



The relationships between marketing mix, brand equity, lifestyle and attitude on a consumer's private product brand purchasing decision

Fuengnapha Khanta*

Doctoral Candidate

Faculty of Administration and Management
King Mongkut's Institute of Technology Ladkrabang
(KMITL) Thailand

E-mail: 57611001@kmitl.ac.th

ORCID ID: 0000-0002-8636-7019

Assist. Prof. Dr. Chalita Srinuan

Faculty of Administration and Management
King Mongkut's Institute of Technology Ladkrabang
(KMITL) Thailand

E-mail: chalita.sr@kmitl.ac.th

ORCID ID: 0000-0002-6201-880X

Abstract

In a 2018 study, 85% of the American consumers surveyed stated they trusted private brand products at least as much as national brands. In both Asia and Thailand, the importance of private brands is also increasing. Therefore, the researchers undertook a study to investigate the sample group of 1,000 Thai Tesco Lotus and Big C retail shoppers about their opinions concerning the importance of the store's marketing mix (MM), brand equity (BE), their lifestyle (LS), and their attitude (AT) towards their final purchase decision. LISREL 9.1 was used to conduct both a confirmatory factor analysis [CFA] and a structural equation model [SEM] to analyze the study's six hypotheses and their interrelationships. From the SEM analysis it was determined that the most important causal variables influencing PDPD were BE, AT, MM, and LS, which had total effect values of .61, .23, .22, and .17, respectively.

Keywords: Consumers, national brands, private label, retail shoppers, Thailand.

Introduction

The Nielsen Company (2019) has stated that having strong brands has never been more critical as powerful branding captures attention, is distinctive and compelling. Globally, private labeling now accounts for 20% of sales from leading retail sellers (Owolabi & Agboola, 2019). Also, strong brands instill consumer loyalty while also increasing a seller's market share, which can help justify a premium price. However, without a strong product brand, the competition will only be fought on price, with little to compel a buyer to choose you over another option (Hawik, 2017). And with almost limitless possibilities in most markets today, product branding is more critical than ever. Therefore, products which are private labeled have risen in importance globally and have been of increased marketing and academic scrutiny alike (Fraser, 2009; Herstein & Gamliel, 2017; Singh & Jha, 2013).

In the past, companies used a product brand to distinguish one company, product, or service from another (Lake, 2019). However, today branding is more complex, with the continuous



integration and convergence of e-commerce sites and digital content/marketing platforms playing a more critical role than ever before. This importance is stated clearly by the findings from the Altagamma 2018 Marker Monitor, in which it is predicted that by 2025, online channels will represent 25% of all luxury goods market value. Additionally, 100% of all luxury goods purchases will be influenced by online interaction and social media platforms (D'Arpizio & Levato, 2018).

Therefore, collaborative retailing has shifted to become a more competitive structure, with many Japanese retailers establishing 'co-brands' with national brands (Kamiya, 2018). Retailers are not only selling manufacturer's branded products but are also selling their private label store brands (Oldenburg, 2005). These brands, owned and controlled by retailers, have become a serious threat to national brand manufacturers as the quality gap between the two closes (Herstein & Gamliel, 2017; Oldenburg, 2005).

In Asia, according to the Nielsen Company (2014), private labeling has existed for over 25 years, but growth has been slow. From a global survey of 30,000 respondents in 60 countries, data showed Singapore to have the highest value share, followed by Hong Kong, India, and Taiwan with 8.1%, 5.1%, 4.5%, and 3.1%, respectively. However, the lowest nations were China, Thailand, and Indonesia, with 1.3%, 0.8%, and 0.6%, respectively. Furthermore, the survey also reported that 58% of the surveyed individuals within the Asia-Pacific region believed name brand products' higher costs are acceptable, which was 10% more than individuals from other regions. Also, 59% of Indonesia's surveyed respondents, 58% in the Philippines, and 56% in Thailand believed money was wasted when they tried new brands and preferred instead to buy weekly advertised TV brands they trusted. This was particularly true if the products were offered on discount.

Furthermore, consumers react differently to a manufacturer's brand marketing mix (MM) efforts when compared to a private label's MM efforts (Abril & Sanchez, 2016). McCarthy (1960) is credited for first identifying the original MM 4Ps as *product*, *price*, *place*, and *promotion*, which Kotler and Armstrong (2010) later confirmed. Additionally, it has been reported that the MM are organizational tactical marketing and strategic marketing tools. Therefore, this study's authors chose MM as an essential latent variable for investigation which also included the manifest variables of MM as *product* (MM1), *price* (MM2), *place* (MM3), and finally, *promotion* (MM4).

Similarity, Aaker (1991, 1996) discussed the concept of *brand equity* (BE), as successful brands which can provide a competitive advantage, which is essential for a firm's success (Chieng & Lee, 2011). Also, marketing research now identifies BE as a major objective in assessing product brands (Severi & Ling, 2013). From these authors' research and numerous follow-up studies related to BE (Aaker & Biel, 1993; Chieng & Lee, 2011; Mishra et al., 2014), the following four dimensions were included as the manifest variables to BE for this study: *brand awareness* (BE1), *brand perception* (BE2), *brand association* (BE3), and *brand loyalty* (BE4) (Saleem et al., 2015).

Additionally, a consumer's *lifestyle* (LS) was also selected as a latent variable for the study's analysis as a food-related LS has also been investigated as an instrument to analyze attitudes about consumers' consumption of food (Bredahl & Grunert, 1997; Fang & Lee, 2009). Also, Vyncke (2002, 2005) has written that lifestyle aspects are now at the center of a unique form of segmentation research named 'psychographics.' Psychographics includes the dimensions of *activities* (LS1), *interests* (LS2), and *opinions* (LS3) for surveys, which have also been adopted for the manifest variables for LS.

A consumer's *attitude* (AT) also has the potential to play a role in PBDP, as a consumer's AT concerning advertisement and brand have been reported to significantly and positively affect a consumer's purchase intention (Arora et al., 2019). In Taiwan, Lin et al. (2019) also reported that



brand image includes aspect such as 'functional', 'symbolic' and 'experiential', which also has a positive affect AT. Martin-Santana and Beerli-Palacio (2013) also stated that advertising should increase a brand's notoriety or advertiser. Advertising should also help in developing positive brand attitudes and identity, while also increasing a product's market position and a consumer's purchase persuasion. Therefore, the study's authors chose AT as the final latent variable for the study along with the supporting manifest variables of *main advantage* (AT1), *product design* (AT2), and *product potential* (AT3).

Finally, the use and meaning of 'private brands' is not consistent, with other authors using similar phrases such as 'store brands', 'name brands', 'national brands', 'private label', or 'own brands' (Aldousari et al., 2017; Allison, 2015; Davies & Brito, 2004; Oldenburg, 2005; The Nielsen Company, 2014). Therefore, the study defined private brands as brands owned by a retailer or distributor, which is sold in their own stores exclusively. Today, retailers such as Tesco and Wal-Mart are consolidating their power globally, transforming private labels from price purchases into powerful brands with their cachet (Kumar & Steenkamp, 2007).

Furthermore, the emerging markets have become major targets for international retailers, such as Tesco, Casino, and Carrefour. With the ever-increasing market share of private labels, recovering customers by national manufacturers is becoming ever more difficult to do (Baltas et al., 1997). One reason for this problem is the consumer's perception of quality of private labels increases significantly when consumers try the brand (Abril & Sanchez, 2016; Oldenburg, 2005). Also, national brands in places such as Taiwan are now being thought of as significantly superior to international private labels (Cheng et al., 2007).

The research framework

The authors, therefore, determined that a consumer's private brand purchasing decision (PBPD) was influenced by the marketing mix (MM), brand equity (BE), lifestyle (LS), and attitude (AT). From this, a conceptualized framework was developed (Figure 1), whose research objectives were to use a CFA, followed by a SEM to investigate the study's six hypotheses and their interrelationships.

H1: MM directly influences AT.

H2: MM directly influences PBPD.

H3: BE directly influences AT.

H4: BE directly influences PBPD.

H5: LS directly influences PBPD.

H6: AT directly influences PBPD.

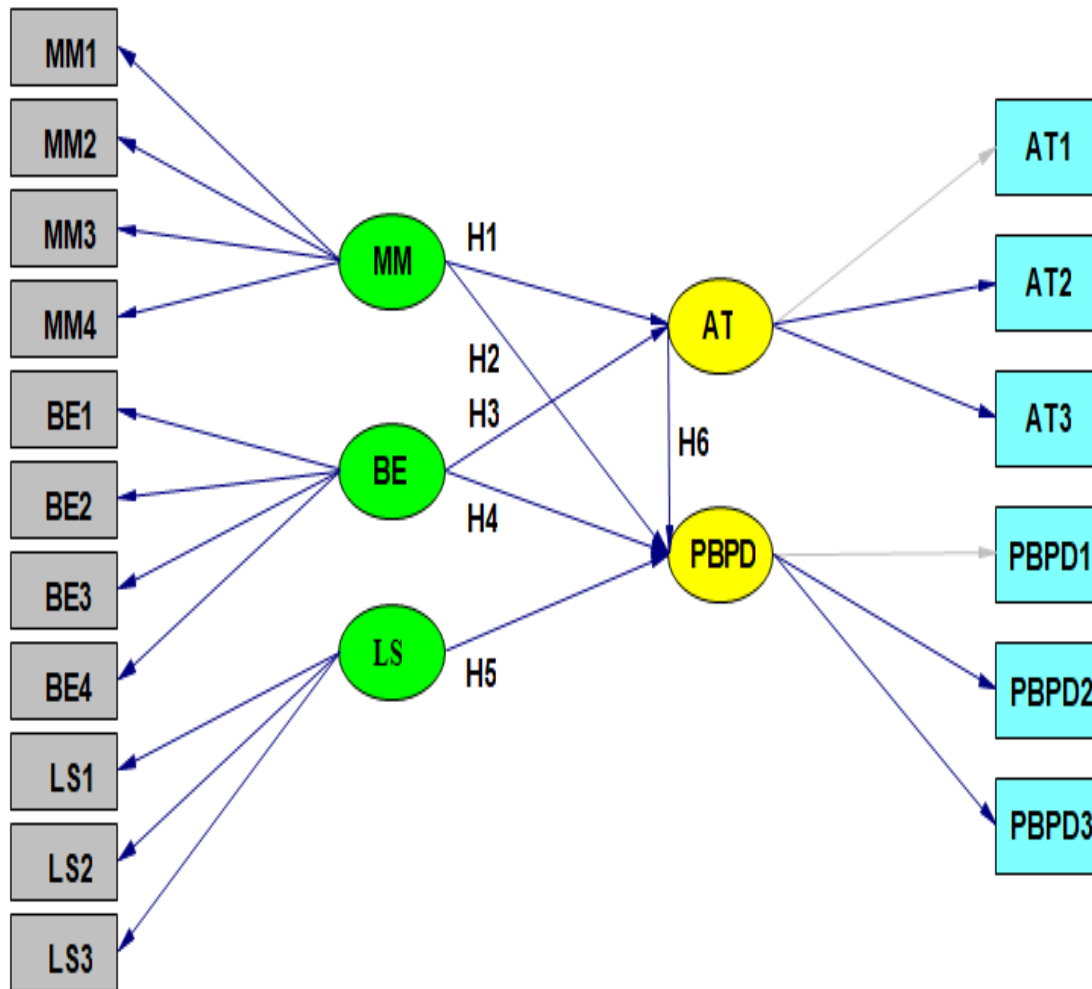


Figure 1. Authors' conceptualized model for consumer private brand purchasing decision (PBPD).
 Source: The authors' literature and theory review

Materials and Methods

The quantitative, qualitative, and triangulation mixed methods or 'convergence' were used in this study (Greene et al., 1989; Morgan, 2014). The defining feature for classical triangulation is the results are compared by use of different methods, to assess the extent to which they agree. Triangulation is further defined as a process of collecting data on a single topic by use of various methods.

Population and Sample

The population of the research for the study was the consumers in Thailand who bought private-brand products in Tesco Lotus and Big C department stores, where the definite number for the population was unknown. Data were collected from 1,000 shoppers to reduce data error (Dillman et al., 2013). The areas selected for data collection included the most populous province in each region of Thailand and from the first three districts with the highest number of people. The sample was collected from the three most populous districts in Bangkok (total = 99), in the central region (Chonburi = 250), in the northern region (Chiang Mai = 110), in the northeastern region (Nakhon Ratchasima = 380), and in the southern region (Nakhon Si Thammarat = 161).



Confirmation of the Questionnaire's Reliability

Cronbach's α was used to evaluate the results from the initial try-out of 30 questionnaires not used in the subsequent sample with acceptable values for α have been reported as ≥ 0.70 (Tavakol and Dennick, 2011). As the questionnaire's average reliability for α was accessed at 0.967, the results were graded as excellent. Furthermore, the 5-level agreement scale was ranked as strongly disagree = 1, disagree = 2, moderate agreement = 3, agree = 4, and 5 = strongly agree.

Analysis of the Data's CFA

A CFA was initially run to ascertain whether the selected variables for the study were supported by the responses from the study's sample of 1,000 retail consumers. After which, theory supported model fit indices were used to analyse goodness-of-fit [GoF] of the model with the given dataset.

Commonly accepted output indices include the goodness-of-fit index [GFI], adjusted goodness-of-fit index [AGFI], the root mean square error of approximation [RMSEA], and the comparative fit index [CFI] (Jöreskog et al., 2016; Schermelleh-Engel et al., 2003; Mueller and Hancock, 2010).

After evaluating the model fit, construct reliability [CR] was calculated for the convergent validity, while the average variance extracted [AVE] was used for discriminant validity (Hyde and Grieve, 2018). Furthermore, CFA testing of the measurement model was used to assure the items' reliability, validity, fitness, and unidimensionality (Nazim & Ahmad, 2013).

After performing the CFA, a more suitable structure was determined for the new dataset, after which a SEM was done. If the chi-square (χ^2) statistic is non-significant ($p \geq 0.05$), the model fits the data. For an acceptable model fit, the χ^2/df ratio should be ≤ 2 (Byrne et al., 1989), the GFI ≥ 0.90 , the AGFI ≥ 0.90 , the CFI ≥ 0.90 , and the RMSEA ≤ 0.05 (Hu and Bentler, 1998).



Results

The findings from the research are as follows:

Retail Consumer Shopper Characteristics

Table 1 shows the results from the 1,000 Thai consumers who were surveyed. From the sample of individuals who indicated they purchased private brand products, 76.60% were female. Additionally, both men and women from the survey were between 18-25 years old (26.50%), with most having only a high school education (39.60%).

Table 1. Consumers' characteristics ($n=1,000$)

Gender	%	Consumers
Men	23.40	234
Women	76.60	766
Total	100.00	1,000
Age		
15 - 25	26.50	265
26 - 30	15.20	152
31 - 35	15.20	152
36 – 40	11.80	118
41 - 45	12.60	126
46 or higher	18.40	184
Total	100.00	1,000
Profession		
Wife/Domestic	19.50	195
Public servant /Enterprise Employee	13.80	138
Student	19.80	198
Employee	20.10	201
Business owner	15.40	154
Other	11.10	114
Total	100.00	1,000
Education		
High school diploma or vocational certificate	39.60	396
High vocational certificate	13.90	139
BA/BS degree	39.40	394
Master degree	5.30	53
Doctoral studies	1.80	18
Total	100.00	1,000
Monthly wages (Thai baht)		
Less than 10,000 (\$324)	29.49	396
10,001 – 20,000	36.75	296
20,001 – 30,000	17.52	171
30,000 or more.	16.24	137
Total	100.00	1,000

Source: Part 1 of the authors' survey questionnaire.



Goodness-of-Fit [GoF] Appraisal

All statistics are used for the GoF are considered absolute fit measures and indicate the model's fit with the data. From the GoF analysis, χ^2/df was determined to be 1.40 ($p=0.06$), GFI = 0.99, AGFI = 0.97, CFI = 1.00, and the RMSEA = 0.02. This indicated a good fitting model. Finally, the average values for $\alpha = 0.967$, which was considered to be excellent.

CFA Results

Table 2 and Table 3 show the CFA analysis on both the external and internal external variables (Anderson & Gerbing, 1998; Jöreskog et al., 2016). Afterward, structural equation modeling (SEM) proposed by Mueller and Hancock (2010) was adopted. Concerning the normality test, Mardia's normalized multivariate kurtosis and skewness were assessed (Mardia, 1970). Results indicated that the skewness value was from -0.461 to 0.054, and the kurtosis value was from -0.396 to 0.582. Additionally, all measurement items plotted close to the normal distribution since the skewness and kurtosis were not greater than the established acceptable criteria of ± 1 (Hair et al., 2006; George & Mallery, 2010). Regarding the multicollinearity test, the results showed the correlation value was 0.28 to 0.97, which indicates that there are no problems with multicollinearity among the different constructs.

Table 2. CFA results for the external latent variables MK, BE and LS

Latent variables	AVE	t-test	Manifest variables	loading	r^2
MK = Marketing mix	0.49	0.79	MM1 = Product	0.75	0.56
			MM2 = Price	0.74	0.54
			MM3 = Place	0.61	0.37
			MM4 = Promotion	0.71	0.50
BE = Brand equity	0.73	0.91	BE1 = Brand awareness	0.69	0.47
			BE2 = Brand perception	0.98	0.97
			BE3 = Brand association	0.91	0.83
			BE4 = Brand loyalty	0.63	0.68
LS = Lifestyle	0.65	0.84	LS1 = Activities	0.62	0.38
			LS2 = Interests	0.89	0.79
			LS3 = Opinion	0.89	0.78

Source: Authors' CFA analysis.

Table 3. CFA results for the internal latent variables AT and PB

Latent variables	AVE	t-test	Manifest variables	loading	r^2
AT = Attitudes	0.92	0.97	AT1 = Main advantage	0.99	0.98
			AT2 = Product design	0.91	0.82
			AT3 = Product potential	0.98	0.95
Product brand purchase decision = PBPD	0.68	0.86	PBPD1 = Problem recognition	0.88	0.76
			PBPD2 = Information searching	0.70	0.48
			PBPD3 = Alternative Evaluation	0.88	0.77

Source: Authors' CFA analysis.

SEM Results

It was determined that all the SEM's causal variables positively influenced a consumer's private product brand purchase decision (PBPD), which can be combined to explain the shared variance of the factors affecting PBPD (r^2) by 91% (Table 4). Furthermore, Table 4 details the values from the coefficient of determination (r) testing, with r having the potential to have a value from -1 to +1 (Ratner, 2009), as well as the results from the direct effects [DE], indirect effects [IE], and the

total effects [TE] analysis (Ladhari, 2009). Also, variable relationship increases as the value of the coefficient increases. Ranked in importance, factors influencing PBPD were BE, AT, MM and LS, with TE values of 0.61, 0.23, 0.22 and 0.17, respectively.

Table 4. Coefficient of determination r results

Dependent variables	r^2	Effect	Independent variables			
			MM	BE	LS	AT
AT	.51	DE	0.13*	0.60**		
		IE	-	-		
		TE	0.13*	0.60**		
PBPD	.91	DE	0.19**	0.47**	0.17*	0.23**
		IE	0.03	0.14**	-	-
		TE	0.22**	0.61**	0.17*	0.23**

*Sig. \leq .05, **Sig. \leq .01, r^2 = coefficient of determination, Source: The authors' analysis

Hypotheses Testing Results

Hypotheses testing results are detailed in Table 5 and Figure 2. All six hypotheses were confirmed to be supported.

Table 5. Results from the final hypotheses testing

Hypotheses	r^2	t-test	Results
H1: MM directly influences AT.	0.13	2.28*	supported
H2: MM directly influences PBPD.	0.19	3.10*	supported
H3: BE directly influences AT.	0.60	9.77**	supported
H4: BE directly influences PBPD.	0.47	4.06**	supported
H5: LS directly influences PBPD.	0.17	2.05*	supported
H6: AT directly influences PBPD.	0.23	6.02**	supported

*Sig. \leq .05, **Sig. \leq .01, Source: The authors' SEM analysis

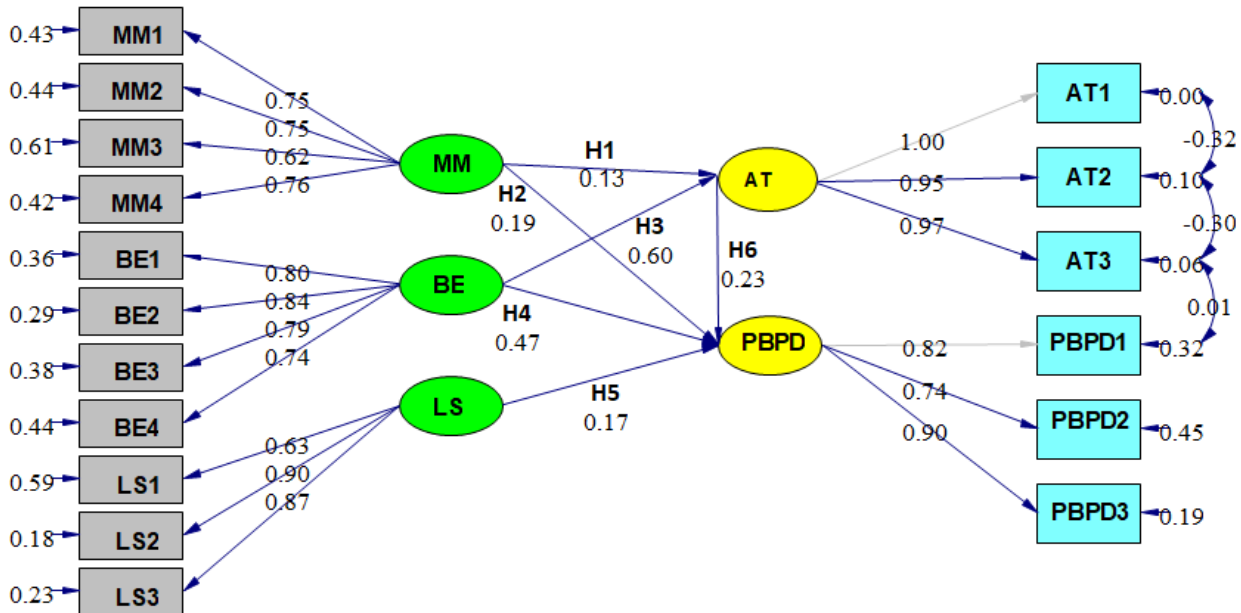


Figure 2. Final Model for Private Brand Purchase Decision (PBPD).

$\chi^2 = 43.55$, $df = 31$, p -value = 0.06664, RMSEA = 0.020, Source: Author's SEM analysis



Discussion

It was concluded from the SEM analysis that all of the variables affecting a consumer's private product brand purchase decision (PDPD) were positive, which can be combined to explain the shared variance of the factors affecting PBPD (r^2) by 91%. The causal variables influencing PDPD ranked from the greatest influence to the weakest were BE, AT, MM, and LS, with TE of 0.61, 0.23, 0.22, and 0.17, respectively.

Marketing mix (MM) hypotheses testing results

The results from the SEM analysis showed that H1 had a weak but positive interrelationship between MM and AT, due to $r = 0.13$, t -value = 2.28, and $p \leq .05$ (Table 5). This finding is supported by Hanssens et al. (2014) which reported that marketing managers often use consumer attitude metrics as performance indicators due to the metrics ability to represent their brand's health, while also easily connected to marketing activity. The study's respondents also showed support for the importance of the product and price, with promotion being secondary to those factors. The product's location (place) had minimal importance, which was most probably due to the rising importance of online shopping e-commerce sites such as Amazon and Lazada. Dibia (2019) has also indicated that attitudes and motivation positively impact fast-moving goods turnover.

Also, H2's relationship between MM and PBPD was weak but positive as $r = 0.19$, t -value = 3.10, and $p \leq .05$. This weakness has been suggested by Grönroos (1994) that the future is relationship marketing, which is now based on relationship building and management. This suggests that the 4-P model has become obsolete, and instead, marketing is a multi-faceted social process. The authors, therefore, suggest that future examinations of the MM process should also involve an analysis of the effects of social media. Finally, the authors believe that social media platforms have become the '800-pound gorilla in the room', and it can no longer be ignored in discussions and implementation of marketing strategies to consumers.

Brand equity (BE) hypotheses testing results

However, H3's results were determined to be both strong and positive as the interrelationship between BE and AT, due to $r = 0.60$, t -value = 0.60, and $p \leq .01$, which was the strongest relationship between the study's variables. There was also strong support for the relationship in H4 between BE and PBPD as $r = 0.47$, t -value = 4.06, and $p \leq .01$. As the survey was conducted on the physical premises of both Tesco Lotus and Big C department stores, there is support for this finding, as Dolbec and Chebat (2013) determined a store's image has a significant effect on a consumer's brand attitude, brand attachment, and brand equity. It was also determined that consumer in-store brand experience is increased when retailers appeal to the consumer's emotions, behaviours, senses and cognition. Also, Temporal and Lee (2001) have stated that brands offer many things to consumers, including clear choice, both in terms of brand interest and placement.

Lifestyle (LS) hypothesis testing results

Although the results showed H5 to be positive and direct between LS and PBPD, the influence was weak as $r = 0.17$, t -value = 2.0560, and $p \leq .05$. For the three manifest lifestyle variables, both a consumer's opinion (LS3) and a consumer's interests were rated of equal importance by the survey's respondents ($r = 0.89$). However, activities (LS1) were judged to be of little importance ($r = 0.62$). Michman (1991) earlier explained that the purchasing decision process



resulted from lifestyle, which led from the influence of personal value and a consumer's personality.

Attitude (AT) hypothesis testing results

Results also showed H6 to be positive and direct between AT and PBPD, with the influence indicated as weak as $r = 0.23$, t -value = 6.02, and $p \leq .01$. However, for the three manifest variables evaluated for AT, all three (AT1, AT2, & AT3) were very strong. This conforms to Chang and Luan (2010) who found that in the creation of retail hypermarket image in Beijing, China, the surveyed consumers worried more about the retailer's services and reputation more than the price of the product or service. Finally, most importantly was the store's atmosphere, which was followed by the staff's service and merchandise.

Product brand purchase decision (PBPD)

Concerning the consumer's PBPD, there seemed to a wider distinction in the importance of the three manifest variables investigated. In the final SEM, an alternative evaluation (PBPD3) was ranked as the most important ($r = 90$), problem recognition (PBPD1) as second in importance ($r = 82$), while information searching (PBPD2) was least important ($r = 70$). As the survey sample was 'brick & mortar' retail shoppers, these responses made sense. However, if the sample would have been online shoppers, the authors suspect far greater importance would have been placed on PBPD2. There is also significant support from other studies that show the strength of national brands grows weaker when national brands are tested against store brands (Beldona and Wysong, 2007).

Conclusion

The study investigated Thai consumers shopping at Tesco Lotus and Big C department stores and how each individual went about determining their private product brand purchase decision. From the analysis of the primary latent variables of the marketing mix, brand equity, lifestyle, and each consumer's attitude, it was determined that brand equity had a significant effect in a Thai consumer's private product purchase decision. Furthermore, results from other associated research suggests that when consumers have the opportunity to 'taste test' a store's brand, the significance of the distinction between international brands and store brands becomes blurry, even more so when the store brand is cheaper. Additionally, the marketing mix today needs to include how retailers provide product information and interact with their customers by use of social media platforms. Shopping convenience and home delivery is also playing an increasing role in the mix and needs further investigation on its ever-increasing role.

References

- Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. New York, NY: Free Press.
- Aaker, D. A. (1996). Measuring brand equity across products and markets. *California Management Review*, 38(3), 102-120.
- Aaker, D. & Biel, A. L. (1993). *Brand equity & advertising*. New York, NY: Psychology Press.
- Abril, C. & Sanchez, J. (2016). Will they return? Getting private label consumers to come back: Price, promotion, and new product effects. *Journal of Retailing and Consumer Services*, 31, 109 – 116. doi: 10.1016/j.jretconser.2016.03.010



- Aldousari, A. A., Yasmin, F., Yajid, M. S. A. & Ahmed, Z. U. (2017). Consumer evaluations of store brands: Effects of product-perceived risks. *Journal of Transnational Management*, 22(2), 71 – 90. doi: 10.1080/15475778.2017.1302782
- Allison, C. (2015). Eenie meenie miney moe: Driving sales of store brands over name brands [online] <https://tinyurl.com/yyvtrclx> [Accessed 16 September 2019].
- Anderson, J. C. & Gerbing, D. W. (1998). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(5), 204–215. doi: 10.1037//0033-2909.103.3.411
- Arora, N., Prashar, S., Parsad, C. & Tata, S. V. (2019). Influence of celebrity factors, consumer attitude and involvement on shoppers' purchase intention using hierarchical regression. *Decision*, 1 – 17. doi: 10.1007/s40622-019-00208-7
- Beldona, S. & Wysong, S. (2007). Putting the “brand” back into store brands: An exploratory examination of store brands and brand personality. *Journal of Product & Brand Management*, 16(4), 226 – 235. doi: 10.1108/10610420710763912
- Bredahl, L. & Grunert, L. G. (1997). *Food-related life-style trends in Germany. MAPP Working Paper No. 50*. The Aarhus School of Business, 1993-1996, Aarhus. [online] <http://pure.au.dk/portal/files/32299533/wp50.pdf> [Accessed 16 September 2019].
- Byrne, B. M., Shavelson, R. J. & Muthén, B. (1989). Testing for the equivalence of factor covariance and mean structures: The issue of partial measurement invariance. *Psychological Bulletin*, 105(3), 456–466. doi: /10.1037//0033-2909.105.3.456
- Chang, E-C. & Luan, B. (2010). Chinese consumers' perception of hypermarket store image, *Asia Pacific Journal of Marketing and Logistics*, 22(4), 512-527. doi: 10.1108/13555851011090538
- Cheng, J. M. S., Chen, L. S. L., Lin, J. Y. C. & Wang. E. S. T. (2007). Do consumers perceive differences among national brands, international private labels and local private labels? *Journal of Product & Brand Management*, 16(6), 368-376. doi: 10.1108/10610420710823735
- Chieng, C. F. & Lee, G. C. (2011). Customer-based brand equity: A literature review. *Journal of Arts Science & Commerce*, 11(1), 33 – 42. [online] <https://tinyurl.com/y4zsylnq> [Accessed 16 September 2019].
- D'Arpizio, C. & Levato, F. (2018). Altagamma 2018 marker monitor worldwide luxury. [online] <https://tinyurl.com/y4ack7w4> [Accessed 16 September 2019].
- Davies, G. & Brito, E. (2004). Price and quality competition between brands and own brands. *European Journal of Marketing*, 38(1/2), 30 – 55. doi: 10.1108/03090560410511113
- Dibie, V. M. (2019). Determinants of consumer purchase decision making for fast moving consumer goods. *Research on Humanities and Social Sciences*, 9(11). doi: 10.7176/rhss/9-11-02
- Dillman, D. A., Smyth, J. D. & Christian, L. M. (2013). *Internet, phone, mail, and mixed-mode surveys: The tailored design method*. Hoboken NJ: Wiley.



- Dolbec, P-Y. & Chebat, J-C. (2013). The impact of a flagship vs. a brand store on brand attitude, brand attachment and brand equity. *Journal of Retailing*, 89(4), 460 – 466. doi: 10.1016/j.jretai.2013.06.003
- Fang, C. H. & Lee, H. J. (2009). Food-related lifestyle segments in Taiwan: Application of the food-related lifestyle instrument. *American Journal of Applied Sciences*, 6(12), 2036-2042. doi: 10.3844/ajassp.2009.2036.2042
- Fraser, A. (2009). Customer attitudes to private labels: The role of store image. Master's thesis. [online] <https://openrepository.aut.ac.nz/handle/10292/759> [Accessed 16 September 2019].
- George, D. & Mallery, P. (2010). *SPSS for Windows Step by Step A Simple Guide and Reference 17.0 Update*. Boston, MA: Pearson.
- Greene, J. C., Caracelli, V. J. & Graham, W. F. (1989). Toward a conceptual framework for mixed method evaluation designs. *Educational Evaluation and Policy Analysis*, 11(3):255–274. doi: 10.2307/1163620
- Grönroos, C. (1994). From marketing mix to relationship marketing. *Management Decision*, 32(2), 4 – 20. doi: 10.1108/00251749410054774
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E. & Tatham, R. L. (2006). *Multivariate Data Analysis*. Upper Saddle River, NJ: Pearson Prentice Hall.
- Hanssens, D. M., Pauwels, K. H., Srinivasan, S., Vanhuele, M. & Yildirm, G. (2014). Consumer attitude metrics for guiding marketing mix decisions. *Marketing Science*, 33(4), 534 – 550. doi: 10.1287/mksc.2013.0841
- Hawlk, K. (2017, March 23). What is product branding and why it's essential in retail. [online] <https://tinyurl.com/y3qnhogc> [Accessed 16 September 2019].
- Herstein, R. & Gamliel, E. (2017). The private branding phenomenon. *Strategic Direction*, 33(10), 10 – 13. doi: 10.1108/sd-07-2017-0112
- Hu, L. T. & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling*, 6(1), 1 – 55. doi: 10.1080/10705519909540118
- Hyde, J. & Grieve, R. (2018). The dark side of emotion at work: Emotional manipulation in everyday and work place contexts. *Personality and Individual Differences*, 129, 108 – 113. doi: 10.1016/j.paid.2018.03.025
- Jöreskog, K. G., Olsson, U. H. & Fan, Y. W. (2016). *Multivariate analysis with LISREL*. Berlin, Germany.
- Kamiya, W. (2018). Co-branding between private labels and national brands: Does a co-branding strategy improve consumers' attitudes toward private labels in Japan? *Global Fashion Management Conference, 2018*, 1559 – 1562. doi: 10.15444/gmc2018.13.07.01
- Kotler, P. & Armstrong, G. (2010). *Principles of marketing*. Boston, MA: Pearson.



Kumar, N. & Steenkamp, J. E. M. (2007). *Private label strategy: How to meet the store brand challenge*. Boston, MA: Harvard Business School Publishing.

Lake, L. (2019, June, 25). Why branding is important to marketing. *The Balance Small Business*. [online] <https://tinyurl.com/yatskngt> [Accessed 16 September 2019].

Ladhari, R. (2009). A review of twenty years of SERVQUAL research. *International Journal of Quality and Service Sciences*, 1(2), 172-198. doi: 10.1108/17566690910971445

Lin, C-W., Lee, S-S., Lin, H-Y., Lim, Z-X., Cheng, Y-C. & Huang, S-C. (2019). The relationships between the credibility of badminton brand spokespersons, brand image, and attitudes towards consumer purchase intention. *African Journal of Hospitality, Tourism and Leisure*, 8(4), 1 – 11. [online] <https://tinyurl.com/y4aqppqh> [Accessed 16 September 2019].

Mardia, K. V. (1970). Measures of multivariate skewness and kurtosis with applications. *Biometrika*, 57(3), 519-530. doi: 10.2307/2334770

Martin-Santana, J. D. & Beerli-Palacio, A. (2013). Magazine advertising: factors influencing the effectiveness of celebrity advertising. *Journal of promotion management*, 19(2), 139-166. doi: 10.1080/10496491.2013.769471

McCarthy, E. J. (1960). *Basic Marketing: A Managerial Approach*. R.D. Irwin

Michman, R. D. (1991). *Lifestyle market segmentation*. New York, NY: Praeger.

Mishra, A., Dash, S. B. & Cyr, D. (2014). Linking user experience and consumer-based brand equity: the moderating role of consumer expertise and lifestyle. *Journal of Product & Brand Management*, 23(4/5), 333 – 348. doi: 10.1108/jpbm-12-2013-0459

Morgan, D. L. (2014). *Integrating qualitative and quantitative methods: A pragmatic approach*. Thousand Oaks, CA: Sage Publishing. doi: 10.4135/9781544304533

Mueller, R. O. & Hancock, G. R. (2010). Structural equation modeling. In G. R. Hancock & R. O. Mueller (Eds.), *The reviewer's guide to quantitative methods in the social sciences*. New York, NY: Routledge.

Nazim, A. & Ahmad, S. (2013). Assessing the unidimensionality, reliability, validity and fitness of influential factors of 8th grades students' mathematics achievement in Malaysia. *International Journal of Advance Research*, 1(2), 1 – 7. [online] <https://tinyurl.com/y4wyq3pu> [Accessed 16 September 2019].

Oldenburg, (2005, June 21). Store brands vs. national brands. *Washington Post*. [online] <https://tinyurl.com/y3cewg48> [Accessed 16 September 2019].

Owolabi, A. O. & Agboola, O. O. (2019). Consumers' perceptions towards private label brands: A case of private label brands, produced by Kenyan supermarkets in Nairobi County. *European Journal of Business and Management*, 6(1), 44 – 58. doi: 10.5296/bmh.v6i1.12944

Ratner, B. (2009). The correlation coefficient: Its values range between +1/-1, or do they? *Journal of Targeting, Measurement and Analysis for Marketing*, 17(2), 139 – 142. doi: 10.1057/jt.2009.5



Saleem, A., Rahman, S. U. & Omar, R. M. (2015). Conceptualizing and measuring perceived quality, brand awareness, and brand image composition of brand loyalty. *International Journal of Marketing Studies*, 7(1), 66 – 77. doi: 10.5539/ijms.v7n1p66

Schermelleh-Engel, K., Moosbruggeet, H. & Müller, H. (2003). Evaluating the fit of structural equation models: Tests of significance and descriptive goodness-of-fit measures. *Methods of Psychological Research Online*, 8(2), 23 - 74. [online] <https://tinyurl.com/y32spdoq> [Accessed 16 September 2019].

Severi, E. & Ling, K. C. (2013). The mediating effects of brand association, brand loyalty, brand image and perceived quality on brand equity. *Asian Social Science*, 9(3). doi: 10.5539/ass.v9n3p125

Singh, A. K. & Jha, V. (2013). Understanding personality characteristics and behaviors of consumers towards private labels in Indian retail. *International Journal of Management Research and Review*, 3(2), 2429 – 2440. [online] <https://tinyurl.com/y5fqd52n> [Accessed 16 September 2019].

Tavakol, M. & Dennick, R. (2011). Making sense of Cronbach's alpha. *International Journal of Medical Education*, 2, 53-55. doi: 10.5116/ijme.4dfb.8dfd

Temporal, P. & Lee, K. C. (2001). *Hi-tech hi-touch branding: Creating brand power in the age of technology*. Singapore: John Wiley and Sons.

The Nielsen Company. (2014, November 18). *Global perceptions about store brands improve, but share of basket varies by country*. [online] <https://tinyurl.com/yxh8b2b8> [Accessed 16 September 2019].

The Nielsen Company. (2019). *Brand equity, tracking and performance*. [online] <https://tinyurl.com/yxj6mpop> [Accessed 16 September 2019].

Vyncke, P. (2002). Lifestyle Segmentation. *European Journal of Communication*, 17(4), 445 – 463. doi: 10.1177/02673231020170040301

Vyncke, P. (2005). Lifestyle segmentation: From attitudes, interests and opinions, to values, aesthetic styles, life visions and media preferences. In D. McQuail, P. Golding, & E. de Bens (Eds.), *Communication Theory and Research* (pp. 269 – 282). Thousand Oaks, CA: Sage Publications. doi: 10.4135/9780857024374.d27