

Manufacturer brand value and the respective role of brand sensitivity,
situational involvement and enduring involvement.

Clarinda Mathews-Lefebvre ^a, Pierre Valette-Florence ^b

a Insec Business School, 27 avenue Claude Vellefaux 75010 Paris, France

b University of Grenoble, 151 Rue des Universités, 38400 Saint-Martin-d'Hères, France

July 2013

An ulterior version of this article appeared in Journal of Brand Management,
2014, Vol. 21, 3

Manufacturer brand value and its moderators. Results from an empirical study.

ABSTRACT

This study among 504 shoppers examines the relationship between perceived brand value and manufacturer brand purchase intention. Furthermore, it investigates the hierarchy of moderators that interact to predict brand purchase intention. Results from this study show the predominant role of quality and symbolic perceived value on manufacturer brand purchase intention. They suggest that brand sensitivity plays the most important moderating influence. They also indicate that customer's situational involvement (linked with the anticipated usage situation) has a higher moderating impact on the brand purchase intention than enduring involvement (related to the product category). The theoretical and managerial implications of these findings are discussed.

Keywords: *manufacturer brand, purchase intention, perceived brand value, brand sensitivity, involvement, usage situation*

INTRODUCTION

With the diversification of consumer behavior and the continued success of store brands in most convenience goods categories worldwide, the problem of manufacturer brand value is a central issue. Once-powerful manufacturer brands now find themselves struggling to compete with store brands and to stay in business. Some of them simply cannot resist the store brand threat (Kumar and Steenkamp, 2007). Comparing manufacturer brands' and store brands' growth shows that store brands have more than doubled the growth rate of manufacturer brands (5% vs 2%; AC Nielsen 2005, 38 countries). Furthermore, customer perception of store brands has improved not only in terms of value for money and quality but also in terms of perceived pleasure, which results in a serious challenge for manufacturer brands (Mathews-Lefebvre *et al*, 2007).

Recent research has aimed at identifying how national-brand manufacturers can maintain their brand performance during and after recessions, and catch up with lost market shares thanks to more marketing-support activity (Lamey *et al.*, 2007). Today, the competition between manufacturer brands and store brands is becoming fiercer and the question of manufacturer brands remaining assets in customers' evaluation has to be better understood.

Perceived brand value has long been recognized as a key element to create strong brands (Aaker, 1991; Keller, 1993; Keller and Lehmann, 2003). Perceived brand value research has shown that consumers value brands not only for utilitarian reasons, but also for hedonic and self-expression motivations (Keller 1993; Park *et al*, 1986). Chaudhuri and Holbrook (2001) showed the importance of perceived brand value on purchase loyalty and attitudinal loyalty. Still, the specificity of manufacturer brand loyalty antecedents and how moderators interact to explain brand purchase intention can be further explored.

The first objective of this paper is to analyse how aspects of perceived brand value impact manufacturer brand purchase intention. We consider four different aspects of perceived brand value: savings, quality, hedonic value and symbolic value. Secondly, we focus on some moderators of manufacturer brand purchase intention and particularly on customer involvement and brand sensitivity. According to Zaichkowsky (1985), involvement refers to the personal relevance of a product, advertisement or situation to the consumer. Houston and Rothschild (1978) differentiate between enduring involvement, related to the particular importance of a product category for an individual in the long term, and situational involvement that is linked to the purchase or consumption. While the understanding and measurement of enduring product involvement were extensively explored (Goldsmith and Emmert, 1991; Kapferer and Laurent, 1985), research regarding situational involvement is sparse (McQuarrie and Munson, 1992). Holbrook (1999) insisted that consumer value is situational in that it depends on the context in which the evaluative judgment is made. Dubois and Laurent (1999), emphasized the relevance of a situational approach to brand loyalty. Situation is highly likely to influence the customer brand choice, however we found no study establishing the link between perceived brand value, brand purchase intention and its moderators within a selected set of situations. We also investigate the hierarchy of effects among moderators and analyse how enduring involvement, situational involvement and brand sensitivity combine to predict manufacturer brand purchase intention. The paper provides information on the research setting, sample and measures used in the study. We finally detail the results and discuss the findings significance.

BRAND PURCHASE INTENTION AND ITS ANTECEDENTS

Consumer behavior research has aimed at a complete exploration of brand choice processes. One of the most interesting fields of investigation consists in a better assessment of the determinants of attitudes and behavioral intentions towards brands (e.g. Ajzen and Madden 1986; Bagozzi, 1992). Among the behavioral intentions, purchase intention has been considered a good proxy for consumer behavior and thus one of the determinants of brand loyalty (Chandon *et al*, 2005; Johnson *et al*, 2006). As such, it is frequently used in brand research (Aurier and Fort, 2007; Laroche *et al.*, 1995; Morwitz and Fitzsimons; 2004). We conceptualize purchase intention as derived from a positive attitude towards a brand (Bagozzi, 1992) and define it as the expression of the optimal brand chosen by the customer after a psychological evaluating process (Jacoby and Kyner, 1973).

Among the explored determinants of customers' attitudes towards brands, both perceived brand value and involvement have received an impressive amount of attention in literature. Perceived brand value research has shown that consumers value brands not only for utilitarian reasons, but also for hedonic and self-expression motivations (Keller 1993; Park *et al.*, 1986; 2010). Involvement literature, differentiating between situational and enduring product involvement (Houston and Rothschild, 1978; Rothschild, 1984), has mostly investigated enduring product involvement and its antecedents (Goldsmith and Emmert, 1991; Kapferer and Laurent, 1985). Situational involvement has been less researched.

Using Holbrook's typology of consumer value, most authors focus on utilitarian and hedonic motivations (e.g. Chandon *et al*, 2000). According to this typology, symbolic meanings and self-expression are explored among hedonic values. Holbrook (1999) recognises that research incorporating other types of value such as status and esteem is promising. Indeed, Keller (1993) and Park *et al* (1986) conceptualize and measure hedonic and symbolic value separately. They describe hedonic value as related to entertainment, fun and variety-seeking, while symbolic

value is related to self-expression, social approval and self-esteem. According to Park *et al* (2010), brand-self connection can be identity based when brands represent who customers are. For Park *et al* (1986), many brands offer a mixture of functional, experiential and symbolic benefits. They argue that symbolic aspects of brand perception refer to internally generated needs for self-enhancement, role position or ego-identification. We add to this research stream by using the tridimensional perceived brand value model, differentiating between utilitarian, hedonic and symbolic value.

RELATIONSHIPS BETWEEN DIMENSIONS OF PERCEIVED BRAND VALUE AND MANUFACTURER BRAND PURCHASE INTENTION

Utilitarian perceived brand value is to be found in smart shopping, sales promotion and store brand research. Authors have explored monetary savings and quality at the brand level. However, Chandon *et al* (2000) emphasize that quality usually involves spending more money. They argue that quality can be linked to the excellence type of customer value discussed by Holbrook (1999). In line with this reasoning, we suggest that customers buying manufacturer brands are more interested in acquiring good quality products than saving money. Therefore, we measure the effects of savings and quality on the purchase intention separately and posit that savings perceptions have a negative influence on manufacturer brand purchase intention (H1), while quality perceptions have a positive impact on it (H2).

Holbrook and Hirschman (1982), underlined the importance of consumption related to entertainment and fun, and to exploration. The influence of hedonic perceived brand value on behavioral loyalty and attitudinal loyalty was shown by Chaudhuri and Holbrook (2001). Chitturi *et al* (2008) confirm that feelings of delight and cheerfulness increase repurchase intentions. Among hedonic perceptions, variety-seeking (or exploration) has been recognized as an important antecedent of consumption behaviors (Bawa, 1990; Givon, 1984; Van Trijp *et al*, 1996). Still, researchers on variety seeking and hedonic value have expressed the need for

more exploration of the bonds between variety seeking and other brand loyalty's antecedents (Bawa, 1990; McAlister and Pessemier, 2001; Odin *et al*, 2001; Van Trijp *et al*, 1996). To our knowledge, the role of variety-seeking as a hedonic antecedent of brand choice has been analyzed in the field of sales promotion (Chandon *et al*, 2000) but has not been explored so far as a determinant of manufacturer brand choice (H3).

Belk (1988) stressed the need for more emphasis on consumption symbolic aspects in branding. He highlighted the ways consumption helps define people's identity in relationship to others. Park *et al* (1986; 2010) argue that a brand with a symbolic concept associates the individual with a role or a self-image, and answers needs for expression or enhancement of self-concept and self-esteem. Similarly, Sirgy (1986) emphasized that consumers tend to select goods and services that are consistent with their own self-image. Reed (2002) showed that self gratification is an antecedent of purchase behaviour. Therefore we hypothesize that symbolic perceived brand value has a positive influence on manufacturer brand purchase intention (H4).

INVOLVEMENT, BRAND SENSITIVITY AND BRAND PURCHASE INTENTION

In addition to the hypothesized main effects proposed above, this research suggests that a customer may intend to buy a manufacturer brand as a result from a combination of several moderating factors. One of these moderating factors is the customer's personal enduring involvement in the product category. Enduring product involvement (Kapferer and Laurent, 1985; Park and Young, 1983; Richins *et al.*, 1992; Rodgers and Schneider, 1993) is defined as an individual variable representing the general, long run concern with a product category. The enduring involvement theory posits that a customer, who is highly concerned by a product class and interested in the performance of the product, is more likely to develop positive responses towards a brand.

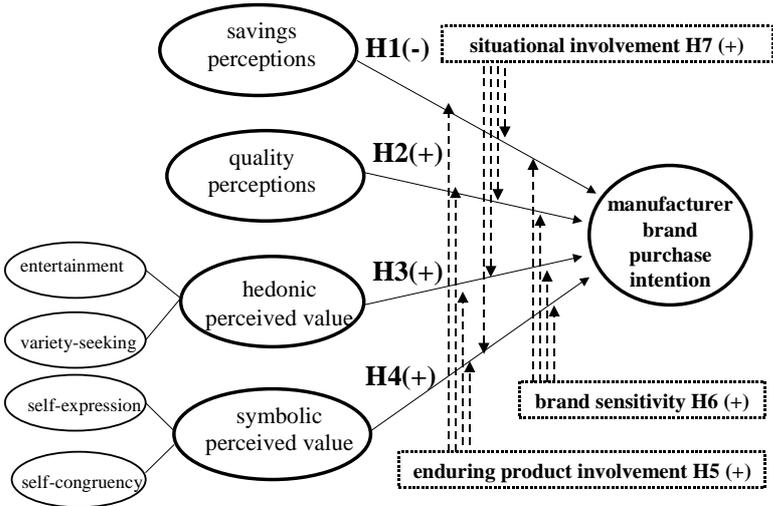
A further moderating factor is brand sensitivity. Kapferer and Laurent (1992) stress the role of brand sensitivity as an antecedent of customer attitude and behavioral intentions. They show that a single customer may have various degrees of brand sensitivity depending on the purchase situation and the product categories. Kapferer and Laurent (1992) argue that customers are sensitive to brands according to various profiles. Although recognized as a key concept in branding literature, brand sensitivity hasn't received the attention it deserves so far. To our knowledge, only Kapferer and Laurent (1992) and Odin *et al.* (2001) have conceptualized and operationalized the construct. However, Kapferer and Laurent (1992) conceptualize it in relationship to the purchase situation rather than to the consumption or usage context. Odin *et al.* (2001) conceptualize and operationalize brand sensitivity as a real attitudinal and long term loyalty antecedent.

Kapferer and Laurent (1992) also indicate that usage situations may have an influence on the brand purchase intention. Support for this proposition can be found in the situational approach to brand loyalty (Belk, 1974, 1975; Dubois and Laurent, 1999). Situational factors have been recognized as key explanatory elements to understand brand loyalty (Dubois and Laurent, 1999). Situational involvement reflects temporary feelings that accompany a particular situation (Richins *et al.*, 1992). Researchers agree that situational involvement with consumption goals is a determinant of consumer brand purchase behavior (e.g. Bagozzi and Dholakia, 1999; Warlop and Ratneshwar, 1993). In line with this line of thought, McQuarrie and Munson's research (1992) operationalized involvement across 3 product categories and 2 usage situations each.

However, the question of the influence of brand sensitivity and involvement within a given anticipated usage situation remains unclear. We believe that manufacturer brand purchase intention does not only result from its perceived value and the moderating effect of individual variables, but also from the importance and significance for a customer of the anticipated usage

situation (Ajzen and Madden, 1986). More specifically, we suggest that a customer intends to buy a manufacturer brand as a result from a combination of factors: his perceived brand value evaluation, the effect of his personal enduring involvement in the product category (H5) and his brand sensitivity (H6). We also assume that motivations related to his situational involvement, i.e. the particular importance and significance of the usage situation he anticipates, are likely to play a role in his brand category choice (H7). Richins *et al*'s study (1992) does not support the presence of an interaction between both components of involvement. Therefore, we conceptualize and operationalize them separately (see Figure 1).

Figure 1 Theoretical framework



SAMPLING PROCEDURE AND DATA COLLECTION

The study used a convenience sample of 1485 responses given by 504 French frequent shoppers at hypermarkets and supermarkets representing all socio-professional and age categories. Each respondent evaluated three product categories. Shoppers responded to an online survey that contained multi-item construct measures. Researchers agree that a typology of situations is difficult to do and that situations are specific to each product category. Thus, the respondents evaluated three product categories, each product category being linked to a specific usage situation. For each product/usage situation, they were given a choice between manufacturer brand and store brand (in line with existing assortments, brand names and prices offered in 3 leading French hypermarket and supermarket chains). For each brand chosen, they were asked to appraise brand value. Previous literature, brand experts and a first exploratory consumer test helped us to choose product categories (fruit juices, champagnes and DVD players) and adequate consumption situations. For each product category, different brands were selected in order to represent manufacturer brand choice as opposed to store brand choice. Brands were selected for their awareness so that all respondents would have a reliable judgment of perceived brand value.

MEASUREMENTS AND PREPARATION OF THE DATA

All items used were rated on a 6-point Likert agreement scale (anchored by 1 = completely disagree and 6 = completely agree). Utilitarian dimension was measured with two facets: *savings perceptions* (3 items after Chandon *et al*, 2000) and *quality perceptions* (2 items proposed by Gurviez, 1999). *Hedonic perceived value* was measured using 4 items after Chandon *et al* (2000): entertainment (2 items) and variety-seeking (2 items). *Symbolic*

perceived value was assessed by 4 items: self-expression (2 items after Chandon *et al*, 2000) and self-congruency (2 items after Kapferer and Laurent, 1992). Measurements of *situational involvement* were 3 items after McQuarrie and Munson's Revised Personal Involvement Inventory scale (1992). *Enduring product involvement* (2 items) and *brand sensitivity* (3 items) were assessed using Kapferer and Laurent's scales (1992). *Purchase intention* was measured with 2 items: the first one after Gurviez (1999), "I think I will like [manufacturer brand name] for a long time", and the second one, formulated "I intend to buy a brand of [product category] such as [leading manufacturer brand names in the product category] at [actual price bracket in Euros]". We averaged the answers to produce a reliable intention scale (ρ of Jöreskog = 0.805). The ρ internal reliability coefficient of Jöreskog was evaluated for each construct. It ranges from 0.805 to 0.961, depending on scales. All analyses were conducted by means of a PLS structural equation modeling approach. Although we had a sizeable sample at hand, we relied on the PLS approach, since it is a flexible approach for handling continuous moderator variables (Chin *et al*, 2003). In addition, recent fit indexes have been proposed (Tenenhaus *et al*, 2005) which help evaluate the overall quality of the model as with usual covariance structure analysis. In our case the GoF (Goodness of Fit) index is 0.873, meaning that we have an excellent fit regarding our theoretical model.

RESULTS AND DISCUSSION

We will describe the study results by hypothesis.

Assuming that customers associate low price with low value, we hypothesized that savings perceptions have a negative influence on manufacturer brand purchase intention (H1). However, the t permutation test indicates diverging results across product categories. For champagne, savings do have a significant negative influence on purchase intention, meaning

that customers are prepared to buy more expensive champagne knowing that they will have a good quality product. For DVD players, results indicate that savings have no significant impact on the intention to purchase a manufacturer brand. In other words, customers don't mind paying a more expensive DVD player, provided that they get a reliable product. Finally, for the fruit juice category, findings indicate that savings motivations have a significant positive influence, which hints at the fact that customers, for some product categories, expect manufacturer brands to provide them with both good quality and cheap products. Collectively, these findings validate H1 partially.

Results indicate that quality perceptions have the main positive impact on the intent to purchase manufacturer brands: indeed they explain 70% of the brand category purchase intention. Surprisingly, hedonic perceived value (variety-seeking and entertainment) does have a positive influence on the intention to purchase a manufacturer brand, but accounts for only 4% of the purchase intention. Symbolic perceived value exerts a positive influence on customers' purchase intention, predicting 15% of the intent to purchase (see table 1). The t permutation test procedure confirms these results whatever the product category studied, offering support for H2, H3 and H4.

Table 1: Perceived brand value effect on manufacturer brand purchase intention

		R2	R2 (Bootstrap)
		0,490	0,493
	Value (bootstrap)	t-value	R2 contribution (%)
Savings	-0,218	-6,871	12,044
Quality	0,508	14,444	69,666
Hedonic value	0,061	2,214	3,645
Symbolic value	0,166	6,519	14,646

The results confirm the major role of perceived quality, which was shown both at the product and brand level in previous literature (e.g. Jacobson and Aaker, 1987; Zeithaml, 1988). The results are also consistent with Rao *et al's* (1997) research which stressed that consumer's willingness to pay increases as the observability of product quality increases. The manufacturer brand name signals product quality to customers, and although they know that they are not spending less, they still feel that they are getting good value for money. However, contrary to findings in the literature, the study also shows that hedonic motivations (variety-seeking and entertainment) do not have a major contribution in explaining manufacturer brand purchase intention (Bawa, 1990; Chitturi *et al*, 2008). Manufacturer brand choice appears as standing for quality, tradition and reliability rather than for fun and exploration. The results also indicate that symbolic motivations do predict manufacturer brand purchase intention, which is consistent with Belk's conceptualization of consumption as a key way of expressing and defining self-image (1988).

The results of the study confirm the moderating effect of brand sensitivity and involvement, providing support for H5, H6 and H7. The analysis regarding the hierarchy of moderators

highlights the major influence of brand sensitivity, confirming its central role to define real attitudinal loyalty antecedents (Odin *et al*, 2001). The second moderating factor appears to be situational involvement rather than enduring product involvement. One possible explanation for the minor role of enduring product involvement may be that the product categories studied do not imply high risk levels (Dholakia, 1997) or extensive search and decision processes (Clarke and Belk, 1979). The study results show that brand sensitivity and situational involvement tend to increase hedonic and symbolic drivers. They also moderate the central influence of quality, which no longer appears to be the major motivation for choosing a manufacturer brand (see Table 2). Furthermore, brand sensitivity and situational involvement modify the customer's willingness to pay: indeed savings perceptions become an additional driver of manufacturer brand choice.

Table 2: Moderating effects

	Brand sensitivity		Situational involvement		Enduring involvement	
	Value (bootstrap)	t-value	Value (bootstrap)	t-value	Value (bootstrap)	t-value
Savings	0.154	3.959	0.099	3.309	0.078	2.068
Quality	0.225	33.486	0.188	24.385	0.164	19.999
Hedonic value	0.540	6.395	0.296	4.159	0.027	0.268
Symbolic value	0.505	6.223	0.208	3.048	-0.057	-1.137

This study's major contribution is to shed light on the specificity of manufacturer perceived brand value and the interplay between the determinants of manufacturer brand purchase intention. The results highlight the major role of brand sensitivity as a moderator of brand purchase intention (Kapferer and Laurent, 1992; Odin *et al.*, 2001). The findings concerning situational involvement's influence on brand purchase intention confirm the relativistic aspect of consumer value (Holbrook, 1999), the importance of usage situations in consumption

behaviors (Park, 1993) and the dynamic nature of market behaviors (Ratneshwar *et al.*, 1999). Furthermore, the results indicate that customers who are highly involved in the anticipated usage situation intend to buy manufacturer brands for all their value dimensions, including economic, hedonic and symbolic value.

This study offers managerial implications related to positioning and segmentation strategies for manufacturers. According to the study findings, one of the major assets of manufacturer brands is definitely their high quality perception. Thus, manufacturers should keep investing in R&D and quality. From a strategic marketing point of view, they should not lower their positionings. In line with this recommendation, they should not lower their prices either.

The study results show that investing in high variety strategies does not seem relevant for manufacturers. Therefore, creating and advertising a wide variety product line is not necessarily profitable. This suggestion is consistent with findings of Huffman and Kahn (1998).

One of the main concerns of brand managers is to ensure that feedback is provided on existing brands in order to sustain and nurture them (De Chernatony, 2001). Thus, a performance monitor for manufacturer brands should include a feedback on the various dimensions of perceived brand value that could help to plan further enhancement.

The moderating effects analysis suggests opportunities for segmentation strategies. For example, the findings indicate that customers, when involved in the product category, are prepared to spend more and that they do perceive hedonic value (entertainment and exploration benefits). Thus, manufacturers could select specific targets thanks to their customer relationship programmes and convey advertising messages enhancing both enduring involvement and hedonic benefits.

This study's objective was to provide a better knowledge of consumers' specific evaluation of manufacturer brands. Nevertheless it is not without limitations. One of them is related to our sample procedure and the fact that the study was conducted online across only 3 product categories. In addition, actual behaviors should be explored and panel data analyzed to confirm the study results.

Despite these limitations, the paper provides a more complete approach of perceived brand value indicating that this construct is to be conceptualized and operationalized in a more relativistic way than in previous branding literature. Furthermore, the results stress the importance of brand sensitivity and situational involvement in the explanation of brand choice processes. Further research is needed to shed light on usage situations, consumption contexts and on the brand-self connection as far as instrumentality is concerned.

REFERENCES

- Aaker, D. (1991) *Managing Brand Equity*. New York, NY: Free Press.
- Ajzen, I. and Madden, T.J. (1986) Predictions of goal-directed behavior: attitudes, intentions and perceived behavioral control. *Journal of Experimental Social Psychology*, 22: 453-74.
- Aurier, P., and Fort, F. (2007) The effects of perceived congruity between origin, brand and product on the purchase intention of a branded product of origin. *Advances in Consumer Research*: 55-63.
- Bagozzi, R.P. (1992) The self-regulation of attitudes, intentions and behavior. *Social Psychology Quarterly* 55(2): 178-204.
- Bagozzi, R.P. and Dholakia, U. (1999) Goal setting and goal striving in consumer behavior. *Journal of Marketing* 63: 19-32.
- Bawa, K. (1990) Modeling inertia and variety seeking tendencies in brand choice behaviour. *Marketing Science* 9(3): 263-278 (Summer).

Belk, R.W. (1974) An exploratory assessment of situational effects in buyer behavior. *Journal of Marketing Research* 11: 156-63 (May).

Belk, R.W. (1975) Situational variables and consumer behavior. *Journal of Consumer Research* 2: 157-164.

Belk, R.W. (1988) Possessions and the extended self. *Journal of Consumer Research* 15: 139-168 (September).

Chandon, P., Wansink, B. and Laurent, G. (2000) A benefit congruency framework of sales promotion effectiveness. *Journal of Marketing* 64: 65-81 (October).

Chandon, P., Morwitz, V.G. and Reinartz, W.J. (2005) Do intentions really predict behavior? Self-generated validity effects in survey research. *Journal of Marketing* 69: 1-14.

Chaudhuri, A. and Holbrook, M.B. (2001) The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of Marketing* 65(2): 81-93.

Chin, W.W., Marcolin, B.L. and Newsted, P.R. (2003) A partial least squares latent variable modeling approach for measuring interaction effects. *Information Systems Research* 14: 189–217.

Chitturi, R., Raghunathan, R. and Mahajan, V. (2008) Delight by design : the role of hedonic versus utilitarian benefits. *Journal of Marketing* 72(3): 48-63 (May).

Clarke, K. and Belk, R.W. (1979) The effects of product involvement and task definition on anticipated consumer effort. *Advances in Consumer Research* Volume 6, 313-318.

De Chernatony, L. (2001) A model for strategically building brands. *Journal of Brand Management* 9(1): 32-44.

Dholakia, U.M. (1997) An investigation of the relationship between perceived risk and product involvement. *Advances in Consumer Research* 24: 159-167.

- Dubois, B. and Laurent, G. (1999) A situational approach to brand loyalty. *Advances in Consumer Research* 26(1): 657-63.
- Givon, M. (1991) Variety seeking through brand switching. *Marketing Science*, 3(1): 1-22 (Winter).
- Goldsmith, R.E. and Emmert, J. (1991) Measuring product category involvement: a multitrait-multimethod study. *Journal of Business Research* 23: 363-71.
- Gurviez, P. (1999) La confiance comme variable explicative du comportement du consommateur, 15ème congrès de l'AFM, Strasbourg, (May).
- Huffman, C. and Kahn, B.E. (1998) Variety for sale: mass customization or mass confusion? *Journal of Retailing* 74(4): 491-513.
- Jacoby, J. and Kyner, D.B. (1973) Brandloyalty vs repeat purchasing behavior. *Journal of Marketing Research* 10(1): 1-9.
- Jacobson, R. and Aaker, D.A. (1987) The strategic role of product quality. *Journal of Marketing* 51: 31-44.
- Holbrook, M.B (1999) *Consumer Value. A framework for analysis and research*. Routledge.
- Holbrook, M.B. and Hirschman, E.C. (1982) The experiential aspects of consumption: consumer fantasies, feelings and fun. *Journal of Consumer Research* 9: 132-140 (September).
- Houston, M.J. and Rothschild, M.L. (1978) Conceptual and methodological perspectives on involvement. in Jain SC, editor. Educators' proceedings, Chicago IL: AMA, 184-87.
- Johnson, D.M., Hermann, A. and Huber, F. The evolution of loyalty intentions. *Journal of Marketing*, 70: 122-32.
- Kapferer, J.N. and Laurent, G. (1985) Consumer involvement profiles: a new practical approach to consumer involvement. *Journal of Advertising Research* 6: 48-56.
- Kapferer, J.N. and Laurent, G. (1992) *La sensibilité aux marques. Marchés sans marques. Marchés à marques*. Paris : Editions d'Organisation.

- Keller, K.L. (1993) Conceptualizing, measuring and managing customer-based brand equity. *Journal of Marketing* Vol 57 (1): 1-22.
- Keller, K.L and Lehmann, D.R. (2003) How do brands create value? *Marketing Management*, May-June, 27-31.
- Kumar, N. and Steenkamp, J.B.E.M. (2007) *Private label strategy : how to meet the store brand challenge*. Boston MA: Harvard Business School Press.
- Lamey, L., Deleersnyder, B., Dekimpe, M. and Steenkamp, J.B.E.M. (2007) How business cycles contribute to private-label success: evidence from the United States and Europe. *Journal of Marketing*, 71:1-15 (January).
- Laroche, M., Kim, C. and Zhou, L. Direct and indirect effects of confidence on purchase intention. *Advances in Consumer Research*, 22: 333-39.
- Mathews-Lefebvre, C., Ambroise, L., Albert, N. and Valette-Florence, P. (2007) Retailer brands versus manufacturer brands: the influence of their perceived value on brand attachment and commitment, EAERCD, 14th International Conference on Research in the Distributive Trades, Saarbrücken, Germany, 27-29 June.
- McAlistair, L. and Pessemier, E. Variety seeking behavior : an interdisciplinary review. *Journal of Consumer Research*, 9:311-22 (December).
- McQuarrie, E.F and Munson, J.M. (1992) A revised Product Involvement Inventory: improved usability and validity. *Advances in Consumer Research* vol 19. Ann Arbor, MI:108-15.
- Morwitz, V.G. and Fitzsimons, G.J. (2004) The mere measurement effect : why does measuring intentions change actual behavior ? *Journal of Consumer Psychology* 14(1-2): 64-74.
- Odin, Y., Odin, N. and Valette-Florence, P. (2001) Conceptual and operational aspects of brand loyalty. An empirical investigation. *Journal of Business Research* 53: 75-84.
- Park, C.W. (1993) Context effects on consumer choice, brand awareness and decision making. *Advances in Consumer Research* 20: 395-396.

Park, C.W., Jaworsky, B.J. and MacInnis, D.J. (1986) Strategic brand concept-image management. *Journal of Marketing* Vol 50: 135-45.

Park, C.W., MacInnis, D.J., Priester, J., Eisingerich, A.B. and Iacobucci, D. (2010) Brand attachment and brand attitude strength: conceptual and empirical differentiation of two critical brand equity drivers. *Journal of Marketing* Vol. 74 (November), 1-17.

Park, C.W. and Young, S.M. (1983) Types and levels of involvement and brand attitude formation. *Advances in Consumer Research*. 320-324.

Rao, A.R., Qu, L. and Rueckert, R.W. (1997) Brand alliances as information about unobservable product quality. Marketing Science Institute WP, MSI, Cambridge, MA: 97-100.

Ratneshwar, S., Shocker, A.D., Cotte, J. and Srivastava, R.K. (1999) Product, person, and purpose: putting the consumer back into theories of dynamic market behavior. *Journal of Strategic Marketing* 7: 191-208.

Reed, II A. (2002) Social identity as a useful perspective for self-concept-based consumer research. *Psychology and Marketing* 19(3): 235-266.

Richins, M.L., Bloch, P.H., and McQuarrie, E.F. (1992) How enduring and situational involvement combine to create involvement responses. *Journal of Consumer Psychology* 1(2): 143-53.

Rodgers, W.C. and Schneider, K.C. (1993) An empirical evaluation of the Kapferer-Laurent Consumer Involvement Profile scale. *Psychology and Marketing* 10(4): 333-45.

Rothschild, M. (1984) Perspectives on involvement: current problems and future directions. In *Advances in Consumer Research*, 11. Ann Arbor, MI: Association for Consumer Research, 216-217.

Sirgy, M.J. (1986) *Self-congruity: toward a theory of personality and cybernetics*. NY: Praeger; 1986.

Tenenhaus, M., Esposito Vinzi, V., Chatelin, Y.M. and Lauro, C. (2005) PLS path modeling. *Computational Statistics & Data Analysis*. 48: 159-205.

Van Trijp, H.C.M., Hoyer, W.D. and Inman, J.J. Why switch? Product category-level explanations for true variety-seeking behavior. *Journal of Marketing Research*, 33: 281-92 (August).

Warlop, L. and Ratneshwar, S. (1993) The role of usage context in consumer choice: a problem solving perspective. *Advances in Consumer Research* 20(1): 377-382.

Zaichkowsky, J.L. (1985) Measuring the involvement construct. *Journal of Consumer Research* 12: 341-52.

Zeithaml, V.A. (1988) Consumer perceptions of price, quality and value: a means of synthesis of evidence. *Journal of Marketing* 52: 2-22.