Determinants of private label purchases and analytical models: insights from experts

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Abstract

In recent years, changes in consumer behaviour and consumption trends have been profoundly influenced by interconnected crises such as food inflation, energy instability, climate change, and job insecurity. This scenario has accelerated the strategic importance of private label products, combining convenience and perceived quality. Traditional analytical models, however, fail to capture rapid transformations induced by crises and technological innovations, making updates essential to address new priorities like sustainability and omnichannel strategies. Using the Delphi method and expert interviews, this study explores how existing models can integrate variables reflecting the current and future context. Implications include redefining private label positioning to align with emerging consumer values and opening new academic perspectives for more representative theoretical models, bridging a gap in understanding consumer behaviour in prolonged crises.

Track: Retailing & Omni-Channel Management