

Effects of private-label supplier disclosure on the retailer

Samanta Pérez-Santamaría

University of Salamanca

Mercedes Martos-Partal

University of Salamanca

Cite as:

Pérez-Santamaría Samanta, Martos-Partal Mercedes (2020), Effects of private-label supplier disclosure on the retailer. *Proceedings of the European Marketing Academy*, 49th, (63980)

Paper from the 49th Annual EMAC Conference, Budapest, May 26-29, 2020.



Effects of private-label supplier disclosure on the retailer

Abstract

The disclosure of dual manufacturing agreements, manufacturers that produce their own national brands (NB) and private labels (PL), on PL packaging can exert effects on the image and the relative price perception of the retailer. An experiment reveals moderating effects on the image and the relative price perception of the retailer, depending on the image of the NB and the retailer. The disclosure of a NB as a supplier of a PL for a low-image retailer makes consumers perceive the retailer with a higher image. Moreover, if the NB has a high image, the retailer will be perceived as more expensive.

Keywords: *retailer image; retailer relative price perception; private-label suppliers*

Track: Retailing & Omni-Channel Management