St. Petersburg University
Graduate School of Management

MASTER THESIS

Determinants of Russian consumers' purchase intention toward private label products

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ЗАЯВЛЕНИЕ О САМОСТОЯТЕЛЬНОМ ХАРАКТЕРЕ ВЫПОЛНЕНИЯ ВЫПУСКНОЙ КВАЛИФИКАЦИОННОЙ РАБОТЫ

Я, Булатова Наталья Сергеевна, студентка второго курса магистратуры направления «Менеджмент», заявляю, что в моей магистерской диссертации на тему

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Мне известно содержание п. 9.7.1 Правил обучения по основным образовательным программам высшего и среднего профессионального образования в СПбГУ о том, что «ВКР выполняется индивидуально каждым студентом под руководством назначенного ему научного руководителя», и п. 51 Устава федерального государственного бюджетного образовательного учреждения высшего профессионального образования «Санкт-Петербургский государственный университет» о том, что «студент подлежит отчислению из Санкт-Петербургского университета за представление курсовой или выпускной квалификационной работы, выполненной другим лицом (лицами)».

02.06.2023

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I, Bulatova Natalia Sergeevna, second year master student, program «Management», state that my master thesis on the topic

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02.06.2023

ABSTRACT

Master Student's Name	Natalia Sergeevna Bulatova
Academic Advisor's Name	Sergey Alexandrovich Starov
Master Thesis Title	Determinants of Russian consumers' purchase intention toward private label products
Description of the goal, tasks and main results the research	The goal of the study is to develop a model that examines factors influencing consumer purchase intention towards standard private labels with chain-labelling. Private labels that have explicit information about retailers associated with them are more likely to be recognized as private labels by consumers. This distinction is crucial because consumers often have specific perceptions and expectations of private label products compared to manufacturer brands. The factors investigated include retailer's image, perceived risk, perceived quality, value consciousness, and private label attitude, which have been identified from the existing literature. To accomplish the research goal, the following objectives have been outlined: ● analyze private labels, focusing on their types, economic aspects, and the current state of private labels in the Russian market; ● conduct an overview of related consumer behavior theories and private label concepts to develop hypotheses and research model; ● develop and distribute a questionnaire that assesses private label purchase intention and identified factors; ● build a statistical model based on the collected data to test formulated hypotheses; ● provide practical recommendations for retailers on private label development and theoretical contributions of the study. 203 responses were collected from Russian consumers through an online survey and analyzed using structural equation modeling (SEM). The findings reveal that private label attitude plays the most prominent role in driving purchase intention. Among other influencing factors are value consciousness and perceived risk, which have significant direct effects on willingness to

	buy. Unexpectedly, perceived quality was not found to have a direct significant effect, but only indirect effects through mediations of retailer image and private label attitude. It was also found that retailer image does not directly influence purchase intention but predicts perceived quality, which in turn influences perceived risk. These insights contribute to understanding consumer behavior and offer practical implications for retailers in developing and promoting private label products. These include leveraging influencer marketing and social networks to shape positive attitudes towards standard private labels with chain-labeling, developing strong retailer image, implementing effective promotion strategies, and engaging in constant improvement of products' designs and quality control chains.
Keywords	private labels, store brands, consumer behavior, retail industry

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Описание цели, задач и основных результатов исследования	Цель данной работы — разработать модель взаимосвязей факторов, влияющих на намерение купить продукты под собственной торговой маркой с названием бренда ретейлера на упаковке, так как имя ретейлера на упаковке позволяет покупателям распознать продукт как собственную торговую марку, что позволяет более наглядно оценить их восприятие и отношение к данному виду брендов. Исследуемые факторы включают имидж ретейлера, воспринимаемый риск, воспринимаемое качество, важность соотношения цены-качества (value consciousness), которые были определены на основе существующей литературы. Для достижения цели исследования были поставлены следующие задачи:

	проанализировать СТМ, уделяя особое внимание их видам, экономическим аспектам и текущему состоянию СТМ на российском рынке; изучить связанные теории поведения потребителей и концепции СТМ для разработки гипотез и модели исследования; разработать и распространить анкету, в которой оцениваются намерения совершить покупку под собственной торговой маркой и выявленные факторы; построить статистическую модель на основе собранных данных для проверки сформулированных гипотез; предоставить практические рекомендации для ретейлеров по развитию собственных торговых марок и сформулировать теоретический вклад исследования. 203 ответа были получены от российских потребителей через онлайн-опрос, данные были проанализированы с помощью моделирования структурными уравнениями (SEM). Результаты показывают, что отношение к СТМ играет наиболее заметную роль в формировании намерения купить. Среди других влияющих факторов — value consciousness и воспринимаемый риск, которые оказывают существенное прямое влияние на готовность покупать. Неожиданным открытием стало то, что воспринимаемое качество не оказывает прямого влияния, а только косвенное влияние через медиацию имиджа ретейлера и отношения к СТМ. Также было обнаружено, что имидж ретейлера напрямую не влияет на намерение совершить покупку, но предсказывает воспринимаемое качество, которое, в свою очередь, влияет на воспринимаемый риск. Полученные результаты способствуют пониманию поведения покупателей и позволяют сформулировать практические рекомендации для данного вида СТМ. К ним относятся использование инфлюенсер-маркетинга и социальных сетей для формирования положительного отношения к СТМ с сетевой маркировкой, создание сильного имиджа ретейлера через ребрендинг, внедрение эффективных стратегий продвижения и участие в постоянном улучшении дизайна продуктов и цепочек контроля качества.
Ключевые слова	собственные торговые марки, частные торговые марки, СТМ, ЧТМ, ретейл, поведение потребителей

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Introduction

Since the beginning of their history, private labels have been gaining popularity worldwide growing from cheap generic alternatives of national brands to high-quality products that are able to stand on their own. Private labels vary in quality so dramatically that though there are primarily economy and standard brands, we are witnessing a new generations of private labels, some which can even outperform national brands and innovate in category[1].

The dramatic development of store brands led to an intensifying competition between manufacturer and retailer brands with the latter winning consumers' preferences in many product categories. In European countries the sales value of private label consumer goods in 2020 exceeded 30%[2], in some countries, e.g. in the UK, it reached 50%[3]. However, in Russia, this value accounts for a dramatically small percentage – only 4.6%[4], while the segment for years has been generally considered highly promising by experts[5]. Russian authors, mainly practitioners, examined reasons for the slow and under-development of the store brands sector in Russia, in particular. Some point out that private labels started to develop in Russia decades later compared to Western countries, and can be considered young, therefore, underdevelopment is a natural thing. Generally, among the main factors that hinder development are unsystematic implementation[6], "weak production base of the food industry and agriculture in Russia"[7], and low capacities to produce high-quality products.

The same economic motives are mentioned when describing why Russians, on the contrary, do buy private labels: it is often connected to decreasing purchasing power[8] of Russian consumers and, therefore, their increasing desire to save money by buying cheaper private label products. However, the Russian economy experienced a series of economic crises that did not lead to a dramatic increase in private label share overall. Some experts, on the contrary, mention that, though economic reasons are still the main driver, the situation is

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1 Загорский А.Л., Старов С.А. (2015) Стадии развития собственных торговых марок розничных сетей (часть 2) // Бренд-менеджмент, No. 1
2 Share of consumer goods' sales value held by private labels in selected European countries as of 2020, Statista, https://www.statista.com/statistics/1237912/fmcg-private-label-value-share-europe/
3 Ibid.
4 Ibid.
5 Private labels expand in Russian food retailer, large upside seen (2021) https://www.intellinews.com/private-labels-expand-in-russian-foodretailer-large-upside-seen-212005/
6 Кузнецова Л.В. (2019) Стратегия усиления собственных торговых марок для розничных компаний // Бренд-менеджмент, No3.
7 Леонов Д.И., Бурмистров М.Б. (2012) Проблемы и возможности собственных торговых марок розничных сетей в России // Бренд-менеджмент, No1.
8 Бурлакова Е.Доля продаж марок ритейлеров достигла рекорда за пять лет, Ведомости, 01.06.21 https://www.vedomosti.ru/business/articles/2021/05/31/872124-marok-riteilerov

changing, and image and quality are becoming more and more important for Russian consumers[9].

While the economic perspective holds significance, there exist additional factors predominantly rooted in consumer behavior. Russian market specifics have been investigated by practitioners mainly from the economic side – based on the reasons related to quality and capacities of production, however, consumer-related factors may provide additional explanations fand open a new perspective on the strategic direction for private label development in Russia. Consumer preferences, perceptions, and buying habits in general can influence the acceptance and demand for private label products. This is extremely important considering that major retailers currently prioritize the development of their private label portfolios focusing not only on economy, but also on standard and premium private labels.

In general, global research on consumer behavior in the domain of private labels is very rich. The phenomenon is studied from different angles and in different contexts. There are multiple determinants identified that one way or another influence buying intent toward private labels. Personality traits, product positioning, price, quality, self-image, and store image can be named among many characteristics that are analyzed by researchers. However, the common problem is the lack of distinction among quality tiers of private labels in many research papers. The majority of them provide a general investigation of the phenomenon, however, there can be different consumer perceptions of different types of store brands. Thus, when they are not taken into account, important aspects are overlooked and simplified. For example, price consciousness is often considered to be the primary driver of private label purchasing[10], however, it is found to be true only for economy and premium tiers[11]. This is a very important problem, and researchers highlight the need for a separate investigation of tiers[12].

Furthermore, it is essential to recognize that national and cultural contexts can significantly impact the influence of these factors. Findings derived from studies conducted with a group of US students or in the Indian market may not necessarily be applicable to Russian consumers. The historical background of Russia's market economy, coupled with the welfare of its population, may shape distinct attitudes towards manufacturer brands and their

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9 Локтев К. (2019) Три основы успешной частной марки, Nielsen Россия https://www.nielsen.com/ru/ru/insights/article/2019/tri-osnovy-uspeshnoy-chastnoy-marki/

10 Goldsmith, Ronald & Flynn, Leisa & Goldsmith, Elizabeth & Stacey, E.. (2010). Consumer attitudes and loyalty towards private brands. International Journal of Consumer Studies. 34.

11 Noormann, P., Tillmanns, S. (2017) Drivers of private-label purchase behavior across quality tiers and product categories. J Bus Econ 87, p. – 339.

12 Martos-Partal M., González-Benito O., Fustinoni-Venturini M., (2015), Motivational profiling of store brand shoppers: Differences across quality tiers, Marketing Letters, 26, issue 2.

significance in the minds of consumers, potentially deterring them from choosing private labels. These unique characteristics inherent to Russian consumers can decisively shape their purchasing decisions.

The current study will consider the importance of tier distinction and concentrate on standard private labels as the most widely presented group in the market of private labels in Russia. The focus will be narrowed down specifically to standard private labels with chain-labeling (private labels named after retailers, e.g. Samokat, Market Perekrestok), because private labels that do not have information about retailers explicitly disclosed may not be perceived as private labels by consumers[13], which makes their intentions to prefer private labels less apparent. While prior research has predominantly focused on economic determinants for the Russian market or lacked tier differentiation, there remains a **research gap** regarding consumer behavior specifically related to tier distinctions in private-label products. This master thesis will attempt to clarify discrepancies in existing academic findings mentioned above and give practitioners a clearer understanding of consumers' perceptions of store brands with chain-labeling allowing for a more accurate assessment of consumers' purchase intention.

The **research goal** of the study is to develop a model that examines factors influencing consumer purchase intention toward standard private labels with chain labeling. The study will be done based on the Russian market. It will concentrate on the retailer image, perceived risk, perceived quality, value consciousness, and private label attitude all of which are identified from the literature.

To achieve the goal, the following **objectives** are set:

- analyze private labels, focusing on their types, economic aspects, and the current state of private labels in the Russian market;
- conduct an overview of related consumer behavior theories and private label concepts to develop hypotheses and a research model;
- develop and distribute a questionnaire that assesses private label purchase intention and identified factors;
- build a statistical model based on the collected data to test formulated hypotheses;
- provide practical recommendations for retailers on private label development and theoretical contributions of the study.

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[13] Schnittka, O., Becker, JM., Gedenk, K. et al. Does Chain Labeling Make Private Labels More Successful?. Schmalenbach Bus Rev 67, (2015). P. – 95.

Chapter 1. Analysis of the nature of private labels and their characteristics

1.1 Definition of private labels and their distinctive features

American Marketing Association defines brands as “a name, term, design, symbol or any other feature that identifies one seller’s goods or service as distinct from those of other sellers”[14]. Brands not only extensively use mass media to advertise their products, but they also show that they are those who deserve trust and are stable in offered quality. At some point, brands acquired symbolic meaning: consumers started to associate certain brands with certain lifestyles, “images and level of life”[15]. By having own brands in their assets, retailers can not only get economic benefits but also enhance their image in the eyes of consumers and create a “personality of a company”[16].

Though multiple approaches regarding the definition of private labels exist (e.g. sometimes terms “own brand”, or “store brand” are used interchangeably), they can be comprehensively defined as “special brands owned by a retailer, most often retail chain, under which a category of private label goods with a private label is sold in the retail outlets of the network, and are mainly produced under a contract where the retailer acts as a customer”[17], or in other words, private labels are products sold under or in connection with retailers’ brand names. Retailers can create brands with their chain names explicitly stated on the product’s packaging or with their names hidden, when products are sold under another “authentic”-like brand created by a retailer. Both store brands and national brands aim to offer products that meet the needs of consumers, they invest in packaging and design to help their products stand out on shelves. However, national brands often have a higher level of brand recognition and trust as they typically invest more in marketing and advertising, including TV commercials, social media campaigns, and sponsorships. At the same time, retailers save money on such channels, but rely more on in-store capacities to promote their products. Another point of difference is that national brands are often available in a wider range of retailers and locations, while store brands are exclusive to the retailer that sells them.

Private labels are usually associated with lower prices, very little to no advertising, and simpler designs, they can benefit consumers “by providing a competitive alternative to

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[14] American marketing association dictionary // https://www.ama.org/topics/branding/
[15] Kar SS, Prashar R. (2009) An Insight into Private Label Brands. Management and Labour Studies.
[16] Кузнецова Л.В. Стратегия усиления собственных торговых марок для розничных компаний // Бренд-менеджмент. — 2019. — No3. — С.226–232 - p. 226
[17] Старов С.А., Черенков В.И., Гладких И.В., Кирюков С.И. (2020) Собственная торговая марка как бренд // Маркетинг и маркетинговые исследования, No2.

national brands"[18]. Indeed, there is a segment of store brands that emphasize their high affordability. Purchasing such private labels is one of the strategies consumers can use to save money. However, private labels have evolved over the years, and some private label products can now compete on par with manufacturer brands in terms of quality and price. In fact, some private labels have similar prices to manufacturer brands, making them a competitive alternative for consumers. This has led to a change in attitude towards private label products, with some consumers now treating them "as just another brand"[19]. This means that changing in attitude to private labels has become apparent. At the same time, the increased popularity of private labels doesn't mean that consumers stop buying manufacturers' goods. Even in times of crisis, which are usually associated with increased attention to private labels, many consumers continue to prefer to overpay for famous national brands to support their habitual character of consumption[20].

Overall, private labels are now present in almost all FMCG categories and price segments, online trade and traditional offline stores. Remarkably, we can even observe retailers both online and offline that primarily concentrate on private labels (Vkusvil), having up to 90% of them in their assortment[21]. Every more or less big retailer has private labels and considers them to be valuable business leverage that adds competitive advantage and profitability, which will be discussed in more detail later.

1.1.1 Private label types and classifications

Researchers have suggested multiple categorizations that are based on different aspects of private labels. Distinctive features of private labels vary heavily across categories. This subparagraph will examine diverse typologies and perspectives suggested by researchers.

As has been mentioned previously, retailers usually have a portfolio of private labels, which may include different types of them and approaches to their positioning. The idea behind it is to cover different segments of consumers depending on their price sensitivity and income. Retailers rely on an umbrella branding strategy using the same brand name or logo across multiple product categories.

[18] Dursun, Inci & Kabadayı, Ebru & Kocak Alan, Alev & Sezen, Bulent. (2011). Store Brand Purchase Intention: Effects Of Risk, Quality, Familiarity And Store Brand Shelf Space. Journal of Global Strategic Management. 5. 113-123. 10.1016/j.sbspro.2011.09.133. - p. 113.
[19] Gielens, K. (2012). New Products: The Antidote to Private Label Growth? Journal of Marketing Research, 49(3), p. – 419.
[20] Время брендированных СТМ, Game Changers – Ipsos. P. – 3.
[21] Как устроен бизнес сети «ВкусВилл» (2019) Inc. https://incrussia.ru/understand/kak-ustroen-biznes-seti-vkusvill-issledovanie-inc/

N. Kumar and J-R.Steenkamp suggested that there can be distinguished four types of store label brands: generic, copycat, premium, and value innovators[22]. They compare these groups by strategy and objectives, branding, pricing, category coverage, quality to the brand leader, product development, packaging, shelf placement, advertising and promotion, and customer proposition. Four groups can be summed up as follows:

1. Generic private labels are brand-free, undifferentiated, low-quality products that work by being sold significantly cheaper than a brand leader. They are usually basic and functional products (e.g. grains), which receive no development and promotion, they may not have design and label and are placed on shelves at the “stoop” level. The price of products largely depends on their design, promotion, quality of materials, and production, among other things, so retailers can optimize these attributes to reduce the cost price and create the cheapest offer. These types of products are free from everything that may seem redundant.
2. Copycats are private labels that try to disguise themselves as well-known manufacturer products by imitating their logos, names, packaging designs, and contents. They can be produced by manufacturers with similar to the original producer's capacities and are sold at a moderate discount. Unlike generic private labels, these labels are placed close to the brand leader and are promoted as products with comparable quality, but lower prices. Findings are controversial, some studies suggest that such brand imitation increases “consumer consideration and relative preference for the imitating private label”[23] and, thus, have a significant negative impact on national brand sales that it tries to copy. However, there are also research papers that find that distinctive packaging has more positive effects on store brand perception[24].
3. Premium private labels are brands comparable to national brands' quality and price, sometimes even higher. By introducing premium private labels retailers try to compete with high-quality national brands. Such strategy becomes “more and more

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[22] Kumar, N. & Steenkamp, J.-B.E.M. (2007) Private Label Strategy: How to Meet the Store Brand Challenge. Harvard Business School Press, Cambridge, MA.
[23] Aribarg, A., Arora, N., Henderson, T., & Kim, Y. (2014). Private Label Imitation of a National Brand: Implications for Consumer Choice and Law. Journal of Marketing Research, 51(6), 657–675. - p. 672
[24] Chen, C., Huddleston, P. (2016). Copycat or Distinctive? An Empirical Study of Consumers’ Perception Towards Private Label. In: Groza, M., Ragland, C. (eds) Marketing Challenges in a Turbulent Business Environment. Developments in Marketing Science: Proceedings of the Academy of Marketing Science. Springer, Cham.

crucial for competitive advantage and store loyalty"[25]. N. Kumar and J-R.Steenkamp point to image-forming categories as those in which premium quality private labels are usually introduced. Products of this type get the best positioning on shelves and in-store advertisements.

4. Value innovators as well as generics go with a large discount of up to 50%, they are present in all categories. Products of this type are of a "quality at par with the brand leader but with the removal of "non-value-adding" product features and imagery"[26]. While in premium private labels packaging plays the role of a differentiator, in the case of value innovators, the goal is cost efficiency.

Similarly to N. Kumar and J-R.Steenkamp, H. Laaksonen, and J. Reynolds derive four generations of private labels[27]. Their classification in many aspects resembles the classification described above, they additionally discuss consumers' motivation to buy and suppliers' origin. They use it as a model of private label evolution that characterizes each step of private label development and describes objectives pursued by a retailer. However, H. Laaksonen, and J. Reynolds point out that these generations may overlap and not be sequential.

Just like the "Generic" type described by N. Kumar and J-R.Steenkamp, the first generation of private labels, suggested by H. Laaksonen, and J. Reynolds, represents unbranded functional products produced by unspecialized manufacturers. Generics have lower quality and price compared to the market leader. For consumers, low price is the main driver for purchasing in this case. The second generation is a "quasi-brand", which is "technologically lagging"[28], but of better quality and higher price compared to the generic one. They are not necessarily copycats, but rather something close to an original own brand with quality lower than manufacturers could offer. Suppliers of this type are national brands and can have specialization in private brand production. The objectives of a retailer in the case of the first two generations are "to set entry prices for the goal of bargaining with manufacturers, increase margins, and provide choice in pricing"[29].

The third generation proposed by H. Laaksonen, and J. Reynolds is different from the one in the first classification. They describe the third generation of private labels as the step

[25] Bertoli, G., Busacca, B. & Imperato, M. Premium private label: how product value, trust and category involvement influence consumers willingness to buy. Ital. J. Mark. 2020, 143–161 (2020). https://link.springer.com/article/10.1007/s43039-020-00012-7
[26] Kumar, N. & Steenkamp, J.-B.E.M. (2007)
[27] Laaksonen H. (1994). «Own brands in food retailing across Europe». Journal of Brand Management, Vol. 2, No. 1, 37-46 - p. 38
[28] Ibid.
[29] Ibid.

of the development of retailers’ own brands with the goal of building an image among consumers. The quality of these private labels matches the quality of manufacturers' products, which is the main driver for purchasing as they are priced with a small discount. Manufacturing is done, primarily, by companies that specialize in private-label production.

The fourth generation of private labels represents niche own brands produced with the usage of innovative technology. Similar to the “Premium” private labels described by N. Kumar and J-R.Steenkamp, they are image-forming products into which retailers put a lot of effort in terms of quality, design, and value proposition. They usually compete on equal terms with manufacturer brands and are produced by companies with specialization in private-label manufacturing. This fourth generation of private labels provides consumers with a product of high quality and value, and “can be seen as premium retailers' own brands targeting high-end market segments”[30].

Additionally, Starov S.A. and Zagorskiy A. L. suggest the fifth group – the 5th generation private labels[31], which is when retailers manage to create a label that not only forms a category but also prevails in it. In their paper, they give an example of liquid detergent in capsules produced by British retailer Cooperative Group, which managed to get ahead of Procter & Gamble и Unilever by creating this type of product before them.

Another approach to categorization is a three quality tiers approach when private labels are divided into three groups: economy, standard (or regular), and premium. Economy private labels “offer basic, acceptable quality at the best price and are lower in quality than the mainstream-quality national brands”[32]. The standard category implies private labels that are “generally positioned as a mid-quality/mid-price alternative[33]”. They may include copycats and distinctive brands, chain-labeled products, and authentic-like. Premium private labels are positioned as products similar to or higher compared to national brands. The idea of premium private labels in the three-tier approach is consistent with the description of premium private labels in the categories presented above.

Despite the abundance of classifications that offer different levels of detail and angles, this master thesis will rely on the quality tier approach as a basis for empirical study. The reason for this is that the approach provides a clear and intuitive framework for understanding

[30] Загорский А.Л., Старов С.А. (2015) Стадии развития собственных торговых марок розничных сетей (часть 2) // Бренд-менеджмент, No. 1 - p. 19
[31] Ibid., p.19
[32] Geyskens, Inge et al. “Proliferating Private-Label Portfolios: How Introducing Economy and Premium Private Labels Influences Brand Choice.” Journal of Marketing Research, vol. 47, no. 5, 2010, p. – 792.
[33] Burt, Steve (2000), “The Strategic Role of Retail Brands in British Grocery Retailing,” European Journal of Marketing, 34 (8), p. – 884.

private label products and their quality levels, it is simple and straightforward, and widely recognized and used both in academia and market studies.

Branding and design

As private labels nowadays have grown from “Generic” to authentic brands that have added value[34], they can be classified by the branding and design that retailers aim to deliver. Another interesting point of categorization is already mentioned chain labeling. Some private labels are chain-labeled, and some are not. Chain-labeled own brands are those that have retailers' names on their packaging explicitly stated, while non-chain-labeled have information about them hidden or absent on the packaging. Non-chain-labeled own brands include economy brands and disguised standard and premium own brands.

The first category of non-chain-labeled brands is economy brands. These are private labels that are cheap and have very simple designs with few colors and details and, referencing the three-tiers approach, demonstrate that they “offer lower quality than standard private labels”[35], but an attractive price. This type of private label in terms of design and appearance is often the first thing that comes to mind when consumers think about private labels[36]. Examples of such brands are “365 дней” by Lenta, “Красная цена” by Pyaterochka, “Моя цена” by Magnit, etc. Not chain-labeling economy brands is aimed at reducing risks associated with the distribution of mediocre quality goods as it may result in a negative spillover effect that can affect not only the portfolio of private labels owned by a retailer but also the retailer’s reputation and image[37]. Therefore, eliminating any cue about a retailer can prevent negative spillover. Still, well-known economy own brands that do not have the retailer's direct logo and/or name on the packaging are recognizable and can be strongly linked to their retailers. However, in general, consumers may have trouble associating non-chain-labeled own brands with their retailers, expecting to find them in other retailers’ stores[38].

Another group of non-chain-labeled own brands is disguised private labels. Disguised private labels are, usually, standard private labels that do not have information about their

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[34] Старов С.А., Черенков В.И., Гладких И.В., Кирюков С.И. Собственная торговая марка как бренд // Маркетинг и маркетинговые исследования. — 2020. — No2. p.- 114

[35] Schnittka, Oliver, 2015. "Are they always promising? An empirical analysis of moderators influencing consumer preferences for economy and premium private labels," Journal of Retailing and Consumer Services, Elsevier, vol. 24(C), p. - 94.

[36] Время брендированных СТМ, Game Changers – Ipsos. p.- 5.

[37] Lei, J., Dawar, N., & Lemmink, J. (2008). Negative Spillover in Brand Portfolios: Exploring the Antecedents of Asymmetric Effects. Journal of Marketing, 72, p. – 121.

[38] Schnittka, O., Becker, JM., Gedenk, K. et al. Does Chain Labeling Make Private Labels More Successful?. Schmalenbach Bus Rev 67, (2015). P. – 95.

retailer on the packaging in order to look like an authentic national brand. Examples of this group of private labels include brands, such as “Bonvida” by Lenta, “Delicare” by Uybka Raduga, “Зеленая линия”, “Сарафаново”, “Assand” by X5-group stores.

By purchasing private labels, especially in high-involvement product categories, consumers increase social risk[39] which may result in a perceived loss of image and damage to status in the eyes of others. For example, consumers may fear being perceived as “poor” or “cheap”[40] by others when they are seen buying private labels. Disguised private labels, conceptually, can help reduce associated social risks by impersonating regular brands. Moreover, research suggests that packaging plays an important role in reducing the difference in product expectations between national brands and private labels[41]. Thus, design and absence of information about the manufacturer allows retailers not only to avoid reputational risks but also avoid prejudice associated with purchasing private labels. An opposite situation may happen when consumers purchase private labels believing that they are produced by manufacturers of known well-established brands. This may account for a higher perception of their quality. Research indicates that the effect of supplier disclosure also has a small positive effect on store image and attitude[42], but does not mitigate potential risks[43].

Chain labeling, on the other hand, is used in the case of standard and premium private labels to demonstrate retailers' responsibility for products’ quality and retailers’ values. Though research shows that a small percentage of consumers may have trouble associating chain-labeled products with their retailers, believing that these products could be also found in other chains[44], generally, chain-labeling facilitates recognition of a retailer to almost an absolute. Chain-labeled private labels still can have manufacturer identification on the packaging, which helps to ensure consumers in quality[45]. Examples of chain-labeled brands are “Lenta”, “Lenta Fresh”, “Lenta Premium” by Lenta, “Market Perekrestok” by Perekrestok, “Vkusvill” by Vkusvill, “Samokat” by Samokat.

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[39] Zielke, S. and Dobbelstein, T. (2007), "Customers' willingness to purchase new store brands", Journal of Product & Brand Management, Vol. 16 No. 2, p. – 118.

[40] Dick, A., Jain, A. and Richardson, P. (1995), “Correlates of store brand proneness. Some empirical observations”, Journal of Product & Brand Management, Vol. 4 No. 4, pp. 15-22.

[41] Loebnitz, N., Zielke, S. and Grunert, K.G. (2019), "The moderating impact of social risk, shame, and guilt on purchase intentions of premium private labels at food discounters", British Food Journal, Vol. 121 No. 11, P. – 2662.

[42] Pérez-Santamaría, S., & Martos-Partal, M. (2021). Analyzing the effects of private-label supplier disclosure on retailer image. Journal of Retailing and Consumer Services, 62.

[43] Cho, Y. S., Rha, H.-S., & Burt, S. (2015). The impact of customer awareness of manufacturer name disclosure on retail brand attitudes and loyalty in Korea. Journal of Retailing and Consumer Services, 22, p. – 135.

[44] Schnittka, O., Becker, JM., Gedenk, K. et al. Does Chain Labeling Make Private Labels More Successful?. Schmalenbach Bus Rev 67, (2015). P. – 95.

[45] Porral C.C., Lang M.F. (2015), "Private labels: The role of manufacturer identification, brand loyalty and image on purchase intention", British Food Journal, Vol. 117 No. 2, p. – 518.

This strategy has several benefits, firstly, retailers may want to use it to strengthen their own brands' positions by building differentiation from competitors and creating "clearer associations with retail chain"[46], and secondly, to increase consumer loyalty. Retailers' overall commitment to quality, the depth of their private label assortment, and the use of chain labeling continuously improve the retailer's store brand performance across all categories[47] and facilitates in building of a positive image of both the retailer and its private labels. Despite its advantages, the chain-labeling strategy carries risks related to negative spillovers. It affects attitude toward stores brands, for example, if own brand usage results in a negative experience, it means that attitude to the whole store may change negatively[48].

There can be also distinguished another group of chain-labeled private labels called "Niche" private labels[49]. These are developing own brands with creative designs and accent on products' uniqueness. They are usually distributed through modern trade channels, like marketplaces or special delivery services. Among examples are "Samokat" by Samokat (part of Sber's ecosystem), "Яндекс.Лавка" by Yandex, "Ozon fresh" by Ozon. They stand out from the rest of private labels as they often have behind them giant tech corporations. Such own brands appeal to younger generations (Millennials and Gen Z) in their branding, highlight their "unique" or "green" and "organic" assortment orientation, and can be considered trendy.

Overall, different types of private labels and their classifications can be summarized as presented in the following figure (Figure 1):

[46] Ibid, P. – 67.
[47] Sanjay K. Dhar, Stephen J. Hoch, (1997) Why Store Brand Penetration Varies by Retailer. Marketing Science 16(3). P. – 208.
[48] Lei, J., Dawar, N., & Lemmink, J. (2008). Negative Spillover in Brand Portfolios: Exploring the Antecedents of Asymmetric Effects. Journal of Marketing, 72, p. – 121.
[49] Время брендированных СТМ, Game Changers – Ipsos. p.- 8.

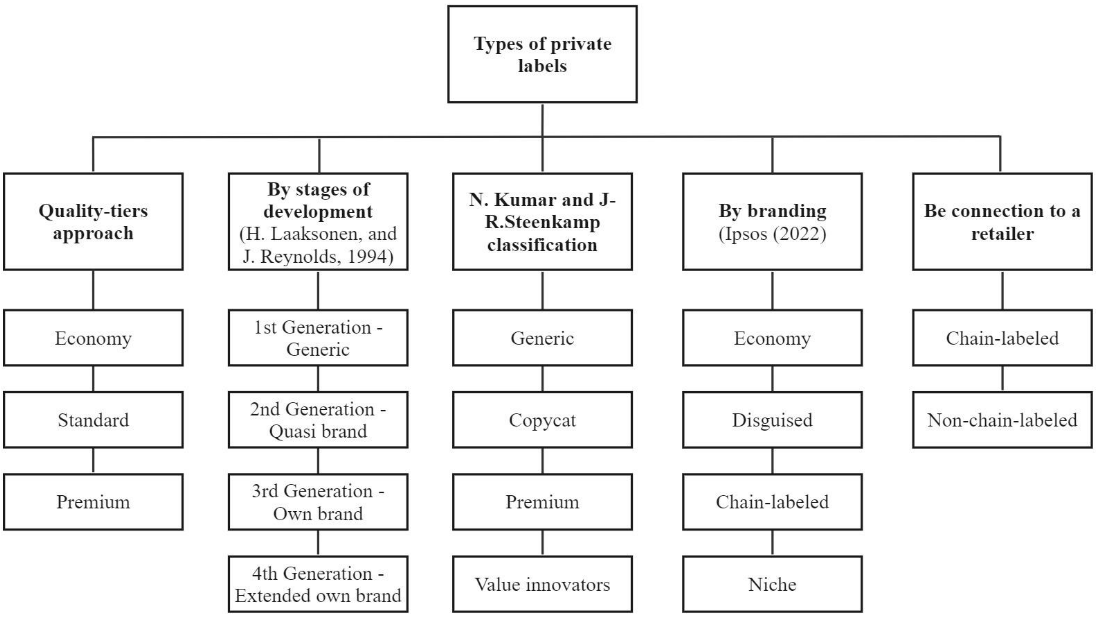

Figure 1. Different types of private labels

1.2 Economic determinants of private label development

Given the rapid expansion of private labels over the past ten years and their improvement in quality, private labels began to steadily outpace manufacturers' brands in many instances. For example, in 2018 in the US, in categories such as frozen refrigerated foods, beverages, home care, beauty, and general merchandise private label sales growth exceeded that of national brands: average 5,5% to 1,25% respectively[50]. Today private labels can be found in more than 90% of the categories of consumer packaged goods[51] and compete with national brands market leaders. It is believed that the success of private labels is strongly linked to factors such as economic situation, for example, the market share of private labels increases when the economy is undergoing a downgrade and decreases when the economy is getting stronger[52]. At the same time, researchers found evidence that consumers do not discard private labels once the economy starts recovering, but keep buying them[53].

[50] Growth of private label and branded CPG categories in the United States in 2018, Statista (2023). https://www.statista.com/statistics/1114633/private-label-cpg-growth-vs-national-brands/
[51] Cuneo, Andres & Milberg, Sandra & Benavente, José & Palacios-Fenech, Javier. (2015). The Growth of Private Label Brands: A Worldwide Phenomenon?. Journal of International Marketing. 23. P. – 72.
[52] Quelch, J.A. and Harding, D. (1996), "Brand versus private labels: fighting to win", Harvard Business Review, Vol. 74 No. 1, pp. 99-109. https://hbr.org/1996/01/brands-versus-private-labels-fighting-to-win
[53] Lamey, L., Deleersnyder, B., Dekimpe, M. G., & Steenkamp, J.-B. E. M. (2007). How Business Cycles Contribute to Private-Label Success: Evidence from the United States and Europe. Journal of Marketing, 71(1), p. – 11.

In many countries private label growth and potential increases competition and poses a challenge to manufacturer brands by hurting their profits. Though a manufacturer and a retailer can be imagined as competitors, where the former produces nationally branded products and the latter produces private labels[54], they cannot be considered absolute rivals. Manufacturers need retailers to distribute their products, while retailers need manufacturers to attract consumers to their stores. From one perspective, the situation of such manufacturer-retailer relationships overall facilitates the maximization of consumers' welfare[55].

The performance of private labels across countries is different. For example, in the UK private label share in grocery retail is 49,6%, in Russia it is 5,1% [56], while in the US – 17,7%[57]. From the economic perspective, the share of private labels may be largely affected by market structures, which vary across countries. A prerequisite for the creation of successful private labels is the ability of retailers to embrace economies of scale, which require modern trade structures[58]. Traditional trade channels limit opportunities for private labels, thus, the more developed they are – the less the growth of private labels. However, as Cuneo et al. point out, Brazil had 61% (2009) of modern trade, but its private label share was only 0.9%. They derive a conclusion that the growth of private labels is influenced also by "logistical structures as well as the penetration of global retailers, especially global discounters"[59], which help to increase consumers' familiarity with private labels in general.

1.2.1 Retailers' perspective on private labels

It is generally considered beneficial for retailers to engage in private label production because by distributing private labels they can earn higher margins[60] compared to margins on national brands. However, there can be differences in, for example, gross margins across categories, and also when direct product costs are taken into account[61]. If cross-categories

[54] Cotterill R., Putsis W. Market Share and Price Setting Behavior for Private Labels and National Brands, Review of Industrial Organization, (2000), 17, issue 1, p. – 2.
[55] Steiner, R.L. The Nature and Benefits of National Brand/Private Label Competition. Review of Industrial Organization 24, (2004), p. – 122.
[56] Share of grocery retail market value held by private labels in selected European countries in 2020, Europe; Statista, 2023 https://www.statista.com/statistics/1229191/grocery-retail-s-private-label-share-europe/
[57] Private label share of consumer goods sales in the U.S. 2019-2021. Statista, 2021 https://www.statista.com/statistics/1194796/private-label-share-of-consumer-goods-sales-value-united-states/
[58] Cuneo, Andres & Milberg, Sandra & Benavente, José & Palacios-Fenech, Javier. (2015). The Growth of Private Label Brands: A Worldwide Phenomenon?. Journal of International Marketing. 23. P. – 74.
[59] Ibid., P. – 84.
[60] Mills D., (1995), Why Retailers Sell Private Labels, Journal of Economics & Management Strategy, 4, issue 3, p. – 522.
[61] Ailawadi, K.L., & Harlam, B.A. (2004). An Empirical Analysis of the Determinants of Retail Margins: The Role of Store-Brand Share. Journal of Marketing, 68, P. – 149.

margins are included, they can be expressed in percentages and may be higher for private labels than for national brands, indicating benefits that retailers can obtain after all. At the same times, dollar margins may actually be lower[62]. Indeed, occasional private label consumers, though, buy store brands less often, bring retailers more profit than heavy private label consumers, who purchase less on average and for lower prices[63] (if taking economy private labels as an example). Anyway, "margin advantage is not a given"[64], because if retailers want to close the price gap with manufacturer brands, they must maintain low costs for their private label products while simultaneously enhancing quality and differentiation[65]. Retailers have to invest money in packaging, production, and branding from internal sources, so that high-profit margins become necessary to maximize their returns.

At the same time for a retailer private label creation is an opportunity to increase "bargaining power to leverage benefits from negotiations with national brands"[66], for example, retailers may have more leverage in deciding on supply conditions for manufacturer brands. Research shows that increased bargaining power is usually long-term (past the year of private label launch) and has a big effect on smaller national brands and a moderate effect on leading manufacturers[67]. More bargaining power is interconnected with other benefits, such as increased control over shelf space: the more shelf space is dedicated to private labels – the less is left for manufacturers[68]. However, this benefit is influenced by the retailer's market power, which can be expressed through retail concentration, the more retailers there are – the lower the individual market power[69], which overall will lead to the situation when retailers face more pressure to remain national brands on shelves. They have to maintain the presence of national brands and the affordability of their prices to remain competitive. Retailers have to fill shelves with national brands: if consumers cannot find their favorite brand, they may switch to another store. The opposite situation is when retailers' concentration is low, their

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62 Ibid., p. – 148.
63 Ailawadi, K.L., & Harlam, B.A. (2004). An Empirical Analysis of the Determinants of Retail Margins: The Role of Store-Brand Share. Journal of Marketing, 68, P. – 163.
64 Ailawadi, Kusum, Eric Bradlow, Michaela Draganska, Vincent Nijs, Robert Rooderkerk, K. Sudhir, et al. (2010), "Empirical Models of Manufacturer–Retailer Interaction: A Review and Agenda for Future Research," Marketing Letters, 21 (3). https://core.ac.uk/download/pdf/6419928.pdf
65 Ibid.
66 Chung, H., & Lee, E. (2018). Effect of store brand introduction on channel price leadership: An empirical investigation. Journal of Retailing, 94(1), 21–32.
67 Meza, S., Sudhir, K. (2010) Do private labels increase retailer bargaining power?. Quant Mark Econ 8, p. – 358.
68 Halstead D., Ward Ch. "Assessing the vulnerability of private label brands." Journal of Product & Brand Management 4 (1995), p. – 47.
69 Ailawadi, K.L., & Harlam, B.A. (2004). An Empirical Analysis of the Determinants of Retail Margins: The Role of Store-Brand Share. Journal of Marketing, 68, P. – 150.

margins are higher, then there are indeed more opportunities for them in negotiations with manufacturers.

Among other reasons researchers name opportunity to increase loyalty among consumers. The relationship between private label product loyalty and store loyalty is bidirectional: store loyalty increases store brand loyalty and vice versa[70]. Loyalty can be approached from behavioral and deterministic perspectives, where the former is based on observed buying behavior and the latter is based on the consumer's attitudes to stores, products, and brands[71]. In the context of the retail industry, the behavioral approach is used more often and considered to be the most appropriate. Ailawadi K.L. et al. measure private label behavioral loyalty based on three components, namely, the share of wallet (percent of spending in the chain), the share of items (volume of purchases), and share of trips[72]. They identified an inverted U-shaped effect with regard to store loyalty, which means that consumers who sometimes purchase private labels are more likely to develop some level of chain loyalty, whereas those who do not purchase private labels at all will not be affected, and those who can be considered heavy private label purchasers are driven more by savings and will rather stick to their big repertoire of stores than become loyal to a particular one[73]. These findings demonstrate that the effect of increased store loyalty associated with the introduction of private labels indeed takes place, however, it is not absolute and depends on consumers' private labels buying behavior.

Having this said, the creation of private labels can also allow retailers to differentiate themselves from other retailers increasing market share in horizontal competition[74]. With the current state of development of private labels, in which they are comparable in quality to national brands (in cases of standard, premium, and niche segments), private labels have the potential to contribute to a retailer's image. Now they have not only quality but in a majority of cases attractive design, which is one of the most critical aspects[75] of their success. Moreover, private labels compete not only with national brands but also with private labels

[70] Seenivasan, S., Sudhir, K., & Talukdar, D. (2016). Do Store Brands Aid Store Loyalty? Management Science, 62(3), p. – 803.
[71] Ibid.
[72] Ailawadi, K. L., Pauwels, K., & Steenkamp, J.-B. E. M. (2008). Private-Label Use and Store Loyalty. Journal of Marketing, 72(6), P. – 22.
[73] Ibid., P. – 26.
[74] Richards T., Hamilton S. and Patterson, P.M., (2010), Spatial Competition and Private Labels, Journal of Agricultural and Resource Economics, 35, issue 2, p. – 205.
[75] Ibid., p. – 206.

from other stores. Consumers may have more than one store in their repertoire and, thus, can compare private labels from the same product category and price segment across stores[76].

Despite all posible benefits, there are several things to be considered by retailers, they are not disadvantages, but rather forewarnings, as retailers may fail to establish successful store brand lines[77]. First of all, there are a lot consumer who will not purchase private labels anyway, because the power of national brands is still strong and well-established brands remain important for many people[78]. Second warning relates to the economic side of the issue: the development of private labels bears new expenses, for example, costs for packaging only can be very high[79]. Moreover, many retailers engage in the rebranding of their private labels, often including even the economy tier, for example, Perekrestok has rebranded its Prosto (economy), Market Perekrestok (standard), and Market Collection (premium) brands[80]. And last, but not least, private labels in order to be effective have to have consistent high quality[81], otherwise retailers risk ruining their reputation among consumers.

The benefits and drawbacks of private label development discussed in this subparagraph are demonstrated in the following table in a consolidated format:

Benefits and drawbacks of private label creation for retailers	
Benefits	**Drawbacks**
● Higher margins from distribution compared to the distribution of national brands ● More bargaining power in negotiations with national brands ● Increased control over shelf space ● Increase in consumer loyalty ● Differentiation among retailers	● Need for continuous investments into packaging, production, branding, which may not be paid off ● High reputational risks

Table 1. Benefits and drawbacks of private label creation for retailers.

Retailers have several ways of producing private labels. They can turn to brand manufacturers, who have both their own brands and produce private labels too. For example,

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[76] Dawes J.G. and Nenycz-Thiel M. "Analyzing the intensity of private label competition across retailers." Journal of Business Research 66 (2013): 60-66.
[77] Bed Bath & Beyond is discontinuing a private brand as it tries to reverse declining sales (2022) CNBC https://www.cnbc.com/2022/08/05/bed-bath-beyond-discontinues-wild-sage-private-brand-as-it-tries-to-improve-sales.html
[78] Время брендированных СТМ, Game Changers – Ipsos. P. – 3.
[79] Nandan, S., & Dickinson, R. (1994). Private Brands. Major Brand Perspective. Journal of Consumer Marketing, 11(4), p. – 22.
[80] "Перекрёсток" разработал новый визуальный стиль для собственных торговых марок (2023) http://www.advertology.ru/article154835.htm
[81] Ibid., p. – 22.

the confectionery company "Polet", having its own brand, produces products for several retailers, including Vkusvill, Perekrestok, Azbuka vkusa, and Lenta[82]. This type of relationship will be discussed in more detail in the following subparagraph. While consumers may initially be attracted to a retailer's private label products, if they discover that the same products are available at other retailers under different names, they may begin to question their loyalty to the original store. Another option for a retailer is to work with small manufacturers who “specialize in particular product lines and concentrate on producing private labels almost exclusively”[83]. This strategy is more effective as small producers are more flexible in adapting production processes to retailers’ demand[84]. Overall, private label suppliers usually have little to no product differentiation and offer retailers a price nearly equal to their marginal costs[85]. Retailers can also have their own capacities to produce private labels, for example, Russian retailer Magnit has several enterprises for the cultivation of vegetables, production of groceries, and confectionery[86].

1.2.2 Manufacturers’ perspective on private labels

Growing popularity of private labels damages the positions of national brands: they not only get more brands they have to compete with, but these brands also have shelf advantages in stores. Private labels are owned by retailers, who are direct distributors of goods and can leverage their positions through merchandising management, giving their products more and better shelf-space[87]. Though in negotiations with retailers, manufacturers arrange terms of distribution of their products, such as product displayment on shelves and in the retail space, payment for shelf-end units, promotions, etc.[88], retailers can adopt strategies to mitigate negotiated advantages. For example, more price-attractive store brands can be placed close to manufacturers’ brands, which can give the former more opportunities to be seen and

[82] Confectionery company "Polet official website"https://www.kp-polet.ru/en/site/about#stm
[83] Private labels today, The private label manufecturers association (PLMA) https://www.plmainternational.com/industry-news/private-label-today
[84] Кузнецова Л.В. Стратегия усиления собственных торговых марок для розничных компаний // Бренд-менеджмент. — 2019. — No3. — P. 228.
[85] Ailawadi, K.L., & Harlam, B.A. (2004). An Empirical Analysis of the Determinants of Retail Margins: The Role of Store-Brand Share. Journal of Marketing, 68, P. – 148.
[86] Информация о компании Магнит https://www.magnit.com/ru/about-company/about-magnit/
[87] Gómez, M. and Rubio, N. (2008), "Shelf management of store brands: analysis of manufacturers' perceptions", International Journal of Retail & Distribution Management, Vol. 36 No. 1, p. – 52.
[88] Gómez, M. and Rubio Benito, N. (2008), "Manufacturer's characteristics that determine the choice of producing store brands", European Journal of Marketing, Vol. 42 No. 1/2, p. – 155.

considered by consumers[89]. As a result, national brands are forced to offer better prices to retailers[90].

Manufacturers adopt different strategies to compete with retailers' brands, some of them are:

- Brand equity investments. Manufacturers invest in product development and improvement. To do this, it is necessary to carefully monitor the needs of consumers. Consistent investments in brand equity strengthen brands' positions both in the level of consumer awareness and acceptability of a price premium compared to competitors, additionally, it "raises the costs to private-label imitators who are constantly forced to play catch-up"[91].
- Product innovation. Generally, it is believed that in order to stay competitive and attractive to consumers manufacturers have to constantly innovate their products. However, the research found that new manufacturer-branded products most of the time damage more other national brands than private labels. Still, manufacturer brand market leaders can affect all three tiers of private labels[92] when introducing innovations and, thus, strengthen positions. Innovation can work in categories with low private label penetration because there are opportunities to set high barriers to enter[93]. In categories, in which private labels are already present, wise strategies could be value-added packaging and line extensions with a long-term focus on supply chain optimization[94].
- Creations of "fighting brands". A fighting brand provides a price-conscious customer with a low-cost branded option in order to prevent contribution losses that would happen if a top national brand attempted to halt share losses to private labels by lowering its price[95]. The goal of a fighting brand is to steal sales from private labels

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[89] Gómez, M. and Rubio, N. (2008), "Shelf management of store brands: analysis of manufacturers' perceptions".. p. – 54.
[90] Richards T., Hamilton S. and Patterson, P.M., (2010), Spatial Competition and Private Labels, Journal of Agricultural and Resource Economics, 35, issue 2, p. – 183.
[91] Quelch, J.A. and Harding, D. (1996), "Brand versus private labels: fighting to win", Harvard Business Review, Vol. 74 No. 1, pp. 99-109. https://hbr.org/1996/01/brands-versus-private-labels-fighting-to-win
[92] Gielens, K. (2012). New Products: The Antidote to Private Label Growth? Journal of Marketing Research, 49(3), p. – 420.
[93] Quelch, J.A. and Harding, D. (1996), "Brand versus private labels: fighting to win", Harvard Business Review, Vol. 74 No. 1, pp. 99-109. https://hbr.org/1996/01/brands-versus-private-labels-fighting-to-win
[94] Ibid.
[95] Mills, D. E. (1999). Private labels and manufacturer counterstrategies. European Review of Agriculture Economics, 26(2), P. – 133.

by providing consumers with a branded but less expensive alternative. However, such brands, because of their lower quality, need more promotion and advertising[96].

As was mentioned earlier, manufacturer-retailer interaction is much more complex. They are not only in a client-customer relationship since a retailer is a distributor for manufacturers' products, and in competition for consumers, there is also another form of their partnership. As has been discussed above, manufacturers can become producers of retailers' brands. The production of private labels may seem a good strategy to use up excessive production capacities, however, companies can at some point find themselves cannibalizing their own products, especially, in categories where they already have weak positions[97]. When consumers of high-image retailers learn about their private label producer, their attitude to this producer's national brand will decrease[98]. It will also increase costs associated with manufacturing and distribution[99] as there will be new requirements for packaging, ingredients, shelf life, etc. So that company may find itself in a difficult situation, and instead of profits, get even more losses.

At the same time, there is an evidence that producing private labels can be both strategically and economically sound in many situations. When retailers want to produce private labels they seek manufacturers that have the capacities and expertise to provide products of the necessary qualities. Those manufacturers who have such qualities can actually get a high margin with no big economic losses[100]. Retailers can also provide manufacturers with an opportunity to test out new products for considerably less money by avoiding spending on advertising and fees to place products on shelves, which will be done under an agreement with a retailer[101]. Agreement with a retailer, though, has also its benefits and drawbacks, for example, the manufacturer becomes dependent on a retailer, however, it can improve relationships between two parties and result in better merchandising of manufacturer brands[102].

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[96] Dunne, D. and Narasimhan, C. (1999), "The new appeal of private labels", Harvard Business Review, Vol. 77 No. 3, pp. 41-52. https://hbr.org/1999/05/the-new-appeal-of-private-labels

[97] Quelch, J.A. and Harding, D. (1996), "Brand versus private labels: fighting to win", Harvard Business Review, Vol. 74 No. 1, pp. 99-109. https://hbr.org/1996/01/brands-versus-private-labels-fighting-to-win

[98] Pérez-Santamaría, S., & Martos-Partal, M. (2021). Analyzing the effects of private-label supplier disclosure on retailer image. Journal of Retailing and Consumer Services, 62.

[99] Quelch, J.A. and Harding, D. (1996), "Brand versus private labels: fighting to win", Harvard Business Review, Vol. 74 No. 1, pp. 99-109. https://hbr.org/1996/01/brands-versus-private-labels-fighting-to-win

[100] Dunne, D. and Narasimhan, C. (1999), "The new appeal of private labels", Harvard Business Review, Vol. 77 No. 3, pp. 41-52. https://hbr.org/1999/05/the-new-appeal-of-private-labels

[101] Ibid.

[102] Verhoef, P.C., Nijssen, E.J. and Sloot, L.M. (2002), "Strategic reactions of national brand manufacturers towards private labels: an empirical study in the Netherlands", European Journal of Marketing, Vol. 36 Nos 11/12, pp. 1309-26

Another argument for private label production is that if a retailer has an opportunity to produce its own brand, then someone will take advantage of this opportunity anyway, even though the margins for own brand will be lower than for a national product produced by this manufacturer. Or, a new player may appear in the category who wants to produce cheap products in order to cover price-sensitive consumers and, thus, there will be more competition for national brands anyway.

In many cases, outcomes will also depend on manufacturers' size and market shares. Production of private labels is ideal for non-leading manufacturers who engage in it because of a necessity to compensate for poor market performance[103]. While for leading and medium-sized manufacturers production of private labels is not worth the risk as they may get more burden than actual benefits. Dunne D. and Narasimhan C., thus, recommend considering several conditions and having at least one when deciding whether to produce private labels or not: private labels under consideration are of a premium tier, entry barriers are low, in the current position the company is not a market leader, and if there are substantial cost savings[104].

1.3 Private labels in Russia

It is a general belief that private labels in Russia are underdeveloped[105]. As was mentioned in the previous paragraph, the share of private labels in Russia is significantly lower than in European countries on average (5,1% to 33% respectively). Russian authors, mainly practitioners, examined reasons for such slow and under-development of private labels in Russia. Some point out that private labels started to develop in Russia decades later compared to Western countries, and can be considered young, therefore, underdevelopment is a natural thing[106].

Indeed, in Russia, the first private labels were introduced only in 2001 (compared to the 1970s in Western countries[107]) by retailers Perekrestok and Ramstor, and at first, were represented by a generic type of private labels[108]. Retailers did not initially disclose products'

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[103] Gómez, M. and Rubio Benito, N. (2008), "Manufacturer's characteristics that determine the choice of producing store brands", European Journal of Marketing, Vol. 42 No. 1/2, p. – 171.
[104] Dunne, D. and Narasimhan, C. (1999), "The new appeal of private labels", Harvard Business Review, Vol. 77 No. 3, pp. 41-52. https://hbr.org/1999/05/the-new-appeal-of-private-labels
[105] Доля продаж марок ритейлеров достигла рекорда за пять лет (2021) Ведомости https://www.vedomosti.ru/business/articles/2021/05/31/872124-marok-riteilerov
[106] Леонов Д.И., Бурмистров М.Б. Проблемы и возможности собственных торговых марок розничных сетей в России // Бренд-менеджмент. — 2012. — No1. — С. 20.
[107] Кузнецова Л.В. Стратегия усиления собственных торговых марок для розничных компаний // Бренд-менеджмент. — 2019. — No3. — P. 226.
[108] Ibid., — С. 227.

connection to their brand name, which was done intentionally to avoid reputational losses as the introduction of private labels was experimental. And back then there were several restraining factors for private label development. At the very beginning modern trade channels were not significantly widespread in Russia, especially discounters, which, although existed, were different from European discounters[109]. Even nowadays hard discounters are not a very common format for a retail store in Russia[110], while in European countries they are the main distribution channels for private labels. It was also challenging for retailers to build a trustful relationship with consumers as their reputation and understanding of the importance of coherent marketing of private labels were in their infancy. Additionally, retailers did not have many options when choosing reliable manufacturers and needed significant investments to ensure high-quality products[111]. Flaws in quality are often attributed to the lack of manufacturers' capacity for the production of good quality products[112].

The low quality of the first private labels contributed to the bad reputation of the whole segment among Russian consumers, which helped to establish a strong "low quality" stereotype. Overall, it resulted in little growth in private label shares even during the 2008 financial crisis[113]. As it was discussed in previous paragraphs, researchers point out that economic recessions lead to an increase in private-label purchasing, in Russia, however, crises have limited effect. Neither in 2014 nor 2020 was a surge in private label shares. Moreover, from 2020 to 2022 Russian consumers' preferences for manufacturer brands even increased[114]. This, however, does not necessarily mean that consumers refuse to buy private labels, but that it became more important for them to maintain the usual level and quality of consumption[115], which is important during economic and social turbulence.

Overall, trends in private label consumption are controversial. For example, a survey conducted by Ipsos among Russian consumers demonstrates that 25% of their respondents buy private labels from time to time and this value is more or less consistent among generations[116]. The results of the survey show that, for example, there is a tendency among

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[109] Старов С.А.. "Становление и развитие частных торговых марок продовольственных розничных сетей в современной России" Вестник Санкт-Петербургского университета. Менеджмент, no. 4, 2003, P. 46.
[110] Частные марки — новая точка роста российского ритейла? (2020), NielsenIQ https://nielseniq.com/global/ru/insights/analysis/2020/chastnye-marki-novaya-tochka-rosta-rossiyskogo-riteyla/
[111] Ibid.
[112] Доля продаж марок ритейлеров достигла рекорда за пять лет (2021) Ведомости https://www.vedomosti.ru/business/articles/2021/05/31/872124-marok-riteilerov
[113] Кузнецова Л.В. Стратегия усиления собственных торговых марок для розничных компаний // Бренд-менеджмент. — 2019. — No3. — P. 228.
[114] Время брендированных СТМ, Game Changers – Ipsos. P. – 3.
[115] Ibid.
[116] What way to go? Trend vision (2022) Game changers, Ipsos.

younger generations (zoomers) to purchase private labels as often as older generations and they still prefer regular brands, but value lower prices and expect assurance in quality. Ipsos suggests that zoomers are therefore “an attractive target audience for "masked" own brands”[117], however, it can be also argued that some not-masked private labels become trendy and highly demanded. This can be the case of tech food deliveries, for example, the Head of Yandex.Lavka Russia Vadim Petrov stated that in categories where Yandex.Lavka has its private labels (Продукты из Лавки), they account for 80% of category sales[118].

In general, private labels in Russia grew significantly in quality and branding over time, gained their audience, and are considered one of the most promising directions for retailers’ development[119]. There are now retailers, such as Vkusvil, that have around 97% of private labels in their assortment and can be considered image-forming stores that manage to maintain the middle-class’ commitment[120]. Low prices are no longer a decisive factor in purchasing private labels. In the segments of standard and premium private labels, many consumers see the value, became loyal[121], and are no longer driven only by a desire to save money. Vkusvill has established itself as a brand that is all about a healthy and sustainable lifestyle. The company's emphasis on providing high-quality, organic, and locally-sourced products has resonated with consumers, despite it being a private label with a slight premium.

Major retailers strategically aim at developing their private label portfolios. For example, X5 Group considers it one of the most important directions of development and plans to increase the share of private labels in its assortment for Perekrestok, Pyaterochka, and Chizhik to address various groups of consumers. X5 Group plans to increase the share of private labels in sales in Pyaterochka from 23% in 2021 to 28% by 2024[122], from 18% in 2021 to 27% by 2024 in Perekrestok[123]. Chizhik’s share of private labels currently accounts for 30% and there are also plans for further increase[124].

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[117] Ibid.
[118] Вадим Петров, «Яндекс.Лавка»: «В категориях, где присутствует СТМ, на наши продукты (2021) Retail.ru https://www.retail.ru/interviews/vadim-petrov-yandeks-lavka-v-kategoriyakh-gde-prisutstvuet-stm-na-nashi-produkty-prikhoditsya-do-80-/
[119] Шкарупа С.П. Собственная торговая марка в России: «золотая жила» или «черная дыра»? // Менеджмент качества. — 2014. — No3. — С. 245.
[120] Как устроен бизнес сети «ВкусВилл» (2019) Inc. https://incrussia.ru/understand/kak-ustroen-biznes-seti-vkusvill-issledovanie-inc/
[121] СТМ и рынок: как меняется роль частных марок (2022), NielsenIQ https://nielseniq.com/global/ru/insights/analysis/2022/stm-i-rynok-kak-menyaetsya-rol-chastnyh-marok/
[122] X5 Group Annual Report 2021, p. – 56. ttps://www.x5.ru/wp-content/uploads/2022/05/x5_annual_report_2021_eng.pdf
[123] Ibid., p. – 51.
[124] Ibid., p. – 70.

Magnit's private label sales increased to more than 20% of total sales in the first half of 2022. The growth was fueled by the introduction of over 300 new products across various categories, including canned goods, dairy products, perfumes, and personal care items[125]. Moreover, Magnit has been actively developing its private labels across all its formats. Magnit.Cosmetic, drogery, has its own lines of skin care products (e.g., brand Beauty Bomb), Magnit.Apteka, pharmacy, has also a number of products under the retailer's name. The company plans to expand the share of private labels in sales to 25% by 2025[126].

Ambitious plans on private labels are also considered by companies in the e-commerce segment. Samokat has its brand "Samokat" as an important part of its value proposition. Samokat invested in branding and packaging design to make its private-label products stand out. The same can be said about Yandex.Lavka, which also actively promotes its private label products "Продукты из Лавки". In 2022 Samokat launched a skincare line under its brand name[127], the move is very significant as to launch a skincare line retailers require a strong reputation, because skincare is a very personal and involving category, and many consumers are very particular about the products they use on their skin.

In general, Russian retailers have established their presence in almost every category of FMCG, some retailers even explore segments of household appliances. For example, Lenta has several brands in such categories, one of which is Homeclub concentrates on textiles, small household appliances, and storage, and Lentel, which is a brand for multimedia accessories (headphones, chargers, etc.).

Overall, private-label products have become an increasingly important part of the retail landscape in Russia and are a promising and rapidly developing direction for further expansion.

[125] "Магнит" продолжает антикризисную стратегию и наращивает долю собственных торговых марок (2022) Финам https://www.finam.ru/publications/item/magnit-prodolzhaet-antikrizisnuyu-strategiyu-i-narashivaet-dolyu-sobstvennyx-torgovyx-marok-20220809-155000/

[126] Презентация для инвесторов Magnit (2022 Q2), p. – 29. https://www.magnit.com/upload/iblock/8f2/n2yk512yjih1q2ko67op4ylhej1ru3fi/Magnit_1H2022_19Aug2022_rus.pdf

[127] «Самокат» запустил продажи собственной линии уходовой косметики (2022) NR https://new-retail.ru/novosti/retail/samokat_zapustil_prodazhi_sobstvennoy_linii_ukhodovoy_kosmetiki5144/

Chapter 2. Consumer perspective on private labels

2.1 Theoretical models of consumer decision-making process

It is often believed that consumers behave rationally, make weighted decisions and informed choices, and most of the papers, including textbooks related to consumer decision-making, reference to a five-step process[128]: problem recognition, information search, evaluation of alternatives, purchase, and post-purchase behavior.

However, this is an ideal sequence that represents a behavior of a rational consumer. In reality, these steps may not be sequential[129] and, generally, research on consumer decision-making provides evidence that in many cases there is not only little rationality, but also little to no prepurchase processes even occurring[130]. For example, little pre-purchase decision-making may happen when purchases are done "out of necessity, based on conformity to culturally-mandated lifestyles or group norms, preferences acquired in early childhood, word-of-mouth, or be simply random"[131]. And very often decision-making process, in general, does not hold substantial information processing even for large and significant purchases, there can be a short planning period, no evaluation of alternatives when only one brand is considered, "only one store visited, and little or no external information search undertaken"[132].

All these make the conceptualization of the consumer behavior process very complicated, and there are many theories that try to explain and predict consumer behavior with regard to decision making and reaction to marketing stimuli. One of the most influencing variable in consumer behavior analysis is involvement[133][134] and it is important to discuss it in more detail.

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[128] Erasmus, A.C., Boshoff, E., & Rousseau, G. (2010). Consumer decision-making models within the discipline of consumer science: a critical approach. Tydskrif vir Gesinsekologie en Verbruikerswetenskappe, 29, p. 83.
[129] Martin D. and Kiecker P. (1990) ,"Parallel Processing Models of Consumer Information Processing: Their Impact on Consumer Research Methods", in NA - Advances in Consumer Research Volume 17, eds. Marvin E. Goldberg, Gerald Gorn, and Richard W. Pollay, Provo, UT : Association for Consumer Research. https://www.acrwebsite.org/volumes/7047
[130] Olshavsky, R. W., & Granbois, D. H. (1979). Consumer Decision Making-Fact or Fiction? Journal of Consumer Research, 6(2), P. – 98.
[131] Ibid. Not direct quote.
[132] Cox A., Granbois D., and Summers J. (1983),"Planning, Search, Certainty and Satisfaction Among Durables Buyers: a Longitudinal Study", in NA - Advances in Consumer Research Volume 10, eds. Richard P. Bagozzi and Alice M. Tybout, Ann Abor, MI: Association for Consumer Research. https://www.acrwebsite.org/volumes/6148/volumes/v10/NA-10
[133] Richins, M. L., & Bloch, P. H. (1986). After the New Wears off: The Temporal Context of Product Involvement. Journal of Consumer Research, 13(2), P. –472.
[134]Mittal, B., & Lee, M.-S. (1989). A causal model of consumer involvement. Journal of Economic Psychology, 10(3), P. – 384.

There are several definitions of involvement and views on the subject in the literature, because involvement can be operationalized in different fields, for example, there can be ego involvement, communication involvement, task involvement, etc. Even within the marketing domain, there are different perspectives on involvement and, thus, attempts to conceptualize it. J.L.Zaichkowsky defines involvement as “a person's perceived relevance of the object based on inherent needs, values, and interests ”[135]. Most of the suggested in the literature definitions are connected through the “relatedness” of an object to consumers, which may be expressed through interest, needs, or concerns that are based on consumers’ values and self-images. Such variety of underlying concepts makes involvement complex and multidimensional structure.

Houston M.J. and Rothschild M.L. distinguish two types of involvement, namely, situational and enduring involvement[136]. Situational involvement implies that a situation can arouse “individuals' concerns for their behavior in that situation”[137]. In terms of consumer behavior, there are two types of behavioral stimuli: the one related to a product, for example, its costs, and socio-psychological stimuli, which are related to the effects of the presence of other people around at the time of consumption. Both stimuli together affect the degree of involvement, for example, when a person is highly concerned about the potential outcomes of a certain behavior, there will be high involvement and substantial pre-behavioral processes. This makes situational involvement very close to the perceived risk concept, which will be described later on in this thesis, as both are associated with the consequences of certain behavior. However, situational involvement is a temporal state that is only present while a situation is ongoing[138]. The second type of involvement is enduring involvement, which is a long-term “concern with a product the individual brings into the purchase situation”[139], in other words, it is about intrinsic consumer traits that make certain things “interesting” for them[140].

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[135] Zaichkowsky, J. L. (1985). Measuring the Involvement Construct. Journal of Consumer Research, 12(3), P. – 342.
[136] Houston M.J. and Rothschild M.L. (1978), "Conceptual and Methodological Perspectives on Involvement," in American Marketing Association 1978 Educators' Proceedings, ed. S. C. Jain, Chicago, IL: American Marketing Association, p. – 184.
[137] Ibid.
[138] Richins, M. L., Bloch, P. H., & McQuarrie, E. F. (1992). How Enduring and Situational Involvement Combine to Create Involvement Responses. Journal of Consumer Psychology, 1(2), p. – 144.
[139] Bloch, P. H., & Richins, M. L. (1983). A Theoretical Model for the Study of Product Importance Perceptions. Journal of Marketing, 47(3), p. – 70.
[140] Smith R.A. (1989). The role of situational involvement in consumers’ attitude polarization. Journal of Business and Psychology, 3(4), p. – 440.

Both situational and enduring involvements influence response involvement[141]. The term "response involvement" coined by Houston M.J. and Rothschild M.L. may be confusing, because the concept represents rather a behavior resulted from the decision-making process, and may not even be considered an involvement[142]. Due to such confusion Richins M.L. and Bloch P.H. suggest using the term "involvement response" instead and define it as "the complexity of cognitive and other processes at various stages of the decision process"[143]. Individual consumers vary in the level of enduring involvement, which also affects situational involvement, and the level normally remains the same throughout the purchasing process.

Mittal B. and Lee M.S. suggested different terminology, proposing terms product and purchase involvement. They describe product involvement as "the interest a consumer finds in a product class"[144] and purchase involvement as "the interest taken in making the brand selection"[145]. They also find evidence that product involvement is an antecedent of purchase involvement, which corresponds to the findings of Richins, M. L., Bloch, P. H., and McQuarrie who identify enduring involvement as a precursor of situational involvement.

Zaichkowsky J.L. attempted to measure both situational and enduring involvement in the context of product classes. In product classifications, the involvement of a certain class is defined not by this product's characteristics, but by consumers' perceptions of the class[146]. Individuals vary greatly in their involvement for product categories. However, there are still homogeneous perceptions for different categories across population[147]. For example, fast-moving consumer goods (FMCG) that are frequently bought can be considered low-involvement product classes, these include detergents, toothpaste, chips, etc., while cars, computers, and smartphones can be generally considered high-involvement categories. Though in these examples there is an obvious involvement level-price dependency, Clark K.

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141 Higie R.A. and Feick L.F. (1989) ,"Enduring Involvement: Conceptual and Measurement Issues", in NA - Advances in Consumer Research Volume 16, eds. Thomas K. Srull, Provo, UT : Association for Consumer Research. https://www.acrwebsite.org/volumes/6979

142 Michaelidou N., Dibb D.. (2008). Consumer involvement: A new perspective. The Marketing Review. 8

143 Richins, M. L., Bloch, P. H., & McQuarrie, E. F. (1992). How Enduring and Situational Involvement Combine to Create Involvement Responses. Journal of Consumer Psychology, 1(2), p. – 143.

144 Mittal, B., & Lee, M.-S. (1989). A causal model of consumer involvement. Journal of Economic Psychology, 10(3), P. – 365.

145 Ibid.

146 Lastovicka J.L. (1979) ,"Questioning the Concept of Involvement Defined Product Classes", in NA - Advances in Consumer Research Volume 06, eds. William L. Wilkie, Ann Abor, MI : Association for Consumer Research. https://www.acrwebsite.org/volumes/5700/volumes/v06/NA-06

147 Ibid.

and Belk R.W. suggested that a higher price does not necessarily result in high involvement[148].

It should be noted that despite the generally accepted classifications of product categories displayed above, there can be highly-involved consumers in low-involving categories. Some people may not be highly involved in choosing a shampoo, while other people may have long prepurchase processes, e.g. extensive search and evaluation of alternatives. Moreover, some situations contribute to higher involvement. Clark K. and Belk R.W. found out that when consumers were choosing gifts in low-involvement product categories their involvement increased[149]. Zaichkowsky J.L. summarized characteristics that define low involvement[150]: passive information search, little to know alternatives evaluation, perception of differences among products, no particular preference for a brand.

Overall, consumers engage in more extensive information processing and decision-making for high-involvement products, while they rely more on heuristics and simple cues for low-involvement products. Thus, explanatory power of involvement to predict consumer behavior in low-involvement categories, where consumers may not have strong preferences or emotional connections to products is limited.

At the same time, consumers are not isolated from surrounding environment and are affected by environmental stimuli, which can be a source of cues. For example, products from above mentioned categories may be or not purchased in various circumstances. One of the models proposed to explain circumstantial effect is stimuli-organism-response theory (S-O-R). The S-O-R theory provides a complementary perspective by emphasizing the role of environmental stimuli in shaping consumers' responses. Stimuli can be product packaging, prices, and advertising that can play a role in influencing consumers' attitudes and behaviors, even if they have low involvement with a product.

However, the model suggests that it is not just the external stimuli that drives consumer behavior, but also the internal psychological processes that occur within the consumer. These internal psychological processes can be influenced by various factors, such as individual differences in personality, values, and attitudes. In research of private labels, such inherent characteristics of an organism can be value and price consciousness, risk aversion, etc.

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148 Clarke K. and Belk R.W. (1979) ,"The Effects of Product Involvement and Task Definition on Anticipated Consumer Effort", in NA - Advances in Consumer Research Volume 06, eds. William L. Wilkie, Ann Abor, MI : Association for Consumer Research. https://www.acrwebsite.org/volumes/9220/volumes/v06/na-06
149 Ibid.
150 Zaichkowsky, J. L. (1985). Measuring the Involvement Construct. Journal of Consumer Research, 12(3), P. – 346.

Responses can be different, but generally, they fall into two categories: approach (e.g. make a purchase) or avoidance (e.g. leave this place) behavior[151]. The S-O-R model has been conceptualized in many papers with different authors examining different environmental stimuli and responses to them. Mei Teh Goi et al. provide an overview of different stimuli examined in papers under their analysis: in retail industry stimuli could be product assortment, value of merchandise, store location, salesperson service, aftersale service, which all influence store attitude as a response; or influence of store quality, quality of merchandise, etc., on shopping enjoyment[152]. However, meta-analysis provides evidence that though all parts of the stimuli-organism-response triade are strongly associated, there is still no comprehensive set of environmental characteristics[153] defined. Moreover, results in different research may be conflicting and not generalizable on different populations.

Conceptually, the stimuli-organism-response model can be visualized as presented in the figure (Figure 2) below:

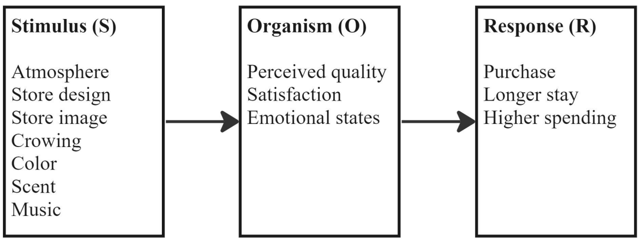

Figure 2. Stimulus - organism - response (SOR) theory.
The figure is taken from Nagano et al. (2023).

Overall, the S-O-R theory is a useful framework for private label research that allows to investigate how different stimuli related to private label products shape consumers' responses.

2.2 Consumer perception of private labels and hypotheses formulation

Private labels success is influenced not only by economic conditions discussed in the previous chapter (modern or traditional trade channels, logistics development, etc.), but also by how consumers perceive them. Consumers' willingness to buy private labels as a response is affected by various factors among which are those inherent to psycographic and behavioral characteristics and those related to store environment and products themselves.

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151 Nagano M, Ijima Y, Hiroya S. Perceived emotional states mediate willingness to buy from advertising speech. Front Psychol. 2023 Jan 9;13, https://www.frontiersin.org/articles/10.3389/fpsyg.2022.1014921/full
152 Goi, M. T., Kalidas, V., & Zeeshan, M. (2014). Comparison of Stimulus-Organism-Response Framework between International and Local Retailer. Procedia - Social and Behavioral Sciences, 130, p. – 463.
153 Vieira V.A. "Stimuli–organism-response framework: A meta-analytic review in the store environment." Journal of Business Research 66 (2013): p. 1420.

In research of private labels and factors that affect willingness to buy them, stimuli are a prevalent topic. Authors examine different combinations of factors that influence purchase intention, for example, perceived quality, familiarity and store brand shelf space[154], manufacturer identification, brand image and loyalty[155], product group, perceived risk, attitude, impulsiveness, and experience[156] and so on. Consumers' characteristics also affect behavior toward private labels. However, not every characteristic has influence, for example, demographic characteristics in contrast to what was previously thought are found to be not significant when predicting purchase intention[157]. Rather of more interest are behavioral and psychological characteristics. In this sense, more definitive are price sensitivity, value consciousness, perceived risk, etc.

Factor of cultural differences adds more complexity to the generalization problem, as not only context and environment but also specific cultural features inherent in each nation may influence private label perception. For example, in a cross-cultural analysis conducted by Lupton et al., Chinese and American students demonstrated different opinions about all estimated parameters, for example, with regard to the importance of price, "US consumers indicate that price has a greater effect on their decision to purchase private labels when compared with Chinese consumers"[158].

A lot of previous studies on this topic, though provide comprehensive models, fail to incorporate quality tiers distinction into analysis, which overall biases and simplifies research findings. Tiers are proven to be considered as different categories in consumer minds, and thus have different influence on private label perception and preferences[159]. Authors of recent studies call for reconsideration of factors that influence consumer and private labels relationships[160]. This master thesis will take this problem into account and revise some of the factors investigated in previous studies for standard private labels and Russian market specifically.

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[154] Dursun I., Kabadayı E., Kocak Alan A., Sezen B. (2011). Store Brand Purchase Intention: Effects Of Risk, Quality, Familiarity And Store Brand Shelf Space. Journal of Global Strategic Management. 5. p. 116.
[155] Porral C.C., Lang M.F. (2015), "Private labels: The role of manufacturer identification, brand loyalty and image on purchase intention", British Food Journal, Vol. 117 No. 2, pp. 506-522.
[156] Zielke, S., & Dobbelstein, T. (2007). Customers' willingness to purchase new store brands. Journal of Product & Brand Management, 16, p. – 114.
[157] Oke, A.O., Kamolshotiros, P., Popoola, O.Y., Ajagbe, M.A., & Olujobi, O.J. (2016). Consumer Behavior towards Decision Making and Loyalty to Particular Brands. International Review of Management and Marketing, 6, p. – 50.
[158] Lupton, Robert & Rawlinson, David & Braunstein, Lori. (2010). Private label branding in China: What do US and Chinese students think?. Journal of Consumer Marketing. 27. p. – 106.
[159] Noormann, P., Tillmanns, S. (2017) Drivers of private-label purchase behavior across quality tiers and product categories. J Bus Econ 87, p. – 338.
[160] Martos-Partal M., González-Benito O., Fustinoni-Venturini M., (2015), Motivational profiling of store brand shoppers: Differences across quality tiers, Marketing Letters, 26, issue 2.

Additionally, the current study will concentrate primarily on private labels with direct link to a retailer: with either logo or name on a packaging. Chain-labeling is a very important part of private label perception and needs more investigation. Chain-labeling explicitly demonstrates connection to a retailer, which would suggest higher reputational risks for this retailer and therefore more assurance in quality for consumers considering these risks. Previous studies suggest that store brands lose to national brands in appearance, design[161], etc., this may be an outdated assumption as modern standard private labels have well-developed branding even with retailers' name on their packagings. However, connection to a retailer can increase social risks associated with purchasing due to established negative stereotypes around this segment of private labels. One study found that store brand's name on a packaging indeed has negative effect compared to other naming strategies[162]. However another research found that store name alone does not account for significant effect on, for example, quality perception[163].

Value consciousness

Price of products can be considered one of the most important product's perceptual characteristics. The importance of price is resembled in the complexity of reactions consumers may display to price stimuli. In research, price is found to have positive and negative roles with regard to consumer behavior. Negative role of price implies expenditures of money by consumers, while positive is connected to the ability of price to be a quality indicator. Lichtenstein, D. R. et al. distinguish five constructs with negative role of price and two with positive[164]. Negative roles reflect value consciousness, price consciousness, coupon proneness, sale proneness, and price mavenism of consumers, while positive are related to price-quality schema and prestige sensitivity.

Price is often considered the main driver for private label purchasing[165]. Indeed, private labels on average are cheeper than manufactured brands, which is overall expected to make more price-sensitive consumers prefer them over national brands. In research of private labels, consumers are usually described in terms of their price consciousness, which is "the

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[161] Richardson, P. S., Dick, A. S., & Jain, A. K. (1994). Extrinsic and Intrinsic Cue Effects on Perceptions of Store Brand Quality. Journal of Marketing, 58(4), p.-- 29.

[162] Sarkar, S., Sharma, D., & Kalro, A. D. (2015). The Effect of Naming Strategy and Packaging on Perceived Quality and Purchase Intention of Private Label Brands. Springer Proceedings in Business and Economics, p. – 109.

[163] Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. Journal of Marketing Research, 28(3), p. – 316.

[164] Lichtenstein, D. R., Ridgway, N. M., & Netemeyer, R. G. (1993). Price Perceptions and Consumer Shopping Behavior: A Field Study. Journal of Marketing Research, 30(2), p. – 235.

[165] Goldsmith, Ronald & Flynn, Leisa & Goldsmith, Elizabeth & Stacey, E.. (2010). Consumer attitudes and loyalty towards private brands. International Journal of Consumer Studies. 34.

degree to which the consumer focuses exclusively on paying low prices"[166], and results in higher preference for cheap and generic products[167]. However, research presents contradictory findings with regard to price-consciousness and private labels purchasing. There are studies that indeed indicate that "price consciousness has the strongest effect on private label brands purchasing and is relevant to most categories"[168] and that there is a direct dependancy between them[169]. However, other studies suggest that this is true only for economy and premium tiers of private labels[170], and that "the effects of price consciousness on standard private labels are less clear and more ambiguous"[171]. Moreover, price for standard private labels in Russian supermarkets in many instances has a very moderate discount if any compared to national brands. Thus, there must be other incentives for purchasing.

Many researchers of store brands also use value consciousness concept, which can be defined as "a concern for paying low prices, subject to some quality constraint"[172]. In other words, value conscious consumers though search for low prices also pay significant attention to products' quality. Their behavior can virtually be described as rational, they buy private labels often enough, but they look for the "best deal", and may see themselves as "smart shoppers"[173]. Moreover, they may disregard products with lower price on average believing that they are of too low quality by their standards. However, value-consciousness is found to be positively associated with both price labels purchasing and purchasing of branded products under promotion[174].

More recent research conducted on a French market for standard private labels identified that value consciousness has strong direct effect on private label choice, but not a

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166 Lichtenstein, D. R., Ridgway, N. M., & Netemeyer, R. G. (1993). Price Perceptions and Consumer Shopping Behavior: A Field Study. Journal of Marketing Research, 30(2), p. – 235.
167 Shoham, A., & Brenčič, M. M. (2004). Value, Price Consciousness, and Consumption Frugality. Journal of International Consumer Marketing, 17(1), p. – 60.
168 Glynn, Mark & Chen, Shaoshan. (2009). Consumer-factors moderating private label brand success: Further empirical results. International Journal of Retail and Distribution Management. 37.
169 Hansen, K., Singh, V., & Chintagunta, P. (2006). Understanding Store-Brand Purchase Behavior Across Categories. Marketing Science, 25(1), p. – 77.
170 Martos-Partal M., González-Benito O., Fustinoni-Venturini M., (2015), Motivational profiling of store brand shoppers: Differences across quality tiers, Marketing Letters, 26, issue 2.
171 Noormann, P., Tillmanns, S. (2017) Drivers of private-label purchase behavior across quality tiers and product categories. J Bus Econ 87, p. – 339.
172 Shoham, A., & Brenčič, M. M. (2004). Value, Price Consciousness, and Consumption Frugality. Journal of International Consumer Marketing, 17(1), p. – 59.
173 Delgado-Ballester, E., Hernandez-Espallardo, M., & Rodriguez-Orejuela, A. (2014). Store image influences in consumers' perceptions of store brands: the moderating role of value consciousness. European Journal of Marketing, 48(9/10), p. – 1863.
174 Garretson, J. A., Fisher, D., & Burton, S. (2002). Antecedents of private label attitude and national brand promotion attitude: similarities and differences. Journal of Retailing, 78(2), p.-- 97.

key factor in private label purchase intention[175] as there are other factors, such as retailer image that also has strong effects. Considering controversial findings, it can be assumed that value consciousness as a factor should be separately assessed and validated in the context of Russian retail. The hypothesis, thus, can be formulated as follows:

H1: Value-consciousness has a positive influence on willingness to buy standard private labels.

Perceived quality and willingness to buy

The question of perceived quality plays an important role and is considered to be one of the most important variables[176] that influences consumer behavior. It is prevailingly believed that private labels are inferior in quality compared to national brands, however, today standard private labels represent products with small quality and price gaps. Consumers may think that the quality of these store brands is worse than that of national brands based solely on their own subjective perception, although this may not be actually true.

Zeithaml V.A. in her paper provides a comprehensive framework for perceived quality defining it as "the consumer's judgment about a product's overall excellence or superiority"[177] and distinguishing its four characteristics. The first is that perceived quality is different from actual quality. The problem of actual quality is quite complex, as it is safe to assume that there is no objective quality, because everything is anyway based on someone's perception, even thought there are still standards that allow to conduct more or less objective assessment of a product. Second, perceived quality is an abstract and very complex attribute that goes beyond physical attributes and also relates to person's values, etc. It is also highly individual. The third, it is derived from particular product attributes but generalized on the whole product. When assessing quality, consumers form not only perception of product's quality, but also in a certain way an attitude to it. And the fourth, evaluation of quality takes place in a comparison context, so that there are always several alternatives which allow to assess quality of a product relative to them.

There are certain characteristics that help consumers evaluate quality, and such signals can be either external or internal. Extrinsic cues refer to the external characteristics of a product that can be assessed visually, such as price, packaging, brand name, etc. Other cues,

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[175] Diallo, F., M., Chandon, J., Cliquet, G. and Philippe, J. (2013), "Factors influencing consumer behaviour towards store brands: evidence from the French market", International Journal of Retail & Distribution Management, Vol. 41 No. 6, p. – 434.
[176] Horvat S., Panda I., & Vraneevi T. (2010). Perceived quality as a determinant of private label success. International Journal of Management Cases, 12(2), p. – 291.
[177] Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. Journal of Marketing, 52(3), p. – 3.

on the contrary, relate to the immediate properties of a product, for example, ingredients or taste[178]. Research indicates that consumers mainly rely on extrinsic cues when evaluating store brands and making their decision[179], especially, if a product has never been tried before. Extrinsic cues are closely linked to a concept of product's image, which is a "set of evaluations and associations in consumers' minds linked to a brand or product"[180]. Though price among other cues can be considered one of the most influencing quality indicators, packaging of products and naming (chain-labeled or non-chain-labeled) also have a significant impact on perceived quality.

Research on private labels provides evidence that perceived quality directly affects willingness to buy private labels and is one of the most important factors that account for brands' purchase rates in general. Thus, relationship between perceived quality and willingness to buy can be investigated for Russian consumers through the following hypothesis:

H2: High perceived quality has positive influence on willingness to buy standard private label products.

Perceived risk

Perceived risk is often called one of the main drivers of willingness to purchase store brands[181] and can be defined as the "consumers' subjective expectations of a loss"[182]. Risk is a multidimensional concept and in research is usually subdivided into three components: financial, functional, and psycological risks[183]. Financial risk can be defined as "the potential financial loss resulting from a bad purchase"[184]. To illustrate, consumers may have fear of purchasing a product to realize that it was not worth their money, and experience feeling of loss. Private labels are considered to be such products that induce more risks of financial loss, because of the stereotypical perception of their low value-for-money.

[178] Richardson, P. S., Dick, A. S., & Jain, A. K. (1994). Extrinsic and Intrinsic Cue Effects on Perceptions of Store Brand Quality. Journal of Marketing, 58(4), p.-- 29.
[179] Ibid., p. — 34.
[180] Calvo Porral, C. and Lang, M.F. (2015), "Private labels: The role of manufacturer identification, brand loyalty and image on purchase intention", British Food Journal, Vol. 117 No. 2, p. 509.
[181] Loebnitz, N., Zielke, S. and Grunert, K.G. (2019), "The moderating impact of social risk, shame, and guilt on purchase intentions of premium private labels at food discounters", British Food Journal, Vol. 121 No. 11, pp. 2653.
[182] Dursun I., Kabadayı E., Kocak Alan A., Sezen B. (2011). Store Brand Purchase Intention: Effects Of Risk, Quality, Familiarity And Store Brand Shelf Space. Journal of Global Strategic Management. 5, p. 114.
[183] Semeijn, J., van Riel, A. C. R., & Ambrosini, A. B. (2004). Consumer evaluations of store brands: effects of store image and product attributes. Journal of Retailing and Consumer Services, 11(4), p. – 249.
[184] Zielke, S. and Dobbelstein, T. (2007), "Customers' willingness to purchase new store brands", Journal of Product & Brand Management, Vol. 16 No. 2, p. – 113.

Functional risk, in its turn, is "the potential loss resulting from an inadequate product quality"[185]. For example, consumers can experience functional risk by buying a product that they expect to not fully represent declared properties on a packaging. For example, it may be a case for personal care products, such as face cream. Consumers may fear that declared benefits of a cheaper private label cream are too optimistic and do not adequately represent product's actual qualities. Moreover, we can assume that some people may fear that paying a low price for such products can result not only in "no effect", but even cause damage, for example, irritation. Research finds that retail image reduces perceived functional risk, because it is assumed that consumers who have high regard for a certain retailer and belief in its capacity to produce good quality products will have not only reduced risk but also a better attitude to the private label[186].

Big attention in research on private labels is paid to social risk, which is a dimension of risk concerned with "a possible loss of image or prestige resulting from the purchase or use of certain products"[187]. It has been stated earlier in previous paragraphs that some situations can induce more risk, than others. Gift-giving, for example, puts social pressure on consumers, who will be less likely to purchase private label products in such circumstances. Overall, perceived risk can appear in many different forms: consumers may experience elevated levels of risk expecting that products may not have promised qualities and functionality, or even fear social disapproval, shame, and damage to their image and status[188].

Many research papers on perceived risk and private labels indicate that the former has a direct negative influence on willingness to buy private labels[189]. Indeed, private labels are associated with higher perceived risk, however, standard private labels emphasize good quality with a small price gap and try to mitigate negative perceptions in consumer minds. Though there are studies that found the mitigating effect of perceived quality on perceived risk, there are also research papers that cannot confirm it[190]. It can still be assumed that standard private labels perceived quality will mitigate risks. Thus, the following hypothesis is suggested:

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185 Ibid.
186 Semeijn, J., van Riel, A. C. R., & Ambrosini, A. B. (2004). Consumer evaluations of store brands: effects of store image and product attributes. Journal of Retailing and Consumer Services, 11(4), p. – 255.
187 Zielke, S. and Dobbelstein, T. (2007), "Customers' willingness to purchase new store brands", Journal of Product & Brand Management, Vol. 16 No. 2, p. – 113.
188 Rubio, N., Villaseñor, N., & Oubiña, J. (2014). Value and store brand identification in food products. British Food Journal, 116(6), p. – 967.
189 Wu, P. C. S., Yeh, G. Y.-Y., & Hsiao, C.-R. (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. Australasian Marketing Journal (AMJ), 19(1), p. – 36.
190 Dursun I., Kabadayı E., Kocak Alan A., Sezen B. (2011). Store Brand Purchase Intention: Effects Of Risk, Quality, Familiarity And Store Brand Shelf Space. Journal of Global Strategic Management. 5, p. 119.

H3: The higher is perceived quality the lower is perceived risk.

H4: The higher is perceived risk the lower is willingness to buy.

Retailer image

The majority of papers on private labels use store image as one of the predictors of willingness to buy. However, store image is a concept that relates to the perception of a particular store. Despite generally standardized stores across retail chains, they still can vary from store to store, and, thus, may not be very telling in terms of assessing consumers' general perceptions. At the same time, store image in the majority of studies on private labels is operationalized as a retail image, in which by store image researchers imply general consumer perceptions of retailers' stores overall. For example, when defining retailer image, Pérez-Santamaría, S., & Martos-Partal, M. quote Grewal et al. that "the image of the retailer encompasses characteristics such as the physical environment of the store, the levels of service"[191], however, the actual cited definition starts with "*store image* encompasses characteristics…"[192]. Similarly, the same scales are used to measure both retailer image and store image. In this part of the research store image and retail image are used interchangeably, implying the way "consumer pictures the store in their mind, influenced by functional attributes and psychological qualities"[193]. But the "retailer image" term will be used to proceed with further research to avoid terminological confusion. Both terms are operationalized as a general perception of a particular retailer's stores transmitted on the whole chain.

Retailer image is found to be one of the most influencing extrinsic cues in the case of private label products[194], not to mention its role in general. It is a multidimensional concept, which is measured differently in research. For example, Chowdhury et al. analyzed different scales and proposed six dimensions model that consists of employee service, product quality, atmosphere, convenience, product selection, and value[195]. Visser et al. apply nine dimensions in their study, namely, merchandise, service, clientele, physical facilities, convenience,

[191] Pérez-Santamaría, S., & Martos-Partal, M. (2021). Analyzing the effects of private-label supplier disclosure on retailer image. Journal of Retailing and Consumer Services, 62.
[192] Grewal, D., Krishnan, R., Baker, J., & Borin, N. (1998). The effect of store name, brand name and price discounts on consumers' evaluations and purchase intentions. Journal of Retailing, 74(3), p. – 340.
[193] Calvo Porral, C. and Lang, M.F. (2015), "Private labels: The role of manufacturer identification, brand loyalty and image on purchase intention", British Food Journal, Vol. 117 No. 2, p. 507.
[194] Wu, P. C. S., Yeh, G. Y.-Y., & Hsiao, C.-R. (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. Australasian Marketing Journal (AMJ), 19(1), p. – 32.
[195] Chowdhury, J., Reardon, J., & Srivastava, R. (1998). Alternative Modes of Measuring Store Image: An Empirical Assessment of Structured versus Unstructured Measures. Journal of Marketing Theory and Practice, 6(2), p. – 78.

promotion, store atmospheres, institutional factors, and post-transaction satisfaction[196]. There is also a study conducted by Richardson et al. that identified influence of store aesthetics on consumer behavior.[197] Semeijn J. et al. analyze store image through three dimensions — layout, merchandise, and service, and find out that retailer image is a predictor of a private label brand attitude[198]. Research indicates that to develop a general perception of the retailer consumers utilize various cues, such as physical environment, service level, experience, etc[199].

In general, research identifies that retailer image can directly influence willingness to buy private labels and their perceived quality[200]. There are papers that also investigated the relationship between retailer image and private label image and find a reciprocal relationship between them, which means that store brand image can affect retailer image and vice versa[201]. It can, thus, be assumed that standard private labels of affluent retailers with a strong image with chain labeling, theoretically, may have higher perceived quality. At the same time, chain labeling can negatively affect the perception of quality if retailers' image is negative. This, however, can only be true for standard and premium tiers of private labels, but not the economy. Thus, it is valuable to incorporate retailer image in the model as a factor that can influence both willingness to buy and perceived quality. At the same time, some studies identified no significant relationship between retailer image and the perceived risk of private label brands[202], however, it is intuitive to assume that such a relationship can exist.

H5: High retailer image has a positive influence on willingness to buy standard private label products.

H6: High retailer image has a positive influence on the perceived quality of standard private-label products.

H7: High retailer image has a positive influence on the perceived risk of standard private-label products.

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196 Visser E.M., Preez R.D., & Noordwyk H.J. (2006). Importance of apparel store image attributes : perceptions of female consumers. Sa Journal of Industrial Psychology, 32, p. – 50.
197 Richardson, P. S., Dick, A. S., & Jain, A. K. (1994). Extrinsic and Intrinsic Cue Effects on Perceptions of Store Brand Quality. Journal of Marketing, 58(4), p.-- 21.
198 Semeijn, J., van Riel, A. C. R., & Ambrosini, A. B. (2004). Consumer evaluations of store brands: effects of store image and product attributes. Journal of Retailing and Consumer Services, 11(4), p. – 255.
199 Kremer, F., Viot, C., (2012),"How store brands build retailer brand image", International Journal of Retail & Distribution Management, Vol. 40 Iss: 7 p. – 530.
200 Vahie, A., & Paswan, A. (2006). Private label brand image: its relationship with store image and national brand. International Journal of Retail & Distribution Management, 34, p. – 78.
201 Kremer, F., Viot, C., (2012),"How store brands build retailer brand image", International Journal of Retail & Distribution Management, Vol. 40 Iss: 7. p. – 539.
202 Mostafa, R. H. A., & Elseidi, R. I. (2018). Factors affecting consumers' willingness to buy private label brands (PLBs). Spanish Journal of Marketing - ESIC.

Private label attitude

Attitude can be understood as "associations between objects and evaluative summaries stored in memory"[203]. Attiude is a very complex phenomenon, it can change over time, however, sometimes though an old attitude changes it may remain in the memory "not replaced resulting in what is called a dual attitude"[204]. This means that it is possible for individuals to have two distinct attitudes toward a particular object at the same time[205]. Moreover "person's overall attitude toward an object is determined by the subjective values of the object's attributes in interaction with the strength of the associations"[206]. Attitudes tend to influence the way we process and remember information, leading us to favor material that is consistent with our existing attitudes. It is believed that attitudes play an important role in guiding and influencing behavior, however, the influence is not consistent in its strength, and may vary from strong to weak[207].

The concept of attitude has been operationalized in the field of private label research. Burton et al. proposed that private label attitude is related to consumer price perception, marketing constructs, and deal proneness constructs[208]. For example, consumers' positive attitudes toward private label products are linked to their price and value consciousness, while negative attitudes may stem from a price-quality schema which implies that price can be a quality indicator. More recent research identified small to moderate effect of price consciousness and perceived quality on attitude towards private labels[209]. They also found a small positive effect of attitudes toward private labels on willingness to buy. However, there are also studies that overall did not find evidence of a direct effect of attitude on willingness to buy private labels[210]. The following hypothesis will also allow us to clarify the effect of attitudes towards private labels on willingness to buy them:

H8: Positive attitude toward private labels has a positive effect on willingness to buy them.

[203] Kokkinaki, F., & Lunt, P. (1997). The relationship between involvement, attitude accessibility and attitude-behaviour consistency. British Journal of Social Psychology, 36(4), p. – 497.
[204] Wilson, T. D., Lindsey, S., & Schooler, T. Y. (2000). A model of dual attitudes. Psychological Review, 107(1), p. – 104.
[205] Ajzen, I. (2001). Nature and operation of attitudes. Annual review of psychology, 52, p. – 29.
[206] Ajzen, I. (2001). Nature and operation of attitudes. Annual review of psychology, 52, p. – 30.
[207] Kokkinaki, F., & Lunt, P. (1997). The relationship between involvement, attitude accessibility and attitude-behaviour consistency. British Journal of Social Psychology, 36(4), p. – 499.
[208] Burton, S., Lichtenstein, D.R., Netemeyer, R.G. et al. (1998) A scale for measuring attitude toward private label products and an examination of its psychological and behavioral correlates. J. of the Acad. Mark. Sci. 26, p. – 295.
[209] Mostafa, R. H. A., & Elseidi, R. I. (2018). Factors affecting consumers' willingness to buy private label brands (PLBs). Spanish Journal of Marketing - ESIC.
[210] Zielke, S., & Dobbelstein, T. (2007). Customers' willingness to purchase new store brands. Journal of Product & Brand Management, 16, p. – 119.

After the analysis of the literature on private labels and proceeding further with hypotheses formulation, the following research model is suggested (Figure 3).

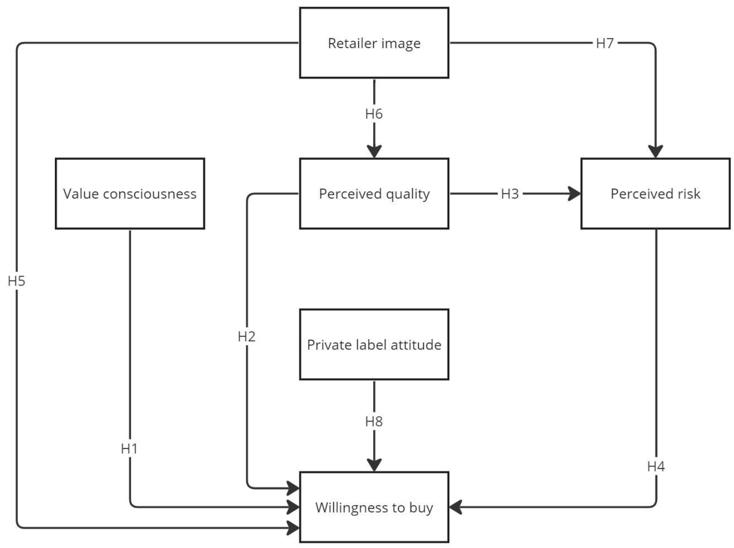

Figure 3. Research model

Chapter 3. Research framework and methodology

3.1 Research design

Research methodology

The most commonly used methods in the field of private label research are quantitative. Quantitative research allows to run statistical analysis and provide objective and general conclusions to a broader population[211]. The deductive nature of quantitative methods permits theory and hypotheses testing, which is the core of the current study. Identified in a previous paragraph concepts represent latent constructs, which are assumed to have certain causal relationships among each other. The idea is to test whether formulated hypotheses about their relationships can be accepted or rejected. Considering the causal nature built on the existing theory, the most appropriate method for data analysis is structural equation modeling. The method allows to examine relationships among variables and relies on factor analysis and multiple regression[212].

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[211] Morgan, D. L. (2014). Integrating Qualitative and Quantitative Methods: A Pragmatic Approach. Thousand Oaks, CA: Sage Publications.
[212] Malhotra, N.K., Birks, D.F. (2007). Marketing research : an applied orientation 6th ed. (6th). New Jersey: Pearson.

The method of data collection was an online survey (presented in Appendix VII). The survey was built upon a 5-point Likert scale, in which respondents had to assess their level of agreement with a certain statement, such as, for example, “I always visit more than one store during grocery shopping trip”. They choose one answer from “disagree” (1), “rather disagree” (2), “neither agree nor disagree” (3), “rather agree” (4), and “agree” (5).

Survey as a method for data collection has a lot of benefits, which justify its use in the current study: it is fast to prepare, fill in, and analyze. Survey is also an inexpensive method for data collection that allows to reach various groups of people that may be geographically dispersed, and collect a large sample in a short period of time. Participants can remain anonymous, which helps to collect answers to questions that may seem sensitive. However, there are also several disadvantages that must be considered. First of all, only participants with Internet access can be questioned, this may limit demographic information to younger participants due to their higher computer literacy. Secondly, there are always high chances of biases: respondents may be inattentive, misread questions, give dishonest answers, or give random answers. To spot and eliminate some of these problems there are options with inverse questions and others that assess attentiveness.

Research has several stages to eliminate the third problem related to question wording, structure, and completeness that can be made by a researcher. The research, thus, has two parts:

1) Questionnaire pretest was conducted to identify problems with the questionnaire’s wording. The questionnaire itself is discussed in the subsequent subparagraph in more detail. Here it is important to note that variables are either adopted from existing research due to their high reliability or created for the current study specifically when adoption was problematic due to translation problems. The translation problem was very significant for the current study as the majority of papers are written in English and the target audience is Russian speaking. In many cases translating items to Russian without losing the meaning was impossible.

   Pretest was run on 10 participants who helped to identify problematic items. These items were either removed from the questionnaire or reformulated. Participants also expressed their opinion about the survey’s layout, which was also taken into account.
2) The main study was run after the pretest based on the edited questionnaire. More about the main study is in the subsequent subparagraph.

The survey is based on private labels produced by six major retailers Perekrestok, Lenta, AzbukaVkusa, Vkusvill, Samokat, and Yandex.Lavka. The retailers were selected for the presence of standard private labels with chain labeling in the assortment. Such a big choice of retailers was given so that respondents had the opportunity to choose a familiar retailer, and the situation where the respondent cannot complete the survey due to not being familiar enough with the presented alternatives could be avoided.

Sampling and distribution channels

The study analyzes consumer behavior in the Russian market, thus, it concentrates on Russian consumers specifically. Accordingly, respondents should be adults (solvent population) who visit stores of large retailers. Gender, income level, education, place of work, and residence are not limiting factors, thus, there is no entry barriers except of age, and unless the stores selected for analysis are not familiar or presented in the region of repspondents' residence. Structural equation modeling has different requirements on the sample size. The rule of thumb is often referred to be a minimum of 200 observations[213].

For the pre-test study, non-probability convenience sampling was used, which means that the pilot questionnaire was distributed among the directly achievable circle of people including Saint-Petersburg state university students. Though convenience sampling is not recommended for causal studies, it can be applicable for the pre-test. Overall, 10 respondents participated in the pre-test.

For the main study, snowball sampling was used, which implies referrals from an initial group of respondents that at the end ensure acceptable sample size.

The questionnaire was distributed through social networks, such as Vk and Telegram. The former is the largest social network in Russia that had for Russia only 75.7 million monthly users and 49.1 million daily active users in 2022 Q2[214], and the latter is the second largest messenger in the world and has around 48.8 million active daily users from Russia[215].

3.2 Questionnaire design and measurement scales

The questionnaire consists of 4 parts, 3 of which are related to constructs reflected in the research model, and the fourth, which covers demographics. Constructs include retailer image (RI), value consciousness (VC), perceived risk (PR), perceived quality (PQ), private labels attitude (PLA), and willingness to buy (WB), and are believed to represent latent

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[213] Measuring Model Fit https://davidakenny.net/cm/fit.htm
[214] Вконтакте подвела итоги второго квартала 2022 года https://vk.com/press/q2-2022-results#:
[215] Telegram впервые обогнал WhatsApp по объему трафика, Ведомости (2023) https://www.vedomosti.ru/technology/articles/2023/01/23/959995-telegram-obognal-whatsapp

concepts that cannot be measured directly. For this reason, multi-item scales for each construct are adopted from the literature. A 5-point Likert scale is used for measuring items.

To measure retailer image various scales have been applied in research, in the current research scale suggested by Pérez-Santamaría S. and Martos-Partal M. will be used due to its high reliability (Cronbach's alpha = .94)[216]. The scale consists of 5 variables that measure pleasancy, experience, attitude, service, and products.

Value consciousness has also been measured differently, in this study variables are formulated based on a classic scale applied in various research, which was initially developed by Lichtenstein D. R., Ridgway N. M., and Netemeyer R. G. They use several scales to measure different components of price, including value consciousness, and all scales used in their study demonstrate high reliability (Cronbach's alpha 0.79 to 0.9)[217]. Though value consciousness is measured using 7 variables, due to translation problems, variables that are supposed to measure the "worth" of money, cannot be translated into Russian without a significant loss of meaning (the variables was left to get pretested, the prestest confirmed that the variables should be removed). Thus, the scale is adopted only with 4 variables.

Perceived risk is a complex variable that is divided into three components: functional, financial, and social risks, which all are measured using different items. In this research, perceived risk is measured as a single construct, but using variables used to measure all three mentioned dimensions. The scale for perceived risk is adapted from two studies (Cho et al.[218], DelVecchio D.[219]), and modified to better fit current research needs. Overall, it consists of 2 variables that measure financial risk, 2 variables that measure functional risk, and 3 variables that measure social risk.

Perceived quality is measured through items used in Dursun et al. research[220], because of its high reliability (Cronbach's alpha = .92). The measurement scale for perceived quality consists of 4 items that measure the perception of functionality, quality, attractiveness and reliability.

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[216] Pérez-Santamaría, S., & Martos-Partal, M. (2021). Analyzing the effects of private-label supplier disclosure on retailer image. Journal of Retailing and Consumer Services, 62.

[217] Lichtenstein, D. R., Ridgway, N. M., & Netemeyer, R. G. (1993). Price Perceptions and Consumer Shopping Behavior: A Field Study. Journal of Marketing Research, 30(2), p. – 238.

[218] Cho, Y. S., Rha, H.-S., & Burt, S. (2015). The impact of customer awareness of manufacturer name disclosure on retail brand attitudes and loyalty in Korea. Journal of Retailing and Consumer Services, 22, 128–137.

[219] DelVecchio, D. (2005). Brand-Extension Price Premiums: The Effects of Perceived Fit and Extension Product Category Risk. Journal of the Academy of Marketing Science, 33(2), 184–196.

[220] Dursun I., Kabadayı E., Kocak Alan A., Sezen B. (2011). Store Brand Purchase Intention: Effects Of Risk, Quality, Familiarity And Store Brand Shelf Space. Journal of Global Strategic Management. 5. p. – 117.

Willingness to buy is measured on a scale adopted from Diallo et al.[221] and Mostafa R.H.&Elseidi R.I., which demonstrate high reliability (Cronbach's alpha = .89 and .77 respectivelly).

To measure Private label attitude a scale suggested by Burton et al.[222] is taken. The scale is commonly used in private label research and demonstatrates high reliability.

Questions that measure constructs under the analysis are presented in the following table (Table 2) with translation to Russian language:

Construct	**Item**
Retailer image (adapted from Pérez-Santamaría, S., & Martos-Partal, M. (2021)) α = 0.94	This store is a pleasant place to shop В этом магазине приятно совершать покупки This store has a good image У этого магазина хороший имидж This store offers a good overall service В этом магазине хорошее обслуживание The quality of products in this store is good В этом магазине продукты хорошего качества This store creates an attractive shopping experience → Я люблю совершать покупки в этом магазине
Value consciousness (adapted from Lichtenstein, D. R., Ridgway, N. M., & Netemeyer, R. G. (1993))	I am very concerned about low prices, but I am equally concerned about product quality Для меня важны низкие цены, но для меня не менее важно и качество товаров When grocery shopping, I compare the prices of different brands to be sure I get the best value for the money Я сравниваю цены на разные бренды, чтобы быть уверенным, что я получу лучшее соотношение цены и качества I generally shop around for lower prices on products, but they still must meet certain quality requirements before I buy them Как правило, я ищу товары по низким ценам, но они все равно должны быть достаточного качества, чтобы я их купил(а)

[221] Diallo F., M., Chandon, J., Cliquet, G. and Philippe, J. (2013), "Factors influencing consumer behaviour towards store brands: evidence from the French market", International Journal of Retail & Distribution Management, Vol. 41 No. 6, p. 431.
[222] Burton, S., Lichtenstein, D.R., Netemeyer, R.G. et al. (1998) A scale for measuring attitude toward private label products and an examination of its psychological and behavioral correlates. J. of the Acad. Mark. Sci. 26, p. – 305.

	I can go around several grocery stores looking for products with a satisfying price-performance ratio Я могу обойти несколько продуктовых магазинов в поиске товаров с удовлетворяющим меня соотношением цена-качество
Perceived quality (adapted from Dursun I. et al. (2011)) α = 0.92	This store brand appeared to be of very high quality Я считаю, что эти собственные торговые марки очень высокого качества This store brand appeared to be high functional Я считаю, что эти продукты хорошо выполняют свои функции This store brand looks attractive Продукты под брендом магазина выглядят привлекательно This store brand meets my expectations Продукты под брендом магазина соответствуют моим ожиданиям
Perceived risk (adapted from DelVecchio, D. (2005) α = 0.827 and Cho et al. (2015) α = 0.75)	I'm more likely to regret a purchase of store brands than regular brands Я с большей вероятностью пожалею о покупке СТМ, чем о покупке обычного бренда I'm sure a private label product will be just as good as a regular branded product (r) Я уверен, что продукт СТМ будет так же хорош, как и товар под обычным брендом (r) Store brands products are more likely to not live up to my expectations Товары СТМ имеют большую вероятность не оправдать моих ожиданий I would not want my friends to find out that I buy such store brands Я бы не хотел(а), чтобы мои друзья и знакомые узнали, что я покупаю такие СТМ I'm afraid of wasting money buying private label products Я боюсь впустую потратить деньги, покупая продукты под собственной торговой маркой I don't feel comfortable buying standard private label goods Мне не комфортно покупать товары СТМ It seems to me that other people think badly about my financial situation when they see that I buy standard private labels Мне кажется, что другие люди думают плохо о моем финансовом положении, когда видят, что я покупаю продукты СТМ

Willingness to buy (adapted from Diallo et al. (2013) α = 0.89 and Mostafa R.H.&Elseidi R.I. (2018) α = 0.773)	The probability that I would consider buying SBs is high Есть высокая вероятность, что я рассмотрю эти товары к покупке I would buy these products next time Я бы купил эти товары в следующий поход по магазинам Although there are similar brands available, I would prefer to purchase this store brand Я предпочту купить этот бренд, несмотря на наличие других похожих брендов
Private labels attitude (adapted from Burton et al. (1998))	Buying private label brands makes me feel good translated as “Мне нравится покупать продукты под брендом магазина” I love it when private label brands are available for the product categories I purchase Мне нравится, когда в категории, где я совершаю покупку, есть продукт под брендом магазина For most product categories, the best buy is usually the private label brand В большинстве продуктовых категорий бренд магазина -- это лучший выбор In general, private label brands are poor-quality products (r) В целом, продукты под брендом магазина плохого качества Considering value for the money, I prefer private label brands to national brands Если принимать во внимание соотношение цена-качество, то я предпочту бренд магазина обычному бренду When I buy a private label brand, I always feel that I am getting a good deal Я считаю, что совершаю удачную покупку, когда покупаю продукты под брендом магазина

Table 2. Scales for the questionnaire.

3.1 Data analysis

The collected data was thoroughly checked and cleared in SPSS to ensure accuracy and consistency. Descriptive statistics were then run to gain an understanding of the data set. Reliability analysis was conducted using Cronbach's alpha, followed by exploratory factor analysis (EFA). To further validate the model, confirmatory factor analysis (CFA) was conducted in AMOS. The data was checked for variance extracted (AVE), composite reliability (CR), and discriminant validity (DV). Finally, structural equation modeling (SEM) was employed to test the relationships between the constructs and hypotheses. Overall, these steps ensured the data was well-prepared for the analysis and that the results were robust and reliable.

Technically, Likert scale data is considered ordinal, meaning that the responses have a natural order, but the intervals between the response categories are not necessarily equal. Moreover, the central value is “neither agree nor disagree”. As a result, it is not appropriate to assume that Likert scale data follows a normal distribution, however, if still treating it as continuous data, based on the Central limit theorem, a sample size of 30 or more is typically considered large enough to meet the assumption of normality, regardless of the distribution.

3.1.1 Descriptive statistics

The final dataset contains 203 responses, with no missing values present in it. Descriptive statistics for each variable is presented in Appendix I. To ensure that all respondents meet requirements, 2 observations were deleted as the age of respondents was below 18. Additionally, items that checked attentiveness were assessed manually, no respondents were removed as all answers were consistent.

Socio-demographic characteristics were assessed through questions about gender, age, income, and city of residence.

Gender distribution is unequal with the majority of respondents (78,8%) being female respondents. The majority of respondents are young people from 18 to 35 years of age, they account for 62,1% of the respondents. The next largest group of “46-55” years of age accounts for 17,2%. The rest 20,7% are distributed among age groups “36-45”. “56-66”, and “>65” approximately equally.

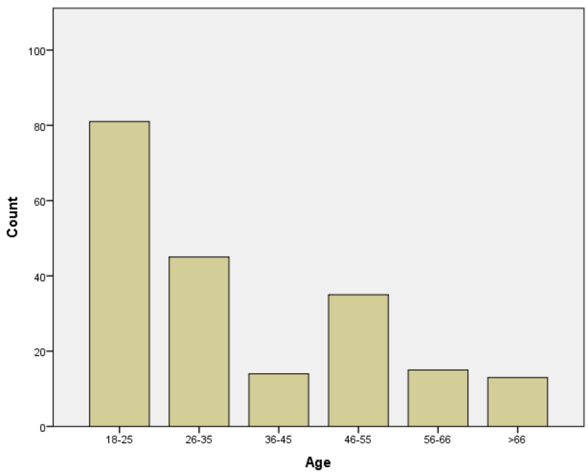


Figure 4. Respondents’ age distribution

In terms of income, the majority of respondents are of average (51,7%) and above average (31,5%) income. Low income group is the third largest group accounting for 14,3% of respondents. Very low income and high income groups comprise around 2,5% which makes them rather outliers considering total income statistics, however, the answers of these observations were reliable and consistent, and there was no limitation for income.

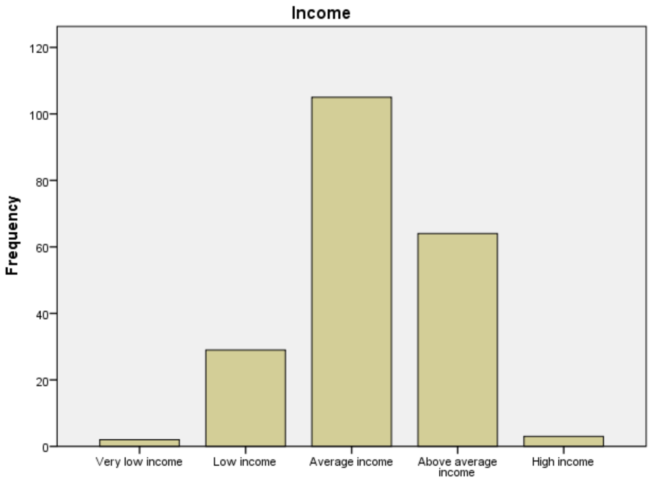


Figure 5. Respondents' age distribution

83,3% of the respondents are from Saint-Petersburg, 9,4% from Moscow and the rest 7,3% are from other Russian cities. Residence distribution can potentially bias generalizability of overall results as the overwhelming majority of respondents are from two major Russian cities by economic development.

The majority of respondents prefers to shop offline (60,6%), 32,5% shop both online and offline, and only 6,9% prefers online grocery shopping. The stores suggested for selection have the following frequency of selection: Lenta (44,8%), Perekrestok (22,2%), Vkusvill (15,3%), Samokat (10,3%), Yandex.Lavka (4,9%), Azbuka Vkusa (2,5%). Additionally, respondents were presented with a multiple-choice question regarding the retailer chains where they frequently shop. The results revealed that Pyaterochka is the most popular retailer (69,5%), Lenta is the second most preferred retailer (52,7%), the third is Perekrestok (49,3%), then go Margnit (42,9%), Vkusvill (25,1%), Dixi (23,6%), Samokat (18,2%), and Yandex.Lavka (12,3%), the rest of the stores comprised less then 10%.

Frequency of private label purchasing is normally distributed across the sample with the majory of respondents buying private labels sometimes. Frequency distribution is presented in the Figure 6 below.

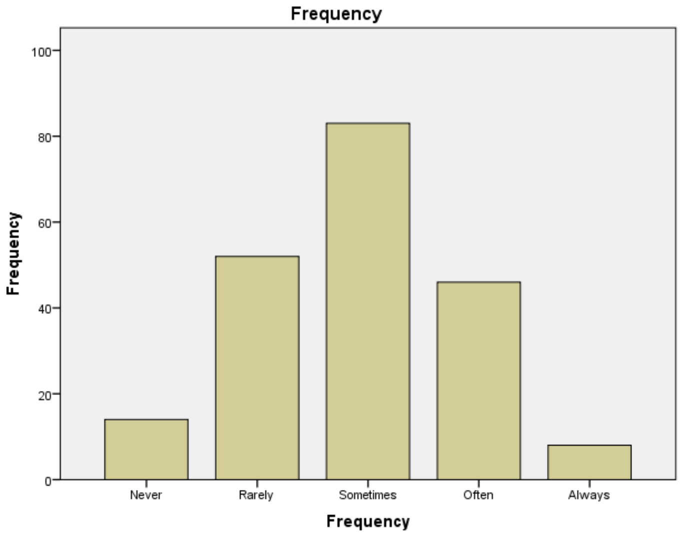


Figure 6. Frequency of private label purchasing distribution

Overall, the collected dataset allows to proceed with further statistical analysis. Remarks have been made about respondents' cities of residence since the geographic focus on two major metropolitan areas may limit the extrapolation of the results to smaller cities or rural regions, however, it should be considered that big retailers are primarily located in major metropolitan areas. Furthermore, the overrepresentation of young adults and females in the sample can also potentially bias the results. However, given the documented trend that females tend to engage in more frequent grocery shopping compared to males[223], the gender distribution of the sample can be considered reasonable. The majority of respondents have average or above-average income, while the low and very low-income groups comprise only a small percentage of the sample.

3.1.2 Model analysis and hypotheses testing

Before proceeding with hypotheses testing, the data has to be checked for reliability. Cronbach's Alpha (α) is a measure of internal consistency, which assesses how well the items in a scale or questionnaire measure its underlying construct. As a rule of thumb Cronbach's α around 0.90 can be considered "excellent," around 0.80 "very good," and about 0.70 as "adequate"[224].

[223] Гендерный вопрос: кто в России ходит за покупками (2020) Газета.ru https://www.gazeta.ru/business/2020/03/04/12989317.shtml
[224] Kline, R. B. (2016). Principles and practice of structural equation modeling (4th ed.). Guilford Press., p. – 92.

Table 3. Reliability analysis

Factor	Item	α	Corrected Item-total Correlation	Cronbach's Alpha if item Deleted
Value Consciousness	VC1	,721	,489	,675
	VC2		,572	,621
	VC3		,600	,606
	VC4		,410	,731
Retailer Image	RI1	,906	,810	,876
	RI2		,772	,883
	RI3		,756	,887
	RI4		,795	,880
	RI5		,707	,897
Perceived Quality	PQ1	,860	,707	,822
	PQ2		,699	,826
	PQ3		,709	,822
	PQ4		,718	,817
Private Label Attitude	PLA1	,815	,733	,752
	PLA2		,682	,763
	PLA3		,631	,773
	PLA4		,157	,872
	PLA5		,668	,764
	PLA6		,671	,765
Perceived Risk	PR1	,850	,551	,831
	PR2		,378	,860
	PR3		,691	,817
	PR4		,648	,823
	PR5		,640	,825
	PR6		,698	,815
	PR7		,666	,821
Willingness to Buy	WB1	,835	,742	,728
	WB2		,803	,663
	WB3		,561	,907

Despite acceptable relibility of all six constructs, in Perceived risk (PR), Private label attitude (PLA), and Willingness to buy (WB) some items, namely, PLA4, VC4, PR2, and WB3 reduced Cronbach's Alpha. Cronbach's Alpha if item Deleted in each case increased significantly, thus, it was decided to remove these four items. Reliability of scales improved to α(PLA)=,872; α (VC)=,731; α (PR)=,860; and α (WB)=,907. Thus, reliability of the constructs ranges from ,731 to 907 indicating good overall results.

After checking the reliability, the EFA was run. The sample statistics demonstrate high adequacy (KMO=,889, see Appendix III). Barlett's test of sphericity is significant (p-value<0,001), so it can be concluded that it is appropriate to proceed with exploratory factor analysis.

Items loaded in six factors according to the adapted scales. One item (PQ2) had loading coefficient lower than ,5 and was removed from the analysis (see Appendix III).

After the EFA, a CFA was conducted. Standardized factor loadings were assessed to determine the strength of the relationship between each item and its corresponding factor. The results of the CFA revealed that all standardized factor loadings were above the commonly accepted threshold of ,5, indicating significant associations between each item and its intended factor.

However, the goodness-of-fit of the CFA model was inacceptable. The goodness-of-fit was evaluated using several fit indices, including the chi-square test statistic (CMIN/df), Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Tucker-Lewis Index (TLI), Comparative Fit Index (CFI), and Root Mean Square Error of Approximation (RMSEA) with PCLOSE. The CMIN/df ratio was 2,045, while an acceptable value is supposed to be <2. The GFI value was ,850 (<0,9) and the AGFI value was ,801 (<0,8) both indicating an inacceptable level of fit. The TLI value was ,904 (<0,95) and CFI ,921 (<0,95), also indicating bad fit of the model. Finally, the RMSEA value was ,072. Overall, the model fit results suggested that the CFA model provided did not demonstrate a good fit to the data.

To improve the fit, the following considerations were taken into account. First of all, the error term of a variables PLA3 were causing problems correlating highly not only with variables within its construct, but also with another latent construct (VC). This suggested that it could be worth considering dropping it from the model. After the corresponding item was deleted, variable PLA6 started causing similar problems. After PLA6 removal, the overall model fit improved and became very good: CMIN/df=1,414; GFI=,909 and AGFI=,873; TLI=,964 and CFI=,972; RMSEA=,045 and PCLOSE=,692. AMOS output for both the initial and the final CFA models is presented in the Appendix IV.

While the measures of the constructs appear to be reliable, it is also necessary to check for convergent and discriminatory validity. Both types of validity are important for establishing the validity and reliability of measurement tools in research. The results are provided in the following table (Table 4):

Table 4. Validity and reliability measures

Factor	Cronbach's Alpha	CR (>0,7)	AVE (>0,5)
WB	,907	,91	,83
VC	,731	,74	,48
RI	,906	,88	,65
PR	,860	,81	,51
PQ	,860	,83	,61
PLA	,872	,80	,59

While an AVE value of 0.5 is often used as a benchmark for acceptable convergent validity, an AVE value of 0.48, which is the case of the Value consciousness (VC) construct is still relatively high and may be considered acceptable.

Table 5. Discriminant validity

	VC	RI	PQ	PR	PLA	WB
VC	**0,693**					
RI	0,034	**0,806**				
PQ	-0,058	0,723	**0,781**			
PR	0,018	-0,381	-0,512	**0,714**		
PLA	0,005	0,629	0,766	-0,546	**0,768**	
WB	0,179	0,588	0,677	-0,550	0,742	**0,911**

Discriminant validity was assessed to ensure that measures of different constructs are distinct from one another, which helps to establish that the variables being measured are not simply different forms or variations of the same underlying concept. The results of the discriminant validity analysis (Table 5) indicate that the measurement instruments used in this study are reliable indicators of separate constructs.

Overall, the reliability and validity analyses suggest that the constructs are reliable and valid, and the CFA model demonstrated a good fit to the data as indicated by fit indices. Hence, the data is suitable for SEM to test the hypothesized theoretical model.

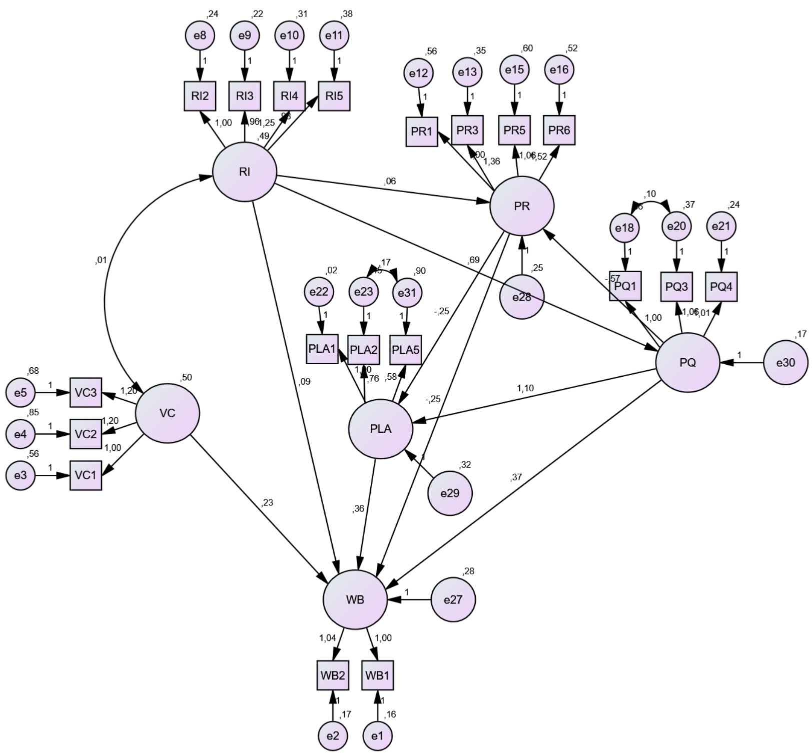
Structural equation modeling

The model built accordingly to the suggested research model demonstrated a slight lack of fit: the CMIN/df is 1,698 (<2), GFI=,896 (>0,9) and AGFI=,857 (>0,85), the TLI=,940 (>0,95) and CFI ,951 (>,95). The RMSEA is ,049 (<,05) with PCLOSE=,130 (please, refer to Appendix V for the full output).

Modification indices between PLA and the error terms of other variables were notably high (e30<-> PLA M.I. 41,441, e28<->PLA M.I. 13,151). This suggests that there is a substantial covariation between this variable and the error terms of those variables, indicating a potential missing relationship in the model. Thus, it was worth considering whether there were theoretical reasons to include additional paths. After conducting an additional literature review, it found that several studies identified relationships between perceived quality and private label attitude[225], and perceived risk and private label attitude[226]. Overall, these additional paths were included in the current model based on the modification indices and the desire to enhance the model's fit, while not being considered part of the research's hypotheses.

After all alterations, the final structural model obtained a good fit. The CMIN/df is 1,353 (<2), GFI=,911 (>0,9) and AGFI=,878 (>0,85), the TLI=,970 (>0,95) and CFI ,975 (>,95). The RMSEA is ,042 (<,05) with PCLOSE=,813 which is also an indication of a very good fit. Overall, the results of the model fitting suggest that the model was able to fit the data.

Figure 7. Final model



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[225] Mostafa, R. H. A., & Elseidi, R. I. (2018). Factors affecting consumers' willingness to buy private label brands (PLBs). Spanish Journal of Marketing - ESIC.

[226] Mostafa, R. H. A., & Elseidi, R. I. (2018). Factors affecting consumers' willingness to buy private label brands (PLBs). Spanish Journal of Marketing - ESIC.
Semeijn, J., van Riel, A. C. R., & Ambrosini, A. B. (2004). Consumer evaluations of store brands: effects of store image and product attributes. Journal of Retailing and Consumer Services, 11(4), p. – 255

Table 6. Path coefficients and significance levels

Hypothesis	Path	Path coefficient	C.R.	p-value	
H1	Willingness to buy ← Value consciousness	,180	3,020	,003	Accepted
H2	Willingness to buy ← Perceived quality	,266	1,583	,113	Rejected
H3	Perceived risk← Perceived quality	-,601	-3,559	***	Accepted
H4	Willingness to buy ← Perceived risk	-,167	-2,288	,022	Accepted
H5	Willingness to buy ← Retailer image	,071	,701	,483	Rejected
H6	Perceived quality ← Retailer image	,763	8,614	***	Accepted
H7	Perceived risk ← Retailer image	,075	,522	,602	Rejected
H8	Willingness to buy ← Private labels attitude	,389	3,310	***	Accepted

From the hypotheses testing results it can be seen that H1 and H4 can be accepted as both of them have t-value>1,96 and p-value<0,05. H3, H6, and H8 are also accepted as their estimations are bigger than 2,33 for t-value and lower than 0,01 for p-value. With regard to H2 and H5 it can be concluded that Perceived quality and Retail image each have insignificant effect on Willingness to buy standard private labels. And for H7 it can be concluded that Retail image has insignificant direct effect on Perceived risk.

Indirect effects

As it can be seen in the model, effects of some variables are transmitted through other variables, and while there are no direct effects in some cases, there are indirect effects, which are referred to as mediation. The table below (Table 7) shows indirect effects of Retailer image on Willingness to buy, and of Perceived quality on Willingness to buy. Multiple mediation through Perceived quality and Perceived risk is small (0,097), but significant on ,05 level indicating a small positive indirect effect of Retailer image on Willingness to buy.

Perceived quality was not found to have a direct significant effect on Willingness to buy, however, mediation through Perceived risk suggests that it can indirectly influence purchase intention. The effect is also small (0,140), but significant.

Table 7. Results of the mediating effect

Relationship	Direct Effect	Indirect Effect	Confidence Interval		P-value	Conclusion
			Lower Bound	Upper Bound		
Retailer Image -> Perceived Quality -> Perceived Risk -> Willingness to Buy	0,071 (0,483)	0,097	0,019	0,352	0,013	Small indirect effect
Perceived Quality -> Perceived Risk -> Willingness to Buy	0,266 (0,113)	0,140	0,025	0,487	0,017	Small indirect effect
Perceived Quality -> Private Label Attitude -> Willingness to Buy	0,266 (0,113)	0,393	0,151	0,802	0,005	Medium indirect effect

While Private label attitude and its relationships with Perceived quality and Perceived risk were not intended to be part of the analysis within the current study, it should be reported that there was a significant indirect effect identified (0,226, p-value<0,05).

3.1.3. Supplementary analysis

Multiple tests were conducted on the collected data to ensure robust recommendations. One of the key analyses performed was cluster analysis, which aimed to group similar observations together based on the perceived risk, perceived quality, retailer image, value consciousness, private label attitude, and willingness to buy.

K-means clustering was run on the dataset. The final number of clusters was determined to be 3, because further exploration with two or more than 3 clusters resulted in either an extremely unequal number of observations or a lack of statistical significance in multiple variables. It's worth noting that there is no statistically significant difference between Clusters 2 and 3 (p-value >0,05) for perceived quality in the case of 3 clusters. However, they still differ in the rest of the variables indicating that there are meaningful distinctions between the clusters overall. Convergence was achieved in 13 iterations. The full output is presented in the Appendix VI.

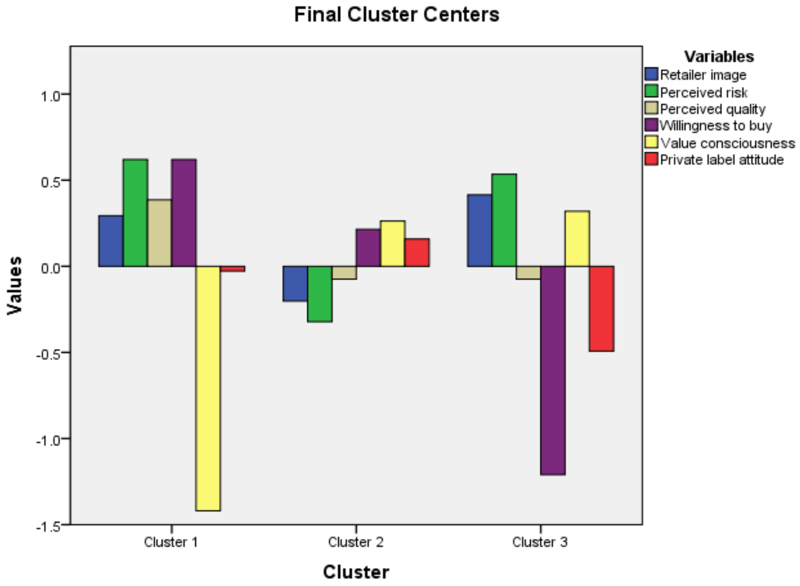

Figure 8. Final cluster centers. Since standardized factor scores were used, 0 represents the mean

Overall, the three clusters can be interpreted as follows:

1) The first cluster represents respondents who have a higher-than-average perception of retailer image, perceived quality, and have higher than average willingness to buy, however, their perceived risk is also higher than average. At the same time, they exhibit significantly lower-than-average levels of value consciousness and have an average private label attitude. This suggests that these respondents may trust the retailer, perceive the products as of above average quality, and show a willingness to purchase, but they are less concerned with finding value in their purchases and have a neutral stance towards private label products. The cluster is the smallest and consists of 33 observations.
2) Respondents in the second cluster have a lower-than-average perception of retailer image, perceived risk, and average perceived quality. However, they exhibit higher-than-average levels of willingness to buy, value consciousness, and private label attitude. This indicates that these respondents may have less trust in the retailer yet they still show a strong willingness to buy and have a higher than average stance on private label products. They are also more value-conscious, suggesting that they prioritize getting a good deal. This cluster is the largest consisting of 130 observations.
3) The third cluster consists of respondents with a higher-than-average perception of retailer image and risk, average perceived quality, and extremely lower-than-average levels of willingness to buy and private label attitude. These respondents may have a positive perception of the retailer, but perceive a higher level of risk associated with

their products. They are less inclined to purchase due to their lower perceived quality and negative attitude towards private label products. This cluster represents a group of respondents who may be skeptical of private labels and less willing to make a purchase overall. The cluster has 40 observations.

Proceeding further with the analysis, it was interesting to investigate differences in store perceptions. Stores were tested using one-way ANOVA on the above mentioned factors.

There were 6 stores used in the questionnaire available for consumers' choice, however, this resulted in an imbalanced number of observations for each store. Perekrestok has 45 observations, Lenta has 91, Vkusvill 31, Samokat 21, Yandex.Lavka 10, and Azbuka Vkusa only 5. Despite the fact that Levene's test for equality of variances is not significant, indicating that the assumption of equal of variances is not violated and it is possible to proceed with conducting ANOVA, it's important to consider the practical implications of the imbalanced sample sizes.

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Retailer image	1,672	4	193	,158
Perceived risk	,193	4	193	,942
Perceived quality	,830	4	193	,508
Willingness to buy	,761	4	193	,552
Value consciousness	,867	4	193	,485
Private label attitude	,353	4	193	,841

Table 8. Levene's test of homogeneity of Variance

Groups with larger sample sizes will have more statistical power to detect differences and may have a stronger influence on the overall ANOVA results, while the groups with smaller sample sizes may have limited power to detect effects, and the results may not be reliable. It was, thus, decided to exclude Azbuka Vkusa from the analysis.

Overall, statistically significant differences among stores have been identified for retailer image ($F(4, 193)=2{,}708$, p-value $< ,05$, $\eta2=0{,}053$)), perceived quality ($F(4, 193)=12{,}281$, p-value$<,001$, $\eta2=0{,}203$) and private label attitude ($F(4, 193)=2{,}846$, p-value$<.05$, $\eta2=0{,}056$). It can be seen that the effect sizes are very small, in cases of retailer image and private label attitude they account for only around 5% of variability explained by the store each. In case of perceived quality, 20,3% of the variability is explained by the store. Effect sizes reports are presented in the Appendix VI.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Retailer image	Between Groups	10,284	4	2,571	2,708	,032
	Within Groups	183,256	193	,950		
	Total	193,541	197			
Perceived risk	Between Groups	4,164	4	1,041	1,135	,341
	Within Groups	177,042	193	,917		
	Total	181,206	197			
Perceived quality	Between Groups	39,794	4	9,949	12,281	,000
	Within Groups	156,342	193	,810		
	Total	196,136	197			
Willingness to buy	Between Groups	2,740	4	,685	,677	,609
	Within Groups	195,383	193	1,012		
	Total	198,122	197			
Value consciousness	Between Groups	1,786	4	,446	,448	,774
	Within Groups	192,486	193	,997		
	Total	194,272	197			
Private label attitude	Between Groups	10,756	4	2,689	2,846	,025
	Within Groups	182,324	193	,945		
	Total	193,080	197			

Report

Store		Retailer image	Perceived quality	Private label attitude
Perekrestok	Mean	,0396089	-,2529667	,0621877
	N	45	45	45
	Std. Deviation	,94391030	,87266002	1,05018573
Lenta	Mean	-,1879774	-,3505052	-,0649397
	N	91	91	91
	Std. Deviation	1,06717158	,97501420	,86553090
Vkusvill	Mean	,0977965	,6498976	,4218129
	N	31	31	31
	Std. Deviation	,88776738	,83902237	1,03561339
Samokat	Mean	,5171823	,6381947	-,4714640
	N	21	21	21
	Std. Deviation	,88540185	,67942164	1,05749009
Yandex.Lavka	Mean	,3320847	,6436861	,0397481
	N	10	10	10
	Std. Deviation	,49821437	,87714228	1,14665331
Total	Mean	,0095446	-,0166349	,0023327
	N	198	198	198
	Std. Deviation	,99118072	,99780506	,99000090

Tables 9 and 10. ANOVA results and means for stores by factors

Turkey's post-hoc test was performed to identify pairs with significant differences (the full output is presented in the Appendix VI). It demonstrated that for retailer image Samokat is significantly different from Lenta at the .05 level, with the rest having no statistically significant difference.

For perceived quality two subsets can be drawn, the first one consists of Perekrestok and Lenta, which do not have significant difference between them (p-value>.05), and the second subset, which consists of Samokat, Yandex.Lavka and Vkusvill, which are all statistically different from the stores of the first subset, but not among each other. The second subset demonstrates higher than average average perceived quality, while the stores from the first subset demonstrate lower perceived quality.

For private label attitude it can be concluded that statistically significant difference is identified in the pair Samokat-Vkusvill (p-value<,05).

The analysis of mean comparisons suggests that there are statistically significant differences among stores for retailer image, perceived quality, and private label attitude. However, the effect sizes are relatively small, indicating that the store itself explains only a small portion of the variability in retailer image and private label attitude. However, the stronger effect of perceived quality allows to suggest that Samokat, Yandex.Lavka, and Vkusvill can be considered better performers among the options provided compared to Perekrestok and Lenta.

Discussion

Theoretical implications

This study contributes to the literature on private label brands by examining a specific tier of private label products, namely standard private labels with chain-labeling. This tier of private labels is of particular interest as it has been found to have moderate discounts compared to national brands, increased emphasis on a quality proposition, and explicit connection to retailers, so that the purchase intention drivers are more apparent compared to, for example, disguised private labels. By focusing on this specific tier, the study also addresses the call for a separate investigation of different tiers of private label products, as previous research has suggested that referring to store brands as a whole may be overly simplistic[227].

As the role of price consciousness is found to be ambiguous in the willingness to buy standard private labels[228], this research focused on value consciousness as another important component of price perception that potentially has stronger explanatory power. Therefore, this study was seeking to shed light on the extent to which value consciousness affects consumers' decision-making process in this context. It was found that value consciousness has indeed a small positive effect on willingness to buy standard private labels with chain-labeling. However, the small size of this effect suggests that other factors may be more important in determining consumers' willingness to purchase these products. A possible explanation for the small effect of value consciousness on willingness to buy is that consumers may view standard private labels with chain-labeling as being similar in price-quality ratio compared to national brands. As a result, consumers may not differentiate between these products based on quality, and there are other more influencing factors, such as attitude, which is found to have the most prominent effect among investigated factors. Overall, this finding is consistent with previous research that confirms the role of attitude as of the main antecedent of willingness to buy private labels[229]. Still, investigating price perception components further could provide valuable insights into the factors that influence consumers' willingness to buy chain-labeled private labels.

The relationship between perceived quality and perceived risk was not entirely clear or consistent in the literature. While some studies have found that perceived quality has a significant negative effect on perceived risk[230], others have failed to confirm this

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[227] Martos-Partal M., González-Benito O., Fustinoni-Venturini M., (2015), Motivational profiling of store brand shoppers: Differences across quality tiers, Marketing Letters, 26, issue 2.
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[229] Martinelli, Elisa & De Canio, Francesca. (2019). Premium Private Labels Products: Drivers of Consumers' Intention to Buy. International Journal of Business and Management. 14. p. – 39.
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relationship[231]. For some products, it could be expected that social risk can overweight the effects of good quality, for example, in image forming categories. Anyway, the current study confirms a significant and strong negative effect of perceived quality on perceived risk. It can be suggested that consumers perceive products with higher perceived quality as less risky and more reliable. Conversely, lower-quality products may be perceived as riskier, as consumers may worry about their performance or social reaction. This relationship between perceived quality and perceived risk may be particularly strong in product categories where the consequences of a poor purchasing decision can be severe, such as supplements, skincare, and others with higher average involvement, however, to support this further investigation is required. Perceived risk, in its turn, was found to have a small but significant negative effect on willingness to buy, which is consistent with the previous studies.

Interestingly and contradictory to previous research that almost unanimously finds perceived quality to have a significant effect on purchase intention[232], the current study did not identify any direct significant effect in a such relationship. This result was unexpected, however, can be explained. Private labels with chain-labeling typically have a slightly lower price point compared to their branded counterparts and are often marketed as a more affordable alternative without compromising on quality. As such, consumers may perceive these private labels as being comparable to national brands alternative. This could have limited the ability of perceived quality to predict purchase intention. Additionally, the nature of this tier of private labels may have made other factors more salient in purchase decision-making, overshadowing the effect of perceived quality. Consistent with such assumption, perceived quality was found to have significant indirect effects on willingness to buy through the mediation of perceived risk, and in the second case through private label attitude.

A significant portion of this study was devoted to examining the role of retailer image in predicting purchase intention for standard private labels, based on the premise that the name of a retail store, which is prominently displayed on the packaging of products, would be a key predictor. For instance, some individuals who are generally unsupportive of private labels may still purchase products from the Vkusvill retail store. However, the study found that retailer image did not have a direct statistically significant influence on willingness to purchase standard private labels, nor did it have an impact on perceived risk, which was

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contrary to the initial expectations, but is in accordance with the literature[233]. At the same time, the ability of a retail image to be a predictor of perceived quality has been confirmed and is consistent with previous studies on the topic. The relationship between retailer image and willingness to buy was found to be indirect through multiple mediation via perceived quality and perceived risk, the effect is very small but significant.

Managerial implications

Findings of the study suggest several implications for practitioners. The main focus should be placed on the attitude towards chain-labelled brands as it is the main predictor of purchase intention and also a mediator of perceived quality and retailer image on willingness to buy. Retailers should prioritize improving consumers' attitudes by addressing common misconceptions and negative stereotypes associated with them and building a desirable image instead. Several strategies can be considered:

- *Influencer campaigns*. Influencer campaigns can potentially help mitigate perceived risk and improve attitudes by providing social support and increasing consumers' confidence in store brands' products. When an influencer promotes a product, their followers may perceive the product as more trustworthy and reliable. However, implementing an influencer campaign may increase marketing expenses for standard private labels. At the same time, the benefits of increasing willingness to buy as an outcome may outweigh the costs. It's important for retailers to weigh the potential return on investment of such campaigns and determine if they align with their overall marketing strategy and budget. Vkusvill used bloggers to promote its products[234], Samokat also started promoting its private labels through sponsoring popular podcasts[235], both are great example of how retailer can use influencer marketing for shaping attitudes.
- *Social networking and online presence.* Engaging with consumers on social network platforms can potentially be a tool to shape the discourse around chain-labeled

[233] Mostafa, R. H. A., & Elseidi, R. I. (2018). Factors affecting consumers' willingness to buy private label brands (PLBs). Spanish Journal of Marketing - ESIC.

[234] Кейс Perfluence и «ВкусВилл»: как получить более 50 тысяч заказов за 8 месяцев с помощью блогеров (2022) VC.ru https://vc.ru/marketing/547667-keys-perfluence-i-vkusvill-kak-poluchit-bolee-50-tysyach-zakazov-za-8-mesyacev-s-pomoshchyu-blogerov

[235] «Почему мы еще живы»: «Голодная смерть: откуда берутся расстройства пищевого поведения» в Apple Podcasts https://podcasts.apple.com/ru/podcast/%D0%BF%D0%BE%D1%87%D0%B5%D0%BC%D1%83-%D0%BC%D1%8B-%D0%B5%D1%89%D0%B5-%D0%B6%D0%B8%D0%B2%D1%8B/id1568720773?i=1000609606318

products. Retailers can talk about their private-label products through visually appealing posts or become thought leaders by promoting desired discourse through publishing articles on the benefits of their private-label products through different channels, including their websites. Vkusvill has its own podcast[236], publishes articles[237], has interactive tools[238] (tests) on their website, and, generally, considering the highest attitude of respondents to Vkusvill's private labels, can be taken as a benchmark. Improving online presence may also help to create a sense of community around private labels. Engaging with customers through community platforms, social media, or events creates opportunities for retailers to showcase the value and quality of their private-label products. Positive word-of-mouth and customer recommendations within the community can lead to increased sales and brand recognition. It also helps to establish an emotional connection with customers. When customers feel a sense of belonging and identify with a community, they are more likely to develop a strong affinity for the brand.

- *Personalized approach.* Personalization is now one of the biggest trends in digital marketing. And retailers can manage their customer base through apps and websites, tracking food preferences and patterns in behavior to target different groups with the most resonating messages. For the first cluster, for example, it could be personalized messages that highlight the cost-saving benefits of private labels and emphasize the value proposition they offer. By addressing specific concerns about pricing and value, retailers can increase the likelihood of attracting this segment. For consumers who are skeptical about private labels (they have no or little history of buying them, for example), personalized messages can focus on building trust and addressing their concerns. This could include highlighting the quality, offering free samples, or providing reviews from satisfied customers.
- *Demonstration and sampling.* Adding gift products for online orders can be a clever marketing strategy. Offering customers free sample of chain-labeled products can potentially encourage repeat purchases. For example, for making an order consumers could receive some private label product as a gift. By monitoring customer orders and identifying those who haven't tried private label products, companies can use this opportunity to introduce their own brands to customers. This approach allows

[236] Голодные люди Вкусвилл https://vkusvill.ru/media/podcasts/
[237] Журнал Вкусвилл.Медиа https://vkusvill.ru/media/journal/
[238] Тесты Вкусвилл https://vkusvill.ru/media/tests/

customers to sample these products and potentially discover new favorites. It's a way to showcase the company's range of offerings and encourage customers to explore more of their product line. For the in-store shopping experience, similar actions could be done through point-of-purchase advertising, which could include offering samples of some private label product to encourage customers to taste it. It must also be ensured that products are visible, attention-grabbing, and easily accessible to customers.

While retailer image was found to have no significant effect on perceived risk, it was found to be a predictor of perceived quality and has an indirect effect on willingness to buy. Retailers can leverage this finding by investing in constant improvement of their image and, as a result, the trustworthiness of their products.

- *Articulating values*. Aligning companies' values with needs and wants of consumers to create a positive spillover effect can be a valuable strategy of improving retailer image to stand out from competitors, reducing perceived risk, and increasing willingness to buy. This is something Perekrestok has been doing in order to build a desired image of a green and healthy supermarkets. To effectively implement such strategy, retailers should conduct thorough research to analyze their consumer base and identify the desired message they want to convey.
  Moreover, incorporating corporate social responsibility (CSR) practices can further contribute to building a positive brand image. By engaging in socially responsible activities, such as supporting charitable causes or reducing environmental impact, retailers can enhance their reputation and strengthen the bond with consumers who value ethical and sustainable practices. For example, Vkusvill is known for positioning itself as a store for those who prioritize health and wellness, so that it has been able to carve out a unique position in the market and attract consumers who are health-conscious.

As perceived quality was found to have a strong negative effect on perceived risk and further on purchase intention, retailers should ensure that their private label products exceed or at least meet consumers' quality expectations. This can be achieved by investing in quality control measures and running more research on consumer preferences in packaging, design, etc.

- *Increasing control over quality.* The quality control chain for private label products should involve thorough supplier evaluation, internal quality standards, product testing, regular inspections, supplier audits, ongoing communication, and customer feedback. It is also important to communicate these quality measures to customers, fostering transparency and trust in the products.

- *Constant improvement of products' appearance.* Packaging serves as a communication tool to convey product information and key messages to consumers. Analysis of the current packaging design and identification of areas for improvement to make visually appealing and eye-catching packaging aesthetics are important to demonstrate a commitment to delivering a high-quality product experience. Ipsos even distinguishes a separate "niche" category of private labels which is characterized by exclusive and creative design (they illustrate the category with Samokat's and Yandex.Lavka's store brands). Major retailers already engage in product design improvements, for example, Market Perekrerstok, the private label brand of Perekrestok, has undergone several rebrandings over the years.

Figure 9. Evolution of Market Perekrestok packaging design

Limitations

The study only focuses on the effects of value consciousness and does not consider price consciousness. However, incorporating price consciousness into the current study could provide validation of previous research findings. Moreover, by comparing the effects of both value consciousness and price consciousness on willingness to buy, the study would be better equipped to draw more robust conclusions about the role of price perceptions.

The study does not distinguish among different product categories, which could potentially affect consumers' perceptions of private label products. For example, consumers may be more willing to purchase chain-labeled private-label products in categories where they perceive less risk or have less involvement. In contrast, they may be less willing to purchase private label products in categories where they have higher involvement due to more significant potential consequences, such as electronics, skincare, and healthcare products. The study's lack of distinction between product categories limits its generalizability to higher involvement categories. Future research should consider incorporating product categories as a moderating variable to explore potential differences in consumer behavior.

Finally, although the study focused solely on chain-labeled private labels, it could benefit from a comparative analysis involving non-chain-labeled private labels and national brands. Such comparison would provide a more comprehensive understanding of how consumers evaluate and choose among various product options, thus, enhancing the study's overall applicability and relevance.

Future research on Russian consumers should also pay more attention to collecting more responses from consumers from different Russian regions to ensure the generalizability of results. Additionally, it should also strive to gather more more balanced sample size by stores, especially, if it strives for more comparative study.

Conclusion

In conclusion, the private label market in Russia has experienced substantial growth, and major retailers are actively expanding their private label offerings. For instance, Vkusvill has achieved an impressive assortment of over 90% private labels, while Samokat has even launched its own skincare line. In this study, the focus was specifically on standard private labels with chain-labeling. This decision was driven by a more clear influence of this type of private labels on consumer preferences and purchasing behavior.

In the FMCG industry, where products are typically considered low-involving, consumers rely on different cues when making purchasing decisions. Additionally, environmental stimuli, such as retailers' image, play a role in influencing their desire to make a purchase. While previous private-label research has investigated different stimuli, many studies overlook important tier distinctions. This study aimed to fill this gap by focusing on a comprehensive set of factors and developing a model specifically tailored for chain-labeled private-label brands. The analyzed concepts included perceived risk, perceived quality, retailer image, value consciousness, and private label attitude.

Through structural equation modeling, this research explored the relationships among the aforementioned variables and tested related hypotheses. The findings revealed that private label attitude had the most significant direct effect on consumers' willingness to buy, followed by value consciousness and perceived risk. Surprisingly, perceived quality was found to have only an indirect effect on willingness to buy. Additionally, a pathway connecting retailer image, perceived quality, perceived risk, and willingness to buy was identified. Retailer image had a significant direct effect on perceived quality, which, in turn, had a significant direct effect on perceived risk.

Furthermore, supplementary statistical tests were conducted, leading to the identification of three major consumer clusters: those who demonstrate willingness to buy with very low value consciousness, as their attitude is average, those who have a higher attitude and willingness to buy accompanied by value consciousness, and, finally, those who have skepticism towards private labels and demonstrate lower inclination to purchase them. The analysis also revealed that Vkusvill, Samokat, and Yandex.Lavka had statistically higher perceived quality compared to Lenta and Perekrestok.

These findings provide valuable insights for practitioners, leading to several recommendations. Firstly, leveraging influencer marketing and social networks can help shape positive attitudes towards standard private labels with chain-labeling. Secondly, retailers should focus on developing a strong retailer image to enhance consumer perceptions of quality. Implementing effective promotion strategies is also crucial, along with a continuous emphasis on improving products' designs and maintaining stringent quality control measures. By considering these recommendations, retailers can enhance their private label offerings, attract more consumers, and ultimately drive the growth of the private label market in Russia.

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Appendix

Appendix I. Descriptive statistics

Value consciousness

Statistics

		I am very concerned about low prices, but I am equally concerned about product quality	When grocery shopping, I compare the prices of different brands to be sure I get the best value for the money	I generally shop around for lower prices on products, but they still must meet certain quality requirements before I buy them	I can go around several grocery stores looking for products with a satisfying price-performance ratio
N	Valid	203	203	203	203
	Missing	0	0	0	0
Mean		4,31	3,83	3,93	2,43
Median		5,00	4,00	4,00	2,00
Std. Deviation		1,033	1,255	1,184	1,403
Skewness		-1,796	-,938	-1,041	,636
Std. Error of Skewness		,171	,171	,171	,171
Kurtosis		2,656	-,314	,074	-,947
Std. Error of Kurtosis		,340	,340	,340	,340

Retailer image

Statistics

		X is a pleasant place to shop	X has a good image	The quality of products in X is good	I like to shop at X	X offers a good overall service
N	Valid	203	203	203	203	203
	Missing	0	0	0	0	0
Mean		4,19	4,14	4,10	4,02	3,95
Median		4,00	4,00	4,00	4,00	4,00
Std. Deviation		,819	,856	,821	1,036	,921
Skewness		-1,352	-1,081	-,782	-1,101	-,669
Std. Error of Skewness		,171	,171	,171	,171	,171
Kurtosis		2,790	1,335	,285	,726	-,124
Std. Error of Kurtosis		,340	,340	,340	,340	,340

Perceived quality

Statistics

		This store brand appeared to be of very high quality	This store brand appeared to be high functional	This store brand looks attractive	This store brand meets my expectations
N	Valid	203	203	203	203
	Missing	0	0	0	0
Mean		3,57	3,95	3,95	3,98
Median		4,00	4,00	4,00	4,00
Std. Deviation		,878	,769	,908	,808
Skewness		-,508	-,707	-,735	-,532
Std. Error of Skewness		,171	,171	,171	,171
Kurtosis		-,122	,941	,083	-,089
Std. Error of Kurtosis		,340	,340	,340	,340

Private label attitude

Statistics

		I like to buy private labels	I love it when private label brands are available for the product categories I purchase	For most product categories, the best buy is usually the private label brand	In general, private label brands are poor-quality products	Considering value for the money, I prefer private label brands to national brands	When I buy a private label brand, I always feel that I am getting a good deal
N	Valid	203	203	203	203	203	203
	Missing	0	0	0	0	0	0
Mean		3,60	3,33	2,94	2,36	2,95	3,13
Median		4,00	3,00	3,00	2,00	3,00	3,00
Std. Deviation		,977	,997	1,030	1,069	1,102	,989
Skewness		-,433	-,006	,184	,543	,053	-,177
Std. Error of Skewness		,171	,171	,171	,171	,171	,171
Kurtosis		-,175	-,411	-,305	-,263	-,541	-,129
Std. Error of Kurtosis		,340	,340	,340	,340	,340	,340

Perceived risk

Statistics

		I'm more likely to regret a purchase of store brands than regular brands	I'm sure a private label product will be just as good as a regular branded product	Store brands products are more likely to not live up to my expectations	I would not want my friends to find out that I buy such store brands	I don't feel comfortab le buying standard private label goods	I'm afraid of wasting money buying private label products	It seems to me that other people think badly about my financial situation when they see that I buy standard private labels
N	Valid	203	203	203	203	203	203	203
	Missing	0	0	0	0	0	0	0
Mean		2,33	3,62	2,37	1,81	1,79	2,10	1,71
Median		2,00	4,00	2,00	1,00	1,00	2,00	1,00
Std. Deviation		,962	,959	1,014	1,018	1,005	1,166	1,004
Skewness		,408	-,468	,433	1,132	1,176	,855	1,252
Std. Error of Skewness		,171	,171	,171	,171	,171	,171	,171
Kurtosis		-,182	-,313	-,348	,568	,618	-,194	,697
Std. Error of Kurtosis		,340	,340	,340	,340	,340	,340	,340

Willingness to buy

Statistics

		The probability that I would consider buying SBs is high	I would buy these products next time	Although there are similar brands available, I would prefer to purchase this store brand
N	Valid	203	203	203
	Missing	0	0	0
Mean		3,92	3,75	2,91
Median		4,00	4,00	3,00
Std. Deviation		,979	1,009	1,088
Skewness		-,982	-,598	,304
Std. Error of Skewness		,171	,171	,171
Kurtosis		,715	-,108	-,406
Std. Error of Kurtosis		,340	,340	,340

Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	160	78,8	78,8	78,8
	Male	43	21,2	21,2	100,0
	Total	203	100,0	100,0	

Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	81	39,9	39,9	39,9
	26-35	45	22,2	22,2	62,1
	36-45	14	6,9	6,9	69,0
	46-55	35	17,2	17,2	86,2
	56-66	15	7,4	7,4	93,6
	>66	13	6,4	6,4	100,0
	Total	203	100,0	100,0	

Income

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low income	2	1,0	1,0	1,0
	Low income	29	14,3	14,3	15,3
	Average income	105	51,7	51,7	67,0
	Above average income	64	31,5	31,5	98,5
	High income	3	1,5	1,5	100,0
	Total	203	100,0	100,0	

Residence

Residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Saint Petersburg	169	83,3	83,3	83,3
	Moscow	19	9,4	9,4	92,6
	Yekaterinburg	3	1,5	1,5	94,1
	Irkutsk	2	1,0	1,0	95,1
	Barnaul	1	,5	,5	95,6
	Kazan	1	,5	,5	96,1
	Korenovka	1	,5	,5	96,6
	Perm	1	,5	,5	97,0
	Rostov-on-Don	1	,5	,5	97,5
	Samars	1	,5	,5	98,0
	Tyumen	1	,5	,5	98,5
	Yaroslavl	1	,5	,5	99,0
	Yoshkar-Ola	1	,5	,5	99,5
	Zurich	1	,5	,5	100,0
	Total	203	100,0	100,0	

Appendix II. Reliability analysis

1. Value consciousness (before item VC4 removal)

Reliability Statistics

Cronbach's Alpha	N of Items
,721	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VC1	10,1921	8,998	,489	,675
VC2	10,6700	7,569	,572	,621
VC3	10,5714	7,741	,600	,606
VC4	12,0739	7,891	,410	,731

2. Retailer image

Reliability Statistics

Cronbach's Alpha	N of Items
,906	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RI1	16,2118	9,712	,810	,876
RI2	16,2660	9,671	,772	,883
RI3	16,3054	9,936	,756	,887
RI4	16,3793	8,613	,795	,880
RI5	16,4532	9,625	,707	,897

3. Perceived quality

Reliability Statistics

Cronbach's Alpha	N of Items
,860	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PQ1	11,8768	4,574	,707	,822
PQ2	11,4975	5,004	,699	,826
PQ3	11,5025	4,459	,709	,822
PQ4	11,4680	4,805	,718	,817

4. Private label attitude (before item PLA4 removal)

Reliability Statistics

Cronbach's Alpha	N of Items
,815	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PLA1	15,9901	13,535	,733	,752
PLA2	16,2562	13,726	,682	,763
PLA3	16,6502	13,862	,631	,773
PLA5	16,6355	13,193	,668	,764
PLA6	16,4532	13,843	,671	,765
PLA4_inv	15,9458	17,220	,157	,872

5. Perceived risk (before item PR2 removal)

Reliability Statistics

Cronbach's Alpha	N of Items
,850	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PR1	12,1675	21,051	,551	,837
PR2_inv	12,1182	22,481	,378	,860
PR3	12,1232	19,604	,691	,817
PR4	12,6897	19,908	,648	,823
PR5	12,7094	20,069	,640	,825
PR6	12,3941	18,478	,698	,815
PR7	12,7833	19,874	,666	,821

6. Willingness to buy (before item WB3 removal)

Reliability Statistics

Cronbach's Alpha	N of Items
,835	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
WB1	6,6601	3,463	,742	,728
WB2	6,8227	3,206	,803	,663
WB3	7,6700	3,618	,561	,907

Appendix III. Exploratory factor analysis (EFA)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,889
Bartlett's Test of Sphericity	Approx. Chi-Square	3142,310
	df	300
	Sig.	,000

Rotated Factor Matrix[a]

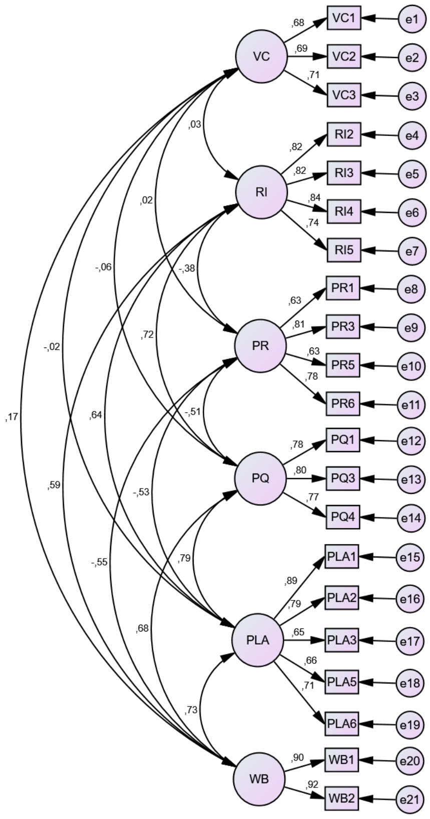
	Factor					
	1	2	3	4	5	6
X is a pleasant place to shop	,843					
X has a good image	,786					
I like to shop at X	,785					
The quality of products in X is good	,742					
X offers a good overall service	,679					
It seems to me that other people think badly about my financial situation when they see that I buy standard private labels		,751				
I don't feel comfortable buying standard private label goods		,721				
I'm afraid of wasting money buying private label products		,713				
I would not want my friends to find out that I buy such store brands		,711				
Store brands products are more likely to not live up to my expectations		,684				
I'm more likely to regret a purchase of store brands than regular brands		,576				
Considering value for the money, I prefer private label brands to national brands			,774			
When I buy a private label brand, I always feel that I am getting a good deal			,756			
For most product categories, the best buy is usually the private label brand			,699			
I love it when private label brands are available for the product categories I purchase			,584			
I like to buy private labels			,514			
This store brand appeared to be of very high quality				,632		
This store brand looks attractive				,604		
This store brand meets my expectations				,528		
This store brand appeared to be high functional						
I would buy these products next time					,737	
The probability that I would consider buying SBs is high					,703	
I generally shop around for lower prices on products, but they still must meet certain quality requirements before I buy them						,708
When grocery shopping, I compare the prices of different brands to be sure I get the best value for the money						,697
I am very concerned about low prices, but I am equally concerned about product quality						,689

Extraction Method: Principal Axis Factoring.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Appendix IV. Confirmatory factor analysis (CFA)

Initial model goodness-of-fit



Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	57	355,808	174	,000	2,045
Saturated model	231	,000	0		
Independence model	21	2500,186	210	,000	11,906

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,062	,850	,801	,640
Saturated model	,000	1,000		
Independence model	,331	,272	,200	,248

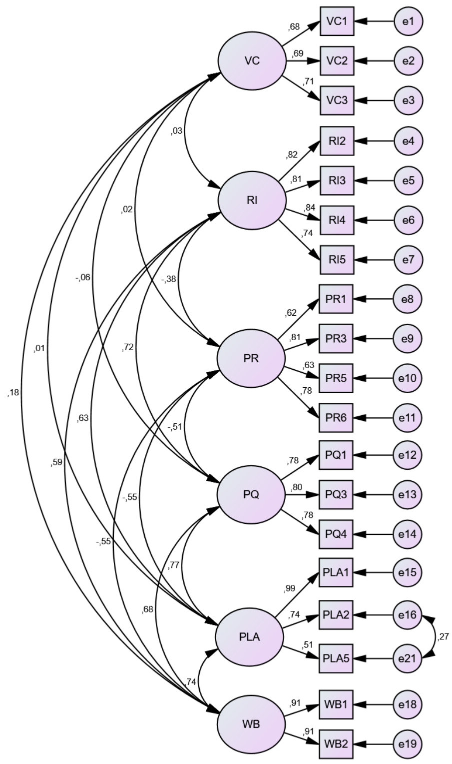
Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,858	,828	,922	,904	,921
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,072	,061	,083	,001
Independence model	,232	,224	,241	,000

Final model goodness-of-fit



Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	54	192,333	136	,001	1,414
Saturated model	190	,000	0		
Independence model	19	2157,196	171	,000	12,615

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,052	,909	,873	,651
Saturated model	,000	1,000		
Independence model	,325	,294	,216	,265

Baseline Comparisons

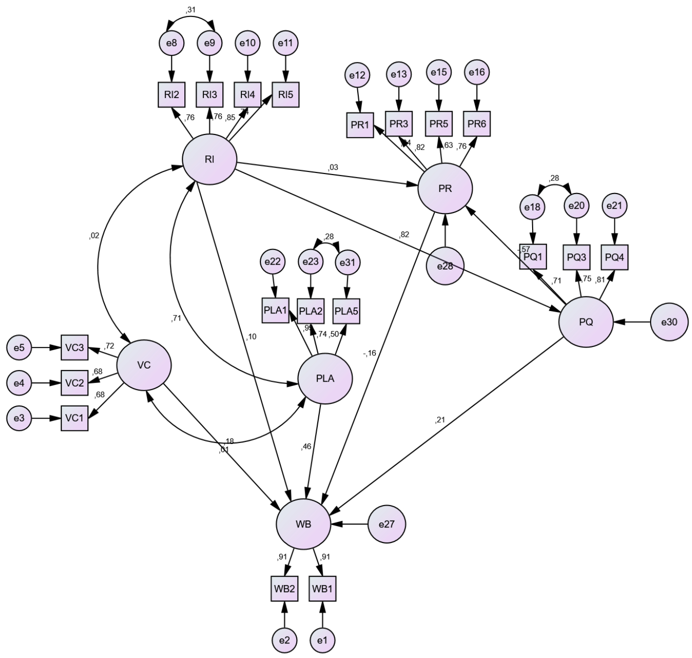
Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,911	,888	,972	,964	,972
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,045	,029	,059	,692
Independence model	,240	,231	,249	,000

Appendix V. Structural model

Initial model



Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	52	234,350	138	,000	1,698
Saturated model	190	,000	0		
Independence model	19	2157,196	171	,000	12,615

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,070	,896	,857	,651
Saturated model	,000	1,000		
Independence model	,325	,294	,216	,265

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,891	,865	,952	,940	,951
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,059	,046	,072	,130
Independence model	,240	,231	,249	,000

Covariances: (Group number 1 - Default model)

			M.I.	Par Change
e30	<-->	PLA	41,441	,165
e30	<-->	RI	23,090	-,087
e28	<-->	PLA	13,151	-,112
e28	<-->	RI	7,528	,060
e22	<-->	e30	18,732	,080
e22	<-->	e28	10,601	-,072
e21	<-->	PLA	5,128	,065
e18	<-->	PLA	5,044	,071
e16	<-->	PLA	8,936	-,131
e16	<-->	e22	4,176	-,064
e15	<-->	e31	5,094	,119
e10	<-->	e30	4,861	-,049
e10	<-->	e28	4,745	,059
e9	<-->	PLA	7,683	-,075
e9	<-->	RI	4,323	,040
e9	<-->	e22	10,173	-,062
e9	<-->	e16	4,299	,066
e8	<-->	e23	4,681	-,055
e8	<-->	e21	10,620	-,071
e4	<-->	PLA	5,842	-,129
e4	<-->	e30	4,273	-,077
e4	<-->	e16	4,101	,126
e4	<-->	e9	4,657	,084
e3	<-->	e15	5,055	-,111
e2	<-->	e16	4,338	-,066
e2	<-->	e8	4,350	-,043
e2	<-->	e3	6,021	-,078

Final model fit

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	51	188,021	139	,004	1,353
Saturated model	190	,000	0		
Independence model	19	2157,196	171	,000	12,615

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,053	,911	,878	,667
Saturated model	,000	1,000		
Independence model	,325	,294	,216	,265

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,913	,893	,976	,970	,975
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,042	,025	,056	,813
Independence model	,240	,231	,249	,000

Covariances: (Group number 1 - Default model)

			M.I.	Par Change
e18	<-->	e31	4,003	,078
e16	<-->	e29	7,540	-,104
e16	<-->	e22	4,218	-,060
e15	<-->	e31	4,898	,117
e12	<-->	e29	5,505	,084
e10	<-->	e29	8,155	,084
e10	<-->	e16	4,273	-,078
e9	<-->	e29	6,967	-,064
e9	<-->	e22	8,514	-,054
e9	<-->	e13	4,197	-,054
e8	<-->	e23	4,526	-,054
e8	<-->	e21	8,018	-,061
e8	<-->	e9	4,161	,041
e4	<-->	e30	7,238	-,102
e4	<-->	e9	4,549	,083
e3	<-->	e15	5,012	-,110
e2	<-->	e16	4,205	-,064
e2	<-->	e3	6,031	-,078

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
PQ	<---	RI	,694	,081	8,614	***	
PR	<---	RI	,065	,124	,522	,602	
PR	<---	PQ	-,568	,158	-3,595	***	
PLA	<---	PR	-,246	,117	-2,108	,035	
PLA	<---	PQ	1,097	,132	8,293	***	
WB	<---	PLA	,359	,108	3,310	***	
WB	<---	VC	,227	,075	3,020	,003	
WB	<---	PQ	,373	,236	1,583	,113	
WB	<---	PR	-,247	,108	-2,288	,022	
WB	<---	RI	,090	,128	,701	,483	
WB1	<---	WB	1,000				
WB2	<---	WB	1,035	,059	17,582	***	
VC1	<---	VC	1,000				
VC2	<---	VC	1,205	,177	6,824	***	
VC3	<---	VC	1,201	,176	6,840	***	
RI2	<---	RI	1,000				
RI3	<---	RI	,959	,074	12,905	***	
RI4	<---	RI	1,249	,093	13,420	***	
RI5	<---	RI	,976	,086	11,370	***	
PR1	<---	PR	1,000				
PR3	<---	PR	1,364	,160	8,540	***	
PR5	<---	PR	1,057	,145	7,270	***	
PR6	<---	PR	1,522	,181	8,417	***	
PQ1	<---	PQ	1,000				
PQ3	<---	PQ	1,057	,092	11,496	***	
PQ4	<---	PQ	1,006	,098	10,214	***	
PLA1	<---	PLA	1,000				
PLA2	<---	PLA	,760	,061	12,480	***	
PLA5	<---	PLA	,577	,075	7,717	***	

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
PQ	<---	RI	,763
PR	<---	RI	,075
PR	<---	PQ	-,601
PLA	<---	PR	-,153
PLA	<---	PQ	,720
WB	<---	PLA	,389
WB	<---	VC	,180
WB	<---	PQ	,266
WB	<---	PR	-,167
WB	<---	RI	,071
WB1	<---	WB	,910
WB2	<---	WB	,914
VC1	<---	VC	,685
VC2	<---	VC	,679
VC3	<---	VC	,717
RI2	<---	RI	,817
RI3	<---	RI	,817
RI4	<---	RI	,843
RI5	<---	RI	,740
PR1	<---	PR	,625
PR3	<---	PR	,809
PR5	<---	PR	,632
PR6	<---	PR	,784
PQ1	<---	PQ	,724
PQ3	<---	PQ	,741
PQ4	<---	PQ	,791
PLA1	<---	PLA	,991
PLA2	<---	PLA	,738
PLA5	<---	PLA	,507

Appendix VI. Supplementary analysis

Cluster analysis

ANOVA

	Cluster		Error			
	Mean Square	df	Mean Square	df	F	Sig.
Retailer image	7,537	2	,935	200	8,064	,000
Perceived risk	18,815	2	,822	200	22,893	,000
Perceived quality	2,937	2	,981	200	2,995	,052
Willingness to buy	38,640	2	,624	200	61,962	,000
Value consciousness	39,751	2	,612	200	64,900	,000
Private label attitude	6,509	2	,945	200	6,889	,001

The F tests should be used only for descriptive purposes because the clusters have been chosen to maximize the differences among cases in different clusters. The observed significance levels are not corrected for this and thus cannot be interpreted as tests of the hypothesis that the cluster means are equal.

Iteration History[a]

	Change in Cluster Centers		
Iteration	1	2	3
1	2,894	2,713	2,798
2	,865	,079	,801
3	,464	,062	,403
4	,339	,050	,387
5	,136	,023	,337
6	,297	,070	,562
7	,159	,087	,504
8	,126	,101	,456
9	,089	,040	,193
10	,098	,041	,164
11	,064	,061	,220
12	,000	,019	,060
13	,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 13. The minimum distance between initial centers is 7,724.

Number of Cases in each Cluster

Cluster	1	33,000
	2	130,000
	3	40,000
Valid		203,000
Missing		,000

Final Cluster Centers

	Cluster		
	1	2	3
Retailer image	,29411	-,20240	,41514
Perceived risk	,62035	-,32207	,53492
Perceived quality	,38607	-,07493	-,07497
Willingness to buy	,61982	,21505	-1,21026
Value consciousness	-1,41950	,26214	,31913
Private label attitude	-,02750	,15866	-,49296

Stores comparison

Effect sizes

Retailer image

Tests of Between-Subjects Effects

Dependent Variable: Retailer image

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	10,284[a]	4	2,571	2,708	,032	,053
Intercept	2,994	1	2,994	3,153	,077	,016
Store	10,284	4	2,571	2,708	,032	,053
Error	183,256	193	,950			
Total	193,559	198				
Corrected Total	193,541	197				

a. R Squared = ,053 (Adjusted R Squared = ,034)

Perceived quality

Tests of Between-Subjects Effects

Dependent Variable: Perceived quality

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	39,794[a]	4	9,949	12,281	,000	,203
Intercept	8,280	1	8,280	10,222	,002	,050
Store	39,794	4	9,949	12,281	,000	,203
Error	156,342	193	,810			
Total	196,191	198				
Corrected Total	196,136	197				

a. R Squared = ,203 (Adjusted R Squared = ,186)

Private label attitude

Tests of Between-Subjects Effects

Dependent Variable: Private label attitude

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	10,756[a]	4	2,689	2,846	,025	,056
Intercept	,001	1	,001	,001	,978	,000
Store	10,756	4	2,689	2,846	,025	,056
Error	182,324	193	,945			
Total	193,081	198				
Corrected Total	193,080	197				

a. R Squared = ,056 (Adjusted R Squared = ,036)

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) Store	(J) Store	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
Retailer image	Perekrestok	Lenta	,22758628	,17757960	,703	-,2614216	,7165942
		Vkusvill	-,05818764	,22744179	,999	-,6845030	,5681277
		Samokat	-,47757343	,25751744	,346	-1,1867093	,2315624
		Yandex.Lavka	-,29247582	,34066355	,912	-1,2305744	,6456228
	Lenta	Perekrestok	-,22758628	,17757960	,703	-,7165942	,2614216
		Vkusvill	-,28577392	,20264176	,622	-,8437965	,2722486
		Samokat	-,70515972*	,23590071	,026	-1,3547688	-,0555507
		Yandex.Lavka	-,52006210	,32463143	,498	-1,4140124	,3738882
	Vkusvill	Perekrestok	,05818764	,22744179	,999	-,5681277	,6845030
		Lenta	,28577392	,20264176	,622	-,2722486	,8437965
		Samokat	-,41938579	,27539862	,549	-1,1777618	,3389902
		Yandex.Lavka	-,23428818	,35437385	,964	-1,2101413	,7415650
	Samokat	Perekrestok	,47757343	,25751744	,346	-,2315624	1,1867093
		Lenta	,70515972*	,23590071	,026	,0555507	1,3547688
		Vkusvill	,41938579	,27539862	,549	-,3389902	1,1777618
		Yandex.Lavka	,18509761	,37438788	,988	-,8458690	1,2160642
	Yandex.Lavka	Perekrestok	,29247582	,34066355	,912	-,6456228	1,2305744
		Lenta	,52006210	,32463143	,498	-,3738882	1,4140124
		Vkusvill	,23428818	,35437385	,964	-,7415650	1,2101413
		Samokat	-,18509761	,37438788	,988	-1,2160642	,8458690
Perceived risk	Perekrestok	Lenta	-,05996784	,17454283	,997	-,5406133	,4206776
		Vkusvill	,21965190	,22355233	,863	-,3959529	,8352567
		Samokat	,35303414	,25311366	,632	-,3439749	1,0500431
		Yandex.Lavka	-,07138822	,33483789	1,000	-,9934445	,8506680
	Lenta	Perekrestok	,05996784	,17454283	,997	-,4206776	,5406133
		Vkusvill	,27961973	,19917640	,626	-,2688601	,8280996
		Samokat	,41300198	,23186659	,388	-,2254982	1,0515021
		Yandex.Lavka	-,01142038	,31907994	1,000	-,8900833	,8672426
	Vkusvill	Perekrestok	-,21965190	,22355233	,863	-,8352567	,3959529
		Lenta	-,27961973	,19917640	,626	-,8280996	,2688601
		Samokat	,13338225	,27068905	,988	-,6120248	,8787893
		Yandex.Lavka	-,29104012	,34831373	,919	-1,2502053	,6681251
	Samokat	Perekrestok	-,35303414	,25311366	,632	-1,0500431	,3439749
		Lenta	-,41300198	,23186659	,388	-1,0515021	,2254982
		Vkusvill	-,13338225	,27068905	,988	-,8787893	,6120248
		Yandex.Lavka	-,42442236	,36798551	,778	-1,4377585	,5889138
	Yandex.Lavka	Perekrestok	,07138822	,33483789	1,000	-,8506680	,9934445
		Lenta	,01142038	,31907994	1,000	-,8672426	,8900833
		Vkusvill	,29104012	,34831373	,919	-,6681251	1,2502053
		Samokat	,42442236	,36798551	,778	-,5889138	1,4377585
Perceived quality	Perekrestok	Lenta	,09753853	,16402170	,976	-,3541345	,5492115
		Vkusvill	-,90286436*	,21007700	,000	-1,4813616	-,3243671
		Samokat	-,89116139*	,23785642	,002	-1,5461560	-,2361668
		Yandex.Lavka	-,89665286*	,31465447	,039	-1,7631292	-,0301765
	Lenta	Perekrestok	-,09753853	,16402170	,976	-,5492115	,3541345
		Vkusvill	-1,00040288*	,18717041	,000	-1,5158214	-,4849844
		Samokat	-,98869992*	,21789010	,000	-1,5887124	-,3886874
		Yandex.Lavka	-,99419138*	,29984638	,010	-1,8198901	-,1684926
	Vkusvill	Perekrestok	,90286436*	,21007700	,000	,3243671	1,4813616
		Lenta	1,00040288*	,18717041	,000	,4849844	1,5158214
		Samokat	,01170297	,25437241	1,000	-,6887723	,7121782
		Yandex.Lavka	,00621150	,32731801	1,000	-,8951369	,9075599
	Samokat	Perekrestok	,89116139*	,23785642	,002	,2361668	1,5461560
		Lenta	,98869992*	,21789010	,000	,3886874	1,5887124
		Vkusvill	-,01170297	,25437241	1,000	-,7121782	,6887723
		Yandex.Lavka	-,00549147	,34580401	1,000	-,9577455	,9467626
	Yandex.Lavka	Perekrestok	,89665286*	,31465447	,039	,0301765	1,7631292
		Lenta	,99419138*	,29984638	,010	,1684926	1,8198901
		Vkusvill	-,00621150	,32731801	1,000	-,9075599	,8951369
		Samokat	,00549147	,34580401	1,000	-,9467626	,9577455

Willingness to buy	Perekrestok	Lenta	,03384615	,18336100	1,000	-,4710822	,5387745
		Vkusvill	-,03637099	,23484653	1,000	-,6830771	,6103351
		Samokat	-,36054934	,26590134	,657	-1,0927723	,3716736
		Yandex.Lavka	-,08822995	,35175441	,999	-1,0568699	,8804100
	Lenta	Perekrestok	-,03384615	,18336100	1,000	-,5387745	,4710822
		Vkusvill	-,07021714	,20923910	,997	-,6464071	,5059728
		Samokat	-,39439550	,24358084	,487	-1,0651536	,2763626
		Yandex.Lavka	-,12207610	,33520034	,996	-1,0451304	,8009782
	Vkusvill	Perekrestok	,03637099	,23484653	1,000	-,6103351	,6830771
		Lenta	,07021714	,20923910	,997	-,5059728	,6464071
		Samokat	-,32417836	,28436467	,785	-1,1072445	,4588878
		Yandex.Lavka	-,05185896	,36591107	1,000	-1,0594826	,9557647
	Samokat	Perekrestok	,36054934	,26590134	,657	-,3716736	1,0927723
		Lenta	,39439550	,24358084	,487	-,2763626	1,0651536
		Vkusvill	,32417836	,28436467	,785	-,4588878	1,1072445
		Yandex.Lavka	,27231939	,38657669	,955	-,7922120	1,3368508
	Yandex.Lavka	Perekrestok	,08822995	,35175441	,999	-,8804100	1,0568699
		Lenta	,12207610	,33520034	,996	-,8009782	1,0451304
		Vkusvill	,05185896	,36591107	1,000	-,9557647	1,0594826
		Samokat	-,27231939	,38657669	,955	-1,3368508	,7922120
Value consciousness	Perekrestok	Lenta	-,16474714	,18199689	,895	-,6659191	,3364248
		Vkusvill	,05271790	,23309941	,999	-,5891771	,6946129
		Samokat	,04643416	,26392318	1,000	-,6803415	,7732098
		Yandex.Lavka	-,06191854	,34913755	1,000	-1,0233523	,8995152
	Lenta	Perekrestok	,16474714	,18199689	,895	-,3364248	,6659191
		Vkusvill	,21746504	,20768247	,833	-,3544383	,7893684
		Samokat	,21118130	,24176874	,906	-,4545868	,8769494
		Yandex.Lavka	,10282860	,33270664	,998	-,8133587	1,0190159
	Vkusvill	Perekrestok	-,05271790	,23309941	,999	-,6946129	,5891771
		Lenta	-,21746504	,20768247	,833	-,7893684	,3544383
		Samokat	-,00628374	,28224916	1,000	-,7835243	,7709568
		Yandex.Lavka	-,11463644	,36318889	,998	-1,1147639	,8854911
	Samokat	Perekrestok	-,04643416	,26392318	1,000	-,7732098	,6803415
		Lenta	-,21118130	,24176874	,906	-,8769494	,4545868
		Vkusvill	,00628374	,28224916	1,000	-,7709568	,7835243
		Yandex.Lavka	-,10835270	,38370077	,999	-1,1649646	,9482592
	Yandex.Lavka	Perekrestok	,06191854	,34913755	1,000	-,8995152	1,0233523
		Lenta	-,10282860	,33270664	,998	-1,0190159	,8133587
		Vkusvill	,11463644	,36318889	,998	-,8854911	1,1147639
		Samokat	,10835270	,38370077	,999	-,9482592	1,1649646
Private label attitude	Perekrestok	Lenta	,12712744	,17712740	,952	-,3606352	,6148901
		Vkusvill	-,35962518	,22686262	,509	-,9843457	,2650953
		Samokat	,53365166	,25686167	,234	-,1736784	1,2409817
		Yandex.Lavka	,02243958	,33979606	1,000	-,9132701	,9581493
	Lenta	Perekrestok	-,12712744	,17712740	,952	-,6148901	,3606352
		Vkusvill	-,48675262	,20212574	,117	-1,0433542	,0698489
		Samokat	,40652421	,23529999	,419	-,2414306	1,0544790
		Yandex.Lavka	-,10468786	,32380477	,998	-,9963617	,7869860
	Vkusvill	Perekrestok	,35962518	,22686262	,509	-,2650953	,9843457
		Lenta	,48675262	,20212574	,117	-,0698489	1,0433542
		Samokat	,89327684*	,27469732	,012	,1368321	1,6497216
		Yandex.Lavka	,38206476	,35347144	,816	-,5913034	1,3554329
	Samokat	Perekrestok	-,53365166	,25686167	,234	-1,2409817	,1736784
		Lenta	-,40652421	,23529999	,419	-1,0544790	,2414306
		Vkusvill	-,89327684*	,27469732	,012	-1,6497216	-,1368321
		Yandex.Lavka	-,51121208	,37343451	,648	-1,5395533	,5171292
	Yandex.Lavka	Perekrestok	-,02243958	,33979606	1,000	-,9581493	,9132701
		Lenta	,10468786	,32380477	,998	-,7869860	,9963617
		Vkusvill	-,38206476	,35347144	,816	-1,3554329	,5913034
		Samokat	,51121208	,37343451	,648	-,5171292	1,5395533

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

Appendix VII. Questionnaire

The questionnaire is presented for the option Lenta.

Раздел 1.

В этом разделе вам предстоит ответить на вопросы о разных аспектах вашего отношения к покупке продуктов и брендам, которые вы приобретаете.

Пожалуйста, отметьте степень согласия со следующими утверждениями: *

	Точно не про меня	Скорее не про меня	Затрудняюсь ответить	Скорее про меня	Точно про меня
Для меня важны низкие цены, но для меня не менее важно и качество товаров	◯	◯	◯	◯	◯
Я сравниваю цены на разные бренды, чтобы быть уверенным, что я получу лучшее соотношение цены и качества	◯	◯	◯	◯	◯
Как правило, я ищу товары по низким ценам, но они все равно должны быть достаточного качества, чтобы я их купил(а)	◯	◯	◯	◯	◯
Я могу обойти несколько продуктовых магазинов в поиске товаров с удовлетворяющим меня соотношением цена-качество	◯	◯	◯	◯	◯

В магазинах какой торговой сети вы чаще всего совершаете покупки? (возможно несколько вариантов ответов) *

- ☐ Перекресток
- ☐ Магнит
- ☐ Пятерочка
- ☐ Лента
- ☐ Дикси
- ☐ Вкусвилл
- ☐ Самокат
- ☐ Азбука вкуса
- ☐ Яндекс.Лавка
- ☐ Другое: ____

Каким способом вы приобретаете продукты? *

- ◯ Предпочитаю заказывать продукты онлайн
- ◯ Предпочитаю посещать магазин
- ◯ Я покупаю продукты как онлайн, так и оффлайн
- ◯ Другое: ____

Назад Далее Очистить форму

Раздел 2.

Как часто вы покупаете продукты под собственной торговой маркой: *

	1	2	3	4	5	
Никогда	◯	◯	◯	◯	◯	Всегда

Выберите из списка одного ретейлера, с собственными торговыми марками которого вы знакомы лучше всего: *

- ◯ Перекресток
- ◯ Лента
- ◯ Вкусвилл
- ◯ Самокат
- ◯ Азбука вкуса
- ◯ Яндекс.Лавка

Назад Далее Очистить форму

Раздел 3.

В этом разделе вам предстоит ответить на вопросы о сети Лента и ее собственной торговой марке "Лента"

Пожалуйста, отметьте степень согласия со следующими утверждениями: *

	Полностью не согласен	Скорее не согласен	Затрудняюсь ответить	Скорее согласен	Полностью согласен
В Ленте приятно совершать покупки	◯	◯	◯	◯	◯
У Ленты хороший имидж	◯	◯	◯	◯	◯
В Ленте продукты хорошего качества	◯	◯	◯	◯	◯
Я люблю совершать покупки в Ленте	◯	◯	◯	◯	◯
В Ленте хороший сервис	◯	◯	◯	◯	◯

Приобретали ли вы ранее собственные торговые марки сети Лента?

- ◯ Да
- ◯ Нет
- ◯ Затрудняюсь ответить

Далее вам предстоит ответить на вопросы о бренде продуктов "**Лента**"

Приобретали ли вы ранее продукты под брендом "Лента"? *

- ◯ Да
- ◯ Нет
- ◯ Затрудняюсь ответить

Пожалуйста, отметьте степень согласия со следующими утверждениями: *

	Полностью не согласен	Скорее не согласен	Затрудняюсь ответить	Скорее согласен	Полностью согласен
Я считаю, что продукты под брендом "Лента" очень высокого качества	◯	◯	◯	◯	◯
Я считаю, что продукты под брендом "Лента" хорошо выполняют свои функции	◯	◯	◯	◯	◯
Продукты под брендом "Лента" выглядят привлекательно	◯	◯	◯	◯	◯
Продукты под брендом "Лента" соответствуют моим ожиданиям	◯	◯	◯	◯	◯

Пожалуйста, отметьте степень согласия со следующими утверждениями: *

	Полностью не согласен	Скорее не согласен	Затрудняюсь ответить	Скорее согласен	Полностью согласен
Мне нравится покупать продукты под брендом "Лента"	◯	◯	◯	◯	◯
Мне нравится, когда в категории, где я совершаю покупку, есть продукт под брендом "Лента"	◯	◯	◯	◯	◯
В большинстве продуктовых категорий продукты под брендом "Лента" -- это лучший выбор	◯	◯	◯	◯	◯
В целом, продукты под брендом "Лента" хуже по качеству	◯	◯	◯	◯	◯
Если принимать во внимание соотношение цена-качество, то я предпочту бренд "Лента" обычному бренду	◯	◯	◯	◯	◯
Я считаю, что совершаю удачную покупку, когда покупаю продукты под брендом "Лента"	◯	◯	◯	◯	◯

Пожалуйста, отметьте степень согласия со следующими утверждениями: *

	Полностью не согласен	Скорее не согласен	Затрудняюсь ответить	Скорее согласен	Полностью согласен
Я с большей вероятностью пожалею о покупке бренда "Лента", чем о покупке обычного бренда	◯	◯	◯	◯	◯
Я уверен(а), что продукт под брендом "Лента" будет так же хорош, как и товар под обычным брендом	◯	◯	◯	◯	◯
Продукты "Лента" имеют большую вероятность не оправдать моих ожиданий	◯	◯	◯	◯	◯
Я бы не хотел(а), чтобы мои друзья и знакомые узнали, что я покупаю продукты под брендом "Лента"	◯	◯	◯	◯	◯
Мне не комфортно покупать продукты под брендом "Лента"	◯	◯	◯	◯	◯
Я боюсь впустую потратить деньги, покупая продукты под брендом "Лента"	◯	◯	◯	◯	◯
Мне кажется, что другие люди думают плохо о моем финансовом положении, когда видят, что я покупаю продукты под брендом "Лента"	◯	◯	◯	◯	◯

Пожалуйста отметьте свое согласие со следующими утверждениями: *

	Полностью не согласен	Скорее не согласен	Затрудняюсь ответить	Скорее согласен	Полностью согласен
Есть высокая вероятность, что я рассмотрю продукты под брендом "Лента" к покупке	○	○	○	○	○
Я бы купил(а) продукты под брендом "Лента" в следующий поход по магазинам	○	○	○	○	○
Я предпочту купить продукты под брендом "Лента", несмотря на наличие других вариантов	○	○	○	○	○

Назад Далее Очистить форму

Пожалуйста, укажите ваш город проживания *

- Санкт-Петербург
- Москва
- Другое...

Укажите ваш пол *

- Мужской
- Женский
- Другое...

Пожалуйста, укажите ваш возраст *

- <18
- 18-25
- 26-35
- 36-45
- 45-55
- 56-65
- >65

Пожалуйста, отметьте утверждение наиболее близко описывающее ваш уровень дохода *

- Денег едва хватает на продукты
- Денег хватает на продукты, но покупка одежды вызывает затруднения
- Денег на продукты и одежду хватает, но покупка крупной бытовой техники является для меня за...
- Могу без труда приобретать крупную бытовую технику, но покупка нового автомобиля была бы з...
- Материальных затруднений не испытываю, при необходимости могу приобрести квартиру, дом и...

Спасибо за прохождение опроса!

Нажмите кнопку Отправить, чтобы закончить.