceptual model and justify the hypotheses and constructs for the study. In addition, secondary research was used to provide content for the primary data collection.

3.3 Primary Data

In order to obtain primary data, a quasi-experiment was conducted in form of an online questionnaire using Qualtrics which was distributed via social networks and other forms of online communication. The research set up a statistical experimental survey design with 2x2 conditions: a hedonic product category and a utilitarian product category, each with two branding versions: a NB and PPL. The respondents were automatically and evenly assigned to one of the 4 groups on a random basis.

3.3.1 Survey Research Design

The online questionnaire started with an introduction, assured the respondents' anonymity of the results and informed about the approximate duration. As an additional motivation to fully complete the survey, 0,20€ were donated for a good cause. In the first part, the term PL was introduced and it was tested whether participants have purchased private labels in the past in general and at a specific retailer as well, and their experience with the respective private labels. After assessing the general PL knowledge and satisfaction, a picture of a Lidl store was displayed and respondents were asked if they have ever visited a Lidl store and purchased products there. Subsequently, brand names from the most frequently purchased private labels from Lidl were shown to recall potentially forgotten transactions and respondents were asked to indicate previous purchases experience with the products in the same matter as for their PL experience in general, in order to compare the groups.

Next, the respondents saw one of the four product types (hedonic PPL, hedonic NB, utilitarian PPL, or utilitarian NB) and were asked to indicate their involvement with the respective product category, their quality perception of the product and the purchase intent. Since the survey preselected two types of products based on prior research on their hedonic and utilitarian value, participants needed to rate the displayed products on a hedonic versus utilitarian scale.

In the last part of the survey, the respondents completed demographic information, such as age, household income, education, and nationality.

3.3.2 Choice of Retailer and Products

Retailer Choice

The retailer Lidl was chosen based on the high consumer familiarity in Europe. According to Lidl, they have the largest network of discount food markets in Europe (Lidl, n.d.). In Germany,

for example, Lidl reaches a familiarity level of almost 100% (EHI, n.d.) and in Portugal, Lidl is dominating the Portuguese discount market (Euromonitor International, 2018)

Choice of Product Types and NBs

The two products for the research were dish liquid and chips. Dish liquid has been studied and classified as a ‘typical’ utilitarian product by past research (e.g. Suh & Youjae, 2006; Voss et al., 2003). Furthermore, the well-known brand Palmolive is distributed under the same brand in almost every country in the world. Palmolive products are available for purchase at almost every Lidl store and enjoy a high degree of recognition. Dish liquid itself is mainly purchased for practical use and based on consumer’s needs, typical for utilitarian consumption (Hirschman & Holbrook, 1982). Potato chips were chosen as a hedonic product due to the suitability of salty potato chips in terms of multisensory consumption and experience consumption (e.g. smell, visual impression, sound while eating) which are clearly hedonic attributes. One of the most internationally well-known brands is ‘Lays’. Lays is often sold at Lidl and the brand also enjoys a high degree of recognition. Salty snacks and especially potato chips have also been widely studied in research as hedonic products (Batra & Sinha, 2000; Okada, 2005; Voss et al., 2003). For both product types, a premium private label that resembles the corporate design of the premium private label ‘Lidl Deluxe’ was created. The packaging inherits the same level of information, the prices are equal and the design elements were chosen to be similar.

Branding Type/Category	Hedonic	Utilitarian
National Brand	NB_HED  2,45€	NB_UT  2,45€
Premium Private Label	PPL_HED  2,45€ *	PPL_UT  2,45€ *
*created for research purpose.		

Table 1 Stimuli/Products

3.3.3 Data Collection

For the data collection, individuals were selected based on a non-probability sample method of convenience sampling. The method was chosen due to respondents' convenience and availability (Creswell, 2009), the lack of time resources, and for its ability to obtain information quickly. The questionnaire was only launched in English to avoid revision and additional construct validity.

Results from a convenience sample can be biased and cannot be generalized to the total population (Aaker, Kumar, & Day, 2008), but they can challenge current research and common views on PL and their generalizability for PPLs. Even though the sample might not be perfectly suitable to obtain representative data, some arguments can be found in favor of the sample. The distribution of PL-buyers (92,7%) and Non-PL-buyers (7,3%) is comparable to previous findings from Euromonitor International (2013) or IRI (2018). For every product type, more than 50 respondents answered the questionnaire. From previous research on willingness to pay a price premium for NB, Steenkamp et al. (2010) received, on average, 52 respondents on each product category in each country. Even though their total observations were larger than 70000, the individual results for specific product categories were relatively small. Furthermore, the revised personal involvement measure by (Zaichkowsky, 1994) was also only validated by 80 university students and has been found applicability in much subsequent research as well (e.g. Celuch & Taylor, 1999; McQuarrie & Munson, 1987). In total, the survey yielded 263 recorded responses of which 218 completely finished the survey. The survey was active from November 25, 2018, until December 4, 2018.

3.3.4 Measurements

The following section describes the measurements for the constructs¹.

Purchase Intention

Purchase intention was measured on a 3-item scale by Bao et al. (2011) who, in turn, adapted the scale from findings from other authors (Dodds, Monroe, & Grewal, 1991; Grewal, Krishnan, Baker, & Borin, 1998)

Hedonic/Utilitarian Product Dimension of the products (adopted from (Voss et al., 2003))

In order to measure hedonic and utilitarian dimensions of consumer attitudes toward product categories, the ten-item HED/UT scale by Voss et al. (2003) demonstrated solid performance in several psychometric tests and in multiple tests of criterion and discriminant validity. In order to run statistical tests, the scale was adapted to a 7-point scale.

Perceived Quality

¹ A complete overview can be found in Appendix 1.

To measure the respondents' perceived quality, the 7-point semantic differential scales, a construct developed by Bao et al. (2011), was used. This scale was also based on previous quality perception research (Grewal et al., 1998; K. L. Keller & Aaker, 1992).

Category Involvement

Product category involvement measures were taken using the ten-item revised version of Zaichkowsky's (1985) Personal Involvement Inventory (PII) due to its generalized acceptance and known as 'the revised personal involvement inventory' (Zaichkowsky, 1994).

PL Experience – Subjective Knowledge Measure

In order to test the familiarity and experience with PLs in general, an adapted scale by Cowley and Mitchell (2003) was used. The authors measured the subjective knowledge by self-reported measures of familiarity, product knowledge, and usage as well as objective measures such as questions regarding the products. For this study, only the subjective knowledge was collected. Respondents rated themselves on a 7-point scale anchored by “not very knowledgeable” and “very knowledgeable”, “not very familiar” and “very familiar”, and “not at all frequently” and “very frequently”. The coefficient alpha for the combined subjective and objective measures was .84, indicating a high degree of internal consistency. While the original scale was an 11-point scale this researched used a 7-point version. The terminology used in the subsequent analysis used will be ‘PL Experience’.

Construct	Scale	# of Items	Source	Alpha
Purchase Intention	7-Point Likert Scale	3	Bao et al. (2011)	.98
Perceived Quality	7-Point Semantic Differential Scale	4	Bao et al. (2011)	.95
Involvement	7-Point Bipolar Adjective Scale	10	Zaichkowsky (1994)	.94
Previous Experience	7-point Semantic Differential Scale	3	Cowley & Mitchell (2003)	.84
Hedonic/Utilitarian Value	7-point Semantic Differential Scale	10	Voss et al. (2003)	.85
Satisfaction	7-point Semantic Differential Scale	1	adapted from Westbrook and Oliver (1981)	n.a.

Table 2 Construct Measurement Overview

3.3.5 Data Analysis

The quantitative data was analyzed using SPSS with prior preparation of the raw data including deletion of incomplete responses. Questions were non-mandatory, thus many incomplete answers needed to be deleted. Some variables were re-coded and transformed to prepare the variables for hypothesis testing. Most of the constructs were subjected to reliability analysis by Cronbach's Alpha, and the constructs of the hedonic and utilitarian product settings were subjected to validity analysis by factor analysis. The tests used for the hypothesis testing are described in detail in chapter 4. Most of the tests conducted were either t-tests, one-way ANOVAs, regression or correlation analysis.

CHAPTER 4: RESULTS AND DISCUSSION

The following chapter presents and discusses the results of the survey. The first section includes a characterization of the sample, construct reliability tests and several tests to validate the stimulus manipulation. The subsequent analysis and paragraphs are structured as followed: First, the variables (Involvement, Perceived Quality, and Previous Experience) and the matching hypotheses stated in chapter 2 will be discussed, each according to the variable. For each variable, additional findings will also be presented in the same paragraph. Afterwards, the whole construct is tested, and the last part discusses the findings.

4.1 Sample Characterization

The characteristics of the valid 218 respondents are presented in the table below, split by their assignment to one of the four product stimuli. The total number of respondents was approximately evenly distributed among the stimuli. Due to convenience sampling, the majority of respondents were German, Graduates, younger than 34 and had a low or medium income. Additionally, 60% of the respondents were female and 40% were male. The population to be represented by the sample was not restricted by demographics or psychographics, thus, the sample had to be diverse in order to accurately picture the population. Since this is not the case, the sample cannot be considered representative. The following table shows that the demographics of the respondents across the four groups exposed to the different product stimuli are quite similar indicating that the groups are homogeneous. Due to the spread among the nationalities, respondents were grouped into four different groups of nationalities (German, Portuguese, Other European excluding Portugal and Germany and Non-European respondents). The different income levels were also grouped into low income (<1000€), medium (1001-2500) and high (above 2501). Please note that in some of the subsequent analyses, only PL customers were considered.

		NB_Hedonic (Lays Chips)	PPL_Hedonic (Deluxe Chips)	NB_Utilitarian (Palmolive Dish Liquid)	PPL_Utilitarian (Deluxe Dish Liquid)	Total
Respondents Total #		54	57	54	53	218 (100%)
PL Purchase	Yes	50	54	49	49	202 (92.7%)
	No	4	3	5	4	16 (7.3%)
LIDL Visitor	Yes	54	57	52	50	213 (97.7%)
	No	0	0	1	4	5 (2.3%)

		NB_Hedonic (Lays Chips)	PPL_Hedonic (Deluxe Chips)	NB_Utilitarian (Palmolive Dish Liquid)	PPL_Utilitarian (Deluxe Dish Liquid)	Total
Respondents Total #		54	57	54	53	218 (100%)
Gender	Male	53.7%	31.6%	45.3%	27.8%	86 (39.4%)
	Female	44.4%	64.9%	52.8%	70.4%	127 (58.3%)
	Prefer not to say	1.9%	3.5%	1.9%	1.9%	5 (2.3%)
Age	Under 18	1.9%	7%	0%	0%	5 (2.3%)
	18-24	33.3%	35.1%	22.6%	44.4%	74 (33.9%)
	25-34	42.6%	43.9%	60.4%	42.6%	103 (47.2%)
	35-44	3.7%	1.8%	1.9%	7.4%	8 (3.7%)
	45-54	11.1%	1.8%	3.8%	0%	9 (4.1%)
	55-64	5.6%	5.3%	5.7%	1.9%	10 (4.6%)
	65-74	1.9%	3.5%	5.7%	3.7%	8 (3.7%)
	75 or older	0%	1.8%	0%	0%	1 (0.5%)
Nationality*	German	74%	82.5%	75.5%	50%	154 (70.6%)
	Portuguese	11%	8.8%	11.3%	22.2%	29 (13.3%)
	Other European	13%	7.0%	9.4%	24.1%	29 (13.3%)
	Non European	1.9%	1.8%	3.8%	3.7%	6 (2.8%)
Income**	Low	38.9%	43.9%	28.3%	51.9%	88 (40.7%)
	Medium	29.6%	28.1%	37.7%	23.1%	64 (29.6%)
	High	16.7%	12.3%	17%	9.6%	30 (13.9%)
	Prefer not to say	14.8%	15.8%	17%	15.4%	34 (15.7%)
Education	Less than High School degree	0%	5.3%	0%	0%	3 (1.4%)
	High School Graduate or equivalent	20.4%	14%	7.5%	18.5%	33 (15.1%)
	Bachelor or equivalent	46.3%	43.9%	56.6%	59.3%	112 (51.4%)
	Master or equivalent	29.6%	28.1%	32.1%	18.5%	59 (27.1%)
	PhD or equivalent	1.9%	7.0%	0%	0%	5 (2.3%)
	Prefer not to say	1.9%	1.8%	3.8%	3.7%	6 (2.8%)
Notes: *Consolidated Nationalities. **Different levels were combined to create a consolidated table.						

Table 3 Sample Characteristics

4.2 Measure Reliability

All items used in the survey were approved by previous literature and tested on the internal consistency reliability with a Cronbach's alpha test. Before running a Cronbach's Alpha test, the negative variables (disagreement) and the reversed items were recoded into positive variables (agreement) in order to make them comparable. The Cronbach's Alpha for a constructs' internal consistency reliability is considered satisfactory when the Cronbach's Alpha coefficient is > 0.6 , good when > 0.8 , and excellent when > 0.9 (Gliem & Gliem, 2003). The results in the table below show that all the constructs have good internal reliability, and are therefore considered satisfactory.

Construct	Before Item Reduction		
	# of Items	Cronbach's α (all)	Cronbach's α (PL customers only)
Hedonic/Utilitarian Scale	10	.864	.864
Involvement	10	.866	.856
Perceived Quality	4	.839	.830
Purchase Intention	3	.937	.934
PL_Previous Experience	3	.903	.873
LIDL_Previous Experience	3	.944	.943

Table 4 Construct reliability analysis (Cronbach's Alpha)

4.3 Manipulation Check

Before the hypotheses testing, manipulation checks verified commonalities among branding and product types.

4.3.1 Hedonic/Utilitarian Measure – Measure reliability

The 10 items of the hedonic/utilitarian scale developed by Voss et al. (2003) were subjected to principal components analysis using SPSS². Prior, the suitability of data for factor analysis was assessed. Inspection of the correlation matrix revealed the presence of many coefficients of .3 and above. The Kaiser-Meyer-Olkin value was .856 exceeding the recommended value of .6 (Kaiser, 1974) and Bartlett's Test of Sphericity (Bartlett, 1954) reached statistical significance, supporting the factorability of the correlation matrix. An inspection of the scree plot revealed a clear break after the second component, thus two components were retained for further investigation. Furthermore, an Oblimin rotation was performed and showed a number of strong loadings and all variables loading substantially on only one component. The interpretation of component 1 (utilitarian) and component 2 (hedonic) was consistent with the original research on hedonic and utilitarian product types, whereas utilitarian products loaded strongly on component 1 and hedonic on component 2 (Voss et al., 2003). This validates that the scale items measure what they are supposed to measure. There is a weak positive correlation between the two factors ($r = .215$). The results made it possible to combine the items into two new variables (5 utilitarian items and 5 hedonic items), 'Utilitarian Value' (sum of utilitarian items) and 'Hedonic Value' (sum of hedonic items). In order to make them comparable, the scales were transformed into (-3; -2; -1; 0, 1, 2, 3) for the hedonic variables and the other way around for the utilitarian variables.

² Detailed Outputs in Appendix 3.

4.4 Hypothesis 1a – Perception of PPLs and NBs

H1a: PPLs of the same product types (chips or dish liquid) are not perceived significantly different from NBs in terms of hedonic and utilitarian value.

$$H0: \mu_{UtilitarianValue_{NB_UT}} = \mu_{UtilitarianValue_{PPL_UT}} = \mu_{UtilitarianValue_{NB_HED}} = \mu_{UtilitarianValue_{PPL_HED}}$$

$$H0: \mu_{HedonicValue_{NB_HED}} = \mu_{HedonicValue_{PPL_HED}} = \mu_{HedonicValue_{NB_UT}} = \mu_{HedonicValue_{PPL_UT}}$$

The *HedonicValue* means of the chips (NB_HED and PPL_HED) were positive and the *UtilitarianValue* means were negative, which indicates a hedonic product type. The means of the dish liquids (NB_UT and PPL_UT) were positive for *UtilitarianValue* and negative for *HedonicValue* indicating a utilitarian product type.

Two one-way ANOVAs were conducted to reveal differences across the four product stimuli on *UtilitarianValue* and *HedonicValue*. The whole sample was taken into consideration. Tests of the assumption of normality for *UtilitarianValue* and *HedonicValue* were tested using standardized residuals. Both normality distribution curves can be found in the Appendix. The Levene's test was not significant indicating no violation of assumptions of homogeneity in variances ($p_{HedonicValue}=.514$; $p_{UtilitarianValue}=.738$).

The ANOVAs revealed significant differences between the product (*UtilitarianValue*: $F(3)=30.013$, $p<.001$; *HedonicValue*: $F(3)=30.139$, $p<.001$), rejecting the null hypothesis of equal variances among the groups. H1a, however, cannot be rejected because the Tukey HSD post-hoc tests revealed that there were only statistically significant differences at $p < .000$ in utilitarian and hedonic value scores between the product types (UT vs. HED), but no significant results across the branding types. The full post-hoc test can be found in Appendix 4. In conclusion, there were significant differences between chips and dish liquids, but the two chips brandings were not perceived significantly different, neither were the two dish liquid branding types.

Stimulus	N	μ Ut. Value	Std. Deviation	μ Hed. Value	Std. Deviation
NB_HED	54	-1,67*	6,58	4,05*	6,41
PPL_HED	57	-0,29*	6,12	2,87*	5,64
* no statistically significant difference found: $\rightarrow \mu_{Ut. Value (NB_HED)} = \mu_{Ut. Value (PPL_HED)}$ $p=.648$					
* no statistically significant difference found: $\rightarrow \mu_{Hed. Value (NB_HED)} = \mu_{Hed. Value (PPL_HED)}$ $p=.710$					
PPL_UT	54	6,72**	6,01	-4,48**	4,96
NB_UT	53	2,89**	5,94	-0,18**	6,13
** no statistically significant difference found: $\rightarrow \mu_{Ut. Value (NB_UT)} = \mu_{Ut. Value (PPL_UT)}$ $p=.989$					
** no statistically significant difference found: $\rightarrow \mu_{Hed. Value (NB_UT)} = \mu_{Hed. Value (PPL_UT)}$ $p=.779$					

Table 5 Comparison of Means for Hedonic and Utilitarian Values across product and branding types.

4.5 The role of Involvement

This chapter will deal with the independent variable involvement. The first part will describe and test the used scale, the second part tests the hypotheses and afterwards, some additional analyses are presented.

4.5.1 Personal Involvement Inventory – Measure reliability

The 10-item scale of the personal involvement inventory (PII) (Zaichkowsky, 1994) was also subjected to a principal components analysis with the goal to obtain similar results to the original research. The inspections of the correlation (larger than .3 for many coefficients), KMO (.855) and Bartlett's Test (significant, $p=.000$) were successful. The scree plot revealed a clear break after the second component, thus two components were retained for further investigation. Similar to Zaichkowsky's findings (1994), the items interesting, appealing, fascinating, exciting and involving loaded strongly on one item and the other items (important, relevant, valuable and needed) with the exception of 'means a lot to me' loaded strongly on the other factor. The first factor in PII was referred to as being of affective nature while the second one was referred to be the cognitive aspect. Since the analysis led to results similar to the original research, the scale is considered to be valid and appropriate for this research (Details on the analysis in the Appendix).

A comparison of means revealed that the NB_HED ($M_{PII}=42.72$; $SD=13.77$) and the PPL_HED ($M_{PII}=43.49$; $SD=12.31$) had higher means than NB_UT ($M_{PII}=39.05$; $SD=8.27$) and PPL_UT ($M_{PII}=39.48$; $SD=18.58$). When comparing the means with the theoretical mean of 40, all product types can be considered as rather low involvement products. An additional analysis (ANOVA) revealed no statistically significant differences between the groups ($F(3)=2.250$, $p=.084$). Since the Levene's statistic was significant, the null hypothesis of homogeneity of variance needed to be rejected and the Brown Forsythe and Welch Test results were used. Both indicated no statistically significant difference in PII Means (Welch: $p=.077$; Brown-Forsythe: $p=.082$).

Variable	Product Type	N	Mean	Standard Deviation
Personal Involvement Inventory (PII)	NB_HED	54	42.72	13.77
	PPL_HED	57	43.49	12.31
	PPL_UT	54	39.48	8.58
	NB_UT	53	39.05	8.266

Table 6 Involvement across stimuli – Descriptive Statistics

4.5.2 Involvement and Purchase Intention (Hypothesis 3a)

H3a: The level of involvement of consumers will positively influence the PPL purchase intention

$$H0: \beta_{Involvement} \leq 0$$

As a first step to explore the proposed relationship, a Pearson correlation analysis was performed with prior preliminary analyses to ensure no violation of the assumptions of normality, linearity, and homoscedasticity. There was a medium, negative correlation between the two variables (*Involvement & Purchase Intention_{PPL}*), $r = -.439$, $N = 103$, $p < .001$, with high levels of *Involvement* associated with low levels of *Purchase Intention_{PPL}* (Cohen, 1988). A linear regression was used to assess the ability of involvement to predict *Purchase Intention_{PPL}*. Only PPL stimuli respondents were used. Preliminary analyses were conducted to ensure no violation of the assumptions of normality, linearity, and homoscedasticity. *Involvement* predicts around 19% of the variance in *Purchase Intention_{PPL}* ($R^2 = .193$). The model reached statistical significance ($Sig. = .000$). The Beta of *Involvement* ($-.439$) indicated a large, significant contribution ($p < .05$). The level of *Involvement* therefore negatively influences the *Purchase Intention_{PPL}*, thus rejecting H3a.

4.5.3 Involvement Levels and PPL Purchase Intentions (Hypothesis 3b & 3c)

H3b: High-involved consumers have a higher purchase intention for PPLs.

H3c: Low-involved consumers will have a lower purchase intention for PPLs.

$$H0: \mu_{PPLPurchaseIntention_{HighInvolvement}} = \mu_{PPLPurchaseIntention_{LowInvolvement}}$$

To test the hypotheses and in order to differentiate between different levels of *Involvement* quickly, a k-means cluster analysis was performed with three clusters (high, medium and low involvement)³. All respondents were considered.

³ Details on Clusters in Appendix.

Cluster and Description	Mean PII	# of Cases	Std. Deviation
1: High involvement	56.86	45	6.29
2: Medium involvement	40.71	102	3.90
3: Low involvement	28.85	54	5.21

Table 7 Descriptive Statistics for Involvement Levels

Interestingly, a comparison of means revealed that the *Purchase Intention_{PPL}* (both products) varied across the different *Involvement* levels. High involvement respondents showed a lower *Purchase Intention_{PPL}* than medium or low involved respondents, which was not expected. A one-way ANOVA revealed significant differences across the groups ($F(2)=8.689$, $p=.000$). The assumptions of homogeneity of variance were not violated (Levene's statistic n.sign.). The Tukey HSD Posthoc tests showed that there were significant differences across *Involvement_{High}* (Mean=9.52) and *Involvement_{Medium}* (Mean=13.00) and *Involvement_{Low}* (Mean=14.07). However, there were no significant differences across Medium and Low Involvement Groups.

Involvement Level	μ Purchase Intent PPLs*	N	Std. Deviation
High Involvement	9,52	23	4,30
Medium Involvement	13,00	54	3,62
Low Involvement	14,07	26	4,55

*only PL customers considered; Purchase Intent Mean for PPL_HED & PPL_UT only

Min: 3 Max:21

Table 8 ANOVA Purchase Intent across Involvement levels

Since the results of the hypothesis testing revealed a negative correlation instead of a positive correlation between Involvement and *Purchase Intention_{PPL}*, Hypothesis 3b and 3c need to be rejected.

Additional analysis on PII in form of a one-way ANOVA did not detect differences of Involvement across product types (Appendix). Further analysis repeated the above-mentioned tests for NBs. For NBs, the involvement even explained 43.8% of variance in NB Purchase Intent. The correlation indicated a strong, negative relationship ($r=-.662$) and the Beta of Involvement of $-.259$ also implied a large contribution ($p<0.05$). The one-way ANOVA detected differences for the three involvement levels between all groups ($F(2)=26.57$). In conclusion, the same effects of involvement were detected for NB Purchase Intention as well.

4.5.4 Involvement and Perceived Quality (all products) - Hypothesis 3d

H3d: There will be a difference in the quality perception of high and low-involved consumers.

$$H0: \mu_{Quality_{HighInvolvement}} = \mu_{Quality_{MediumInvolvement}} = \mu_{Quality_{LowInvolvement}}$$

Since the literature suggested a difference in quality perception depending on the level of involvement, a one-way between groups ANOVA was conducted to explore the differences of perceived quality across the groups. There were no violations of assumptions of homogeneity in variances. There was a statistically significant difference in the perceived quality scores for the three involvement types ($p < 0.005$). This means that high involvement respondents had a lower quality perception than low involvement respondents.

With the mentioned results, it is possible to accept Hypothesis 3d stating that there will be a difference in the quality perception of high and low involved consumers.

Involvement	N*	Mean Perceived Quality** (combined scale)	Std. Deviation
High involvement	45	4.11	1.43
Medium involvement	102	4.78	1.34
Low Involvement	54	5.44	1.11

*only PL customers considered.

**One-way ANOVA; $F(2)=12.785$, $p=.000$; significant differences in quality perception across involvement levels.

Table 9 One-way ANOVA - Involvement Level and Perceived Quality.

4.5.5 Involvement and Perceived Quality PPLs – Additional Analysis

Furthermore, a Pearson correlation analysis⁴ was performed with prior preliminary analyses to ensure no violation of the assumptions of normality, linearity, and homoscedasticity. For all product types, there was a medium, significant negative correlation between Involvement and Perceived Quality, $r = -.338$, $N=201$, $p < 0.01$, with high involvement levels associated with low levels of perceived quality.

For PPLs, there was a small, significant, negative correlation between the two variables (Involvement & Quality Perception PPL), $r = -.294$, $N=103$, $p=.003$, with high levels of involvement associated with low levels of perceived quality (Cohen, 1988).

⁴ Please note that for this test, the continuous variable of involvement was used.

4.6 Perceived Quality

4.6.1 Perceived Quality by Product Type (Hypothesis 1b)

H1b: PPLs are not perceived significantly different from NBs in terms of quality.

$$H0: \mu_{Quality_{PPLs}} \neq \mu_{Quality_{NBs}}$$

To compare the quality perception across the four different products, a one-way ANOVA was conducted with the combined mean score of quality perception. The means for the branded products were higher compared to the PPL alternative, however, there were no statistically significant differences of perceived quality among the product types for the overall perceived quality ($F(3)=2.026$, $p=.111$; no violation of homogeneity of variances). Therefore, Hypothesis 1b can be accepted.

Additional detailed analysis for each quality perception item did not reveal differences among the means for each item as well.

Product Type	N	Mean Perceived Quality (combined scale)	Std. Deviation
NB_HED	54	4,83*	1,43
PPL_HED	57	4,73*	1,51
PPL_UT	54	4,42*	1,32
NB_UT	53	5,01*	1,15
One-way ANOVA $p=.111$, not significant			

Table 10 Perceived Quality across Product Types

4.6.2 Perceived Quality & Purchase Intention (Hypothesis 2)

H2a: Perceived quality has a strong impact on purchase intention.

H2b: High perceived quality has a strong impact on purchase intention for PPL.

H2c: High perceived quality has a strong impact on purchase intention for NB.

$$H0: \beta_{PerceivedQuality}=0$$

A linear regression was performed. The Rsquare of .317 indicates that approximately 32% of the variance in purchase intention is explained by perceived quality. The model reached statistical significance ($Sig.=.000$). The standardized Beta of .563 indicates a large contribution ($p<.005$). There was no violation of normality (Histogramm unremarkable), linearity and there were no problematic outliers.

According to Cohen (1988), the strength of a correlation can be described as small when $r=.10$ to $.29$, medium when $r=.30$ to $.49$ and large when $r=.50$ to $r=1.0$. Since previous tests already showed that perceived quality correlates with involvement, the impact of perceived quality on purchase intention needed to be explored as well. For this purpose, a Pearson correlation analysis was performed. There was a significant, strong and positive correlation ($r=.563$; $N=202$, $p=0.00$) between perceived quality and purchase intention (Cohen, 1988).

For PPLs, the Pearson correlation analysis indicated a significant, strong and positive correlation ($r=.534$, $N=103$, $p=.000$), however, the results were even more extreme for NBs, where the correlation analysis indicated a strong, positive correlation between perceived quality and purchase intention ($r=.587$; $N=99$; $p=.000$).

With the before-mentioned results, it is possible to accept Hypothesis 2a, 2b, and 2c.

Further effects, such as the mediating effect of perceived quality, will be further explored in a subsequent chapter modeling the relationships with an SPSS PROCESS add-on.

4.7 Previous Experience

Since previous experience with PLs has been measured on a subjective three-item scale based on familiarity, knowledge, and usage, a new variable with the summed score was created. A Lidl-specific variable was created as well. Similar to the research of Cowley and Mitchell (2003), a median split on the summed experience score enabled differentiation between high experienced customers (1) and low-experienced customers (0). Details on the Experience variables in general and for Lidl can be found in the following table.

	N	%	Min	Max	Mean	Median	SD
Experience*	201	100%	3	21	14.41	15	4.39
Low (0)	110	50.5%			10.68		
High (1)	108	49.5%			17.62		
Lidl Experience**	167	100%	3	21	13.92	15	4.18
Low (0)	75	44.9%			13.36		
High (1)	92	55.1%			16.09		

* condition: have purchased private labels before

** condition: have purchased private labels before, visited a LIDL and purchased LIDL PLs

Table 11 Descriptive Statistics Experience Values General and LIDL specific

4.7.1 Influence of PL Experience on PPL Purchase Intention

Hypothesis 4a was explored using two different methods. First, a correlation and a regression analysis were conducted. Afterwards, respondents were grouped according to their PL experience and then, additional tests were performed⁵.

Hypothesis 4a: Consumers with private label experience have a higher purchase intent for premium private labels.

$$H0: \mu_{PurchaseIntention_{PLExperience}} \leq \mu_{PurchaseIntention_{NoExperience}}$$

To test hypothesis 4a, a Pearson correlation for the continuous variables of $PurchaseIntention_{PPL}$ and the experience values was performed with no significant correlation found (N=102, $r=.185$; $p=.063$). Also, a linear regression with $Experience_{PL}$ as the IV and $PurchaseIntention_{PPL}$ as the DV was not relevant. The Rsquare of only .034 explains only little variance in $PurchaseIntention_{PPL}$ and the standardized Beta of .185 was not significant ($p=.063$). To test H4a, an independent samples t-test did not reveal significant differences in means between high experienced and low experience respondents ($F(101)=.885$,

⁵ Please refer to chapter 4.7.2. for further tests on hypothesis 4a.

$p=.063$). Therefore, it is not possible to accept H4a. More information on hypothesis 4a can be found in chapter 4.7.2.

4.7.2 Additional Analysis: PL Satisfaction Differences

PL satisfaction in general and for Lidl was measured with one item ranging from very dissatisfied (1) to very satisfied (7).

The general satisfaction (Mean=5,27, N=201) indicates an overall positive experience with PLs, which, however, leaves room for improvement. The satisfaction with Lidl PLs (Mean=5,18, N=167) was even lower. A paired-sample t-test was the appropriate test to identify if the means are significantly different. There was no statistically significant difference in means for PL satisfaction in general and for Lidl ($t=1,867$; $df=165$; $p=.064$).

A Pearson correlation analysis revealed a significant, high and positive correlations between experience and satisfaction (PL: $r=.608$; $N=201$, $p<0.01$; Lidl: $r=.626$; $N=167$, $p<0.01$).

4.7.3 Additional Analysis: Customer Groups for PL Experience & Satisfaction (H4a continued)

With the experience and the satisfaction information of the respondents, it was possible to create five different ‘PL personas’ and the descriptive statistics were as follows:

The results indicate that most of the consumers are satisfied with PLs ($N=101$). PL_Lovers had the highest mean of *PurchaseIntention_{PPL}*. However, PL_Lovers also had the highest *PurchaseIntention_{NB}*. PL_Potentials also represent a large group of customers indicating potential areas of growth for retailers. PL_Haters were the minority and PL_Nuttocrack were the ones that can be described as not willing to even try PLs. Only PL_Nuttocrack showed a clear preference for NBs. However, it is important to remember the size of the group, since it is too small to make conclusions.

Additional non-parametric tests were performed to identify differences in *PurchaseIntention_{PPL}*. Since the groups were not homogenous and PL_Customer type is a categorical variable, Kruskal-Wallis tests were performed since they are the non-parametric alternative to an analysis of variance (Pallant, 2013). The Kruskal-Wallis test revealed no statistically significant differences in *PurchaseIntention_{PPL}* scores across the five different persona groups (Sig.= 68.00). For the *PurchaseIntention_{NB}*, the Kruskal – Wallis Test was also not statistically significant thus retaining the null hypothesis of similar purchase intent

across groups (Sig.=108). The tests indicate that there was no clear preference for PPLs across the groups. A non-parametric alternative in form of Kendall's tau_b test for the different customer types also did not reveal a significant correlation (N=103, $r=-.152$, $p=.056$) with *PurchaseIntention_{PPL}* and customer groups.

With the results from chapter 4.7.1. and the above-mentioned results, Hypothesis 4a needs to be rejected.

Persona created	Descriptive Statistics		Purchase Intent PPL		Purchase Intent NB	
	# of Cases	%	N	Mean	N	Mean
PL_Lovers (experienced & satisfied)	101	46.3	48	13.64	53	13.94
PL_Haters (experienced & dissatisfied)	1	0.5	n.a.	n.a.	1	8.00
PL_Nuttocrack (inexperienced & dissatisfied)	12	5.5	5	9.00	7	11.42
PL_Potential (inexperienced & satisfied)	53	24.3	29	11.62	24	12.62
Questionmarks (Either No PL customer (18 cases) or neutral satisfaction)	51	23.4	21	11.95	14	11.07
○ Experienced = High Experience (1) ○ Inexperienced= Low Experience (0) ○ Satisfied = Satisfaction scores > 4 ○ Dissatisfied = Satisfaction score < 4						

Table 12 Customer Groups for PL Experience & Satisfaction

4.7.4 Previous Experience & Quality Perception PPLs

H4b: The level of experience with PLs will positively influence the quality perceptions of PPLs.

$$H0: \beta_{Experience} \leq 0$$

First, a Pearson correlation analysis with $\text{Experience}_{\text{PL}}$ and $\text{PerceivedQuality}_{\text{PPL}}$ was performed. There was a positive, medium, significant correlation between the two variables ($N=102$; $r=.361$; $p=.000$), indicating that high levels of $\text{Experience}_{\text{PL}}$ correlate with high levels of $\text{PerceivedQuality}_{\text{PPL}}$ (Cohen, 1988).

Furthermore, the linear regression also confirmed this relationship with experience explaining 13% of variance in quality perception for PPLs ($R^2=.130$, Beta Experience = .361, $p=.000$).

This means that it is possible to accept hypothesis 4b, stating that the level of experience with PL will positively influence the quality perceptions of PPLs.

Additional analyses on Experience and the different customer types were performed. For the different Customer Types, an ANOVA revealed significant differences in $\text{PerceivedQuality}_{\text{PPL}}$ across the different PL Customer Types ($\text{Mean}_{\text{PL_Lovers}}=5.15$; $\text{Mean}_{\text{PL_Nuttocrack}}=3.75$; $\text{Mean}_{\text{PL_Potentials}}=4.57$; $F(3)=6.77$; $p=.000$). However, the Post-hoc tests revealed that the significant differences were only among PL_Lovers, PL_Questionmarks and PL_Nuttocracks. It is, therefore, possible to state that experienced and satisfied customers have a higher perceived quality. These findings are consistent with existing literature, indicating a positive spillover effect from PLs to other PLs - in this case PPLs.

4.7.5 Involvement and previous experience (H3c)

H4c: The level of involvement will positively influence the level of experience with PLs.

$$H0: \beta_{\text{Involvement}} \leq 0$$

A Pearson correlation analysis found no significant correlation between Involvement and Experience (continuous variable) ($r=-.131$; $N=200$; $p=.065$). A Kendall's tau correlation could not find a significant relationship between Involvement (continuous) and Customer Type (categorical) either ($r=.066$; $N=201$; $p=.229$).

It is therefore not possible to say that the level of involvement positively influences the level of experience with PL and Hypothesis 4c needs to be rejected.

4.8 Mediation Analysis PROCESS Model 6

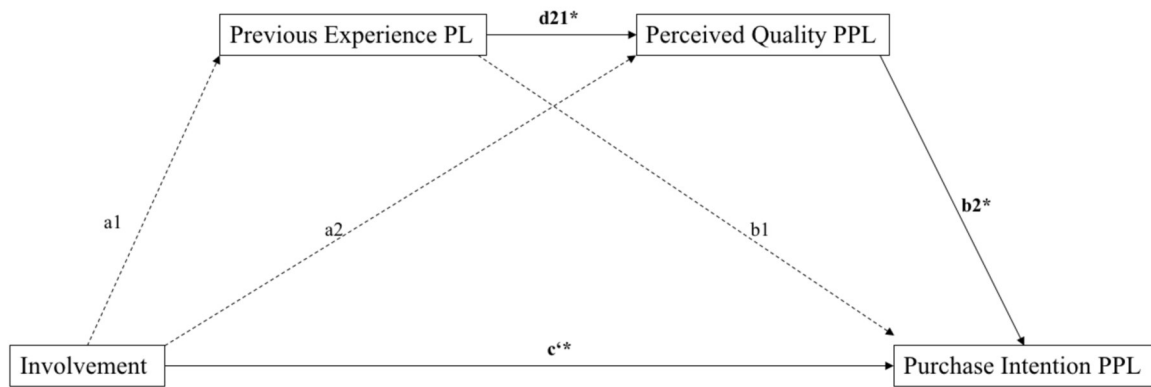
Hypotheses 2a, 3b, 3d, 4a, 4b, and 4c indicated several relationships among the variables and the conceptual model of the literature review proposed that the relationship between involvement and purchase intention for PPLs is mediated by the previous experience and perceived quality. A mediator helps to explain a relationship between an independent and a dependent variable (Pallant, 2013). For all analyses, a significance level of 5% was taken into consideration. To analyze the direct and indirect effects, Hayes' PROCESS analysis tool for SPSS was used with model 6 (Hayes, 2012). The complete matrix can be found in the Appendix. In the first analysis, only PPL Stimuli were taken into consideration. A new variable was created for previous experience with the three items from the experience measure and only taking into account PL customers with satisfaction that equals or surpasses 4 to ensure that the experience with PL was neutral or positive (Name: ExpPro6).

The results from this regression-based analysis show that not all paths from the model are significant and thus do not confirm all direct effects to be significant. It is therefore not possible to predict values for Previous Experience (a1), nor for Perceived Quality (a2). Following the procedures suggested by Baron and Kenny (1986) to test the mediating effects, a mediating effect only exists when the following three conditions are met: First, the independent variable has a significant effect on the mediator; second, the mediator has a significant effect on the dependent variable; and third, a previous significant relationship between the independent variable and the dependent variable is reduced. Since condition 1 is not met, a mediating effect of either previous experience or perceived quality is not possible.

Therefore, it is not possible to confirm a mediating effect of either Previous Experience PL or Perceived Quality.

Path	Coefficient	df	t-value	p-value
a1	-.0034	95	-.0770	.9388
a2	-.0185	94	-1.8012	.0749
d21	.0780	94	3.2535	.0016
c'	-.1233	93	-3.1523	.0022
b1	-.0082	93	-.0862	.9315
b2	1.9168	93	4.9660	.0000

Table 13 PROCESS Model 6 Statistics



*significant paths

Figure 2 Mediation Model all variables for Purchase Intention PPLs

Paths a1 and b1 were not statistically significant, thus indicating a double mediation. The relationship of previous experience and perceived quality, however, is existent.

4.9 Regression Models

Since there was no detectable mediation, the following linear regression model was performed with the three beforehand studied variables included as IVs and Purchase Intention as DV, whereas

$$PI_{PPL} = \beta_1 + \beta_2 \text{Experience} + \beta_3 \text{Involvement} + \beta_4 \text{Perceived Quality}$$

The model is statistically significant ($F(3;96)=14.765$; $p < .001$). Moreover, it was also verified that 32.3% of purchase intent variation can be explained by the independent variables. In this model, there are no signs of multicollinearity since the VIF is below 10. The beta coefficient of perceived quality related with the independent variable is positive and equal to 0.445, indicating that perceived quality positively affects Purchase Intention. In this model, it is expected that when perceived quality increases by one unit, the Purchase Intention will increase 0.445 units. As stated before, involvement had a negative impact on purchase intention with a beta of -.274. The Dummy variable of Previous Experience was not significant.

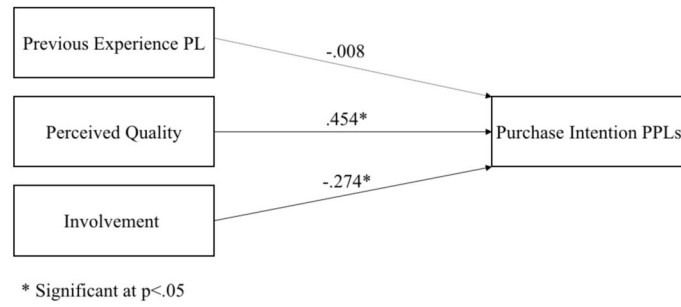


Figure 3 Regression Model (PPLs)

The regression was repeated for all products by including the stimulus type and excluding the previous experience.

$$PI = \beta_1 + \beta_2 \text{ Stimulus} + \beta_3 \text{ Involvement} + \beta_4 \text{ Perceived Quality}$$

The model reached statistical significance ($F(3;200) = 56.189$; $p < .001$). Moreover, it was verified that 46.1 % of purchase intent variation can be explained by the independent variables.

The second results were comparable to the above-mentioned model. Perceived quality influenced purchase intention the most ($\text{Beta} = .419$, $p < .005$) and involvement was the other only significant variable ($\text{Beta} = -.402$, $p < .005$). Previous_Experience and Stimulus_Type were both not significant.

4.10 Overview Hypotheses Testing

Hypothesis (Description)	Findings
<i>H1a: PPLs of the same product type are not perceived significantly different from NBs in terms of hedonic and utilitarian value.</i>	Accepted
<i>H1b: PPLs are not perceived significantly different from NBs in terms of quality</i>	Accepted
<i>H2a: Perceived quality has a strong impact on purchase intention.</i>	Accepted.
<i>H2b: High perceived quality has a strong impact on purchase intention for PPL.</i>	Accepted
<i>H2c: High perceived quality has a strong impact on purchase intention for NB.</i>	Accepted
<i>H3a: The level of involvement of consumers will positively influence the PPL purchase intention.</i>	Rejected
<i>H3b: High-involved consumers have a higher purchase intention for PPLs.</i>	Rejected
<i>H3c: Low-involved consumers will have a lower purchase intention for PPLs.</i>	Rejected
<i>H3d: There will be a difference in the quality perception of high and low-involved consumers</i>	Accepted
<i>Hypothesis 4a: Consumers with private label experience have a higher purchase intent for premium private labels.</i>	Rejected
<i>H4b: The level of experience with PL will positively influence the quality perceptions of PPLs.</i>	Accepted
<i>H4c: The level of involvement will positively influence the level of experience with PLs.</i>	Rejected
<i>Model 6: Mediation of Previous Experience & Perceived Quality</i>	Rejected

4.11 Discussion

Since this research accepted and rejected hypotheses, it shed light on many aspects. First, the findings on quality perception of PPLs compared to NBs were interesting. Consistent with findings from Nenycz-Thiel & Romaniuk (2016), this research indicated that quality perceptions have become blurred between NBs and PPLs. Furthermore, the results showed that there were no differences in consumers' perception of hedonic and utilitarian values across the branding types. PPLs' quality perception was comparable to NBs', similar to findings from ter

Braak et al. (2013). This is good news for PPL manufacturers since the result shows that PPLs are, in fact, comparable to NB and that there are no fundamental differences in the perception of these products. Furthermore, the results are in line with other recent literature indicating an increase in PL quality perception (Euromonitor International, 2013) which might be advanced to some extent for chips and dish liquid PPLs. While perceived quality has often found to have a mediating effect in regard to PL purchase intention (Nenycz-Thiel & Romaniuk, 2016), this research could not identify perceived quality as a mediator.

While Szymanowski and Gijsbrechts (2012) found positive cross-category learning effects from one PL to another, this research even found positive cross-branding learning effects from PLs to PPLs with different levels of PL experience positively influencing quality perceptions. Similar to the research of Sethuraman and Gielens (2014), perceived quality also had an influence on purchase intention.

The results on involvement were surprising. Generally, it needs to be highlighted that both product types tested were rather low involvement products. Similar to Steenkamp et al.'s (2010) research for PLs, the results showed that in conditions of high involvement, consumers are less likely to buy PPLs. However, the results were even more extreme for NBs and again, also the low involvement group had the highest purchase intent scores. This means that the level of involvement negatively influenced the purchase intention for any product. In addition, the level of involvement also negatively influenced the quality perception. High involvement respondents had a lower quality perception than low involvement respondents. One reason might be the explanation already given by Miquel et al. (2002) who argue that high involvement means greater knowledge which interrelates positively with the number of attributes and brands evaluated. Instead of arguing that this relationship can result in a greater likelihood of PL purchase, the level of involvement might create favorable perceptions towards other options not presented within the study. Chips or dish liquids are available from a number of other manufacturers and third brands like 'Pringles' or 'Fairy' might have been the preferred option of those respondents. The preference for other branding types for each product (NBs as well as other PL tiers) is an interesting area for further research.

Regarding the previous experience and satisfaction with PLs, the positive correlation between them shows that higher experience results in higher satisfaction.

This research also wanted to examine whether there is a positive spillover from PLs to PPL purchase intent. The comparison of the different customer types revealed that those who have PL experience and are satisfied with it also showed the highest purchase intent for the PPL products displayed in the research.

CHAPTER 5: CONCLUSIONS AND LIMITATIONS

5.1 Main Findings & Conclusions

RQ1: What is the impact of involvement on purchase intention for PPLs?

The results of this research indicated that the level of involvement negatively influences purchase intentions of PPLs. Respondents showed a lower Purchase Intention_{PPL} than medium or low involved respondents, which was surprising. Involvement only explained 19% of the variance in purchase intention when analyzed alone.

While it needs to be remembered that both product types tested (Chips and Dish liquid) can be classified as uninvolved, one can argue that for retailers, it makes more sense to launch PPL in generally uninvolved categories. Furthermore, the findings on involvement might be used to partially explain why in some categories, the PL share is significantly lower (e.g. beauty and personal care vs. tissues) (IRi, 2018).

RQ2: Are there perceived quality differences between PPLs and NBs and how do they influence purchase intention for PPLs?

Different tests could not identify significant differences between PPLs and NBs in terms of hedonic or utilitarian values as well as perceived quality. Perceived Quality, in turn, had the highest influence on purchase intention and previous research indicating quality to be a success factor for PL can be extended to PPLs. Perceived Quality was, in fact, the most important factor influencing purchase intention with the Linear Regression showing a Beta of .454.

RQ3: Does previous experience with regular PLs influence the perception of PPLs and even purchase intention?

The statistical tests could not identify a significant influence of previous experience on purchase intention. However, the results indicated that positive previous experience with PLs positively influenced perceived quality and, as already stated, perceived quality positively influences purchase intention. This means that managers are supposed to expand into PPLs where customers are satisfied with the PL tiers already offered to ensure positive spillover effects.

A categorization with previous experience with PLs, for example, might be a useful tool for targeting. For example, PL_Potentials (not tried PLs or little experienced) should be the target

group for PL campaigns. Dissatisfied users should not be targeted since it might be the smallest group anyway and PL_Potentials can make a larger impact.

5.2 Managerial / Academic Implications

This study contributes to the existing literature, helping to fill the gap in research about PPL and NB differences in terms of quality perceptions, the influence of involvement and potential positive spillover effects from PLs to PPLs. This research additionally contributes to the literature by accounting for the hedonic and utilitarian dimensions of PPLs (Nenycz-Thiel & Romaniuk, 2016) and by investigating PPLs separately. The research successfully showed that the quality perception of NBs and PPLs became blurred and that PPLs represent a true competition for NBs. Retail managers can use these insights to develop and manage their product portfolio by potentially reducing NB share for example. For FMCG manufacturers, on the other hand, this means that they need to define USPs other than just the qualitative aspects. Brand-building activities will become more and more important for those manufacturers since retailers are likely to try to close any existing quality perception gaps with extended marketing on PPLs.

Retail managers should investigate the involvement levels across categories and products and make sure to first introduce and expand PPLs in low involvement categories where they already offer ‘good’ and popular PLs since involvement negatively influenced the purchase intention. Furthermore, positive spillover effects from regular PLs to PPLs are good news for retailers planning to expand their PL portfolio. Contrary to the intuition of convincing dissatisfied PL customers, areas of further growth for retailers involve customers who do not have previous experience with PLs. For some retailers, it might even make sense to cut the NBs in some categories to advance experience with PLs because additional experience might convince them of quality and this research found a correlation between experience and quality perception.

5.3 Limitations and Further Research

Since this study was part of a master dissertation, there are several limitations to it, especially the time and scope restrictions to conduct the study need to be highlighted.

First, the research used a non-probability sampling method which means that the sample used for data collection cannot be considered representative. Even though the collection method of an online questionnaire is convenient and time efficient, consumers with no regular access to the internet were automatically excluded. Furthermore, the analysis suffers from a relatively small sample size. Further research should therefore be repeated with a larger and more representative number of respondents. Cross-comparison with real-life field data and across countries and cultures are areas for further research.

Second, the application area of this study is limited since there were only two product types investigated and the product types were substantially different (food vs. non-food). Future research should investigate several product types and different categories in order to obtain relevant results. In addition, there was no differentiation between the different tiers of the NB and also different tiers of private labels. It is, therefore, possible that the NBs displayed in this research might have biased the results. Even though no substantial difference between NBs and PPLs of the same product category were found, one needs to be reminded that only quality perception and the hedonic and utilitarian values were asked and many other existing variables such as perceived price-value relationships, trust, duration, and many more, have not been researched. Further research could be conducted with a WTP analysis to enhance understanding of value perception of customers for PPLs. In this research, prices were given, thus no differences could be detected.

In addition, more tests should be done to further advance the understanding of the influence of involvement on purchase intention. Both product types were rather uninvolved and further research should be done with naturally more involving product categories such as personal care. This research looked specifically on premium-tier PLs, however, there might be differences across retailers and also differences regarding the positioning of PPLs. A setting of a more premium-oriented retailer such as a 'El Corte Ingles' might affect the quality perception of the private label. Lidl, in most countries, attracts rather price-conscious consumers which might influence the credibility and again the quality perception of the PPL. Future research should overcome the retailer bias by testing several PPLs across different retailers.

Purchase intention might be a good estimator (Fishbein & Ajzen, 1975), but consumer's purchase decision also includes price-related attributes and this research did not control for

perceived price-value relationships which might have influences purchase behavior. Again, the setting of a discount retailer might have influenced the result and real-life observations might be an alternative. Therefore, it is not recommended to draw direct conclusions about the actual purchase behavior from the given findings. In order to overcome this limitation, using field data might be an option for further research.

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APPENDICES

Appendix 1: Measurements – Construct & Reliability Analyses

Author	Originally Published	Details
Purchase Intention		
Bao et al. (2011) (adapted from Dodds et al. (1991) and Grewal et al. (1998))	Journal of Business Research	1. The likelihood of purchasing this product is 2. The probability that I would try this product is 3. My willingness to buy this product is Anchoring from 1 (very low) to 7 (very high)
Hedonic/Utilitarian Scale		
Voss et. al (2003)	Journal of Marketing Research	1. Effective - Ineffective (Utilitarian Item) 2. Helpful - Unhelpful (Utilitarian Item) 3. Functional - Not Funtional (Utilitarian Item) 4. Necessary - Unnecessary (Utilitarian Item) 5. Practical - Impractical (Utilitarian Item) 6. Not Fun - Fun (Hedonic Item) 7. Dull - Exciting (Hedonic Item) 8. Not Delightful - Delightful (Hedonic Item) 9. Not Thrilling - Thrilling (Hedonic Item) 10. Enjoyable - Not enjoyable (Hedonic Item, reversed)
Perceived Quality		
Bao et al. (2011) (adapted from Grewal et al. (1998) and Keller & Aaker (1992))	Journal of Business Research	1. This (product) is of low quality/high quality 2. This (product) is not at all reliable/very reliable 3. This (product) is an inferior product/superior product 4. This (product) is of very bad quality/very good quality (Reversed item) Anchoring from 1 (very low) to 7 (very high)
Personal Involvement		
Zaichowsky (1994)	Original Scale (1985): Journal of Consumer Research 1994: Journal of Advertising	1. Important – unimportant 2. Boring – interesting (Reversed Item) 3. Relevant – irrelevant 4. Exciting – unexciting 5. Means nothing – means a lot to me (Reversed Item) 6. Appealing – unappealing 7. Fascinating – mundane 8. Worthless – valuable (Reversed Item) 9. Involving – uninvolving 10. Not needed – needed (Reversed Item)
Previous Experience		
Cowley and Mitchell (2003)	Journal of Consumer Research	1. Not very knowledgeable – very knowledgeable 2. Not very familiar – very familiar 3. Not at all frequently – very frequently

Appendix 2: Details Sample Characterization

Stimulus_Type * What is your gender? Crosstabulation

			What is your gender?			
			Male	Female	Prefer not to say	Total
Stimulus_Type	NB_HED	Count	29	24	1	54
		% within Stimulus_Type	53,7%	44,4%	1,9%	100,0%
	PPL_HED	Count	18	37	2	57
		% within Stimulus_Type	31,6%	64,9%	3,5%	100,0%
	PPL_UT	Count	15	38	1	54
		% within Stimulus_Type	27,8%	70,4%	1,9%	100,0%
	NB_UT	Count	24	28	1	53
		% within Stimulus_Type	45,3%	52,8%	1,9%	100,0%
Total	Count	86	127	5	218	
	% within Stimulus_Type	39,4%	58,3%	2,3%	100,0%	

Table 14 Sample Characteristics - Gender

Stimulus_Type * How old are you Crosstabulation

			How old are you								
			Under 18	18 – 24	25 – 34	35 – 44	45 – 54	55 – 64	65 – 74	85 or older	Total
Stimulus_Type	NB_HED	Count	1	18	23	2	6	3	1	0	54
		% within Stimulus_Type	1,9%	33,3%	42,6%	3,7%	11,1%	5,6%	1,9%	0,0%	100,0%
	PPL_HED	Count	4	20	25	1	1	3	2	1	57
		% within Stimulus_Type	7,0%	35,1%	43,9%	1,8%	1,8%	5,3%	3,5%	1,8%	100,0%
	PPL_UT	Count	0	24	23	4	0	1	2	0	54
		% within Stimulus_Type	0,0%	44,4%	42,6%	7,4%	0,0%	1,9%	3,7%	0,0%	100,0%
	NB_UT	Count	0	12	32	1	2	3	3	0	53
		% within Stimulus_Type	0,0%	22,6%	60,4%	1,9%	3,8%	5,7%	5,7%	0,0%	100,0%
Total	Count	5	74	103	8	9	10	8	1	218	
	% within Stimulus_Type	2,3%	33,9%	47,2%	3,7%	4,1%	4,6%	3,7%	0,5%	100,0%	

Table 15 Sample Characteristics - Age

Stimulus_Type * Nationality_easy Crosstabulation

			Nationality_easy				
			German	Portuguese	Other European	Non European	Total
Stimulus_Type	NB_HED	Count	40	6	7	1	54
		% within Stimulus_Type	74,1%	11,1%	13,0%	1,9%	100,0%
	PPL_HED	Count	47	5	4	1	57
		% within Stimulus_Type	82,5%	8,8%	7,0%	1,8%	100,0%
	PPL_UT	Count	27	12	13	2	54
		% within Stimulus_Type	50,0%	22,2%	24,1%	3,7%	100,0%
	NB_UT	Count	40	6	5	2	53
		% within Stimulus_Type	75,5%	11,3%	9,4%	3,8%	100,0%
Total	Count	154	29	29	6	218	
	% within Stimulus_Type	70,6%	13,3%	13,3%	2,8%	100,0%	

Table 16 Sample Characteristics - Nationality

Stimulus_Type * Income_Level Crosstabulation

			Income_Level				
			Low	Medium	High	Prefer not to say	Total
Stimulus_Type	NB_HED	Count	21	16	9	8	54
		% within Stimulus_Type	38,9%	29,6%	16,7%	14,8%	100,0%
	PPL_HED	Count	25	16	7	9	57
		% within Stimulus_Type	43,9%	28,1%	12,3%	15,8%	100,0%
	PPL_UT	Count	27	12	5	8	52
		% within Stimulus_Type	51,9%	23,1%	9,6%	15,4%	100,0%
	NB_UT	Count	15	20	9	9	53
		% within Stimulus_Type	28,3%	37,7%	17,0%	17,0%	100,0%
Total	Count	88	64	30	34	216	
	% within Stimulus_Type	40,7%	29,6%	13,9%	15,7%	100,0%	

Table 17 Sample Characteristics - Income Levels

Stimulus_Type * What is the highest degree of education that you have achieved? Crosstabulation

			What is the highest degree of education that you have achieved?					Total
			Less than High School degree	High School Graduate or equivalent	Bachelor Degree or equivalent	Master Degree/MBA or equivalent	Doctoral Degree/PhD or equivalent	
Stimulus_Type	NB_HED	Count	0	11	25	16	1	54
		% within Stimulus_Type	0,0%	20,4%	46,3%	29,6%	1,9%	100,0%
	PPL_HED	Count	3	8	25	16	4	57
		% within Stimulus_Type	5,3%	14,0%	43,9%	28,1%	7,0%	100,0%
	PPL_UT	Count	0	10	32	10	0	54
		% within Stimulus_Type	0,0%	18,5%	59,3%	18,5%	0,0%	100,0%
	NB_UT	Count	0	4	30	17	0	53
		% within Stimulus_Type	0,0%	7,5%	56,6%	32,1%	0,0%	100,0%
	Total	Count	3	33	112	59	5	218
		% within Stimulus_Type	1,4%	15,1%	51,4%	27,1%	2,3%	100,0%

Table 18 Sample Characteristics - Education

Appendix 3: Factor Analysis HED/UT Scale

➔ Factor Analysis

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
HED_SCALE_1	3,39	1,524	218
HED_SCALE_2	3,41	1,585	218
HED_SCALE_3	3,37	1,692	218
HED_SCALE_4	3,59	1,945	218
HED_SCALE_5	3,33	1,672	218
HED_SCALE_6	3,99	1,860	218
HED_SCALE_7	3,89	1,617	218
HED_SCALE_8	4,16	1,581	218
HED_SCALE_9	3,52	1,528	218
HED_SCALE_10	4,26	1,699	218

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,856
Bartlett's Test of Sphericity	Approx. Chi-Square	1629,249
	df	45
	Sig.	,000

Correlation Matrix

		HED_SCALE_1	HED_SCALE_2	HED_SCALE_3	HED_SCALE_4	HED_SCALE_5	HED_SCALE_6	HED_SCALE_7	HED_SCALE_8	HED_SCALE_9	HED_SCALE_10
Correlation	HED_SCALE_1	1,000	,827	,651	,557	,617	,065	,033	,009	-,024	-,019
	HED_SCALE_2	,827	1,000	,720	,658	,678	,172	,135	,108	,101	,100
	HED_SCALE_3	,651	,720	1,000	,674	,828	,278	,253	,230	,165	,210
	HED_SCALE_4	,557	,658	,674	1,000	,720	,341	,280	,244	,188	,319
	HED_SCALE_5	,617	,678	,828	,720	1,000	,264	,223	,181	,126	,206
	HED_SCALE_6	,065	,172	,278	,341	,264	1,000	,776	,751	,718	,404
	HED_SCALE_7	,033	,135	,253	,280	,223	,776	1,000	,807	,751	,412
	HED_SCALE_8	,009	,108	,230	,244	,181	,751	,807	1,000	,756	,436
	HED_SCALE_9	-,024	,101	,165	,188	,126	,718	,751	,756	1,000	,347
	HED_SCALE_10	-,019	,100	,210	,319	,206	,404	,412	,436	,347	1,000

Table 19 Factor Analysis Hedonic/Utilitarian Scale Part 1

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	4,522	45,224	45,224	4,522	45,224	45,224	3,945
2	2,868	28,682	73,906	2,868	28,682	73,906	3,799
3	,804	8,043	81,949				
4	,457	4,570	86,520				
5	,342	3,423	89,943				
6	,269	2,686	92,629				
7	,236	2,363	94,992				
8	,190	1,896	96,889				
9	,165	1,654	98,543				
10	,146	1,457	100,000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

Table 20 Factor Analysis Hedonic/Utilitarian Scale Part 2

Component Matrix^a

	Component	
	1	2
HED_SCALE_1	,572	-,652
HED_SCALE_2	,691	-,576
HED_SCALE_3	,773	-,452
HED_SCALE_4	,764	-,351
HED_SCALE_5	,750	-,472
HED_SCALE_6	,703	,543
HED_SCALE_7	,684	,601
HED_SCALE_8	,658	,628
HED_SCALE_9	,597	,635
HED_SCALE_10	,476	,327

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Pattern Matrix^a

	Component	
	1	2
HED_SCALE_1	,887	-,192
HED_SCALE_2	,910	-,058
HED_SCALE_3	,870	,094
HED_SCALE_4	,787	,172
HED_SCALE_5	,870	,064
HED_SCALE_6	,058	,874
HED_SCALE_7	,001	,910
HED_SCALE_8	-,037	,917
HED_SCALE_9	-,084	,886
HED_SCALE_10	,071	,558

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Table 21 Factor Analysis Hedonic/Utilitarian Scale Part 3

Structure Matrix

	Component	
	1	2
HED_SCALE_1	,846	-,002
HED_SCALE_2	,897	,137
HED_SCALE_3	,891	,281
HED_SCALE_4	,823	,341
HED_SCALE_5	,883	,251
HED_SCALE_6	,246	,886
HED_SCALE_7	,196	,911
HED_SCALE_8	,160	,909
HED_SCALE_9	,106	,868
HED_SCALE_10	,191	,574

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.

Component Correlation Matrix

Component	1	2
1	1,000	,214
2	,214	1,000

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.

Component Plot in Rotated Space

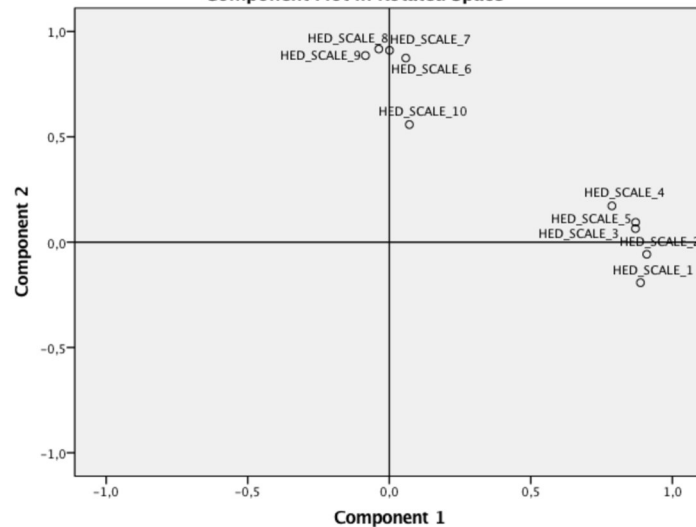
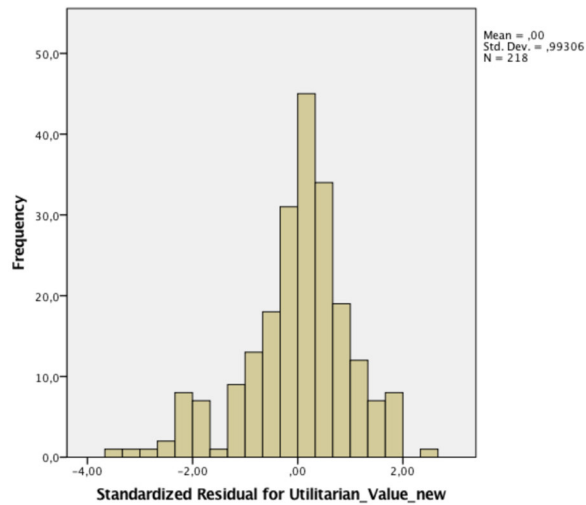


Table 22 Factor Analysis Hedonic/Utilitarian Scale Part 4

Appendix 4: SPSS Outputs Hypothesis 1a

GGraph



GGraph

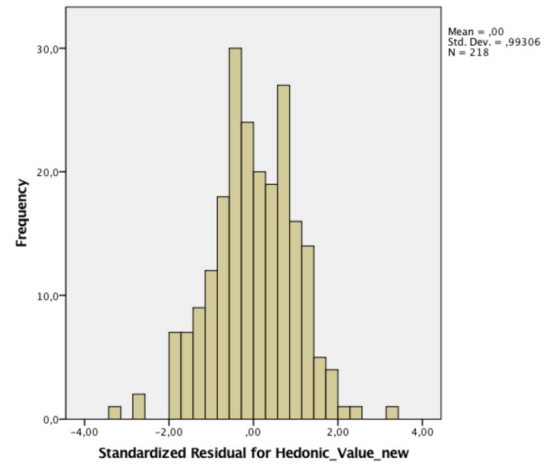


Table 23 Assumptions ANOVA – Normality of Utilitarian Value & Hedonic Value

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) Stimulus_Type	(J) Stimulus_Type	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
Utilitarian_Value_new	NB_HED	PPL_HED	-1,36842	1,17216	,648	-4,4035	1,6667
		PPL_UT	-8,38889*	1,18789	,000	-11,4647	-5,3130
		NB_UT	-8,76101*	1,19348	,000	-11,8513	-5,6707
	PPL_HED	NB_HED	1,36842	1,17216	,648	-1,6667	4,4035
		PPL_UT	-7,02047*	1,17216	,000	-10,0556	-3,9854
		NB_UT	-7,39259*	1,17782	,000	-10,4424	-4,3428
	PPL_UT	NB_HED	8,38889*	1,18789	,000	5,3130	11,4647
		PPL_HED	7,02047*	1,17216	,000	3,9854	10,0556
		NB_UT	-,37212	1,19348	,989	-3,4624	2,7182
	NB_UT	NB_HED	8,76101*	1,19348	,000	5,6707	11,8513
		PPL_HED	7,39259*	1,17782	,000	4,3428	10,4424
		PPL_UT	,37212	1,19348	,989	-2,7182	3,4624
Hedonic_Value_new	NB_HED	PPL_HED	1,17836	1,10390	,710	-1,6800	4,0367
		PPL_UT	8,53704*	1,11872	,000	5,6403	11,4338
		NB_UT	7,47065*	1,12398	,000	4,5603	10,3810
	PPL_HED	NB_HED	-1,17836	1,10390	,710	-4,0367	1,6800
		PPL_UT	7,35867*	1,10390	,000	4,5003	10,2170
		NB_UT	6,29229*	1,10923	,000	3,4201	9,1645
	PPL_UT	NB_HED	-8,53704*	1,11872	,000	-11,4338	-5,6403
		PPL_HED	-7,35867*	1,10390	,000	-10,2170	-4,5003
		NB_UT	-1,06639	1,12398	,779	-3,9767	1,8440
	NB_UT	NB_HED	-7,47065*	1,12398	,000	-10,3810	-4,5603
		PPL_HED	-6,29229*	1,10923	,000	-9,1645	-3,4201
		PPL_UT	1,06639	1,12398	,779	-1,8440	3,9767

*. The mean difference is significant at the 0.05 level.

Table 24 Hypothesis 1a - ANOVA - Multiple Comparison Branding & Product Type Hedonic Utilitarian Value

Appendix 5: Factor Analysis Involvement

Correlation Matrix											
		Involvement_1	Involvement_2	Involvement_3	Involvement_4	Involvement_5	Involvement_6	Involvement_7	Involvement_8	Involvement_9	Involvement_10
Correlation	Involvement_1	1,000	,152	,814	,230	,451	,185	,226	,460	,305	,726
	Involvement_2	,152	1,000	,187	,605	,467	,496	,520	,219	,487	,080
	Involvement_3	,814	,187	1,000	,306	,475	,274	,287	,472	,373	,729
	Involvement_4	,230	,605	,306	1,000	,494	,645	,700	,187	,557	,089
	Involvement_5	,451	,467	,475	,494	1,000	,399	,465	,443	,529	,443
	Involvement_6	,185	,496	,274	,645	,399	1,000	,630	,182	,460	,149
	Involvement_7	,226	,520	,287	,700	,465	,630	1,000	,185	,578	,157
	Involvement_8	,460	,219	,472	,187	,443	,182	,185	1,000	,238	,652
	Involvement_9	,305	,487	,373	,557	,529	,460	,578	,238	1,000	,220
	Involvement_10	,726	,080	,729	,089	,443	,149	,157	,652	,220	1,000

Table 25 Factor Analysis Personal Involvement Inventory Part 1

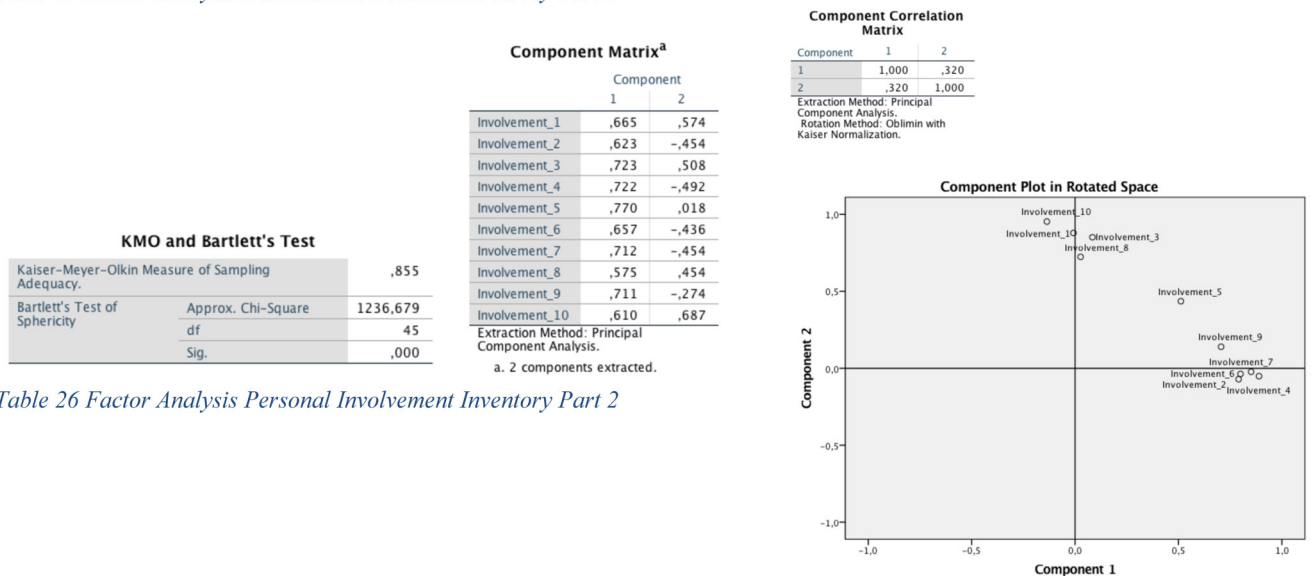


Table 26 Factor Analysis Personal Involvement Inventory Part 2

Total Variance Explained							
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	4,614	46,144	46,144	4,614	46,144	46,144	3,968
2	2,186	21,857	68,002	2,186	21,857	68,002	3,599
3	,702	7,016	75,018				
4	,585	5,852	80,869				
5	,481	4,815	85,684				
6	,411	4,107	89,791				
7	,355	3,548	93,339				
8	,300	2,996	96,335				
9	,193	1,930	98,265				
10	,174	1,735	100,000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

Table 27 Factor Analysis Personal Involvement Inventory Part 3

Appendix 6: Additional Analysis – ANOVA PII of different stimuli

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
NB_HED	54	42,7222	13,77366	1,87436	38,9627	46,4817	15,00	70,00
PPL_HED	57	43,4912	12,31886	1,63167	40,2226	46,7599	21,00	70,00
PPL_UT	54	39,4815	8,58859	1,16876	37,1372	41,8257	11,00	68,00
NB_UT	52	39,0577	8,26619	1,14631	36,7564	41,3590	20,00	60,00
Total	217	41,2396	11,13252	,75572	39,7501	42,7292	11,00	70,00

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
10,425	3	213	,000

Robust Tests of Equality of Means

	Statistic ^a	df1	df2	Sig.
Welch	2,342	3	116,830	,077
Brown-Forsythe	2,273	3	182,377	,082

a. Asymptotically F distributed.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	822,152	3	274,051	2,250	,084
Within Groups	25947,387	213	121,819		
Total	26769,539	216			

Table 28 One-way ANOVA Involvement & Product Type Part 1

Post Hoc Tests

Multiple Comparisons

Dependent Variable: PII

Tukey HSD

(I) Stimulus_Type	(J) Stimulus_Type	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
NB_HED	PPL_HED	-,76901	2,09597	,983	-6,1964	4,6583
	PPL_UT	3,24074	2,12410	,424	-2,2595	8,7409
	NB_UT	3,66453	2,14443	,322	-1,8883	9,2174
PPL_HED	NB_HED	,76901	2,09597	,983	-4,6583	6,1964
	PPL_UT	4,00975	2,09597	,226	-1,4176	9,4371
	NB_UT	4,43354	2,11656	,158	-1,0471	9,9142
PPL_UT	NB_HED	-3,24074	2,12410	,424	-8,7409	2,2595
	PPL_HED	-4,00975	2,09597	,226	-9,4371	1,4176
	NB_UT	,42379	2,14443	,997	-5,1291	5,9766
NB_UT	NB_HED	-3,66453	2,14443	,322	-9,2174	1,8883
	PPL_HED	-4,43354	2,11656	,158	-9,9142	1,0471
	PPL_UT	-,42379	2,14443	,997	-5,9766	5,1291

Table 29 One-way ANOVA Involvement & Product Type Part 2

Appendix 7: Involvement and Purchase Intention – Correlation and Regression

→ GGraph

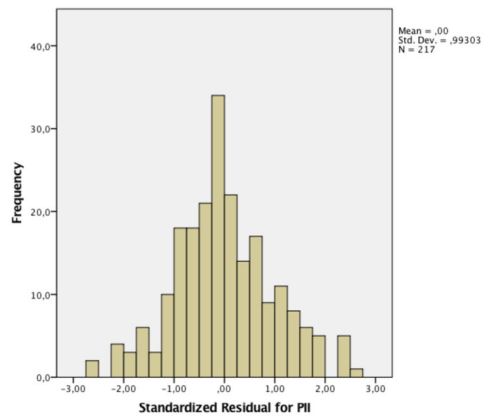


Table 30 Correlation Assumptions - Involvement

→ Regression

Descriptive Statistics

	Mean	Std. Deviation	N
PURCHASE	12,4951	4,32248	103
INVOLVEMENT	41,3592	10,44111	103

Correlations

		PURCHASE	INVOLVEMENT
Pearson Correlation	PURCHASE	1,000	-,439
	INVOLVEMENT	-,439	1,000
Sig. (1-tailed)	PURCHASE	.	,000
	INVOLVEMENT	,000	.
N	PURCHASE	103	103
	INVOLVEMENT	103	103

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	INVOLVEMENT ^b	.	Enter

a. Dependent Variable: PURCHASE

b. All requested variables entered.

Table 31 Linear Regression – Involvement and Purchase Intention PPL Part 1

Appendix 8: Involvement Levels and PPL Purchase Intentions (Hypothesis 3b&3c)

Initial Cluster Centers

	Cluster		
	1	2	3
PIL_X	70,00	40,00	11,00

Iteration History^a

	Change in Cluster Centers		
Iteration	1	2	3
1	9,000	,591	9,091
2	3,026	,338	3,719
3	1,108	,260	2,253
4	,000	,439	1,066
5	,000	,633	1,198
6	,000	,314	,525
7	,000	,000	,000

a. Convergence achieved due to no or small change in cluster centers. The maximum absolute coordinate change for any center is ,000. The current iteration is 7. The minimum distance between initial centers is 29,000.

Final Cluster Centers

	Cluster		
	1	2	3
PIL_X	56,87	40,72	28,85

Table 35 Cluster Analysis Involvement 3 Clusters

Oneway

Descriptives

PURCHASE

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
high involvement	23	9,5217	4,30507	,89767	7,6601	11,3834	3,00	18,00
medium involvement	54	13,0000	3,62902	,49385	12,0095	13,9905	6,00	21,00
low involvement	26	14,0769	4,55125	,89257	12,2386	15,9152	4,00	21,00
Total	103	12,4951	4,32248	,42591	11,6504	13,3399	3,00	21,00

Test of Homogeneity of Variances

PURCHASE

Levene Statistic	df1	df2	Sig.
1,251	2	100	,291

ANOVA

PURCHASE

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	282,162	2	141,081	8,689	,000
Within Groups	1623,585	100	16,236		
Total	1905,748	102			

Table 36 ANOVA PPL Purchase Intention (Different Involvement Levels)Part 1

Post Hoc Tests

Multiple Comparisons

Dependent Variable: PURCHASE

Tukey HSD

(I) Cluster Number of Case	(J) Cluster Number of Case	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
high involvement	medium involvement	-3,47826*	1,00328	,002	-5,8652	-1,0913
	low involvement	-4,55518*	1,15341	,000	-7,2993	-1,8111
medium involvement	high involvement	3,47826*	1,00328	,002	1,0913	5,8652
	low involvement	-1,07692	,96183	,504	-3,3652	1,2114
low involvement	high involvement	4,55518*	1,15341	,000	1,8111	7,2993
	medium involvement	1,07692	,96183	,504	-1,2114	3,3652

*, The mean difference is significant at the 0.05 level.

Homogeneous Subsets

PURCHASE

Tukey HSD^{a,b}

Cluster Number of Case	N	Subset for alpha = 0.05	
		1	2
high involvement	23	9,5217	
medium involvement	54		13,0000
low involvement	26		14,0769
Sig.		1,000	,558

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 29,863.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Table 37 ANOVA PPL Purchase Intention (Different Involvement Levels)Part 2

Appendix 9: Involvement Levels and Perceived Quality (Hypothesis 3d)

Descriptives								
Perceived_Quality_MEAN1								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
high involvement	45	4,1111	1,43372	,21373	3,6804	4,5418	1,00	7,00
medium involvement	102	4,7843	1,34700	,13337	4,5197	5,0489	1,00	7,00
low involvement	54	5,4444	1,11027	,15109	5,1414	5,7475	2,00	7,00
Total	201	4,8109	1,38350	,09758	4,6185	5,0034	1,00	7,00

Test of Homogeneity of Variances

Perceived_Quality_MEAN1			
Levene Statistic	df1	df2	Sig.
1,396	2	198	,250

ANOVA

Perceived_Quality_MEAN1					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	43,783	2	21,892	12,785	,000
Within Groups	339,033	198	1,712		
Total	382,816	200			

Table 38 Perceived Quality and Involvement Part 1

Post Hoc Tests

Multiple Comparisons

Dependent Variable: Perceived_Quality_MEAN1

Tukey HSD

(I) Cluster Number of Case	(J) Cluster Number of Case	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
high involvement	medium involvement	-,67320*	,23417	,012	-1,2262	-,1202
	low involvement	-1,33333*	,26412	,000	-1,9570	-,7096
medium involvement	high involvement	,67320*	,23417	,012	,1202	1,2262
	low involvement	-,66013*	,22022	,009	-1,1802	-,1401
low involvement	high involvement	1,33333*	,26412	,000	,7096	1,9570
	medium involvement	,66013*	,22022	,009	,1401	1,1802

*. The mean difference is significant at the 0.05 level.

Homogeneous Subsets

Perceived_Quality_MEAN1

Tukey HSD^{a,b}

Cluster Number of Case	N	Subset for alpha = 0.05		
		1	2	3
high involvement	45	4,1111		
medium involvement	102		4,7843	
low involvement	54			5,4444
Sig.		1,000	1,000	1,000

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 59,353.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Table 39 Perceived Quality and Involvement Part 2

Appendix 10: Perceived Quality across product stimuli (Hypothesis 1b)

→ Oneway

Descriptives

QUAL								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
NB_HED	54	5,0556	1,22827	,16715	4,7203	5,3908	2,50	7,00
PPL_HED	57	4,7851	1,17777	,15600	4,4726	5,0976	2,00	6,75
PPL_UT	54	4,5926	1,04305	,14194	4,3079	4,8773	2,00	6,25
NB_UT	53	5,0189	,99741	,13700	4,7439	5,2938	3,25	7,00
Total	218	4,8612	1,12495	,07619	4,7111	5,0114	2,00	7,00

Test of Homogeneity of Variances

QUAL			
Levene Statistic	df1	df2	Sig.
1,424	3	214	,237

ANOVA

QUAL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7,584	3	2,528	2,026	,111
Within Groups	267,031	214	1,248		
Total	274,615	217			

Robust Tests of Equality of Means

QUAL				
	Statistic ^a	df1	df2	Sig.
Welch	2,139	3	118,647	,099
Brown-Forsythe	2,033	3	209,035	,110

Table 40 One-way ANOVA Perceived Quality across Stimuli

Appendix 11: Perceived Quality and Purchase Intention (Hypothesis 2) -Regression

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
PURCHASE	12,7327	4,40464	202
QUAL	4,9307	1,10523	202

Correlations

		PURCHASE	QUAL
Pearson Correlation	PURCHASE	1,000	,563
	QUAL	,563	1,000
Sig. (1-tailed)	PURCHASE	.	,000
	QUAL	,000	.
N	PURCHASE	202	202
	QUAL	202	202

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	QUAL ^b	.	Enter

a. Dependent Variable: PURCHASE

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,563 ^a	,317	,314	3,64898

a. Predictors: (Constant), QUAL

b. Dependent Variable: PURCHASE

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1236,548	1	1236,548	92,868	,000 ^b
	Residual	2663,017	200	13,315		
	Total	3899,564	201			

a. Dependent Variable: PURCHASE

b. Predictors: (Constant), QUAL

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1,667	1,177		1,417	,158					
	QUAL	2,244	,233	,563	9,637	,000	,563	,563	,563	1,000	1,000

a. Dependent Variable: PURCHASE

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	QUAL
1	1	1,976	1,000	,01	,01
	2	,024	9,055	,99	,99

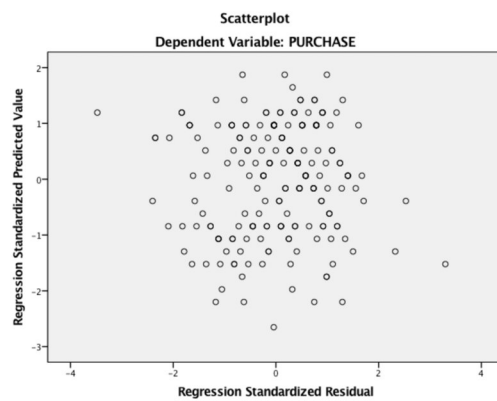
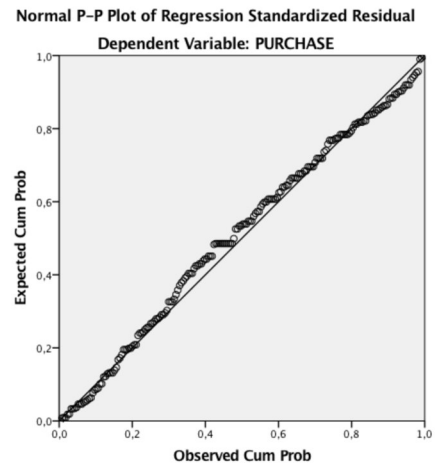
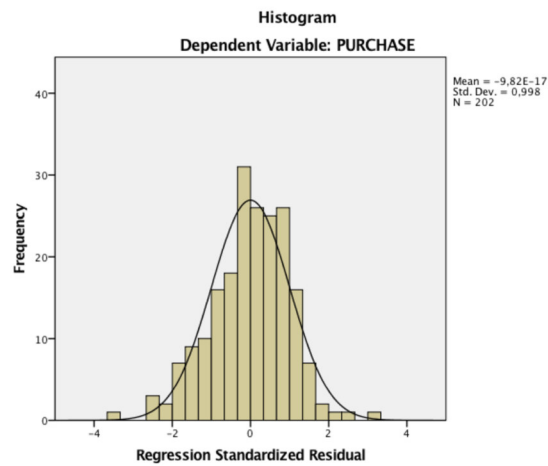
a. Dependent Variable: PURCHASE

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6,1557	17,3765	12,7327	2,48032	202
Std. Predicted Value	-2,652	1,872	,000	1,000	202
Standard Error of Predicted Value	,257	,729	,353	,087	202
Adjusted Predicted Value	6,1622	17,4310	12,7335	2,47984	202
Residual	-12,69341	12,03907	,00000	3,63990	202
Std. Residual	-3,479	3,299	,000	,998	202
Stud. Residual	-3,500	3,327	,000	1,003	202
Deleted Residual	-12,84809	12,24049	-,00085	3,67727	202
Stud. Deleted Residual	-3,603	3,414	-,001	1,009	202
Mahal. Distance	,004	7,031	,995	1,088	202
Cook's Distance	,000	,093	,005	,010	202
Centered Leverage Value	,000	,035	,005	,005	202

a. Dependent Variable: PURCHASE

Charts



Appendix 12: Additional Analysis: Previous Experience and PL Satisfaction Differences

Correlations

Correlations			
		Purch_Y	EXPERIENCE
Purch_Y	Pearson Correlation	1	,185
	Sig. (2-tailed)		,063
	N	103	102
EXPERIENCE	Pearson Correlation	,185	1
	Sig. (2-tailed)	,063	
	N	102	102

Table 41 Correlation

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65,285	1	65,285	3,548	,063 ^b
	Residual	1840,215	100	18,402		
	Total	1905,500	101			

a. Dependent Variable: PURCHASE

b. Predictors: (Constant), EXPERIENCE

Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	9,737	1,527		6,375	,000					
	EXPERIENCE	,193	,103	,185	1,884	,063	,185	,185	,185	1,000	1,000

a. Dependent Variable: PURCHASE

Collinearity Diagnostics ^a					
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	EXPERIENCE
1	1	1,961	1,000	,02	,02
	2	,039	7,049	,98	,98

a. Dependent Variable: PURCHASE

Table 42 Linear regression

T-Test

Group Statistics					
	Experience_Group	N	Mean	Std. Deviation	Std. Error Mean
Purch_Y	High	53	13,2642	4,47278	,61438
	Low	50	11,6800	4,04283	,57174

Independent Samples Test									
Levene's Test for Equality of Variances				t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
Purch_Y	Equal variances assumed	,885	,349	1,882	101	,063	1,58415	,84175	Lower: -,08566 Upper: 3,25396
	Equal variances not assumed			1,888	100,821	,062	1,58415	,83926	Lower: -,08075 Upper: 3,24905

Table 43 T-Test PL Experience High vs. Low

Correlations

Correlations				Correlations			
		PLSATISFIED	EXPERIENCE			LIDLEXPERIENCE	LIDLSATISFIED
PLSATISFIED	Pearson Correlation	1	,608**	LIDLEXPERIENCE	Pearson Correlation	1	,626**
	Sig. (2-tailed)		,000		Sig. (2-tailed)		,000
	N	201	201		N	167	167
EXPERIENCE	Pearson Correlation	,608**	1	LIDLSATISFIED	Pearson Correlation	,626**	1
	Sig. (2-tailed)	,000			Sig. (2-tailed)	,000	
	N	201	201		N	167	167

** . Correlation is significant at the 0.01 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

Table 44 Pearson Correlation Analysis Experience & Satisfaction

Appendix 13: Additional Analysis Customer Groups PL Experience & Satisfaction

Nonparametric Tests

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The distribution of PURCHASE is the same across categories of Customer_Type.	Independent-Samples Kruskal-Wallis Test	68,000	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is ,05.

Table 45 Kruskal Wallis Test for PPL Purchase Intent across PL_Customer Types

Nonparametric Tests

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The medians of PURCHASE are the same across categories of Customer_Type.	Independent-Samples Median Test	81,000	Retain the null hypothesis.
2	The distribution of PURCHASE is the same across categories of Customer_Type.	Independent-Samples Kruskal-Wallis Test	108,000	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is ,05.

Table 46 Kruskal Wallis Test for NB Purchase Intent across PL_Customer Types

Appendix 14: Previous Experience & Quality Perception PPL

Descriptive Statistics				Variables Entered/Removed ^a			
	Mean	Std. Deviation	N	Model	Variables Entered	Variables Removed	Method
QUAL	4,8186	1,04192	102	1	EXPERIENCE ^b	.	Enter
EXPERIENCE	14,2843	4,15630	102				

a. Dependent Variable: QUAL
b. All requested variables entered.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,361 ^a	,130	,121	,97663

a. Predictors: (Constant), EXPERIENCE
b. Dependent Variable: QUAL

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1						
Regression	14,265	1	14,265	14,955	,000 ^b	
Residual	95,380	100	,954			
Total	109,645	101				

a. Dependent Variable: QUAL
b. Predictors: (Constant), EXPERIENCE

Correlations			
	QUAL	EXPERIENCE	
Pearson Correlation	QUAL	1,000	,361
	EXPERIENCE	,361	1,000
Sig. (1-tailed)	QUAL	.	,000
	EXPERIENCE	,000	.
N	QUAL	102	102
	EXPERIENCE	102	102

Coefficients ^a										
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	3,527	,348	10,144	,000					
	EXPERIENCE	,090	,023	3,867	,000	,361	,361	,361	1,000	1,000

a. Dependent Variable: QUAL

Collinearity Diagnostics ^a					
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	EXPERIENCE
1	1	1,961	1,000	,02	,02
	2	,039	7,049	,98	,98

a. Dependent Variable: QUAL

Appendix 15: Previous Experience (PL_Customer Types) and Quality Perception PPLs

Oneway

Descriptives								
QUAL								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
PL_Lovers	48	5,1510	,93930	,13558	4,8783	5,4238	3,00	6,50
PL_Nuttocrack	5	3,7500	1,35785	,60725	2,0640	5,4360	2,00	5,25
PL_Potential	29	4,5776	1,03532	,19225	4,1838	4,9714	2,50	6,75
Questionmarks	29	4,2069	1,13009	,20985	3,7770	4,6368	2,00	6,00
Total	111	4,6914	1,11343	,10568	4,4820	4,9009	2,00	6,75

Test of Homogeneity of Variances

QUAL				
Levene Statistic	df1	df2	Sig.	
,988	3	107	,402	

ANOVA

QUAL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	21,755	3	7,252	6,770	,000
Within Groups	114,614	107	1,071		
Total	136,369	110			

Robust Tests of Equality of Means

QUAL				
	Statistic ^a	df1	df2	Sig.
Welch	5,862	3	17,564	,006
Brown-Forsythe	5,443	3	19,141	,007

Post Hoc Tests

Multiple Comparisons

Dependent Variable: QUAL

Tukey HSD

(I) Customer_Type	(J) Customer_Type	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
PL_Lovers	PL_Nuttocrack	1,40104 [*]	,48636	,024	,1317	2,6704
	PL_Potential	,57346	,24342	,092	-,0618	1,2087
	Questionmarks	,94415 [*]	,24342	,001	,3089	1,5794
PL_Nuttocrack	PL_Lovers	-1,40104 [*]	,48636	,024	-2,6704	-,1317
	PL_Potential	-,82759	,50117	,355	-2,1356	,4804
	Questionmarks	-,45690	,50117	,799	-1,7649	,8511
PL_Potential	PL_Lovers	-,57346	,24342	,092	-1,2087	,0618
	PL_Nuttocrack	,82759	,50117	,355	-,4804	2,1356
	Questionmarks	,37069	,27180	,525	-,3387	1,0800
Questionmarks	PL_Lovers	-,94415 [*]	,24342	,001	-1,5794	-,3089
	PL_Nuttocrack	,45690	,50117	,799	-,8511	1,7649
	PL_Potential	-,37069	,27180	,525	-1,0800	,3387

*. The mean difference is significant at the 0.05 level.

Table 47 One-way Anova PL_Customer Type & Perceived Quality PPL

Appendix 16: Process Model 6 – Mediation Analysis

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 6
Y : PURCHASE
X : INVOLVEM
M1 : ExpPro6
M2 : QUAL

Sample
Size: 97

OUTCOME VARIABLE:
ExpPro6

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	,0079	,0001	16,3323	,0059	1,0000	95,0000	,9388

Model						
	coeff	se	t	p	LLCI	ULCI
constant	14,7146	1,8298	8,0416	,0000	11,0820	18,3473
INVOLVEM	-,0034	,0440	-,0770	,9388	-,0907	,0839

Covariance matrix of regression parameter estimates:

	constant	INVOLVEM
constant	3,3482	-,0784
INVOLVEM	-,0784	,0019

OUTCOME VARIABLE:
QUAL

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	,3592	,1290	,8920	6,9614	2,0000	94,0000	,0015

Model						
	coeff	se	t	p	LLCI	ULCI
constant	4,4872	,5544	8,0941	,0000	3,3865	5,5879
INVOLVEM	-,0185	,0103	-1,8012	,0749	-,0389	,0019
ExpPro6	,0780	,0240	3,2535	,0016	,0304	,1256

Covariance matrix of regression parameter estimates:

	constant	INVOLVEM	ExpPro6
constant	,3073	-,0043	-,0085
INVOLVEM	-,0043	,0001	,0000
ExpPro6	-,0085	,0000	,0006

OUTCOME VARIABLE:
PURCHASE

Model Summary

R	R-sq	MSE	F	df1	df2	p
,5680	,3226	12,4921	14,7648	3,0000	93,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	8,4578	2,7026	3,1295	,0023	3,0910	13,8246
INVOLVEM	-,1233	,0391	-3,1523	,0022	-,2010	-,0456
ExpPro6	-,0082	,0946	-,0862	,9315	-,1961	,1798
QUAL	1,9168	,3860	4,9660	,0000	1,1503	2,6833

Covariance matrix of regression parameter estimates:

	constant	INVOLVEM	ExpPro6	QUAL
constant	7,3040	-,0728	-,0663	-,6685
INVOLVEM	-,0728	,0015	-,0002	,0028
ExpPro6	-,0663	-,0002	,0090	-,0116
QUAL	-,6685	,0028	-,0116	,1490

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:
PURCHASE

Model Summary

R	R-sq	MSE	F	df1	df2	p
,3534	,1249	15,7983	13,5620	1,0000	95,0000	,0004

Model

	coeff	se	t	p	LLCI	ULCI
constant	19,1391	1,7996	10,6350	,0000	15,5664	22,7118
INVOLVEM	-,1593	,0433	-3,6827	,0004	-,2452	-,0734

Covariance matrix of regression parameter estimates:

	constant	INVOLVEM
constant	3,2387	-,0759
INVOLVEM	-,0759	,0019

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	C_ps	C_cs
-,1593	,0433	-3,6827	,0004	-,2452	-,0734	-,0377	-,3534

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
-,1233	,0391	-3,1523	,0022	-,2010	-,0456	-,0292	-,2736

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
TOTAL	-,0360	,0283	-,0914	,0207
Ind1	,0000	,0060	-,0115	,0140
Ind2	-,0355	,0241	-,0872	,0079
Ind3	-,0005	,0085	-,0162	,0188

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
TOTAL	-,0085	,0066	-,0211	,0051
Ind1	,0000	,0014	-,0028	,0034
Ind2	-,0084	,0056	-,0204	,0020
Ind3	-,0001	,0020	-,0039	,0046

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
TOTAL	-,0798	,0613	-,1943	,0472
Ind1	,0001	,0133	-,0255	,0318
Ind2	-,0787	,0520	-,1879	,0185
Ind3	-,0011	,0193	-,0366	,0438

Indirect effect key:

Ind1	INVOLVEM	->	ExpPro6	->	PURCHASE
Ind2	INVOLVEM	->	QUAL	->	PURCHASE
Ind3	INVOLVEM	->	ExpPro6	->	QUAL -> PURCHASE

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

NOTE: Variables names longer than eight characters can produce incorrect output.
Shorter variable names are recommended.

----- END MATRIX -----

Appendix 17: Regression Analysis (PPL)

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
PURCHASE	12,6804	4,22677	97
ExpPro6	14,5773	4,02035	97
INVOLVEMENT	40,5464	9,37863	97
QUAL	4,8737	1,00138	97

Correlations

		PURCHASE	ExpPro6	INVOLVEMENT	QUAL
Pearson Correlation	PURCHASE	1,000	,137	-,353	,500
	ExpPro6	,137	1,000	-,008	,315
	INVOLVEMENT	-,353	-,008	1,000	-,176
	QUAL	,500	,315	-,176	1,000
Sig. (1-tailed)	PURCHASE	.	,090	,000	,000
	ExpPro6	,090	.	,469	,001
	INVOLVEMENT	,000	,469	.	,042
	QUAL	,000	,001	,042	.
N	PURCHASE	97	97	97	97
	ExpPro6	97	97	97	97
	INVOLVEMENT	97	97	97	97
	QUAL	97	97	97	97

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	QUAL, INVOLVEMENT, ExpPro6 ^b	.	Enter

a. Dependent Variable: PURCHASE

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,568 ^a	,323	,301	3,53441

a. Predictors: (Constant), QUAL, INVOLVEMENT, ExpPro6

b. Dependent Variable: PURCHASE

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	553,330	3	184,443	14,765	,000 ^b
	Residual	1161,762	93	12,492		
	Total	1715,093	96			

a. Dependent Variable: PURCHASE

b. Predictors: (Constant), QUAL, INVOLVEMENT, ExpPro6

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	8,458	2,703		3,130	,002					
	ExpPro6	-,008	,095	-,008	-,086	,931	,137	-,009	-,007	,899	1,113
	INVOLVEMENT	-,123	,039	-,274	-3,152	,002	-,353	-,311	-,269	,967	1,035
	QUAL	1,917	,386	,454	4,966	,000	,500	,458	,424	,871	1,148

a. Dependent Variable: PURCHASE

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	ExpPro6	INVOLVEMENT	QUAL
1	1	3,883	1,000	,00	,00	,00	,00
	2	,065	7,736	,00	,33	,42	,05
	3	,039	9,926	,02	,65	,09	,42
	4	,012	17,710	,97	,01	,49	,53

a. Dependent Variable: PURCHASE

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	5,7546	17,3557	12,6804	2,40080	97
Std. Predicted Value	-2,885	1,947	,000	1,000	97
Standard Error of Predicted Value	,370	1,668	,688	,206	97
Adjusted Predicted Value	5,9707	17,4355	12,6851	2,40836	97
Residual	-9,27915	11,17031	,00000	3,47875	97
Std. Residual	-2,625	3,160	,000	,984	97
Stud. Residual	-2,656	3,320	-,001	1,007	97
Deleted Residual	-9,49740	12,32722	-,00469	3,64544	97
Stud. Deleted Residual	-2,748	3,517	,000	1,022	97
Mahal. Distance	,061	20,388	2,969	2,748	97
Cook's Distance	,000	,285	,012	,031	97
Centered Leverage Value	,001	,212	,031	,029	97

a. Dependent Variable: PURCHASE

Table 48 Regression Model PPLs only

Appendix 18: Regression Analysis

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
PURCHASE	12,7463	4,41138	201
INVOLVEMENT	41,1443	10,96057	201
QUAL	4,9353	1,10603	201
Stimulus_Type	2,4726	1,10928	201

Correlations

		PURCHASE	INVOLVEMENT	QUAL	Stimulus_Type
Pearson Correlation	PURCHASE	1,000	-,555	,562	,076
	INVOLVEMENT	-,555	1,000	-,357	-,138
	QUAL	,562	-,357	1,000	-,019
	Stimulus_Type	,076	-,138	-,019	1,000
Sig. (1-tailed)	PURCHASE	.	,000	,000	,143
	INVOLVEMENT	,000	.	,000	,025
	QUAL	,000	,000	.	,396
	Stimulus_Type	,143	,025	,396	.
N	PURCHASE	201	201	201	201
	INVOLVEMENT	201	201	201	201
	QUAL	201	201	201	201
	Stimulus_Type	201	201	201	201

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Stimulus_Type, QUAL, INVOLVEMENT ^b	.	Enter

a. Dependent Variable: PURCHASE

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,679 ^a	,461	,453	3,26292

a. Predictors: (Constant), Stimulus_Type, QUAL, INVOLVEMENT

b. Dependent Variable: PURCHASE

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1794,673	3	598,224	56,189	,000 ^b
	Residual	2097,387	197	10,647		
	Total	3892,060	200			

a. Dependent Variable: PURCHASE

b. Predictors: (Constant), Stimulus_Type, QUAL, INVOLVEMENT

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	10,880	1,848		5,888	,000					
	INVOLVEMENT	-,162	,023	-,402	-7,097	,000	-,555	-,451	-,371	,852	1,174
	QUAL	1,672	,224	,419	7,468	,000	,562	,470	,391	,868	1,152
	Stimulus_Type	,111	,211	,028	,527	,599	,076	,038	,028	,976	1,025

a. Dependent Variable: PURCHASE

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	INVOLVEMENT	QUAL	Stimulus_Type
1	1	3,769	1,000	,00	,00	,00	,01
	2	,145	5,091	,00	,07	,01	,82
	3	,075	7,090	,00	,33	,29	,05
	4	,011	18,633	,99	,59	,70	,12

a. Dependent Variable: PURCHASE

Appendix 19: Qualtrics Survey

Please note that the bold description (here: "Introduction") of the top of the screenshots did not appear in the survey. Furthermore, there were additional page breaks.



Introduction

Dear Participant,

Thank you for your support. This survey will take approximately **4 minutes**. There are no right or wrong answers. I am interested in your intuitive assessment and your personal opinion. I therefore kindly ask you to **fully complete the survey**, since I cannot use it for the analysis otherwise. Be sure that all answers you provide will be kept strictly **anonymized**.

For every fully completed survey **I will donate 0,20€** to Children At Risk e.V. (www.children-at-risk.de). It's a German organization that I know personally which offers help to Indian children in need.

Thank you and kind regards
Johanna Kruschwitz

Previous Experience

The following part of this thesis will ask you several questions about **Private Labels**.

Private Labels are brands exclusively sold at a specific retailer. Sometimes, the packaging tries to imitate the packaging of a well-known National Brand, sometimes the packaging is different.

Have you ever bought Private Labels?

Yes

No

Please describe your **familiarity** with Private Labels.

not very familiar ☐ ☐ ☐ ☐ ☐ ☐ ☐ very familiar

Please describe your **knowledge** of Private Labels.

not very knowledgeable ☐ ☐ ☐ ☐ ☐ ☐ ☐ very knowledgeable

Please describe your **usage** of Private Labels.

not at all frequently ☐ ☐ ☐ ☐ ☐ ☐ ☐ very frequently

Please indicate your **satisfaction** with Private Labels.

very dissatisfied ☐ ☐ ☐ ☐ ☐ ☐ ☐ very satisfied

LIDL Questions



Have you ever visited a LIDL supermarket?

Yes

No

At LIDL, some Private Labels are called:

Cien, Milbona, W5, Crownfield, Freeway, Floralys, Gelatelli, Belbake, Lidl Deluxe and many more ...

Have you ever purchased private label products at Lidl?

Yes

No

Please describe your familiarity with LIDL Private Labels.

not very familiar ☐ ☐ ☐ ☐ ☐ ☐ ☐ very familiar

Please describe your knowledge of LIDL Private Labels.

not very knowledgeable ☐ ☐ ☐ ☐ ☐ ☐ ☐ very knowledgeable

Please describe your usage of LIDL Private Labels.

not at all frequently ☐ ☐ ☐ ☐ ☐ ☐ ☐ very frequently

Please indicate your satisfaction with LIDL Private Labels.

very dissatisfied ☐ ☐ ☐ ☐ ☐ ☐ ☐ very satisfied

From now on, respondents were presented one of the following 4 products.

NB_HED



2,45€

PPL_HED



2,45€

PPL_UT



2,45€

NB_UT



2,45€

Please rate the product you just saw on the given scales.

Effective	☐	☐	☐	☐	☐	☐	☐	Ineffective
Helpful	☐	☐	☐	☐	☐	☐	☐	Unhelpful
Functional	☐	☐	☐	☐	☐	☐	☐	Not functional
Necessary	☐	☐	☐	☐	☐	☐	☐	Unnecessary
Practical	☐	☐	☐	☐	☐	☐	☐	Impractical
Not Fun	☐	☐	☐	☐	☐	☐	☐	Fun
Dull	☐	☐	☐	☐	☐	☐	☐	Exciting
Not Delightful	☐	☐	☐	☐	☐	☐	☐	Delightful
Not Thrilling	☐	☐	☐	☐	☐	☐	☐	Thrilling
Enjoyable	☐	☐	☐	☐	☐	☐	☐	Unenjoyable

To me, this type of product is...

Important	☐	☐	☐	☐	☐	☐	☐	Unimportant
Boring	☐	☐	☐	☐	☐	☐	☐	Interesting
Relevant	☐	☐	☐	☐	☐	☐	☐	Irrelevant
Exciting	☐	☐	☐	☐	☐	☐	☐	Unexciting
Means nothing	☐	☐	☐	☐	☐	☐	☐	Means a lot to me
Appealing	☐	☐	☐	☐	☐	☐	☐	Unappealing
Fascinating	☐	☐	☐	☐	☐	☐	☐	Mundane
Worthless	☐	☐	☐	☐	☐	☐	☐	Valuable
Involving	☐	☐	☐	☐	☐	☐	☐	Uninvolving
Not Needed	☐	☐	☐	☐	☐	☐	☐	Needed

Please make some inferences about the quality of the product.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
This product is of high quality.	☐	☐	☐	☐	☐	☐	☐
This product is reliable.	☐	☐	☐	☐	☐	☐	☐
This product is a superior product	☐	☐	☐	☐	☐	☐	☐
This product is of very bad quality.	☐	☐	☐	☐	☐	☐	☐

Please think about the product you just saw.

	Very low	low	Somewhat low	Neither low nor high	Somewhat high	high	very high
My likelihood of purchasing this product is...	☐	☐	☐	☐	☐	☐	☐
The probability that I would try this product is...	☐	☐	☐	☐	☐	☐	☐
My willingness to buy this product is...	☐	☐	☐	☐	☐	☐	☐

Demographics

You have reached the last part of this survey. In this last part I would like to ask a few questions about yourself.

What is your gender?

Male

Female

Prefer not to say

How old are you

Under 18

18 - 24

25 - 34

35 - 44

45 - 54

55 - 64

65 - 74

75 - 84

85 or older

What is your nationality?

German

Portuguese

French

British

Dutch

Austrian

Other, please specify

What is the highest degree of education that you have achieved?

- Less than High School degree
- High School Graduate or equivalent
- Bachelor Degree or equivalent
- Master Degree/MBA or equivalent
- Doctoral Degree/PhD or equivalent
- I prefer not to specify

What is **approximately** your **monthly net income**?

- < 500
- 500-1000
- 1001-1500
- 1501-2000
- 2001-2500
- 2501-3000
- 3001-3500
- 3501-4000
- Above 4000
- I prefer not to say

End of Survey