

Investigating Perceptions of Manufacturers' Brands Versus Private Labels by Using Implicit and Explicit Measures

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Abstract

Continuous growth of private labels has become a serious threat to manufacturers' brands. According to research insights, consumers increasingly believe that the quality of private labels has improved and that the perceived quality gap between private labels and manufacturers' brands may not be sustainable in the long run. However, despite the fact that perception of private labels is increasingly more favourable, consumers are prone to using manufacturers' brands as symbols, often at a subconscious level. In order to test this notion, we conducted a study which explores the differences between implicit and explicit attitudes towards private labels and manufacturers' brands by using the implicit association test (IAT) and explicit scales.