

# WORK-IN-PROGRESS SUBMISSIONS

## THE EFFECTS OF STORE BRAND WINES ON WINE PURCHASING IN SUPERMARKETS

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Store brands (SBs) enjoy growing popularity among consumers as well as related research. Gomez-Suarez, Quinones and Yagüe-Guillen (2017) consider that SBs are one of the most interesting phenomena in developed markets. Nielsen (2014) consumer survey shows that 70% of European consumers perceive SBs as a good alternative to national brands. The development by supermarkets of SBs packaging, product quality and promotions led to a direct rivalry between SBs and national brands (Putsis and Dhar, 2001; Sinha and Batra, 1999).

Concerning wine, national and international data show that the most important values and volumes of sold wines are realized in supermarkets and, most of these wines are store brand wines. Supermarkets use labels and external cues on SBs bottles to help consumers through their choices. However, consumers are not always conscious of these cues and they do not identify that this bottle is a store brand wine. Thus, the purpose of this research is to identify key factors affecting purchasing behavior of SB wines and to understand how the external cues can impact the purchasing behavior in supermarkets.

Some studies (Gomez-Suarez, Quinones and Yagüe-Guillen, 2017) summarize the consumer purchase decision models of private labels and define all the variables which impact positively the intention to purchase SBs, mainly value-consciousness (Burton et al., 1998) and smart shopping (Gomez and Rubio, 2010). More precisely, the literature review highlights that attitude toward SBs, defined as “a predisposition to respond in favorable way to retailers’ private label brand” (Burton et al., 1998), mediate those relations. Moreover, purchasing behavior is largely influenced by the trust of the consumer in SBs (Gurviez and Korchia, 2002), referring to consumer believing about “what I am buying is what it promises to be” (Bainbridge 1997) and by the perceived authenticity of the SBs (Lunardo and Guerinet, 2007), referring to content, consistency, origin and context for a product (Beverland, 2006; Camus, 2004). This refers to the conceptual framework of this study (cf. Figure 1).

To fulfill the main objective of this research, we will conduct an online experiment. Our sample will consist of consumers, different in terms of gender, age, socio-professional category and wine expertise. More information concerning the sample size and the participants are presented in Table 1. Scenarios used aim to identify the existing perceptions related to SB and the intention to buy wine SBs. The different scenarios are upon realistic external cues used by groceries, removable or irremovable, indicating the SBs. The measurement of the different variables is presented in Annex 1.

Product characteristics are crucial in the explanation of consumer behavior. Retailers' commitment on packaging enhancement and informations/communication improvement is thus essential in order to build and sustain the consumer relationship. By investigating the relationship between SBs/brand cues and consumer perception, this study will provide relevant external cues influencing consumer behavior concerning SBs and identify main variables impacting purchases. Thanks to this research, supermarkets and the wine industry will have a better understanding of SB wine perceptions in order to enhance added value for customer concerning wine purchases in supermarkets.

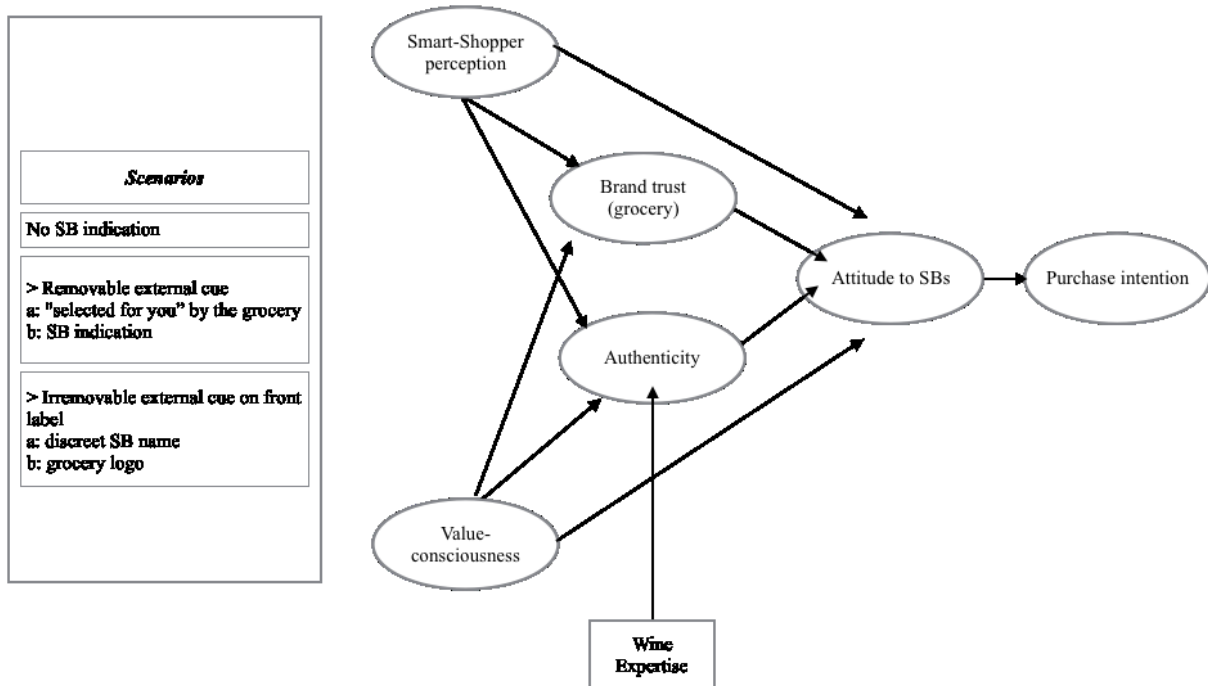


Figure 1. Conceptual framework

	Women	Men	18-25	26-35	36-45	46-55	56-65	Upper class	Lower class	Total
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Scenario 1	60	60	24	24	24	24	24	60	60	120
Scenario 2	60	60	24	24	24	24	24	60	60	120
Scenario 3	60	60	24	24	24	24	24	60	60	120
Total	180	180	72	72	72	72	72	180	180	<b>360</b>

*Table 1. Sample information*

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*Annex 1. Measurement of the different variables of the conceptual framework*

<b>Construct</b>	<b>Variables</b>
<b>Smart-shopper self-perception (adapted from Burton et al. 1998)</b>	Making smart purchases makes me feel good about myself
<b>Value-consciousness (adapted from Lichtenstein, Netemeyer and Burton, 1990)</b>	I am very concerned about low prices, but I am equally concerned about product quality.
	When grocery shopping, I compare the prices of different brands to be sure I get the best value for the money.
	When purchasing a product, I always try to maximize the quality I get for the money I spend.
	When I buy products, I like to be sure that I am getting my money's worth.

	I generally shop around for lower prices on products, but they still must meet certain quality requirements before I buy them.
	When I shop, I usually compare the “price per ounce” information for brands I normally buy.
	I always check prices at the grocery store to be sure I get the best value for the money I spend.
<b>Brand trust (adapted from Gurviez and Korchia, 2002)</b>	Brand products bring me security.
	I have confidence in the quality of the products of this brand.
	Buying products of this brand is a guarantee.
	This brand is sincere concerning its consumers.
	This brand is honest with its customers.
	This brand shows interest for its customers.
	I think this brand is renewing its products to reflect the progress of research.
	I think this brand is continually looking to improve its answers to the needs of consumers.
<b>Authenticity (adapted from Camus, 2004 ; Lunardo and Guerinet, 2007)</b>	When you’re looking at the bottle number X, you can say about the wine it is natural.
	When you’re looking at the bottle number X, you can say about the wine it is made from natural stuffs only.
	When you’re looking at the bottle number X, you can say about the wine, it is not made from natural stuffs (inversed).
	When you’re looking at the bottle number X, you can say about the wine, you know how it has been produced
	When you’re looking at the bottle number X, you can say about the wine, you know where he comes from.
	When you’re looking at the bottle number X, you can say about the wine, it can reflect your personality.
	When you’re looking at the bottle number X, you can say about the wine, it can define yourself.

	When you're looking at the bottle number X, you can say about the wine, it can help you being yourself.
	When you're looking at the bottle number X, you can say about the wine, it is at your style.
	When you're looking at the bottle number X, you can say about the wine, it is unique.
	When you're looking at the bottle number X, you can say about the wine, it is one-of-a kind.
	When you're looking at the bottle number X, you can say about the wine, there's not other like it.
<b>Attitude toward SBs (adapted from Belaïd and Lacoeuilhe, 2015).</b>	I buy SBs because I do not want to pay for the packaging.
	I like SBs because I pay for a product and not for a brand.
	By buying SBs, I cleverly buy.
	By buying SBs, I make good deals.
	I do not buy SBs because the prices are consequences of bad quality.
<b>Purchase intentions (adapted from Lunardo and Guerinet, 2007)</b>	When you're looking at the bottle number X, you can say about the wine, you would seriously consider buying the bottle.