

Model of perceived private label authenticity

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Abstract

This paper explores the perceived authenticity of private labels as specific brands whose market presence is continuously growing. Retailers have implemented marketing practice in private label management, so consumers often do not perceive the difference in quality between private labels and manufacturer brands. Perceived authenticity is believed to become cornerstone of marketing practice in the future, so it is crucial to direct more scientific research into the area of perceived private label authenticity. There are different models of perceived brand authenticity in the literature however these models do not distinguish between private labels and manufacturer brands. Therefore, we propose a model of private label perceived authenticity consisting of six dimensions: (1) credibility, (2) symbolism, (3) originality, (4) brand commercialization, (5) trust in a retailer and (6) employees' passion. The theoretical model was verified empirically through confirmatory factor analysis.