

Table of contents

Preface.....	V
Abstract.....	VII
Table of contents	IX
List of figures.....	XIII
List of tables.....	XV
1 Introduction	1
1.1 Background situation.....	1
1.2 Problem statement	3
1.3 Research questions	5
1.4 Research objectives	7
1.5 Practical relevance and application	8
1.6 Scope and limitations	9
1.7 Thesis outline	10
2 Literature analysis	11
2.1 Theoretical preamble.....	11
2.1.1 Definition of terms	11
2.1.2 Underlying theories	13
2.1.3 Fundamental assumptions	15
2.1.4 Attitudes as predictors of intention	16
2.2 A critical assessment of the history of PLB research	17
2.2.1 Identifying relevant literature	17
2.2.2 The consumer-focused perspective	18
2.2.3 Past and current academic approaches	19
2.2.4 Shortcomings of previous research	20
2.3 Demographics and their limitations	22
2.3.1 Income	23
2.3.2 Education.....	24

2.3.3 Gender	25
2.3.4 Household size	25
2.3.5 Lack of consistent results	25
2.4 The predictive power of psychographics.....	27
2.4.1 Price and value consciousness.....	30
2.4.2 Extrinsic and intrinsic cue reliance	33
2.4.3 Smart-shopper self-perception	38
2.4.4 Risk perceptions	41
2.5 Chapter summary.....	43
3 Methodology	47
3.1 Conceptual framework	47
3.1.1 Research and null hypotheses.....	47
3.1.2 Dependent, independent, and control variables	49
3.1.3 Summarized model framework	50
3.1.4 Conceptual and operational definition of constructs.....	51
3.2 Selecting a statistical technique.....	52
3.2.1 Multiple regression as method of choice.....	53
3.2.2 Evaluation of alternative statistical tools	54
3.3 Sampling.....	55
3.3.1 Defining the population.....	55
3.3.2 Sample size.....	55
3.3.3 Sampling procedure.....	56
3.4 Questionnaire design	57
3.4.1 Structure and content of the questionnaire	58
3.4.2 Measures to increase response accuracy	59
3.5 Pre-test.....	60
3.5.1 Goals and procedures	60
3.5.2 Reliability analysis of construct items.....	61
3.6 Sources of validity of reliability	63
3.7 Chapter summary.....	64

4	Data analysis and results	67
4.1	Respondent profile	67
4.2	Results of the multiple regression analysis	69
4.2.1	SPSS settings.....	69
4.2.2	Basic descriptive	69
4.2.3	Assessing model fit	70
4.2.4	Specifying model parameters	71
4.2.5	Multicollinearity.....	73
4.3	Eliminating bias.....	73
4.3.1	Outliers	73
4.3.2	Violations of assumptions	74
4.4	Checking for moderator variables	76
4.5	Chapter summary.....	77
5	Discussion	81
5.1	Antecedents related to price and quality	81
5.2	Antecedents related to extrinsic and intrinsic cue reliance	83
5.3	Antecedents related to consumers' self-perception	86
5.4	Antecedents related to risk perceptions.....	87
5.5	Demographic variables.....	89
5.6	Control variables	90
5.7	Managerial implications	92
5.7.1	Implications for retailers	92
5.7.2	Implications for manufacturers	94
5.8	Limitations and suggestions for future research	96
5.9	Summary and conclusion	99
	Bibliography.....	103
	Annex	112

Determinants of Private Label Attitude
Predicting Consumers' Brand Preferences Using
Psychographics

Weiß, S.

2015, XV, 143 p. 4 illus., Softcover

ISBN: 978-3-658-08671-8