Contents

Part I Consumer Behaviour I

Consumers’ Responses to Private Labels: Evaluations Extrinsic Cues
Imitations ................................................................. 3
Siddhartha Sarkar and Meenakshi Rawani

“Black Friday”: Attitudes, Behavior and Intentions of Greek Consumers ................................................................. 11
Rodoula H. Tsiotsou

Store Attributes and Consumer Satisfaction with Unplanned Purchases:
An Empirical Research in Spain .................................................. 19
María Pilar Martínez-Ruiz, Juan José Blazquez-Resino, Giovanni Pino,
and Mauro Capestro

The Influence of Product Context Complexity on Processing Fluency
and Product Evaluation Across Shop Environments ......................... 29
Manuela Valta and Donata Vianelli

Part II Branding

Is It Worth Adding a Celebrity? The Importance of Brand Familiarity
and Celebrity-Product Congruency Across NBs and PLs .................. 35
Rita Coelho do Vale and Pedro Verga Matos

New Product Introduction for Private Label Products Compared
to Branded by Product Category ............................................ 43
John L. Stanton, Stephen L. Baglione, and Ekaterina Salnikova

The Impact of Celebrity Endorsement and Celebrity Co-branding
on Perceived Quality: The Role of Celebrity Application Frequency
Within a Brand ................................................................. 55
Olivier Reimann, Udo Wagner, and Heribert Reisinger
Contents

Premium Private Labels and PDO/PGI Products: Effects on Customer Loyalty .......................... 65
Elisa Martinelli, Francesca De Canio, Gianluca Marchi, and Giuseppe Nardin

Part III Social Media and Online Context

Witty Celebrity-Endorsed Ads: Share and Share Alike ................. 75
Jean-Eric Pelet, Jashim Khan, and Kelly Cowart

Complaining at the Store or Through Social Media: The Influence of the Purchase Channel, Satisfaction, and Commitment ............. 87
Marta Frasquet, Maria José Miquel, and Alejandro Mollá

From Skeuomorphism to Flat Design: When Font and Layout of M-Commerce Websites Affect Behavioral Intentions ................. 95
Jean-Éric Pelet and Basma Taieb

Part IV Consumer Behaviour II

PLB Negative Publicity: Moderated by Extrinsic Cues .................. 107
Hanna Gendel-Guterman and Shalom Levy

Selecting Factors Affecting the Purchase of Private Label Products 117
Marcello Sansone, Roberto Bruni, and Annarita Colamatteo

Store Brand as a Customer Experience Touchpoint and Its Contribution to Store Loyalty .......................... 131
Marco Ieva, Edoardo Fornari, and Cristina Ziliani

Store Loyalty in PL-Only Assortiment: A Comparative Analysis Between Spain and the U.S. .................. 139
José Luis Ruiz-Real, Juan Carlos Gázquez-Abad, Francisco J. Martínez-López, and Irene Esteban-Millat

Variations in the Store Brand Adoption and Penetration: How Much Can Be Explained by Trust? .................. 149
Paraskevi Sarantidou

Part V Strategic Issues and Theoretical Research

Private Label Research: A Review of Consumer Purchase Decision Models .................. 165
Mónica Gómez-Suárez, Myriam Quiñones, and María Jesús Yagüe-Guillén

Conceptual Foundation for a Town Centre Physical/Digital Integration Measurement Tool .................. 173
Fiona Ellis-Chadwick and Antonia Estrella-Ramón
Contents

Pricing a Private Label: The National Brand’s Wholesale Price Is Irrelevant ................................................................. 183
S. Chan Choi

The Influence of Legal Environment and Levels of Integration on Retailer Capabilities ........................................... 191
Juan José Castillo, María Eugenia Fabra, and Victoria Labajo

Collaborative Relationships Between Manufacturers and Retailers: A Supply Chain Collaboration Framework .... 201
Gerard Costa, Alexis Mavrommatis, Mar Vila, and Susana Valdes