

Consumer attitudes towards private labels and national brand promotions: Effects of price and personality-related variables

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Abstract

This study addresses consumer motivations towards private labels (PLs) and national brand (NB) promotions uncovering the effects of price-related variables (price consciousness and price unfairness) and personality-related variables (smart shoppers self-perception and risk aversion). The research uses data from a cross-sectional survey (n=278) applied to Portuguese consumers. Findings confirm the importance of price-related variables and the personality attribute of being smart shoppers (that translates into consumers who feel proud of their thoughtful decisions), revealing that, on the other hand, risk aversion is not a trait that prevents consumers from buying PLs.

Keywords: *Consumer; Behaviour; Retailing*

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