

DETERMINANTS OF PRIVATE LABEL ATTITUDE%0A

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Various psychographic traits that most directly influence consumers private label attitudes are the focal point of Stefanie Weiss investigation. The author develops a comprehensive profile of psychographic predictors of attitude and identifies ways of translating these insights into managerial

5 Important Determinants of Attitude - Psychology Discussion

The following points highlight the five important determinants of attitude. The determinants are: 1. Motivational Determinants 2. Perceptual Determinants 3. Social Determinants (Social Influence) 4. Verbal Determinants 5. Personality Factors. Determinant # 1. Motivational Determinants: We know that attitudes are formed out of satisfaction of

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The hypothesized relationships between consumers private label attitude and various psychographic traits are tested on a sample of German and Austrian consumers using an online questionnaire. Their response data are then analyzed using the multiple regression technique.

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[The Determinants of Private Label Brands Perceived Value](#)

The Determinants of Private Label Brands Perceived Value Ananda Sabil Hussein Department of Management, Faculty of Economics and Business, Brawijaya University
ABSTRACT As retail industry is growing in these days, scholars provide more concern toward the development of private label brands.

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Various psychographic traits that most directly influence consumers? private label attitudes are the focal point of Stefanie Weiss? investigation. The author develops a

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[Determinants of Private Label Attitude](#) the management areas of brand positioning and market segmentation. The hypothesized relationships between consumers private label attitude and various psychographic traits are tested on a sample of German and Austrian consumers using an online questionnaire. Their response data are then analyzed

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[CONSUMER PERCEPTIONS OF PRIVATE LABEL PRODUCTS: AN ...](#)

private label products (Kasotakis & Chountalas, 2014), the largest increase is in the private label specific factors and determinants that support and formulate consumer attitudes to the purchase of private label products, we conduct an empirical research using a questionnaire. The questions