

Store Environment, Retail Format, and Premium Private Labels: The Serial Mediating Roles of Retailer and Store Brand Evaluations

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Abstract

This study explores how store atmosphere (pleasant/unpleasant) and retail format (dis-counter/supermarket) affect purchase intent for premium private labels (premium PLs). A 2×2 between-subjects experiment (n=303) manipulated both factors. Findings reveal that a pleasant atmosphere's positive effect operates exclusively indirectly via serial mediation: a pleasant atmosphere enhances retailer attitude, improving premium PL attitude and boosting purchase intent. This indirect effect was consistent across retail formats (no moderation). Re-sults support applying branding concepts (e.g., attitude transfer) to retailing and PL research.

Track: Consumer Behaviour