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Innovate or Imitate?

Examining the Effects of Copycat Packaging and Standalone Branding on the Purchase Intention of Organic Private Labels

BY
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Innovate or Imitate? Examining the Effects of Copycat Packaging and Standalone Branding on the Purchase Intention of Organic Private Labels

The impact of using a copycat packaging strategy and/or a stand-alone brand on the purchase intention of organic private label products

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Abstract

Consumer demand for organic food is on the rise globally, including in Europe and the Netherlands. To meet this demand, retailers are incorporating organic products into their offerings, including through the introduction of organic private label brands. However, there is limited research on the specific impact of packaging and branding strategies for these organic private labels. This study aims to contribute to existing knowledge by investigating the effects of copycat packaging and standalone branding on consumers' purchase intention of organic private label products. It also explores how the nature of the supermarket (Hi-Lo vs. EDLP) moderates these effects. The research is motivated by the need for retailers to effectively position and differentiate their organic private label offerings in a highly competitive market. By understanding the optimal packaging and branding strategies, retailers can better meet consumer expectations and capitalize on the growing demand for organic products. The findings of this study have practical implications for retailers' marketing strategies in the organic sector.

Through a questionnaire with an experimental design, participants were assigned to eight conditions, each with different visual shelf layouts representing different packaging and branding strategies. Results show that copycat packaging and standalone branding does not influence the purchase intention of organic private label products. Based on these findings, it appears that organic private label products are not directly comparable to standard and premium private labels. The study also reveals that the nature of supermarket, whether it is an everyday low-price (EDLP) supermarket or a Hi-Lo supermarket, does not influence the relationship. In addition, purchase intention of organic private label was found to be affected by the control variable familiarity with product category.

Keywords: marketing, retailing, organic products, private-label products, copycat packaging, branding, brand strategy, brand names

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1. Introduction

Consumer demand for organic food continues to rise (Organic Produce Network, 2022). Consumers perceive organic foods as healthier and more sustainable (Gundala & Singh, 2021). This trend plays out across Europe, where the market for organic products experiences sustained growth (Rabobank, 2021). Demand for organic and sustainable food has also been developing in the Netherlands in recent years. Data shows that in the Netherlands spending on organic food in 2021 was 9.5 billion euros and that 95.1% of the households reported buying organic products occasionally (Statista, 2022). Consumer spending on organic food increased by 12% in 2021, compared to 2020 (Logatcheva, 2021). This trend is expected to continue in the coming years (Bakker-Smit, 2021). This growing demand can be explained by several factors such as concern about the environment, food safety, animal welfare, as well as human health (Barański et al., 2017; Harper & Makatouni, 2002; Magnusson et al., 2003; Rizzo et al., 2020). In addition, the Covid pandemic also caused a shift in the consumers´ mindset and triggered the need for a healthy lifestyle (Kohli et al., 2020).

In response to this growing demand, retailers have been incorporating organic products into their offerings. This includes both organic products from national brands as well as the introduction of their own organic private label brands. This expansion of private label portfolios to include an organic tier alongside standard, economy, and premium tiers has been observed (Geyskens et al., 2010; Kumar et al., 2007). For instance, the supermarket PLUS has launched the organic private label 'Biologisch PLUS'. The entire dairy range within the PLUS private label brand is organic since 2022 (Plus, n.d.: Eric Leebeek, 2022). Albert Heijn has launched the organic private label 'AH Biologisch' since 2015 and switched to only organic whole grain pasta for 'AH Biologisch' at the end of 2022 (Bionext, 2023). The discount supermarkets are also moving along with the changing consumer demand for organic products, for instance Lidl also introduced its own organic private label called 'BIO organic' (Lidl, n.d.a.).

With the increase in private label products, including organic private labels, it becomes challenging for consumers to make choices. Therefore, it is crucial for retailers to understand how to effectively market their organic tier and differentiate it from other private label offerings. Packaging and branding play a vital role in the overall consumer evaluation of a product (Hess et al., 2014). The marketing literature highlights packaging and branding as significant factors influencing consumers' decision-making between private labels and national brands (Waheed, Khan & Ahmad, 2018). In recent years, retailers have undergone significant changes and innovations in their packaging and branding strategies for organic private labels. This reflects their attempts to find the most effective approach for positioning these products in the market. For example, Albert Heijn initially introduced Perla organic coffee capsules with the Albert Heijn logo clearly visible, indicating a store banner organic private label product (Albert Heijn, n.d.). They later rebranded it into a stand-alone brand. On the other hand, Jumbo

initially used the BIOlogical brand for their organic private label products, where the Jumbo logo was not prominently visible. Jumbo has now transitioned to Jumbo Bio, prominently featuring their own logo (Jumbo, n.d.). These shifts suggests that retailers are experimenting with different approaches, and there is still uncertainty regarding the optimal way to position organic private labels in the market. This uncertainty becomes even more significant as the organic market experiences substantial growth. With the increasing demand for organic products, retailers need to ensure that their packaging and branding strategies align with consumer expectations and effectively communicate the organic nature of their private label offerings. It is important to take advantage of these strategic marketing tools, especially within a highly competitive food industry (Rundh, 2005).

Earlier research into packaging and branding strategies of private label tiers was focused on the standard or premium tier and how this influenced purchase behavior (Sethuraman & Cole, 1999; Van Horen & Pieters, 2012; Vale & Matos, 2015; Keller et al., 2016; Geyskens et al., 2018). However, neither provided specific knowledge on the implications of copycat packaging or standalone branding on organic private labels nor focused on understanding its impact on consumers' purchase intention (Vale & Matos, 2015). Organic private labels can be considered equivalent to the premium level in terms of price and quality (Bezawada & Pauwels, 2013). However, consumers have different purchasing motives when it comes to organic products (Gundala & Singh, 2021). Notably consumers are drastically reshaping perceptions of organic with authenticity, simplicity, health, sustainability and social responsibility (Mintel, 2018). These motives influence the purchase intention of organic food, in which packaging and branding of the products play an important role (Khan et al., 2022a). Therefore, it is too simplistic to generalize earlier findings from these phenomena to the organic tier.

It remains unclear whether imitating an organic national brand would be effective or which branding strategy to follow for the organic tier, as these products are typically known for their high quality (Bezawada & Pauwels, 2013). Therefore, it is relevant to conduct a study on the impact of copycat packaging and standalone branding on the purchase intention of organic private label products. Based on this knowledge, the following research question is formulated:

"To what extent does a copycat packaging strategy and/or a stand-alone brand influence the purchase intention of organic private labels, and how is this effect being moderated by the nature of a supermarket (Hi-Lo vs. EDLP)?"

1.1 Relevance

While there has been a notable increase in private label brands incorporating organic products (Geyskens et al., 2010; Kumar et al., 2007), there is a lack of research examining the specific impacts of copycat packaging and standalone branding, despite the considerable growth observed in the organic market (Organic Produce Network, 2022).

Previous studies have demonstrated that copycat packaging influences purchase behavior (Sethuraman & Cole, 1999; van Horen & Pieters, 2012). Vale & Matos (2015) provided evidence that copycat packaging strategies can have a positive impact on consumers´ choice for private label products. Their results indicated that private labels were chosen more often when they were following a copycat packaging strategy, compared with a differentiated packaging strategy. Copycat packaging strategies are an effective strategy for standard private label products (Ter Braak & Deleersnyder, 2018). According to Steenkamp et al. (2010), the more similar the packaging of a standard private label product is to that of a well-known national brand, the stronger the association between the two in terms of quality. When the packaging of a standard private label product visually resembles a national brand, consumers will infer that both products have the same origin (Vale & Matos, 2015). This association between the private label and the national brand leads consumers to perceive the private label product as having similar levels of quality to the national brand (Steenkamp et al., 2010). Consequently, this strategy of visual similarity in packaging can effectively decrease the price premium commanded by national brands (Kumar & Steenkamp, 2007). Conversely, premium private label products are specifically designed to differentiate themselves from national brands, often by offering unique features, higher quality, or exclusive positioning (Corstjens & Lal, 2000). These premium private labels are positioned at the top end of the market and rely on their distinct features and attractive packaging to compete with the highest quality national brands (Bazoche et al., 2005). A copycat does not offer anything unique in the category like premium private labels do (Ter Braak & Deleersnyder, 2018). There is no earlier research that has examined the specific impact of copycat packaging on the purchase intention of organic private label products. The present study intent to fill this gap in the existing literature.

In addition to the packaging stream within literature, the branding of private labels is also extremely important (Geyskens et al., 2018). It has become a top priority for retail managers to understand the impact of different retail branding strategies on consumers´ perceptions of private label products (Ailawadi & Keller, 2004). For each tier (economy, standard, premium, and organic private-label) retailers must decide whether to attach their own name to the private label tier, called store-branner branding, or use stand-alone branding (where the name of the retailer is not reflected in the private label name). Branding a private label is a very costly exercise. Therefore, it is crucial that these decisions are made in an informed way (Geyskens et al., 2018). The use of stand-alone branding for standard private label products can lead to consumer uncertainty about quality (Geyskens et al., 2018), while retailers with higher brand equity perform worse using stand-alone branding for their premium tier (Keller et al., 2016). Since there is no earlier research on the effect of standalone branding on the purchase intention of organic private label products, this research aims to analyze the optimal branding strategy for retailers for their organic private label tier, specifically examining the effectiveness of utilizing a stand-alone brand versus a store banner brand.

Several studies state that stand-alone branding is the better option for retailers with an everyday low pricing strategy and/or a lower brand equity (Keller et al., 2016; Geyskens et al., 2018). In addition,

in an EDLP strategy, retailers aim to offer consistently low prices to consumers, which may not necessarily involve a focus on differentiating from competing stores, in contrast to the organic private label being created to differentiate from competing stores (Corstjens & Lal, 2000). One way to achieve this is through standalone branding, which establishes a separate and distinct identity for the product or brand. In contrast, Keller et al. (2016) found that retailers with a Hi-Lo pricing strategy and/or a higher brand equity perform better when using store-banner branding. However, it remains unclear how the different types of supermarkets influence the relationship between packaging and branding strategy and the purchase intention of organic private labels within the organic context. Specifically, there is no empirical evidence available on the most effective branding and packaging strategies for organic private labels within the two types of supermarkets. Additionally, this research aims to make a valuable contribution to this.

It becomes crucial for supermarket managers and marketers to gain in-depth knowledge about the effects that packaging and branding strategies entail, since the packaging and branding of organic private labels might influence the purchase intention of organic private label products. Ultimately, retailers must strike a balance between creating an organic private label brand that is competitive in the market and avoiding legal issues or consumer confusion. This research aims to understand the positioning of organic private labels in retailers' overall private label strategy and architecture. Understanding effective branding and packaging strategies for organic private labels is essential for retailers and marketers, as it directly affects consumer perceptions, purchase intentions, brand loyalty, and market positioning (van Horen & Pieters, 2012). Consumers have certain expectations regarding the quality of organic products, and these expectations can be reinforced through packaging and branding. Ultimately, in the highly competitive retail industry, strategic branding and packaging play a vital role in achieving success in the organic market. Therefore, it is essential for retailers to determine which packaging and branding strategy would yield the most effective results before investing significant resources in these areas.

1.2 Structure of this research

This paper is structured as follows: in chapter two a literature review is conducted with a detailed description of several main concepts followed by a conceptual framework and hypotheses in line with the research question. In the third chapter, a detailed overview of the research methodology is outlined. Following on that, in the fourth chapter, the results of this research are discussed and finally, in the discussion, conclusions, implications, limitations, and directions for further research are presented.

2. Literature

In this chapter, an outline of the relevant concepts regarding the research question will be provided. Also, the conceptual model (which includes the variables that potentially are of influence on the relationship between the dependent and independent variable) will be explained.

2.1 Private label brands

Brands owned, controlled and sold exclusively by a single retailer are usually called 'store brands', 'retailer brands', or 'distributor brands' (Kotler & Armstrong, 1996). Retailers oversee the whole process of private label brands, comprising product and package design, sourcing or manufacturing, pricing, shelf positioning, and promotion (Wu et al., 2021, Konuk, 2018). Traditionally, people have seen private label brands as being of lower quality than national brands (Dick et al., 1995). However, studies have found that private label brands now offer quality that is equal to, or even better than, that of national brands (De Wulf et al., 2005). Consequently, private labels target the same customers as national brands, making them direct competitors (Konuk, 2018). Furthermore, the perception of quality among consumers is a crucial aspect of concern for both retailers and marketers (Konuk, 2018). It is important to determine the quality perceptions of organic private label food products (Konuk, 2018), since they might increase consumers´ purchase intention (Sethuraman & Cole, 1999).

Private label brands play an essential and distinctive role for different retailers since they are exclusive and cannot be purchased elsewhere (Collins & Burt, 2003). Each retailer has exclusive rights to the products that are sold under their store brand (Hoch & Banerji, 1993; Ailawadi & Harlam, 2004; Ailawadi et al., 2008). In addition, retailers can earn high margins on national brands in categories where their private label has a high share (Sayman et al., 2002; Ailawadi & Harlam. 2004). If a private label is successful, it can give the retailer an advantage in negotiations, allowing them to offer more appealing prices and deals for the best national brands (Ailawadi & Keller, 2004). Private label brands, nowadays, offer retailers the opportunity to differentiate in the consumers´ market by offering a unique range of products and generate loyalty and profits (Sayman et al., 2002; Ailawadi et al., 2008; Meza & Sudhir, 2010). The introduction of private label products, together with the subsequent rise in their sales across most markets (Steenkamp et al., 2010), changed the buying habits of customers (Sethuraman & Gielens, 2014), with private label products now representing a significant share of products purchased. Private label brands are nowadays present in almost every product category and are being increasingly accepted by consumers (Geyskens et al., 2010; Nenycz-Thiel & Romaniuk, 2016). The increase in the prevalence and diffusion of private label brands across most markets has brought about a new dynamic and changed the connections between manufacturers and retailers (Bonfrer & Chintagunta, 2004).

In addition to offering products across diverse categories, private labels have been expanding their customer base by introducing different quality tiers within their product categories (Geyskens et al., 2010). This strategy enables them to move away from the perception that their products are always

cheaper and inferior to national brands. Private labels now offer customers a range of choices between different quality and price levels within their own brand, rather than limiting them to a single, cheaper, and inferior product option (Noormann & Tillmanns, 2017). There are three quality tiers of private label products: premium, standard, and economy. Economy private labels provide basic 'good enough' quality at the lowest price. An example of this is AH Basic (Albert Heijn, n.d.j). Standard private labels are comparable to the quality of a national brand product, but slightly cheaper. An example of this is Albert Heijn huismerk (Albert Heijn, n.d.). Premium private labels provide superior quality compared to the standard private label and give the retailer the opportunity to distinguish itself from other competitors. The premium tier is more expensive than the standard tier (Geyskens et al, 2010; Kumar & Steenkamp, 2007). An example of this is AH Excellent (Albert Heijn, n.d.j). These different tiers provide retailers the capability to compete with national brands in terms of product quality. However, at the same time they can also entail risks, operating in too many different segments can cause a brand losing credibility. Overextending can cause customers to feel no longer connected to a brand resulting in abandonment of the private label (Jian et al, 2002). An unsuccessful brand extension can potentially damage the retailer´s image and reputation, this will be at greater risk if the expanded assortment is a private label brand under the retailer´s own name (Ailawadi & Keller, 2004). Additionally, this can even result in cannibalizing the incumbent private label tiers due to brand strength dilution and quality variation (Geykens et al., 2010).

2.2 National brands

Bronnenberg et al. (2007) defined national brand as follows: a brand that is marketed throughout a national market. A national brand is owned by a domestic manufacturer and is subject to the control of the corporation. The preference for national brands among consumers is widely recognized, and a competitive assortment of national brands is crucial for retail profitability (Ailawadi et al., 2001). However, store brands also offer advantages to retailers, allowing them to enhance profit margins. Richardson et al. (1994) highlighted that national brands have established strong brand images through extensive advertising, strict quality controls, and superior extrinsic cue effects. These factors serve as signals to consumers, providing reassurance of product quality. National brands are considered a reliable option and are often more socially acceptable in various consumption situations (Baltas, 1997).

Several academic studies have looked at the aspects of blind taste tests. It has been observed that consumers tend to rate products from national brands notably higher when provided with the chance to visually inspect the product compared to situations where they were unable to do so (De Wulf et al., 2005, Rossi et al., 2015). These results demonstrate that national brands possess a strong brand equity (De Wulf et al., 2005). Retailers therefore use national brands to generate consumer interest and loyalty in a store since national brands help to create an image and establish a positioning for the store (Ailawadi & Keller, 2004). Having a distinctive brand identity gives national brands the opportunity to charge premium prices and increases the quality perception of customers (Sethuraman & Cole, 1999, Rossi et

al., 2015 Wu et al., 2021). Consequently, creating a strong reputation is the best way for national brands to withstand the challenge from private label brands (Wu et al., 2021).

Steenkamp et al. (2010) indicated that four primary elements distinguish national brands from private labels and other labels. These elements are product innovation, packaging, advertising, and price promotions. National brands need to increase the distance from private label brands by regularly innovating these elements (Steenkamp & Geyskens, 2014). These elements give the national brands a chance to craft a strategy that will help them to be distinctive from the low-cost strategy implemented by the private labels (Rossi et al., 2015). This will be important, since many private labels are trying to copy many of the innovations introduced in the market, e.g., the organic innovation (Steenkamp et al., 2010). National brands that innovate regularly will stand out and command a higher price premium (Steiner, 2004) In addition, consumers will pay a higher price for national brands compared to private label brands in categories that provide high amounts of enjoyment. Therefore, national brands can maintain a premium pricing strategy in hedonic product categories (Sethuraman & Cole, 1999). Eventually, national brands must keep an eye on innovations and categories that consumers are willing to pay more for in order to maintain an advantage.

2.3 Organic food products

Organic food consumption is part of the trend to create sustainable consumption habits that offer a high quality of life without compromising the environment, consuming too many natural resources, or putting future generations at risk (Abeliotis et al., 2010). Organic food is composed of natural food items which are free from artificial chemicals such as fertilizers, herbicides, pesticides, antibiotics, and genetically modified organisms. Additionally, organic food products have not been exposed to radiation or any other type of food processing (Abeliotis et al., 2010; Mohsen & Dacko, 2013).

Shifts in food preference suggest that growing health consciousness and concerns for well-being are resulting in consumers searching for food that is safer, of a premium quality, and more ecologically sensitive (Vindigni et al., 2002; Wier & Calverley, 2002). This is also backed by increasing studies highlighting growing consumer preferences for green or sustainable products (Bonini & Oppenheim, 2008). From a marketing perspective it becomes important to understand the reason behind these food shifts towards organic food (Vindigni et al., 2002). In the Netherlands, organic stores used to dominate the distribution of organic food products. Although they are still powerful, their growth is stagnating compared to the growth of organic food products in supermarkets (Smiglak-Krajewska & Wojciechowska-Solis, 2021). Consequently, the new organic tier gives consumers the opportunity to choose between the organic private labels and the organic national brands available in the supermarket.

Among the different perceptions consumers hold about organic food, credence attributes stand out more than others, showing that the market is guided by the perceived differentiating benefits of organic food being healthier and safer for consumption, with higher nutritional value, of better quality, produced with methods better for the environment and animals (Massey et al., 2018). In addition,

consumers allocate high importance to the experience attributes, including price and availability, freshness, appearance, and taste.

The literature within organic food consumption has examined the differences between demographic characteristics of consumers (Menghi, 1997, Haest, 1990; Wier & Smed, 2000). According to these studies, consumers of organic food products are predominantly under the age of 45. Additionally, families with young children are more likely to purchase organic food products (Wier & Smed, 2000). Furthermore, Menghi (1997) and Heast (1990) have indicated that people with higher levels of education are more likely to purchase organic food products. Moreover, households with middle- and higher-income levels have been found to be more likely to purchase organic food products (Menghi, 1997). In summary, these studies suggest that organic food products are generally preferred by younger, educated, and relatively affluent consumers, particularly those with families and young children.

2.4 (Copycat) Packaging

The use of packaging is an essential aspect of marketing, and it plays a significant role in attracting consumers and influencing their purchasing behavior. According to the literature on packaging, various characteristics of packages, including shape, size, and brand logo location, can have an impact on consumers' judgment and selection (Folkes et al., 1993; Wansink, 1996; van der Lans et al., 2008). Additionally, packaging plays a role in consumers' perception of national brands and private label brands because of the large number of SKUs in a retail store, shelf layout (where the SKUs are positioned next to each other) and the limited time consumers devote to each buying decision (Kapferer, 1995). Moreover, packaging can be viewed as a form of advertising since it effectively communicates the promise of the product experience even before consumers actually try it (Underwood, 2003). Packaging serves as a marketing communication medium that strengthens the relationship between consumers and brands, playing a crucial role in brand perception and consumer-brand interactions (Underwood, 2003).

If the private label brand packaging and the national brand packaging is similar, consumers are likely to group them together and assume the same quality, whereas they are dissimilar, consumers will be more likely to distinguish between them (Kapferer, 1995). National brands realize the importance of these perceptual consumer processes. For this reason, they continuously try to innovate to make the look and feel of their products as distinct as possible compared to private label brands in order to offer distinctive value. In contrast, private labels try to keep up with national brands by copying their innovations introduced in the market (Steenkamp et al., 2010). Thus, imitation of the packaging by private label brands creates a conflict between national brand manufacturers and retailers (Kapferer, 1995). This phenomenon, where private label brands imitate distinctive perceptual features of national brands, such as color, image, package shape, lettering, or the sound of the brand name, is called copycat packaging strategy (van Horen & Pieters, 2012). In order to enhance store loyalty and revenue, retailers

have begun to make substantial investments in private label products (Ailawadi et al., 2008; Steenkamp & Geyskens, 2014).

A copycat packaging strategy may use visual similarity with the original brand as a persuasion tool, allowing for positive associations between the national brand and the private label brand (Warlop & Alba, 2004; Miceli &Pieters, 2010; van Horen & Pieters, 2012). However, a copycat strategy may not always result in the desired outcomes for marketeers and retailers. Studies suggest that if a copycat private label product is displayed next to a national brand product, consumers may evaluate it negatively due to a more critical comparative processing mode (Van Horen & Pieter, 2012; Warlop et al., 2005). In particular, when a copycat product is evaluated alongside a national brand product, consumers are more likely to notice the differences between the two products. This is because they can compare the products side-by-side and have tangible information to base their evaluation on. However, when a copycat product is evaluated alone, similarities between the two products are more apparent. This is because consumers tend to rely on familiar associations in their memory to evaluate the product. As a result, it is advantageous for a copycat product to be evaluated alone in order to exploit the positive associations of the national brand product.

Warlop et al. (2005) have looked at the role of distinctive external cues (including branding and packaging) in creating memorable consumption experiences. External factors that are present when we use a product can help us remember its quality later on. These factors create connections in our brain between the experience of using the product and the external cues, such as packaging or branding. If these same external cues are present when we try to remember the product quality later on, it becomes easier to accurately recall our original experience. Additionally, when consumers must infer quality of a brand from previously encountered standards stored in memory, spillover is more likely to occur (Roehm & Tybout, 2006). Eventually, the more unique and memorable the external cues are, the better we will remember the product quality. From this it can be seen that distinctive brand features can help to better remember the quality of products over time, so this will become weaker when using copycat packaging.

According to Steenkamp et al. (2010), the more similar the packaging of a standard private label product is to that of a well-known national brand, the stronger the association between the two in terms of quality. Copycat packaging strategy is an effective retailer strategy to decrease the price premium commanded by national brands (Kumar & Steenkamp, 2007). Most products that copy the innovative aspect(s) of national brands belong to the standard private label tier (Ter Braak & Deleersnyder, 2018). It is likely that the use of similar packaging visuals to those of the national brands result in a stimulus generalization effect, with some features associated typically with the national brands being generalized to the private label brands (Burshteyn & Buff, 2008). Therefore, when the packaging of a private label product visually resembles a national brand, consumers will infer that both products have the same origin (Vale & Matos, 2015) and that they share similar levels of quality (Steenkamp et al., 2010). However, premium private labels are classified as top-quality-products (Geyskens et al., 2010). These premium

products compete with the top-quality national brands with unique characteristics and appealing packaging (Bazoche et al., 2005). A copycat does not offer anything unique in the category like premium private labels do (Ter Braak & Deleersnyder, 2018).

2.5 Stand-alone brand

Retailers can choose among different private label naming strategies, which include the use of a stand-alone branding to avoid an explicit link between the private label and the store name (Keller et al., 2016; Geyskens et al., 2018). A stand-alone brand offers a product with a brand that is not related to the name of the retailer that makes it, or to their other brand (Keller et al, 2016). When it comes to private label tiers, retailers have a major choice to make: should they give their private label tiers the same name as their store, or should they give a separate name that is not associated with the store? Consequently, it is crucial that such decisions are made in an informed way (Geyskens et al., 2018).

The logic of contingency theory (Zeithaml, Varadarajan, & Zeithaml 1988) suggests that store-banner branding may be preferable in one case but stand-alone branding in another. Eventually, the effectiveness of the strategic choice depends on how well it fits with the situational characteristics faced by the firm (McKee et al. 1989). Keller et al. (2016) suggests that institutional factors such as the society´s emphasis on status and a country´s uncertainty avoidance plays a role in this. For instance, the higher a society's emphasis on status, the more retailers are likely to select a stand-alone brand name for their premium. Consumers in cultures with high uncertainty avoidance are more likely to prefer familiar brands and stick to them, even if higher-value alternatives exist (Erdem, Swait, & Valenzuela, 2006). Conversely, consumers in cultures with low uncertainty avoidance may be more adventurous in their brand choices and be more willing to experiment with new and unfamiliar brands. Cultures with strong individualistic values tend to be more brand conscious than those with strong collectivist values (Roth, 1995). In individualistic cultures, consumers are more likely to express their uniqueness and independence through their product choices, and thus attach a greater importance to brand names when making purchase decisions (Erdem, Swait, & Valenzuela 2006).

For each tier (economy, standard, premium and organic private label) retailers must decide whether a stand-alone brand will be beneficial (Geyskens et al., 2018). Keller et al. (2016) found that store-banner branding is a more effective strategy for promoting premium private label products in markets with a high number of competing banners. Since premium private label products are distinct from others, they can be a powerful way to distinguish oneself (Sethuraman and Raju, 2012). By associating the premium private label product closely with the retailer through store-banner branding, the retailer can effectively set itself apart from its competitors (Thain & Bradley, 2012). If the standard tier carries the store-banner name, premium tiers are more likely to use this branding strategy as well (Ter Braak et al., 2014; Keller et al., 2016). Additionally, retailers are more likely to use store-banner branding on their premium tier when they have a Hi-Lo price format and a higher brand equity (Keller, 2016). This is consistent with the notion that these retailers can leverage their brand equity and

communicate to customers that these products are backed by the retailer's quality assurance and commitment to excellence. Store-banner branding can have a positive effect on standard private label products because of the spillover effect: consumers tend to feel more confident about the quality of an unfamiliar private label product if they are familiar with its brand name (Geyskens et al., 2018).

2.6 Conceptual framework and hypotheses

This research aims to determine how the branding and packaging of organic private label products affect the purchase intention of organic private label products. By looking into this main effect, it can be deduced to which literature this is in line, around the premium tier or the standard tier. Therefore, it is relevant to gain knowledge about which strategies work within the organic context, since the literature shows different findings regarding copycat packaging strategy and stand-alone branding, which will be discussed further in this chapter. This research also includes a moderator, which is the nature of supermarkets (Hi-Lo versus EDLP). The variables and moderator together resulted in the following conceptual model:

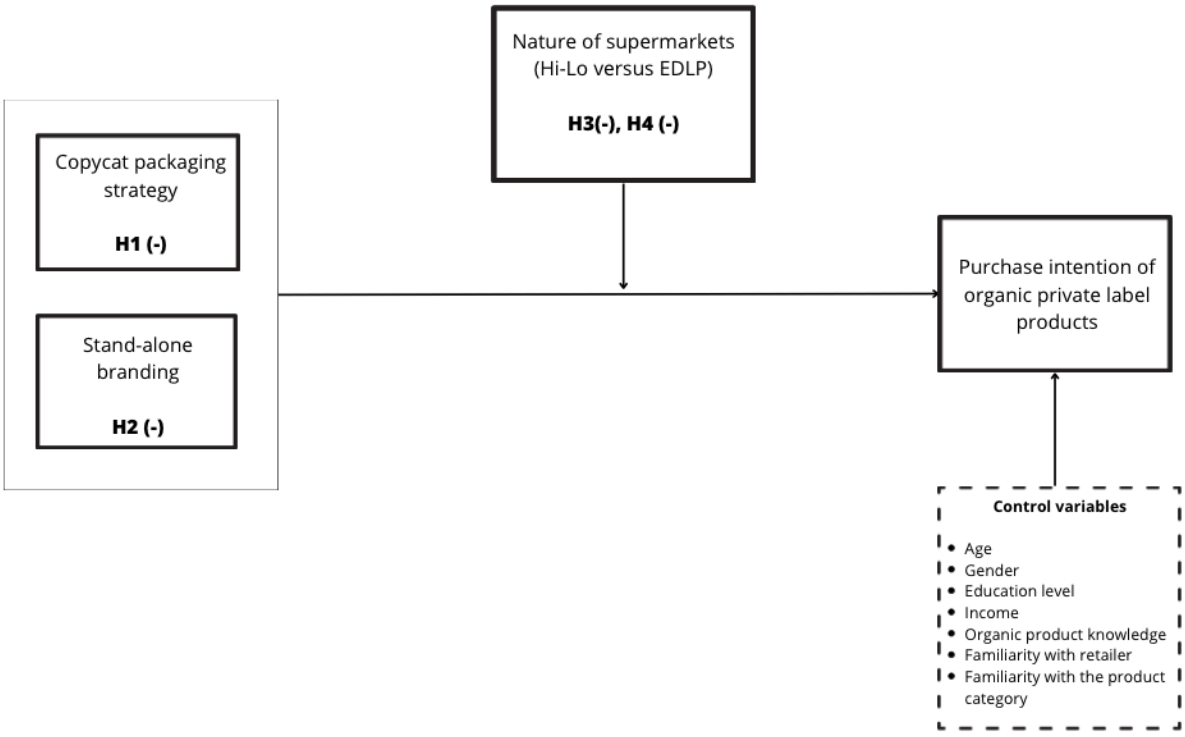

Figure 1 Conceptual model

Many private label brands are leveraging the potential of national brands through packaging by presenting their retail brands with a design similar to that of national brands. The literature shows that using such a copycat packaging strategy influences purchase behavior (van Horen & Pieters, 2012; Vale do & Matos, 2015). However, this effect might have a different impact on the different tiers including the organic private label tier. Premium private labels give retailers the opportunity to differentiate from national brands. In contrast to the standard private label products, which often resemble national brands and benefit from the quality assurance associated with those brands (Kumar & Steenkamp, 2007).

Copycat packaging strategies may be effective for standard private label products, but not for premium private label products, as the latter compete with national brands based on unique characteristics and appealing packaging (Bazoche et al., 2005). While, as noted above the role of 'copycats' was to increase competition between national brands and standard private labels, premium private labels were invented to differentiate stores from each other (Corstjens & Lal, 2000). The similarity between the packaging of a private label product and that of a national brand product lead to a stimulus generalization effect, where consumers infer that both products share similar levels of quality (Burshteyn & Buff, 2008). However, since premium private label products are already classified as top-quality, the use of copycat packaging would not be advantageous as it could dilute the product's distinctive qualities and competitive advantage (Ter Braak & Deleersnyder, 2018). The study by Massey et al. (2018) found that consumers' motives to buy organic products are mainly driven by the perceived differentiation benefits, such as better quality and healthiness. Additionally, Warlop et al. (2005) have looked at the psychological disadvantages of not using distinctive appearance. They have established that the mind of consumers is more likely to remember the quality of a product if the packaging is unique. In contrast, the confusion that arises from the similarities between products can also benefit private label brands, this is because consumers may attribute positive experiences to the private label brand rather than the national brand. However, spillover effects are especially strong when the information about the product is negative, because evaluations and judgments are often subject to a negativity bias whereby negative information is perceived to be more salient and dominant than positive information (Ito et al., 1998). As a result, when the quality ques of a product are not consistent in their effect on consumer perception, a negative cue tends to be more salient, and consumers are expected to exaggerate the value of the negative information, which reduces the overall evaluation of the focal product (Ito et al. 1998; Miyazaki et al., 2005). In the current context, this suggests that when a consumer deduces the quality of the copycat private label product from the national brand product based on previous experience with the national brand product, similarities between the copycat private label and the national brand are expected to become salient, and negative information from a national brand product will likely spill over to the copycat private label product. Additionally, consumers who specifically seek organic products are often well-informed and prioritize transparency and authenticity (Mintel, 2018). Consumers who opt for organic products are often motivated by a desire for transparency, sustainability, and health-consciousness (Mintel, 2018). They invest their time and effort in researching brands, certifications, and production methods to ensure that the products they purchase align with their values. Merely replicating the packaging of a national brand without delivering on these underlying principles can result in disappointment and a loss of consumer trust. Although trust has a major influence on what consumers buy, especially for organic products (Akter et al., 2023). Based on these findings, it is expected that consumers who buy organic food will made a conscious choice and prefer the organic product with a differentiating packaging. This expectation is rooted in the perception that a copycat variant may lack

the same level of authenticity Thus, based on the literature and the statements above, the following hypothesis can therefore be formulated:

H1: The use of a copycat packaging strategy for organic private label products has a negative impact on the purchase intention of organic private label products compared to differentiated packaging

The literature found that a stand-alone brand might not always be beneficial for every tier (economy, standard, premium and, organic private label), which can affect the intention of these products being purchased (Geyskens et al., 2018). Several studies show that when retailers follow a store-banner branding for the standard tier, they are more likely to do this for the premium tier, while it is not certain whether this has the same effect (Ter Braak et al., 2014; Keller et al., 2016), and this is relevant because it can have negative effects on the retailer's performance and sales. In addition, this halo effect occurs when the positive association and success of store-banner branding for the standard tier influence retailers to apply the same strategy to the premium tier in the hopes of achieving similar success. However, it is not guaranteed that the same effect will be achieved for the premium tier nor the organic tier (Ter Braak et al., 2014; Keller et al., 2016). According to the research of Geyskens et al. (2018), stand-alone branding for the standard tier can result in consumers who are not familiar with the brand, making them uncertain about the quality. In addition, they even found that rebranding a stand-alone standard private label to a store-banner branded private label can help a trusted retailer's performance and increase the private label sales. As for the premium private label, store-banner branding is an effective strategy for promoting premium private label products. By associating premium products closely with the retailer through store-banner branding, the retailer can effectively set itself apart from its competitors (Thain & Bradley, 2012). This creates a sense of exclusivity for the organic private label brands among consumers, which can contribute to their intention to purchase these products. Additionally, when supermarkets offer a wide range, consumers are less likely to purchase organic products that have the store's name on them (Ngobo & Jean, 2012). This is because with a wide variety of products, people have more options to find high-quality and premium items. These higher-quality brands, even though they may cost more, can make the price difference between them and organic products seem smaller. As a result, the advantage of the organic brand may not be as strong, especially when the organic products are associated with the store's name. Further, when a retailer chooses to separate its private labels from the store's name, it requires dedicated efforts and resources to establish the reputation of each private label on its own. These private labels do not benefit from the positive associations and trust generated by the overall retail chain. As a result, the retail chain does not contribute to the value or positive impact of the private labels (Rubio et al., 2019).

In addition, retailers can use their organic private label brands to enhance their retail brand image by offering good quality products. Consequently, they can enhance their retail brand image by offering high-quality organic products, creating a unique selling proposition, and demonstrating their

commitment to sustainability and social responsibility. Thus, based on the literature and the statements above, the following hypothesis can therefore be formulated:

H2: The use of a stand-alone brand for organic private label products has a negative impact compared to a store banner brand on the purchase intention of organic private label products.

Retailers who adopt an EDLP strategy maintain a consistent low price for their products without frequent temporary discounts or promotions, and offer minimal additional services (Ellickson, Misra, & Nair, 2012). On the other hand, retailers who follow a Hi-Lo strategy prioritize their brand image rather than pricing by using promotions and discounts to attract customers (Lal & Rao 1997). They frequently lower their prices below the EDLP level but charge higher prices on an everyday basis, while offering a higher service level (Gauri et al.,2008). In an EDLP strategy, companies prioritize offering consistently low prices to consumers, without necessarily focusing on differentiating themselves from competing stores (Corstjens & Lal, 2000). This contrasts with the organic private label, which is specifically created to stand out and differentiate itself from other stores in the market. Consumers may attach less importance to visual differentiation in this context as they are primarily focused on finding the best price. Conversely, Hi-Lo retailers tend to highlight the luxurious or high-end aspects of their stores (Gauri et al., 2008).

H3: The effect of a copycat packaging strategy for the organic tier on the purchase intention of organic private labels is more negative for a Hi-Lo supermarket than for a EDLP supermarket.

Retailers who follow a Hi-Lo pricing strategy can reduce customers' uncertainty about the quality of their premium products by leveraging their upscale brand image and using a store-branded name. This is because the store's image acts as a significant indicator of the quality of private-label products (Semeijn et al., 2004). By emphasizing their premium image and linking the product name to the store, they can build trust and credibility. This strategy helps customers feel more confident about the organic products' quality and value. Eventually, Hi-Lo retailers can enhance the sales of their premium produces, ultimately leading to better overall performance for the retailer (De Jong & Limpens, 2011). Additionally, premium store-branded private label products may act as "silent salesmen," promoting the store even after customers have left the store and are using the product at home, thereby further increasing sales for both private label and national brand products sold by the retailer (De Jong & Limpens, 2011). According to the cue-consistency theory, if two cues provide contradictory information, they are not as reliable in predicting the quality of something compared to when they provide consistent information (Miyazaki et al., 2005). In general, EDLP retailers emphasize the value/low-price dimension of their stores (Lal & Rao, 1997), which does not match the signal sent by higher-prices premium products. Additionally, consumers perceive a higher risk in buying organic

private label brands in supermarkets whose prices are lower on average. They perceive some lack of fit between low prices and the organic brand associations, which could lead consumer to discount the value of the organic private label brands (Ngbo & Jean, 2012). Therefore, EDLP retailers may be more likely to use a stand-alone brand. In addition, Also, Keller et al. (2016) shows that stand-alone branding is the better option for retailers with an EDLP. Since organic private label products are sold as premium products (Jonas & Roosen, 2005), it is expected that when the nature of a supermarket is Hi-Lo, the relationship of a stand-alone branding on purchase intention will be more negative. This is expected the other way around when the nature of a supermarket is EDLP. To summarize this, the following hypotheses were formulated:

H4: The effect of a stand-alone brand for the organic tier on the purchase intention of organic private labels is more negative for a Hi-Lo supermarket than for a EDLP supermarket.

2.6.1 Control variables

In this research, the dependent variable is controlled for the variables, age, gender, education level, store (retailer) brand familiarity, organic product knowledge and health concern. Age, gender and education are added as demographic control variables. The study from Lea & Worsley (2005) argued that these variables have an influence on the purchase intention of organic food products. Different ages, gender and education levels will be considered in this research.

According to Alba & Hutchinson (1987) familiarity is the amount of experiences a consumer has had with a product, brand, or retailer, including direct experiences such as trying the product or interacting with salespeople, as well as indirect experiences such as exposure to advertising or hearing about the product through word of mouth. Baker et al. (1986) suggest that familiarity has a significant impact on brand choice, by improving the ability to recognize the brand, increasing the likelihood of considering the brand, creating positive feelings towards the brand, and encouraging purchase behavior. Furthermore, According Dick et al. (1995), there is a connection between familiarity with store brands and the likelihood of purchasing them. This phenomenon may be attributed to the fact that increased familiarity leads to a better understanding of the quality of store brand products based on previous experiences. Therefore, familiarity with retailer and with the product category are added as control variables.

Consumers typically act based on their level of organic knowledge about the products, services, and brands available in the market, and this will not be different within context of organic foods (Natarajan et al., 2022). In addition, organic product knowledge can shape the relationship between consumers ´attitude and their intention to purchase organic food (Cakici & Shukla, 2017). This is also a reason to include organic product knowledge of organic products as a control variable, to make sure that the results will not be biased.

3. Methodology

In this chapter the methodology of the research is discussed, the research design is explained, and the concepts used in the research are defined and operationalized. At the end of this section, the ethical requirements that the research had to adhere to were listed.

3.1 Research design

The main purpose of this study is to investigate the impact of copycat packaging strategy and stand-alone branding strategy on the purchase intention of organic private label products. The study aims to contribute to the existing literature on private label branding by shedding light on how packaging and branding strategies can influence consumer behavior and purchase intentions. This research addresses a gap in the literature by investigating these effects within the organic private label tier, where previous studies have been limited. To test the established hypotheses, a quantitative study was conducted using a questionnaire (Appendix B). Quantitative studies collect data in numerical form to generate scientific insights (Field, 2018). Advantages of an online questionnaire are a quick response, easily accessible data, and the ability to reach groups that may be harder to reach through other methods (Ferrell et al., 2012).

An online experiment is conducted as a part of the research, in which certain variables were manipulated to analyze their effect on the dependent variable (Kuhfeld, Tobias & Garratt, 1994; Pawliszyn et al., 2012; Charness et al., 2012). In this way scenarios were created that represent potential situations that could impact the dependent variable. This is done by manipulating the independent variable packaging of the organic private label in two ways (i.e., copycat and differentiating), manipulating the independent variable branding of the organic private label in two ways (i.e., stand-alone branding and store-banner branding) and the moderating variable nature of a supermarket in two ways (i.e., Hi-Lo- and EDLP supermarket). Therefore, the online experiment used a 2x2x2 between-subjects design. With the use of a between-subjects design, the participants were divided into 8 groups, with each participant experiencing only one of the experimental conditions (Mullet & Chasseigne, 2018). The experimental design is summarized in the table below.

Table 1 Experimental design

Hi-Lo supermarket				
Scenario	1	2	3	4
	Organic private label has a copycat appearance and is a stand-alone brand	The organic private label has differentiating appearance and is a stand-alone brand	The organic private label has a copycat appearance and is a store-banner brand	The organic private label has a differentiating appearance and is a store-banner brand
EDLP-supermarket				
Scenario	5	6	7	8

	Organic private label has a copycat appearance and is a stand-alone brand	The organic private label has differentiating appearance and is a stand-alone brand	The organic private label has a copycat appearance and is a store-banner brand	The organic private label has a differentiating appearance and is a store-banner brand

The decision to use a between-subjects design for this study was made to prevent transfer and learning effects among participants across different conditions (Charness et al., 2012), which could affect the results. When a respondent completes a series of questions, they become more knowledgeable about the topic, which could impact their responses to subsequent surveys. With a between-subjects design, this is not an issue. Additionally, this design has shorter sessions compared to within-subjects designs, making it more suitable for remote unmoderated testing and less tiring for participants (Sauro, 2015). Also, when multiple independent variables are used, between-subjects designs are easier to set up because order randomization is required to prevent order effects (Charness et al., 2012). When a study involves multiple independent variables, it becomes more challenging to use a within-subjects design because randomization is more complicated to execute within some existing platforms for quantitative usability testing. This is because each participant needs a random order of stimuli, which can be difficult to manage. Therefore, it may be more feasible to use a between-subjects design for such studies (Field, 2018).

According to Hair et al. (2018), the statistical power of a research is affected by the size of the sample used. A small sample size can result in insensitivity, making it difficult to identify any effects. Additionally, when the sample size is too small, the results may not be applicable to the population, as there is a higher probability of errors that can skew the findings. Conversely, a sample size that is too large can lead to excessive sensitivity and may result in identifying non-existent relationships as significant (Hair et al., 2018). Therefore, it was crucial to determine the appropriate sample size for this study to ensure accurate and applicable results. The size of the sample was determined based on the rule of thumb conducted by Hair et al. (2018). According to Hair et al. (2018), the minimum sample size required is 50 respondents. However, it is recommended to have at least 100 respondents. Additionally, Field (2018) states that an ANCOVA requires at least 20 participants per group or scenario. This research contains eight different scenarios. Therefore, a minimum sample size of 160 respondents was required. In order to account for potential missing values, it was necessary to augment the required sample size by an additional 10%, resulting in a total of 176 respondents. It is important to note that once this threshold of 176 respondents was achieved, the research findings could be effectively extrapolated and applied to real-world scenarios, as substantiated by Hair et al. (2018) and Field (2018).

Furthermore, the 176 respondents in this study were randomly assigned to the eight different scenarios using the randomizer tool provided by Qualtrics. This tool allowed for an even distribution of respondents across the scenarios, ensuring an unbiased and fair assignment of participants.

A convenience sampling technique was used in this study, which is commonly employed when the researcher has limited resources and time, as well as a limited workforce (Etikan et al., 2016).

Convenience sampling is frequently used in quantitative studies and allows the researcher to use respondents that are easily accessible due to their proximity, availability, and willingness to participate. This enhanced the likelihood of fulfilling the sample size requirements for this research. Respondents were acquired using the social media platforms Linkedin, Instagram, and Facebook.

3.2 Construct operationalization

3.2.1 Private labels

Existing retailing brands were used for the experiment. For this, retailer Albert Heijn was chosen as Hi-Lo supermarket, since Albert Heijn uses a Hi-Lo strategy (Berkhout, 2019). Jumbo use an EDLP strategy (Berkhout, 2019) and was therefore used as EDLP supermarket in this study. The inclusion of both Hi-Lo and EDLP supermarkets in the study was crucial to examine the potential impact of the moderator variable, 'nature of supermarket', on the relationship being investigated. By including both supermarkets, the study aimed to increase reliability and thus better compare the supermarkets. Each supermarket mentioned above has an organic private label under their private label tier. The packaging designs were specially made for this research using Adobe Illustrator and Adobe Photoshop.

The product milk was used in this study. This product is evaluated by consumers based on aesthetics, taste, symbolic meaning and sensory experience (Holbrook & More, 1981). The organic product that exhibits the highest sales volume within retailers in The Netherlands is milk (IRI, 2021). Milk is available in different types and flavors. To avoid bias in this, the same flavor was chosen for this product category. The product category semi-skimmed milk was chosen for this study, because this variant is sold most by retailers (Bionext, 2021). In addition, all in-store prices were shown to make the experiment more realistic. It created a more authentic shopping experience for the participants because they could see the actual prices of the products.

3.2.2 Packaging and branding

The packaging and branding of the product choice set used in the questionnaire (Appendix B) play a crucial role in testing the effects of copycat packaging and standalone branding. By carefully designing and manipulating the packaging and branding elements, the study aims to examine how these strategies influence consumer perceptions and behaviors. To ensure the relevance and practical applicability of the study, the product choice set was carefully constructed using specific criteria. In order to enhance the ecological validity and extend the findings to real-world scenarios, the research incorporated actual brands and their authentic packaging (Baarda & Bakker, 2012).

The effect of a stand-alone brand was examined through a comparative analysis between products bearing the retailer's name (referred to as the store-banner brand) and products featuring a distinct and separate brand name (known as the stand-alone brand) for both retailers. In the case of Albert Heijn, the stand-alone brand for milk was represented by a fictional brand called 'Bio', while the organic private label brand 'AH Bio' was utilized to represent the store-banner brand. Similarly, as

Jumbo has not yet introduced a stand-alone brand in this specific product category, the study used the same fictious brand name ‘Bio’ for consistency. The store-banner brand for Jumbo was the organic private label brand 'Jumbo Bio'.

A copycat packaging strategy occurs when a private label product imitates distinctive characteristics of a national brand. These characteristics may include color, imagery, packaging shape, typography, or the sound of the national brand's name (van Horen & Pieters, 2012). To avoid biases, important elements of the organic products were the same between the different scenarios. To examine the influence of copycat packaging, the packaging of Albert Heijn's organic semi-skimmed milk was chosen as the basis for replication in both retailer scenarios. This choice was motivated by the substantial resemblances it shares with the packaging of the national brand 'Campina'. Consequently, identical packaging has been adopted for Jumbo, with only the logo altered.

To minimize the potential influence of packaging elements on respondents' choices, an additional measure will be implemented in the study. The Nutri-Score, a nutritional labeling system, will be prominently displayed on the packaging of the national brand 'Campina'. This aims to facilitate easy and quick product comparisons for consumers (Temmerman et al., 2021). By introducing this labeling system, the study aims to reduce packaging-related biases and enable a more accurate assessment of consumer preferences and decision-making processes. Similarly, the meadow milk logo, which guarantees the use of meadow milk in dairy products (Weidemilk - Home, n.d.), was also added to the milk products of Albert Heijn and Jumbo for this study. All packaging was designed to have the same elements and information, ensuring consistency and eliminating any differences in these specific brand elements.

Product choice set survey

Table 2 Choice set survey

Hi-Lo supermarket				
Scenario	1	2	3	4
	Organic private label has a copycat appearance and is a stand-alone brand	The organic private label has differentiating appearance and is a stand-alone brand	The organic private label has a copycat appearance and is a store-banner brand	The organic private label has a differentiating appearance and is a store-banner brand
				
EDLP-supermarket				

Scenario	5	6	7	8
	Organic private label has a copycat appearance and is a stand-alone brand	The organic private label has differentiating appearance and is a stand-alone brand	The organic private label has a copycat appearance and is a store-banner brand	The organic private label has a differentiating appearance and is a store-banner brand
				

3.2.3 Purchase intention

The participants were shown one of the eight choice sets (Table 2). The participant was asked for the organic private label product to rate their purchase intention towards this product when they intend to buy a pack of semi-skimmed milk. To measure the likelihood that a consumer will buy the organic private label product, the scale by Dodds, Monroe, and Grewal (1991) was used.

3.2.4 Organic product knowledge

Organic product knowledge was added as a control variable. Organic product knowledge can shape the relationship between consumers ´attitude and their intention to purchase organic food (Cakici and Shukla, 2017). The construct organic product knowledge is composed of four variables, based on the scaled from Singh and Verma (2017) and Shan et al. (2020). For the operationalization of this construct, a seven-point Likert scale will be employed, with its extremes “1. I totally disagree” and “7. I totally agree” (Bearden et al., 2011).

3.2.5 Familiarity with retailer

Familiarity with retailers was also added as a control variable. This construct reflects the extent of a customer's direct and indirect experience of a retailer. To measure familiarity with retailer, four items will be adopted from Mieres et al. (2006). For the operationalization of this construct, a seven-point Likert scale will be employed, with its extremes “1. I totally disagree” and “7. I totally agree” (Bearden et al., 2011).

3.2.6 Familiarity with the product category

Familiarity with the product category is also added as a control variable. This construct reflects the extent of a customer's direct and indirect experience with the product category. Being familiar with a product reduces the risk associated with buying it and increases the probability that consumers buy those brands that have met their quality standards in the past (Nelson, 1970). To measure familiarity with the

product category, the four items from Mieres et al. (2006) will be adopted. For the operationalization of this construct, a seven-point Likert scale will be employed, with its extremes "1. I totally disagree" and "7. I totally agree" (Bearden et al., 2011).

Table 3. Measurement items

Variables	Latent variables
Age	What is your age?
Gender	Male Female Non-binary/third gender Rather not to say
Education level	Elementary school Junior high school Senior high school Bachelor's degree Master's degree Ph. D. degree
Purchase intention **(Dodds et al., 1991))** *Cronbach´s alpha = 0.97*	The likelihood of purchasing this product is… If I were going buy this product, I would consider buying the model at the price shown. At the price shown, I would consider buying the product. The probability that I would consider buying the product is… My willingness to buy the product is…
Organic product knowledge **4 items** **(Singh and Verma, 2017),** **(Shan et al., 2020).** *Cronbach´s alpha = 0.73*	Compared to other foods, I have good knowledge about organic foods. I know the food is organic or non-organic The purchase and consumption of organic food happen satisfactorily based on my knowledge about the products. I know that organic food is safer to eat.
Familiarity with retailer **4 items** **(Mieres et al., 2006)** *Cronbach´s alpha = 0.94*	I have plenty of experience with the retailer´s products I know the retailer well I am quite familiar with the retailer I have often bought from the retailer
Familiarity with the product category **4 items** **(Mieres et al., 2006)** *Cronbach´s alpha = 0.88*	I am very familiar with this category product I know this category well I am well-informed about it I know the different available brands well

3.3 Data analysis

The data was analysed in the statistical program SPSS. For this study, an ANCOVA was conducted to help understand how the experimental groups differ from each other. ANCOVA is a statistical method used to compare means of two or more groups, when controlling for any differences caused by other variables (Hair et al., 2019). For ANCOVA, you need at least one categorical independent variable, one metric dependent variable, and a metric covariate. In this case, there were two categorical independent variables (Copycat packaging and standalone branding), one categorical moderator (Nature of

supermarkets), one metric dependent variable (purchase intention), and metric control variables, making ANCOVA the most suitable analysis. Since there were two independent variables, a Two-way ANCOVA was conducted. The interaction effects between copycat packaging and the nature of supermarket, standalone branding and the nature of supermarket, and the control variables were added to the analysis. Before this analysis could be conducted, several variables were transformed into dummy variables. First, copycat packaging was transformed into dummy variables with 1 and 0 (1 = Copycat and 0 = NoCopycat). Standalone branding was also transformed into a dummy variable and coded with 1 and 0 (1 = Standalone and 0 = Storebanner). Lastly, the nature of the supermarket was transformed into dummy variables with 1 and 0 (1 = Hi-Lo supermarket and 0 = EDLP supermarket). Furthermore, the assumptions for the analysis were verified to ensure the appropriateness of the data. After that, the ANCOVA was executed, and the results were interpreted.

Covariates

Several control variables, or covariates, were added to the analysis, including gender, age, education, income, organic product knowledge, familiarity with retailer, and familiarity with product category.

3.4 Research ethics

The research that was conducted in this study involved human participants, so it was important to follow the ethical guidelines established by the APA general principles (Goodwin, 2003). The confidentiality of the participants was ensured, and privacy issues were addressed by ensuring anonymity. The purpose of the research was clearly explained to the participants, and they were informed that there were no right or wrong answers. The participants were told that they have the right to decline to participate or can withdraw from the research once it has started. By providing them this right, they would not have felt pressured to continue with the research if they did not want to. Furthermore, to reduce the risk of respondents quitting the survey early, the questions were divided into approximately 10 questions at a time, and the participants were informed that the survey would take about 2/3 minutes to complete. The participants were thanked for their participation after completing the survey. It was important to emphasize that the data gathered during the experiment would be solely used for the purpose of the study and would not be disclosed to any external parties. If any questions or concerns arose regarding the survey, the respondents were informed to contact the researcher to file their concerns or ask their questions.

4. Results

In this chapter, an overview of the data-analysis is provided. First, the data was cleaned, and missing values were removed. Second, the assumptions were tested. After that, the ANCOVA was conducted.

4.1 Descriptives

The questionnaire was responded by a total of 273 participants. 61 respondents contained missing values and were removed from the data set. This makes a total of 212 usable respondents. However, due to the missing values, the number of respondents in the third manipulation group fell slightly below the anticipated count of 20.

Table 4: Respondents distribution

Conditions	Estimated respondents	Actual respondents
Hi-LO OPL copycat store-banner	20	23
Hi-LO OPL differentiated store-banner	20	40
Hi-LO OPL copycat stand-alone	20	18
Hi-LO OPL differentiated stand-alone	20	25
EDLP OPL copycat store-banner	20	31
EDLP OPL differentiated store-banner	20	28
EDLP OPL copycat stand-alone	20	22
EDLP OPL differentiated stand-alone	20	25
Total	**160**	**212**

Table 5: Respondents distribution

Manipulations	Respondents
Copycat	100
Differentiating	112
Stand-alone	96
Store-banner	116
Hi-Lo supermarket	106
EDLP supermarket	106

The resulting sample consisted of 212 respondents (143 or 67,5% women, 67 or 31,6% men, and 2 or 0,9% non-binary) (Appendix C). These respondents ranged in age from 17 to 66 of age, with a median age of 24 and a mean age of 29. Most of the respondents (48,6%) have a bachelor's degree from a university of applied sciences. Additionally, 19,8% have as bachelor's degree from a university, 14,6% have successfully completed their secondary education, while 14,2% have acquired a master's degree from a university. Among the participants, exactly half, specifically 50%, reported a gross income below €2.500. Furthermore, 30,2% of the respondents indicated earning between €2.500 and €3.999, while 11,3% reported a gross income ranging from €4.000 to €5.499. Additionally, 2,4% of the participants reported a gross income exceeding €5500. It is important to note that a part of the respondents chose not to disclose their income. The observed distribution for the demographic variables appeared to be somewhat skewed, which can be attributed to the convenience sampling technique employed in this study. This will be further discussed in the limitations of the research.

In addition, since each construct in the study was assessed using multiple items (ranging from one to seven), a summation approach was employed. This involved adding up the individual item scores and subsequently obtaining an average score for each variable. After transforming the data, the descriptive statistics (Table 6) were checked. These statistics provide valuable insights into various aspects of the variables, including the number of respondents, the range of values from the minimum to the maximum, the average or mean value, and the extent of dispersion as indicated by the standard deviation.

Table 6: Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Purchase intention OPL	212	1.00	7.00	4.84	1.61
Familiarity with retailer	212	1.00	7.00	5.17	1.58
Familiarity with product category	212	1.00	7.00	4.51	1.49
Organic product knowledge	212	1.00	7.00	3.72	1.29
Gender	212	1.00	3.00	1.69	.48
Education	212	1.00	7.00	3.41	1.04
Gross income	212	1.00	6.00	2.34	1.53
Age	212	1.00	5.00	1.69	1.12

4.2 Construct reliability

The dependent variable purchase intention of organic private labels and the control variables, familiarity with retailer, familiarity with product category and organic product knowledge consist of multiple items. To ensure internal consistency in measuring the constructs, a reliability analysis was conducted. The reliability analysis assesses the extent to which multiple measurements of a variable yield consistent results, indicating that the questionnaire should produce consistent outcomes in stable conditions (Hair et al., 2018). To measure the reliability of a scale consisting of several items, the commonly employed measure is Cronbach's reliability coefficient, known as Cronbach's alpha. Generally, a Cronbach's Alpha value of 0.6 is considered acceptable for internal consistency. However, in an ideal scenario, it is desirable for the value of α to exceed 0.85 (Hair et al., 2018).

Table 7: Scale reliability

Variables	Cronbach's Alpha
Purchase intention	.944
Familiarity with retailer	.957
Familiarity with the product category	.926
Organic product knowledge	.859

As shown in the table above, the Cronbach's Alpha for each scale is .80 or higher, thereby demonstrating excellent reliability. Consequently, there is no need to eliminate any items from the scale as none of the Cronbach's Alpha values indicate poor reliability. All scales meet the reliability criteria and can therefore be used in further analysis.

4.3 Assumptions

Prior to performing the analysis of covariance several data checks were carried out for this study. Initially, an examination for outliers in the dataset was conducted. This involved identifying any data points that deviated significantly from the overall pattern of the data. Subsequently, the five assumptions underlying the analysis of covariance were evaluated.

Outliers

The identification and handling of outliers are crucial steps to ensure the validity and reliability of the study's results. Outliers are data points that deviate significantly from the rest of the data and can potentially skew the analysis and interpretation of statistical measures (Hair et al., 2018). These outliers can be found by looking at the boxplots (Appendix D). An observation is considered an outlier when it falls between 1.0 and 1.5 times the interquartile range (IQR) away from the upper or lower quartile (box) in a box plot. This range is often used as a threshold to identify potential outliers in a dataset. These data points are illustrated as circular dots and labeled with their cases. The variables were checked, whereafter it could be concluded that there were no outliers in the dataset.

Normality

For the analysis of covariance, the assumption of normality is important because this test assumes that the dependent variable is normally distributed within each group of the independent variable(s). This means that the values of the dependent in each group must follow a normal distribution. To check this assumption, the static test Kolmogorov-Smirnov test has been used. This test was used because the sample sizes were large (N>50). The results of Kolmogorov-Smirnov are presented in the test of normality table for each level of the independent variable (Appendix E). The variables were checked, which indicated that the assumption normality was violated ($S(.135) = <.001$, $p < .05$, $S(.144) = <.001$, $p <.05$, $S(.132) = p < .05$, $S(.122) = <.001$, $p < .05$). Thereafter, the histograms were checked (Appendix E). The residuals can be considered as normally distributed, if the bell-shaped curve in the histogram is symmetric (Hair et al., 2018). All histograms exhibited non-normal distribution characterized by a negative skewness. In addition, a normal P-P plot (Appendix E) was created to check the assumption of normality. If the distribution is normal, all dots will lay on or around the diagonal line (Hair et al., 2019). As seen in Appendix E, this is not the case since there is some deviation from the line. However, the analysis of covariance is reasonably robust to violations of normality. If the group sizes are somewhat

equal, this will not pose a problem for the analysis (Hair et al., 2019). This applied to all variables. Therefore, the ANCOVA could be continued.

Homogeneity of Variance

The third assumption is the homogeneity of variance, for which the Levene's test was used. This is an important assumption because it could strongly influence the F test (Hair et al., 2019). The Levene's test proposed the following hypotheses:

H0: The variances of the dependent variable are the same for every group.

H1: The variances of the dependent variable differ between groups.

The Levene's test was not significant ($F(.454) = .867$, $p > .05$) and therefore H0 was accepted. This means that it could be assumed that the variances of the dependent variable were equal for every group.

Table 8: Levene's test

F	Df1	Df2	Sig.
.454	7	204	.867

Notes: *significant at $p < .05$; **significant at $p < 0.01$; ***significant at $p < 0.001$

Correlation between covariant and the dependent

In order to meet this assumption, it is necessary for covariates to exhibit correlations with the dependent variable. To examine this, Pearson correlations were conducted between the control variables and the dependent variable. Rejecting the null hypothesis (H0) in the Pearson correlation indicates a significant result, suggesting that the covariate's added value. Among the control variables, only the variable 'Familiarity with product category' demonstrated a significant correlation with the dependent variable ($r = 0.072$, $p < 0.05$). Conversely, the remaining control variables exhibited insufficient correlation with the dependent variable, failing to reach statistical significance.

Table 9: Correlations

		Familiarity with retailer	Familiarity with product category	Organic product knowledge
Purchase intention	Pearson Correlation	.072	.203	.089
	Sig.	.299	.003**	.195

Notes: *significant at $p < .05$; **significant at $p < 0.01$; ***significant at $p < 0.001$

Covariates and the independent variables are independent

If the groups in the independent variables do not differ on covariate, then covariate may be included in the ANCOVA analysis (Field, 2018). So here you want to keep H0 and find no significant result. When looking at the T-test output, familiarity with retailer ($F(.756) = .386$, $p > .05$), familiarity with product category ($F(.230) = .632$, $p > .05$), and organic product knowledge ($F(.000) = .995$, $p > .05$), none of them appeared to be significant (see Table 10). Each of these three control variables has therefore been included in the further analysis.

Table 10: Independent Sample Test

		Copycat		**Standalone**	
		F	Sig.	F	Sig.
Familiarity with retailer	Equal variances assumed	.756	.386	3.239	.073
Familiarity with product category	Equal variances assumed	.230	.632	.016	.899
Organic product knowledge	Equal variances assumed	.000	.995	.381	.538

Notes: *significant at $p < .05$; **significant at $p < 0.01$; ***significant at $p < 0.001$

Homogeneity regression slopes

The covariates should work equally in all levels of the independent variable (Field, 2018). Here you want to keep H0 and find no significant results. When looking at the General Linear Model output, none of them appeared to be significant (see Table 11).

Table 11: Tests of between subjects' effects

	Df	**F**	**Sig.**
Copycat * Organic product knowledge	2	.893	.411
Copycat * Familiarity with retailer	2	.561	.572
Copycat * Familiarity with product category	43	.813	.813
Standalone * Organic product knowledge	2	1.590	.206
Standalone * Familiarity with retailer	2	.735	.481
Standalone * Familiarity with product category	41	.860	.710

Notes: *significant at $p < .05$; **significant at $p < 0.01$; ***significant at $p < 0.001$

4. 4 Results ANCOVA

H1-H4 were tested using ANCOVA analysis to examine the impact of copycat packaging and standalone branding on participants' purchase intention of organic private label products. The analysis assessed whether there were differences in average purchase intention among the different groups. The ANCOVA was also used to detect potential interaction effects. In addition, several key demographic variables, as

well as familiarity with retailer, familiarity with product category, and organic product knowledge were included as covariates in the analysis. The significance value was $F(1,14) = .871$, $p > .05$ (see Table 12).

Table 12: Tests of between subjects' effects

	df	F	Sig.
Corrected model	14	.871	.592

Copycat packaging

H1 and H3 addressed the impacts of copycat packaging on the purchase intention of organic private label products. As shown in Table 13, H1 and H3 were rejected. The mean comparisons of purchase intention of organic private label products, in this case semi-skimmed milk, across the copycat/no copycat packaging groups were not significant ($\bar{X}$copycat = 4.84 versus $\bar{X}$nocopycat = 4.80, $F(1,197) = .033$, $p > .05$), indicating that the presence of a copycat packaging versus a differentiated packaging does not result in any noticeable difference in the purchase intention of the organic private label product among customers. Additionally, no interaction effect between copycat packaging and the nature of supermarket was found ($F(1,197) = .785$, $p > .05$) (Table 13). Besides the non-significant interaction effect, the lines in Figure 2 indicate the expected direction, with a higher purchase intention for the EDLP supermarket when the packaging is presented as a copycat compared to the Hi-Lo supermarket, and vice versa for the no copycat condition. Furthermore, the error bar presented in Figure 4 exhibit overlapping bars, indicating that there is no significant difference between the compared groups. Therefore, no significant difference was found in the likelihood of purchasing the organic private label product, whether it was presented with a copycat packaging or a distinctive packaging, in either of the two supermarkets. Thus, H3 was not supported.

Standalone branding

H2 and H4 addressed the impacts of standalone branding on the purchase intention of organic private label products. As shown in table 13, H2 and H4 were rejected. The mean comparisons of purchase intention of organic private label products, in this case semi-skimmed milk, across the standalone/store banner groups were not significant ($\bar{X}$standalone = 4.76 versus $\bar{X}$storebanner = 4.89, $F(1,197) = .317$, $p > .05$), indicating that the use of a standalone brand versus a store banner brand does not result in any noticeable difference in the purchase intention of the organic private label product among customers. Additionally, no interaction effect between copycat packaging and the nature of the supermarket was found ($F(1,197) = .024$, $p > .05$) (Table 13). Besides the non-significant interaction effect, the lines in Figure 3 show that for the Hi-Lo supermarket, the purchase intention is in line with expectations, as it is higher when they use a store banner brand for their organic private label product. However, for EDLP, the line follows the same direction, which is contrary to what was expected. Furthermore, the error bar

presented in Figure 5 exhibit overlapping bars, indicating that the is no significant difference between the compared groups. To summarize, the purchase intention of an organic private label product using a standalone brand or store banner brand made no difference within the two supermarkets. Thus, H4 was not supported.

Table 13: ANCOVA results

Independent variables	**F**	**Sig.**
Main effects		
Copycat	.033	.857
Standalone	.317	.574
Supermarket	.037	.848
Interactions		
Copycat * Supermarket	.397	.529
Standalone * Supermarket	.024	.878
Control variables/Co-variates		
Age	.160	.689
Education	.356	.551
Gender	.147	.701
Gross income	.327	.568
Familiarity with retailer	.135	.713
Familiarity with product category	7.040	.009**
Organic product knowledge	.049	.825

Notes: *significant at $p < .05$; **significant at $p < 0.01$; ***significant at $p < 0.001$

Table 14: Estimated Marginal Means

Variable	**Mean**	**Std. Error**	**95% Confidence Interval**	
			Lower Bound	**Upper Bound**
Copycat	4.843	.166	4.515	5.172
NoCopycat	4.802	.158	4.489	5.114
Standalone	4.757	.169	4.424	5.091
Storebanner	4.888	.156	4.581	5.195

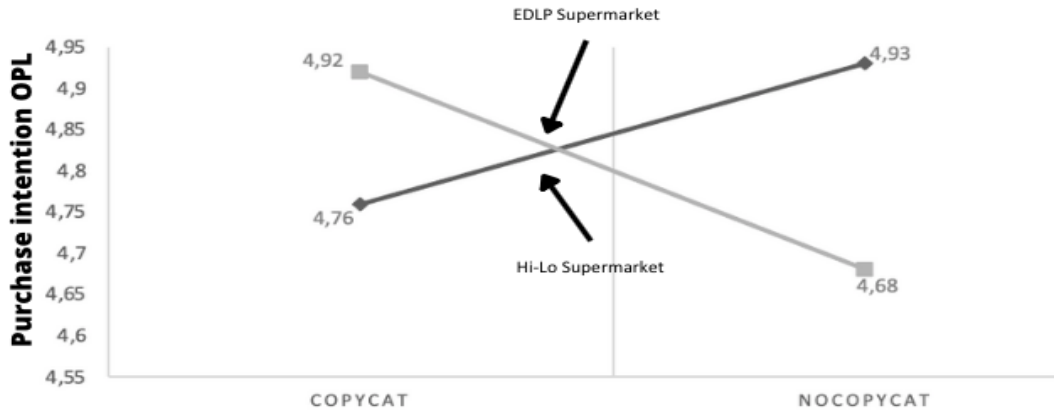

Figure 2 Interaction effect of copycat packaging and nature of supermarket on purchase intention OPL

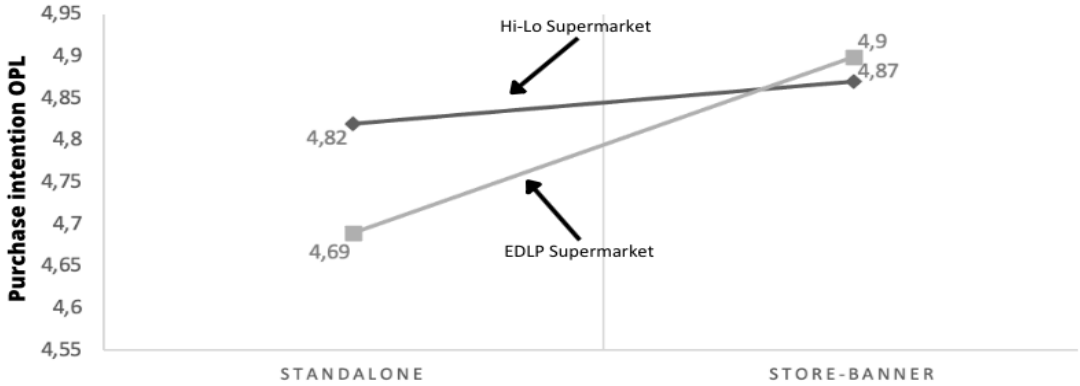

Figure 4 Interaction effect of copycat packaging and nature of supermarket on purchase intention OPL

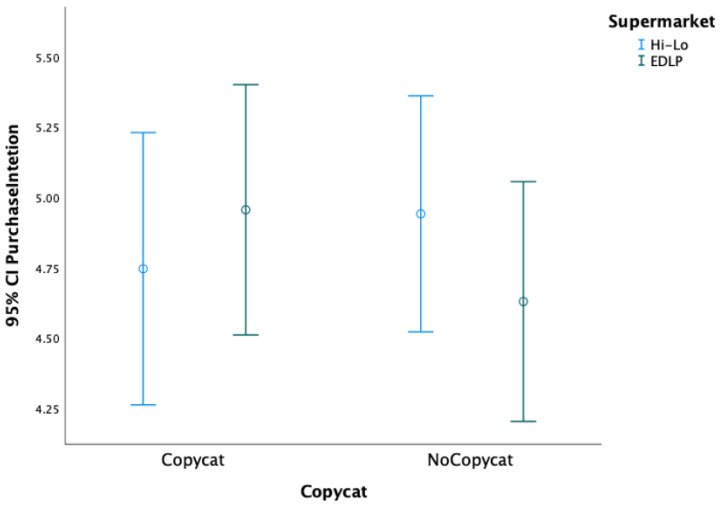

Figure 5 Error bar plot interaction effect of copycat packaging and nature of supermarket on purchase intention OPL

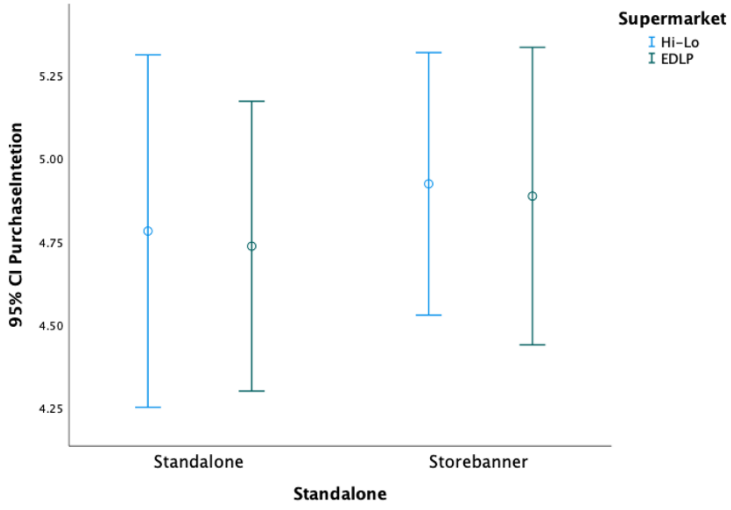

Figure 3 Error bar plot interaction effect of standalone branding and nature of supermarket on purchase intention OPL

Covariates

Gender, age, gross income, education, familiarity with retailer, and organic product knowledge had no significant influence on the purchase intention of organic private label products. On the other hand, familiarity with product category did have a significant effect ($F(7.040) = .009$, $p < .01$).

5. Discussion

In this chapter the findings were translated into practical recommendations. Furthermore, the limitations of this research were provided. Finally, several recommendations were made for future research.

5.1 Theoretical implications

A key decision that retailers face once they have determined to introduce an organic private label tier is whether to adopt copycat packaging, which emphasizes the quality of the organic national brand, or to use their store-banner name and/or logo to clearly indicate their ownership of these products. Therefore, this study aimed to contribute to the existing literature on private label branding, particularly within the organic context, by examining how packaging and branding strategies influence consumers' purchase intention. This research addresses a gap in the literature by investigating the effects within the organic tier, where previous studies have been limited.

Surprisingly, this study found that copycat packaging does not influence the purchase intention of organic private label products. This means that it does not matter whether a retailer introduce their organic private label products with a copycat packaging or with a differentiating packaging. This finding contradicts previous studies conducted by Sethuraman & Cole (1999), Warlop & Alba (2004), and Vale & Matos (2015), which suggested that copycat packaging strategies positively impacts consumers' choice of private label products. According to Warlop et al. (2005) and van Horen en Pieters (2012), the presence of a copycat private label product alongside a national brand product can trigger consumers to engage in critical comparative processing, resulting in negative evaluations of the imitation product. In such instances, consumers tend to be more attentive to the distinctions between the two products when they can make direct comparisons. However, the findings of this study show that this does not affect consumers' purchase intention of organic private labels, regardless of whether it is compared to an organic national brand product or not. Therefore, it could be argued that organic private label products cannot be directly compared in terms of quality to standard and premium tier products. Although no relationship between copy packaging and purchase intention of organic private labels was found, a first insight is given into the copycat phenomenon within the organic context.

An alternative explanation for the results could be that consumers' preferences may have differed if different pricing conditions were included. While previous research by Warlop & Alba (2004) found that consumers preferred the copycat variant when it was priced the same or lower than the differentiated product, the current study did not consider scenarios where the copycat was priced higher or equal to the organic national brand. However, despite the copycat being priced lower than the national brand in this study, no significant difference in purchase intention was observed. This could mean that factors other than price, such as perceived quality, product attributes, or brand reputation, may have played a stronger role in influencing consumers' decision-making for organic private label products.

This study found that standalone branding does not have an impact on the purchase intention of organic private label products. Specifically, there was no difference found in whether a standalone brand

is better for organic private label products or a store banner brand. Store banner branding was expected to positively influence the purchase intention of organic private label products compared to a stand-alone brand (Thain & Bradley, 2012). However, the findings of this study did not provide evidence to suggest which branding strategy is the most appropriate for the organic tier. This means that neither store-banner branding nor standalone branding is the superior branding strategy for the organic private label tier in all instances, which also explains why both options are still used. However, it is important to recognize that the strategic choice of branding for organic private label products should not be taken lightly. Failing to align the chosen branding strategy with the unique characteristics of the retailer and the market it serves can have a negative impact on the retailer's sales performance.

This result is in line with the notion that the halo effect, where the success of store-banner branding for the standard tier influences the application of the same strategy to the premium or organic tiers (Ter Braak et al., 2014; Keller et al., 2016), while it may not consistently yield the same effect. It indicates that the effectiveness of store-banner branding strategies may vary depending on the product tier. While store-banner branding may be beneficial for the standard tier, it does not automatically guarantee the same positive impact for the premium or organic tiers.

In contradiction, earlier research on private label branding found that a that a stand-alone brand might not always be beneficial for every tier (economy, standard, premium and, organic private label), which can affect the intention of these products being purchased (Geyskens et al., 2018). This study found no evidence to support the notion that a stand-alone brand is not beneficial for the organic private label tier. This means that consumers' perception of organic private label products is not necessarily negatively affected when these products are not associated with the retailer. Therefore, consumers do not automatically view organic private label products less favorably simply because they are not linked to the store.

The findings of this study suggest that the nature of the supermarket, whether it is an everyday low-price (EDLP) supermarket or a Hi-Lo supermarket, does not significantly influence the relationship between copycat packaging and the purchase intention of organic private label products. This result deviates from the initial expectation that the effect of a copycat packaging strategy would be more negative for Hi-Lo supermarkets compared to EDLP supermarkets. It was believed that consumers would rely more on the store's reputation and brand name as indicators of quality, thereby diminishing the impact of copycat packaging on their purchase intention. However, the study's findings challenge this expectation.

The findings of this study did also not support the initial hypothesis that the effect of a stand-alone brand for the organic tier on the purchase intention of organic private labels would be more negative for Hi-Lo supermarkets compared to EDLP supermarkets. It was expected that Hi-Lo retailers could rely on their reputation and image to reduce customer uncertainty about the quality of premium products. On the other hand, EDLP retailers, emphasizing low prices, may create a mismatch between their value-oriented image and higher-priced premium products. Thus, it was anticipated that EDLP

retailers would use a stand-alone brand to avoid conflicting cues. However, the study's findings challenge this expectation.

An overall explanation why the nature of supermarket does not moderate the relationship is that consumers' purchase decisions for organic private labels may be influenced by factors beyond the nature of supermarket. In the context of organic products, consumers often prioritize other factors such as health benefits, ethical considerations, sustainability, and product quality (Vindigni et al., 2002). These factors may play a more significant role in consumers' decision-making process than the pricing strategy, branding-, or packaging approach employed by the supermarket. Moreover, the absence of a significant difference in purchase intention between EDLP and Hi-Lo supermarkets could be attributed to the changing dynamics of consumer behavior and the evolving retail landscape. Over time, consumers have become more knowledgeable and informed about pricing strategies employed by retailers. They may no longer perceive a substantial difference between EDLP and Hi-Lo supermarkets in terms of value and price perception and eventually when it comes to their purchase intention of organic private label products. Furthermore, Jumbo is increasingly seen as a Hi-Lo supermarket. This transition further contributes to the diminishing differences between EDLP and Hi-Lo supermarkets in this study.

Furthermore, the ANCOVA analysis revealed a significant influence of the control variable, familiarity with the product category. These findings suggest that consumers' familiarity with the product category plays a crucial role in shaping their purchase intention, regardless of whether they encounter a copycat or standalone brand. These findings are in line with the studies from Cakici & Shukla (2017) and Natarajan et al. (2022) who have shown that consumers' knowledge about the product category influences their decision-making process and their intention to purchase organic food. Additionally, Kelting et al. (2017) have observed that when private labels are included in a shelf set, consumers who possess extensive knowledge about the product category experience increased choice ease and ultimately positively influences their purchase intention. Therefore, this study highlights the importance of considering consumers' prior knowledge and experience with a specific product category when analyzing purchase intention in the organic context.

5.2 Practical implications

Understanding the impact of packaging and branding on the purchase intention of organic private label products is important to retailers. Unfortunately, this research found no direct effect of copycat packaging and stand-alone branding on the purchase intention. However, the insights that this research gives can be used in real-life to enhance the packaging and branding of private label products.

For retailers, the findings of this study highlight the importance of considering the generalizability of strategies and findings across different tiers of products. Retailers cannot assume that what works for one tier will necessarily work for others. Retailers need to be mindful of these differences and consider the specific characteristics and consumer preferences associated with each tier. However, it is important to place significant emphasis on the potential impact on the retailer's image, particularly

for organic private label products. The choice of packaging and branding for organic private label products can contribute to shaping the retailer's overall image in terms of sustainability, health consciousness, and commitment to quality. Therefore, retailers should carefully assess the potential effects on their brand perception before deciding on a copycat packaging strategy for their organic private label products. Previous research by Massey et al. (2018) suggested that the organic market is guided by the perceived differentiating benefits of organic food being healthier and safer for consumption, with higher nutritional value, of better quality, produced with methods better for the environment and animals. By focusing on these aspects, retailers can meet the preferences and choices of consumers who purchase organic products.

Additionally, implementing a copycat strategy may reduce the consumer's consideration set to only include the imitating and imitated brands, excluding other competing brands in the category (Vale & Matos, 2015). For instance, when consumers are faced with a shelf at Albert Heijn where the packaging of the organic private label closely resembles one of the organic national brand products (using a copycat packaging strategy), they may perceive the national brand being imitated as the only viable option to consider. This simplifies the decision-making process for consumers. Therefore, it is advantageous for Albert Heijn to strategically identify which national brand products are most suitable for implementing the copycat packaging strategy. This approach can help streamline the consumer's decision-making process and encourage their preference for the private label variant. Additionally, the imitating of organic national brands by organic private labels may lead to benefits in terms of market share for both the organic national brands and the copycat organic private labels.

On the other hand, the fact that retailers do not have to use copycat packaging for their organic private label products can also be beneficial. Imitating the packaging of established national brands can result in legal conflicts. National brands often have strong brand protection and can take legal action against the use of similar packaging that may confuse consumers. Imitating the packaging of organic national brands, such as Campina, can lead to legal disputes, claims, and potential damages for retailers like Albert Heijn. To avoid these issues, Albert Heijn should opt for packaging that differentiates from national brands, reducing the risk of trademark infringement and protecting their reputation, while also preventing unnecessary legal expenses. Additionally, the imitator may be penalized if package similarity is perceived as an intentional ploy to mislead consumers about product quality (Campbell & Kirmani, 2000) or an attempt to free ride on the efforts of the leader.

For marketers from national brands like Campina, one implication is that private label brands may rely on their packaging design to enhance consumers' perception of quality. Unfortunately, there is little Campina can do to prevent imitation of their products. This is not only because it is a widespread phenomenon in the retail market, occurring across different product categories, but also because it is based on subjective assessments of perceived similarities between packages. It is often difficult to substantiate these similarities in a legal context. This poses a challenge for Campina, as they have limited legal resources to act against imitation of their packaging (van Horen & Pieters, 2012).

Stand-alone branding has no impact on the purchase intention of organic private label products. These findings suggest that the choice of branding strategy may not affect consumer behavior in the context of organic private labels. Therefore, retailers have the flexibility to select the branding approach that aligns with their overall objectives and preferences. However, retailers should keep in mind that organic products are perceived as premium-quality items with unique features, such as special ingredients, certification, environmental benefits, or packaging. These features set organic private label products apart from other private label tiers. In the eyes of consumers, these products are relatively new, and they may feel uncertain about what to expect from a newly introduced organic private label tier. If the retailer has a strong brand image and is considered as a trusted retailer, store-banner branding can be used as a signal to consumers that the product claims of organic private label products are credible. Eventually, false claims would put the future reputation of the retailer at stake and result in intolerable economic losses (Kirmani & Rao, 2000).

Familiarity with product category has a direct impact on the purchase intention of organic private label products. Familiarity with product category refers to the level of knowledge, experience, and understanding a particular type of product. Retailer should take this into account and provide information and marketing initiative to enhance consumers' familiarity with organic products.

5.3 Limitations and suggestions for future research

This study has some limitations. Firstly, the sampling method used in this study was convenience sampling. This approach was selected to ensure that the study met its required sample size. Convenience sampling involves selecting participants who are easily accessible based on their availability and willingness to participate (Etikan et al., 2016). However, the use of convenience sampling led to a skewness in the demographic characteristics of the sample. As a result, the sample contained a high percentage of certain respondent groups, since these respondents were in the authors' network. The sample mainly consists of women between the ages of 17 and 26. 48.6% of the sample finished their university of applied sciences. Additionally, 50 percent of the sample reported earning less than €2.500, so most likely college students completed the survey. This has caused skewness for the control variables, which could have influenced the results. Namely, for example Wier & Smed (2000) argue that families with young children are more likely to purchase organic food product. Furthermore, households with middle- and higher-income levels have been found to be more likely to purchase organic food products (Menghi, 1997). Due to the low income of participants, it could be that they have a lower purchasing power towards organic food products. Future research could address this limitation by using a more robust sampling method, such as probability sampling. This is a reliable and valid method to sampling as it minimizes selection bias and increases the generalizability of the research findings (Field, 2018). Additionally, further research could focus more on participants who opt for organic products, in order to gain insight from customers who are more familiar with organic products. This approach would provide a clearer understanding of the preferences and behaviors of consumers who frequently purchase

organic items. By replicating the research with respondents who have a higher level of familiarity with organic products, researchers can gain a better understanding of the factors influencing the purchase decisions of organic private label brands.

This leads us to the second point. This study used real prices of the products for the different conditions, which resulted in the copycat product being priced lower than the national brand. While this approach aimed to enhance the realism of the experiment, the prices could have affected the purchase intention of the participants. As price directly impacts consumers' willingness to purchase a product (Suhud & Willson, 2019), participants may have based their decisions primarily on the price of the products, rather than considering other variables such as packaging or the brand. In future research, it would be relevant to do the same research without showing the price of the products. Additionally, the approach used in this study limited the examination of scenarios where the copycat was priced higher or equal to the national brand. Future research could consider incorporating different pricing conditions to further explore the impact of price differentials on consumer preferences and purchase intentions for copycat packaging strategies. Previous research has shown that the pricing of the copycat relative to the national brand can influence consumer preferences (Warlop & Alba, 2004). It is recommended that retailers explore various pricing scenarios to understand how consumers perceive the value of copycat products at different price points. By examining a range of pricing scenarios, researchers can gain a more comprehensive understanding of how price influences consumer perceptions and decision-making processes in the context of copycat packaging.

Third, the packaging design used for the copycat product was not pretested with consumers. The author designed via Photoshop a packaging that included all the necessary elements the same as the national brand such as "Bio" and the nutriscore. However, it is unclear whether consumers perceived the semi-skimmed milk package as an organic or copycat packaging product when looking at the visual shelf. Without pretesting the packaging design, there is a possibility that it may not accurately reflect consumers' expectations and perceptions of organic products. To address this limitation, future research could include a pretesting phase to validate the effectiveness and authenticity of the copycat packaging design. Pretesting would involve presenting the packaging to a sample of target consumers and collecting their feedback and perceptions.

Fourth, both retailers Hi-Lo (Albert Heijn) and EDLP (Jumbo) did not have a standalone brand for their dairy product, including milk. To compensate for this, a fictitious brand called 'Bio' was created for the organic private label product semi-skimmed milk. Since consumers were not previously exposed to the 'Bio' brand, their perceptions and preferences may differ from their responses to an established brand. This is an important matter, especially because trust has a major influence on what consumers buy, particularly for organic products (Akter et al., 2023). The absence of factors like this for the 'Bio' brand may have influenced participants' evaluations and purchase intentions. The unfamiliarity with the brand may have led participants to rely on other cues or factors in their decision-making. Further

research should be consider incorporating actual stand-alone brands that are well-known and established in the market.

Fifth, the decision to use identical prices for both Albert Heijn and Jumbo in this study raises concerns regarding the accurate representation of the EDLP and Hi-Lo strategies. By equalizing the prices, the study failed to measure the true distinction between EDLP and Hi-Lo, resulting in inaccurate measurement of the results. Additionally, it is crucial to consider the evolving perception of Jumbo as a EDLP supermarket with fluctuating prices. This shift in perception may influence the interpretation of the study's findings. Supermarkets undergo changes in their market position, impacting how consumers perceive different pricing strategies. To gain a deeper understanding of the role of supermarket nature in determining the use of copycat packaging or standalone branding, future research should incorporate a larger price difference between supermarkets. For example, comparing Albert Heijn with a discounter such as Lidl or Aldi. This approach would provide valuable insights into the effects of specific pricing strategies on consumer behavior and the variations between EDLP and Hi-Lo in different retail contexts.

Sixth, the nature of product categories has an impact on consumers' preferences (Dhar & Wertenbroch, 2000). Many purchases of consumers are influenced by the utilitarian versus hedonic properties of the products (Dhar & WertenBroch, 2000). For this study only one product group was used, namely milk. Milk is considered a utilitarian product (Maehle et al., 2015). For the hedonic products or other categories, the results may be quite different. Therefore, a study with the two product categories and more product groups is needed.

Seventh, in this study, an experimental approach was employed using an online questionnaire where participants were presented with illustrated shelves. This method allowed for the examination of consumer responses to different packaging and branding strategies in a controlled environment. However, it is important to note a limitation of this approach. Although the online questionnaire offers valuable insights, they may not fully capture all the complexities of a real retail shopping experience. Factors like sensory cues, in-store displays, and the physical act of browsing and making decisions can greatly influence consumer preferences. To address this limitation, future research could explore alternative methods such as a retail shopping experiment or a consumer experience laboratory. By incorporating techniques like eye tracking analysis, researchers can gain deeper insights into the decision-making process and better understand consumer preferences between organic national brands and organic private labels.

Overall, this study makes a valuable contribution by highlighting packaging and branding strategies that retailers can explore when developing their marketing strategy for organic private label products. It offers a good starting point for further research into the copycat phenomenon and branding strategies for the organic tier.

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Appendix

Appendix A

All questions are measured on a 7-point Likert scale, in which 1 is totally agree (helemaal mee eens) – 7 is totally disagree (helemaal mee oneens). Several demographic questions are added in the questionnaire to measure the gender, age, living situation and income of the respondent.

Purchase intention	(Dodds, Monroe, and Grewal, 1991)
• The likelihood of purchasing this product is... • The probability that I would consider buying the product is… • My willingness to buy the product is … • At the price shown, I would consider buying the product. • If I were going to buy this product, I would consider buying the model at the price shown.	
Dutch translation	
• De waarschijnlijkheid om dit product te kopen is... • De kans dat ik zou overwegen om het product te kopen is... • Mijn bereidheid om het product te kopen is … • Op basis van de getoonde prijs, zou ik overwegen dit product te kopen • Als ik dit product zou kopen, zou ik overwegen dat te doen met deze prijs	

Familiarity with retailer	(Mieres et al., 2006)
• I have plenty of experience with the products of Albert Heijn/Jumbo • I know the Albert Heijn/Jumbo well • I am quite familiar with Albert Heijn/Jumbo • I have often bought from Albert Heijn/Jumbo	
Dutch translation	
• Ik heb veel ervaring met de producten van Albert Heijn/Jumbo • Ik ken Albert Heijn/Jumbo goed • Ik ben goed bekend met Albert Heijn/Jumbo • Ik heb vaak bij Albert Heijn/Jumbo gekocht	

Familiarity with the product category	(Mieres et al., 2006)
• I am very familiar with the semi-skimmed milk product group • I know the semi-skimmed milk product group well • I am well informed about the semi-skimmed milk product group • I am well acquainted with the various brands available for the semi-skimmed milk product group	
Dutch translation	
• Ik ben zeer bekend met de productgroep halfvolle melk • Ik ken de productgroep halfvolle melk goed • Ik ben goed op de hoogte van de productgroep halfvolle melk • Ik ken de verschillende verkrijgbare merken voor de productgroep halfvolle melk goed	

Organic product knowledge	(Singh and Verma, 2017), (Shan et al., 2020).
• Compared to other foods, I have good knowledge about organic foods. • I know when food is organic or non-organic • The purchase of organic food is easy due to the knowledge I have of these products	
Dutch translation	
• In vergelijking met andere voedingsmiddelen heb ik goede kennis over biologische voedingsmiddelen. • Ik weet wanneer voedsel biologisch of niet-biologisch is • De aankoop van biologisch voedsel is gemakkelijk dankzij de kennis die ik van deze producten heb	

Age	
• What is your age?	
• **Dutch translation**	
• Wat is uw leeftijd?	

Gender	
• Male • Female • Non-binary/third gender • Rather not to say	
• **Dutch translation**	
• Man • Vrouw	

- Niet-binair/derde geslacht
- Ik zeg dat liever niet

Education Level	
• Elementary school • Junior high school • Senior high school • Bachelor degree • Master degree • Ph. D. degree	
• **Dutch translation**	
• Lagere school • Middelbare school • Hogeschool (HBO) • Universiteit (Bachelor) • Universiteit (Master) • PhD	

Appendix B

Beste,

Allereerst bedankt voor uw tijd en moeite om deel te nemen aan dit onderzoek. Mijn naam is Ragna en ik ben student aan de Radboud Universiteit in Nijmegen. Voor mijn afstudeeronderzoek kijk ik naar consumentengedrag binnen de retail. Het invullen van de vragenlijst zal ongeveer 3 minuten van uw tijd in beslag nemen en alle antwoorden zullen vertrouwelijk en anoniem behandeld worden. De resultaten worden uitsluitend voor dit onderzoek gebruikt en worden niet gedeeld met derden.

Deelname aan dit onderzoek is volledig vrijwillig. U kunt op elk moment besluiten om niet verder te gaan met de enquête zonder opgaaf van reden. Meer informatie? Mocht u meer informatie willen over dit onderzoek, neem dan contact met mij op via ragna.kobes@hotmail.com

Door verder te gaan met deze enquête erkent u het volgende:
- U bent 18 jaar of ouder
- U heeft bovenstaande informatie gelezen
- U stemt in met deelname aan het onderzoek zoals in bovenstaande informatie is beschreven
- Uw deelname aan dit onderzoek is vrijwillig

- o Ja, ik wil deelnemen aan dit onderzoek
- o Nee, ik wil niet deelnemen aan dit onderzoek

Survey 1 (Hi-Lo supermarket 'Albert Heijn')

Manipulatie 1

Hieronder is een fictief supermarkt schap van Albert Heijn met ´half volle melk´producten afgebeeld. Onderstaande vragen zijn hierop gebaseerd.

Vul de volgende stellingen in over de biologische halfvolle melk van Albert Heijn

De waarschijnlijkheid dat ik dit product koop is:

- Heel laag
- Laag
- Enigszins laag
- Neutraal
- Enigszins hoog
- Hoog
- Heel hoog

De kans dat ik overweeg om dit product te kopen is:

- Heel laag
- Laag
- Enigszins laag
- Neutraal
- Enigszins hoog
- Hoog
- Heel hoog

Mijn bereidheid om het product te kopen is:

- Heel laag
- Laag
- Enigszins laag
- Neutraal
- Enigszins hoog
- Hoog
- Heel hoog

Op basis van de getoonde prijs, zou ik overwegen dit product te kopen

- Helemaal niet mee eens
- Mee oneens
- Enigszins mee oneens
- Neutraal
- Enigszins mee eens
- Mee eens
- Helemaal mee eens

Als ik dit product zou kopen, zou ik overwegen dat te doen met deze prijs

- Helemaal niet mee eens
- Mee oneens
- Enigszins mee oneens
- Neutraal
- Enigszins mee eens
- Mee eens
- Helemaal mee eens

Manipulatie 2

Hieronder is een fictief supermarkt schap met ´half volle melk' producten afgebeeld. Onderstaande vragen zijn hierop gebaseerd.

Vul de volgende stellingen in over de biologische halfvolle melk van Albert Heijn

De waarschijnlijkheid dat ik dit product koop is:

- Heel laag
- Laag
- Enigszins laag
- Neutraal
- Enigszins hoog
- Hoog
- Heel hoog

De kans dat ik overweeg om dit product te kopen is:

- Heel laag
- Laag
- Enigszins laag
- Neutraal

- Enigszins hoog
- Hoog
- Heel hoog

Mijn bereidheid om het product te kopen is:

- Heel laag
- Laag
- Enigszins laag
- Neutraal
- Enigszins hoog
- Hoog
- Heel hoog

Op basis van de getoonde prijs, zou ik overwegen dit product te kopen

- Helemaal niet mee eens
- Mee oneens
- Enigszins mee oneens
- Neutraal
- Enigszins mee eens
- Mee eens
- Helemaal mee eens

Als ik dit product zou kopen, zou ik overwegen dat te doen met deze prijs

- Helemaal niet mee eens
- Mee oneens
- Enigszins mee oneens
- Neutraal
- Enigszins mee eens
- Mee eens
- Helemaal mee eens

Manipulatie 3

Hieronder is een fictief supermarkt schap met ´half volle melk´producten afgebeeld. Onderstaande vragen zijn hierop gebaseerd.

Vul de volgende stellingen in over de biologische halfvolle melk van Albert Heijn

De waarschijnlijkheid dat ik dit product koop is:

- Heel laag
- Laag
- Enigszins laag
- Neutraal
- Enigszins hoog
- Hoog
- Heel hoog

De kans dat ik overweeg om dit product te kopen is:

- Heel laag
- Laag
- Enigszins laag

- Neutraal
- Enigszins hoog
- Hoog
- Heel hoog

Mijn bereidheid om het product te kopen is:

- Heel laag
- Laag
- Enigszins laag
- Neutraal
- Enigszins hoog
- Hoog
- Heel hoog

Op basis van de getoonde prijs, zou ik overwegen dit product te kopen

- Helemaal niet mee eens
- Mee oneens
- Enigszins mee oneens
- Neutraal
- Enigszins mee eens
- Mee eens
- Helemaal mee eens

Als ik dit product zou kopen, zou ik overwegen dat te doen met deze prijs

- Helemaal niet mee eens
- Mee oneens
- Enigszins mee oneens
- Neutraal
- Enigszins mee eens
- Mee eens
- Helemaal mee eens

Manipulatie 4

Hieronder is een fictief supermarkt schap met ´half volle melk´producten afgebeeld. Onderstaande vragen zijn hierop gebaseerd.

Vul de volgende stellingen in over de biologische halfvolle melk van Albert Heijn

De waarschijnlijkheid dat ik dit product koop is:

- Heel laag
- Laag
- Enigszins laag
- Neutraal
- Enigszins hoog
- Hoog
- Heel hoog

De kans dat ik overweeg om dit product te kopen is:

- Heel laag
- Laag
- Enigszins laag
- Neutraal

- Enigszins hoog
- Hoog
- Heel hoog

Mijn bereidheid om het product te kopen is:

- Heel laag
- Laag
- Enigszins laag
- Neutraal
- Enigszins hoog
- Hoog
- Heel hoog

Op basis van de getoonde prijs, zou ik overwegen dit product te kopen

- Helemaal niet mee eens
- Mee oneens
- Enigszins mee oneens
- Neutraal
- Enigszins mee eens
- Mee eens
- Helemaal mee eens

Als ik dit product zou kopen, zou ik overwegen dat te doen met deze prijs

- Helemaal niet mee eens
- Mee oneens
- Enigszins mee oneens
- Neutraal
- Enigszins mee eens
- Mee eens
- Helemaal mee eens

Geef bij de volgende stellingen over Albert Heijn aan of deze op u van toepassing zijn, waarbij 1 'helemaal niet mee eens' is en 7 'helemaal mee eens'.

2. Ik heb veel ervaring met de producten van 'Albert Heijn'

Helemaal mee oneens 1 2 3 4 5 6 7 **Helemaal mee eens**

3. Ik ken 'Albert Heijn' goed

Helemaal mee oneens 1 2 3 4 5 6 7 **Helemaal mee eens**

4. ik ben goed bekend met 'Albert Heijn'

Helemaal mee oneens 1 2 3 4 5 6 7 **Helemaal mee eens**

5. Ik heb vaak producten bij 'Albert Heijn' gekocht

Helemaal mee oneens 1 2 3 4 5 6 7 **Helemaal mee eens**

Geef bij de volgende stellingen over de productgroep melk aan of deze op u van toepassing zijn, waarbij 1 ‘helemaal niet mee eens’ is en 7 ‘helemaal mee eens’.

6. Ik ben zeer bekend met de productgroep melk

Helemaal mee oneens 1 2 3 4 5 6 7 **Helemaal mee eens**

7. Ik ken de productgroep melk goed

Helemaal mee oneens 1 2 3 4 5 6 7 **Helemaal mee eens**

8. Ik ben goed op de hoogte van de productgroep melk

Helemaal mee oneens 1 2 3 4 5 6 7 **Helemaal mee eens**

9. Ik ken de verschillende verkrijgbare merken voor de productgroep melk goed

Helemaal mee oneens 1 2 3 4 5 6 7 **Helemaal mee eens**

Geef bij de volgende stellingen over de biologische voeding en gezondheid aan of deze op u van toepassing zijn, waarbij 1 ‘helemaal niet mee eens’ is en 7 ‘helemaal mee eens’.

10. In vergelijking met andere voedingsmiddelen heb ik goede kennis over biologische voedingsmiddelen.

Helemaal mee oneens 1 2 3 4 5 6 7 **Helemaal mee eens**

11. Ik weet wanneer voedsel biologisch of niet-biologisch is

Helemaal mee oneens 1 2 3 4 5 6 7 **Helemaal mee eens**

12. De aankoop van biologisch voedsel is gemakkelijk dankzij de kennis die ik van deze producten heb

Helemaal mee oneens 1 2 3 4 5 6 7 **Helemaal mee eens**

18. Wat is uw leeftijd?

_____

19. Wat is uw geslacht?

- o Man
- o Vrouw
- o Niet-binair/derde geslacht
- o Zeg ik liever niet

20. Wat is de hoogste graad of het hoogste niveau van school dat je hebt afgerond? Indien momenteel ingeschreven, hoogst behaalde diploma.

- o Lagere school
- o Middelbare school
- o Hogeschool (HBO)
- o Universiteit (Bachelor)
- o Universiteit (Master)

- PhD

Wat is uw bruto maandelijks inkomen?

- Minder dan €2.500
- €2.500 - €3.999
- €4.000 - €5.499
- Meer dan €5.500

Survey 2 (EDLP supermarket 'Jumbo')

Manipulatie 5

Hieronder is een fictief supermarkt schap met ´half volle melk´producten afgebeeld. Onderstaande vragen zijn hierop gebaseerd.

Vul de volgende stellingen in over de biologische halfvolle melk van Albert Heijn

De waarschijnlijkheid dat ik dit product koop is:

- Heel laag
- Laag
- Enigszins laag

- Neutraal
- Enigszins hoog
- Hoog
- Heel hoog

De kans dat ik overweeg om dit product te kopen is:

- Heel laag
- Laag
- Enigszins laag
- Neutraal
- Enigszins hoog
- Hoog
- Heel hoog

Mijn bereidheid om het product te kopen is:

- Heel laag
- Laag
- Enigszins laag
- Neutraal
- Enigszins hoog
- Hoog
- Heel hoog

Op basis van de getoonde prijs, zou ik overwegen dit product te kopen

- Helemaal niet mee eens
- Mee oneens
- Enigszins mee oneens
- Neutraal
- Enigszins mee eens
- Mee eens
- Helemaal mee eens

Als ik dit product zou kopen, zou ik overwegen dat te doen met deze prijs

- Helemaal niet mee eens
- Mee oneens
- Enigszins mee oneens
- Neutraal
- Enigszins mee eens
- Mee eens
- Helemaal mee eens

Manipulatie 6

Hieronder is een fictief supermarkt schap met ´half volle melk´producten afgebeeld. Onderstaande vragen zijn hierop gebaseerd.

Vul de volgende stellingen in over de biologische halfvolle melk van Albert Heijn

De waarschijnlijkheid dat ik dit product koop is:

- Heel laag
- Laag
- Enigszins laag
- Neutraal
- Enigszins hoog
- Hoog
- Heel hoog

De kans dat ik overweeg om dit product te kopen is:

- Heel laag
- Laag
- Enigszins laag
- Neutraal

- Enigszins hoog
- Hoog
- Heel hoog

Mijn bereidheid om het product te kopen is:

- Heel laag
- Laag
- Enigszins laag
- Neutraal
- Enigszins hoog
- Hoog
- Heel hoog

Op basis van de getoonde prijs, zou ik overwegen dit product te kopen

- Helemaal niet mee eens
- Mee oneens
- Enigszins mee oneens
- Neutraal
- Enigszins mee eens
- Mee eens
- Helemaal mee eens

Als ik dit product zou kopen, zou ik overwegen dat te doen met deze prijs

- Helemaal niet mee eens
- Mee oneens
- Enigszins mee oneens
- Neutraal
- Enigszins mee eens
- Mee eens
- Helemaal mee eens

Manipulatie 7

Hieronder is een fictief supermarkt schap met ´half volle melk´producten afgebeeld. Onderstaande vragen zijn hierop gebaseerd.

Vul de volgende stellingen in over de biologische halfvolle melk van Albert Heijn

De waarschijnlijkheid dat ik dit product koop is:

- Heel laag
- Laag
- Enigszins laag
- Neutraal
- Enigszins hoog
- Hoog
- Heel hoog

De kans dat ik overweeg om dit product te kopen is:

- Heel laag
- Laag
- Enigszins laag
- Neutraal
- Enigszins hoog

- Hoog
- Heel hoog

Mijn bereidheid om het product te kopen is:

- Heel laag
- Laag
- Enigszins laag
- Neutraal
- Enigszins hoog
- Hoog
- Heel hoog

Op basis van de getoonde prijs, zou ik overwegen dit product te kopen

- Helemaal niet mee eens
- Mee oneens
- Enigszins mee oneens
- Neutraal
- Enigszins mee eens
- Mee eens
- Helemaal mee eens

Als ik dit product zou kopen, zou ik overwegen dat te doen met deze prijs

- Helemaal niet mee eens
- Mee oneens
- Enigszins mee oneens
- Neutraal
- Enigszins mee eens
- Mee eens
- Helemaal mee eens

Manipulatie 8

Hieronder is een fictief supermarkt schap met ´half volle melk´producten afgebeeld. Onderstaande vragen zijn hierop gebaseerd.

Vul de volgende stellingen in over de biologische halfvolle melk van Albert Heijn

De waarschijnlijkheid dat ik dit product koop is:

- Heel laag
- Laag
- Enigszins laag
- Neutraal
- Enigszins hoog
- Hoog
- Heel hoog

De kans dat ik overweeg om dit product te kopen is:

- Heel laag
- Laag
- Enigszins laag
- Neutraal
- Enigszins hoog

- Hoog
- Heel hoog

Mijn bereidheid om het product te kopen is:

- Heel laag
- Laag
- Enigszins laag
- Neutraal
- Enigszins hoog
- Hoog
- Heel hoog

Op basis van de getoonde prijs, zou ik overwegen dit product te kopen

- Helemaal niet mee eens
- Mee oneens
- Enigszins mee oneens
- Neutraal
- Enigszins mee eens
- Mee eens
- Helemaal mee eens

Als ik dit product zou kopen, zou ik overwegen dat te doen met deze prijs

- Helemaal niet mee eens
- Mee oneens
- Enigszins mee oneens
- Neutraal
- Enigszins mee eens
- Mee eens
- Helemaal mee eens

Geef bij de volgende stellingen over Jumbo aan of deze op u van toepassing zijn, waarbij 1 ‘helemaal niet mee eens’ is en 7 ‘helemaal mee eens’.

2. Ik heb veel ervaring met de producten van ’Jumbo’

Helemaal mee oneens 1 2 3 4 5 6 7 **Helemaal mee eens**

3. Ik ken ’Jumbo’ goed

Helemaal mee oneens 1 2 3 4 5 6 7 **Helemaal mee eens**

4. ik ben goed bekend met ’Jumbo’

Helemaal mee oneens 1 2 3 4 5 6 7 **Helemaal mee eens**

5. Ik heb vaak producten bij ’Jumbo’ gekocht

Helemaal mee oneens 1 2 3 4 5 6 7 **Helemaal mee eens**

Geef bij de volgende stellingen over de productgroep melk aan of deze op u van toepassing zijn, waarbij 1 ‘helemaal niet mee eens’ is en 7 ‘helemaal mee eens’.

6. Ik ben zeer bekend met de productgroep melk

Helemaal mee oneens 1 2 3 4 5 6 7 **Helemaal mee eens**

7. Ik ken de productgroep melk goed

Helemaal mee oneens 1 2 3 4 5 6 7 **Helemaal mee eens**

8. Ik ben goed op de hoogte van de productgroep melk

Helemaal mee oneens 1 2 3 4 5 6 7 **Helemaal mee eens**

9. Ik ken de verschillende verkrijgbare merken voor de productgroep melk goed

Helemaal mee oneens 1 2 3 4 5 6 7 **Helemaal mee eens**

Geef bij de volgende stellingen over de biologische voeding en gezondheid aan of deze op u van toepassing zijn, waarbij 1 ‘helemaal niet mee eens’ is en 7 ‘helemaal mee eens’.

10. In vergelijking met andere voedingsmiddelen heb ik goede kennis over biologische voedingsmiddelen.

Helemaal mee oneens 1 2 3 4 5 6 7 **Helemaal mee eens**

11. Ik weet wanneer voedsel biologisch of niet-biologisch is

Helemaal mee oneens 1 2 3 4 5 6 7 **Helemaal mee eens**

12. De aankoop van biologisch voedsel is gemakkelijk dankzij de kennis die ik van deze producten heb

Helemaal mee oneens 1 2 3 4 5 6 7 **Helemaal mee eens**

18. Wat is uw leeftijd?

_____

19. Wat is uw geslacht?

- o Man
- o Vrouw
- o Niet-binair/derde geslacht
- o Zeg ik liever niet

20. Wat is de hoogste graad of het hoogste niveau van school dat je hebt afgerond? Indien momenteel ingeschreven, hoogst behaalde diploma.

- o Lagere school
- o Middelbare school
- o Hogeschool (HBO)
- o Universiteit (Bachelor)
- o Universiteit (Master)
- o PhD

Wat is uw bruto maandelijks inkomen?

- Minder dan €2.500
- €2.500 - €3.999
- €4.000 - €5.499
- Meer dan €5.500

Appendix C: Sample Statistics

Table 5: Sample statistics

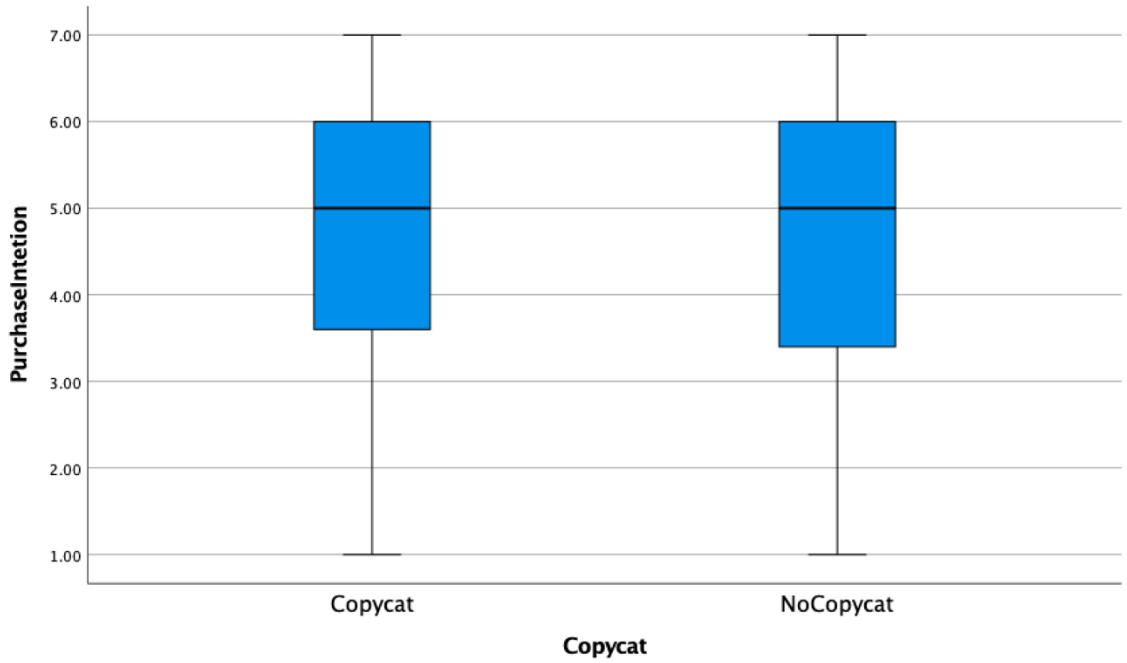
Variable	Description	Percentage
Gender	Male	21.6
	Female	67.5
	Non-Binary	.9
Age	17-26	64.2
	27-36	17.5
	37-46	7.5
	47-56	7.1
	57-66	3.8
Education	Primary school	.4
	Secondary school	14.6
	University of Applied Sciences (bachelor)	48.6
	University (Bachelor)	19.8
	University (Master)	14.2
	PhD	.9
	Rather not to say	1.4
Gross income	Less than €2.500	50
	€2.500 - €3.999	30.2
	€4.000 - €5.499	11.3
	More than €5.500	2.4
	Rather not to say	6.1

Appendix D: Outliers

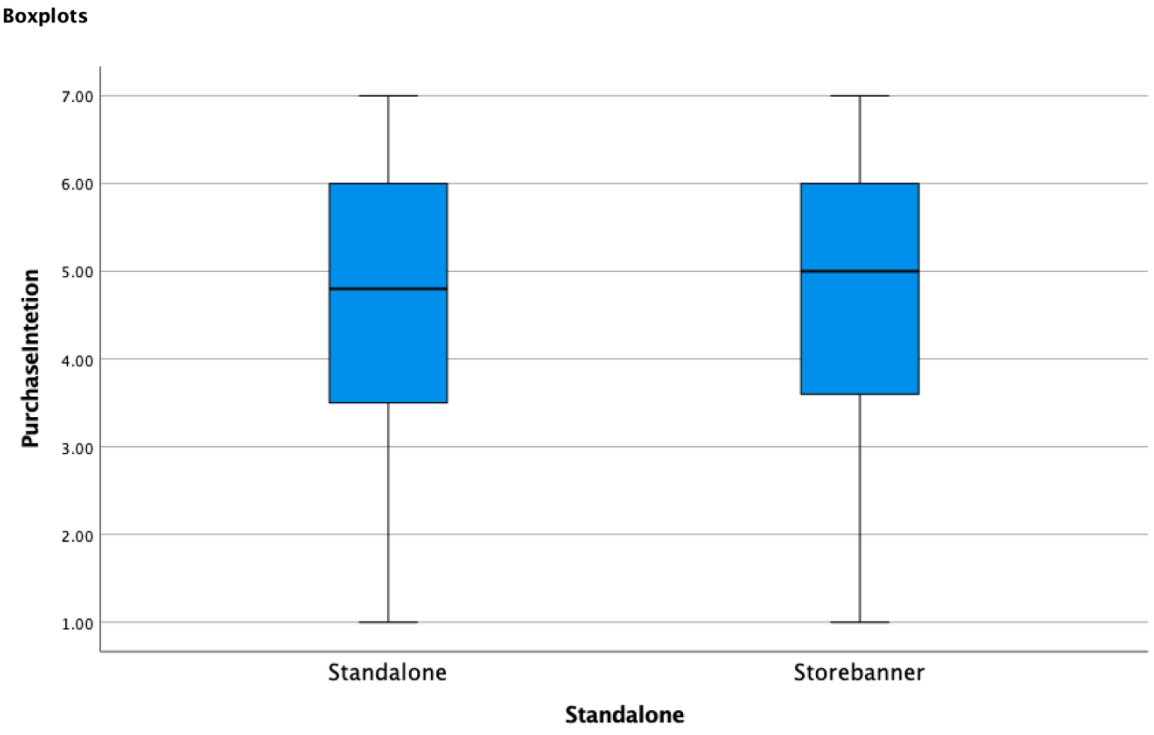
To test the assumption of outliers, these SPSS outputs were used. These can be found in the tables underneath.

Outlier Assumption

Independent variable Copycat



Independent variable standalone brand



Appendix E: Normality

To test the assumption of normality, these SPSS outputs were used. These can be found in the tables underneath.

Normality Assumption

Tests of Normality

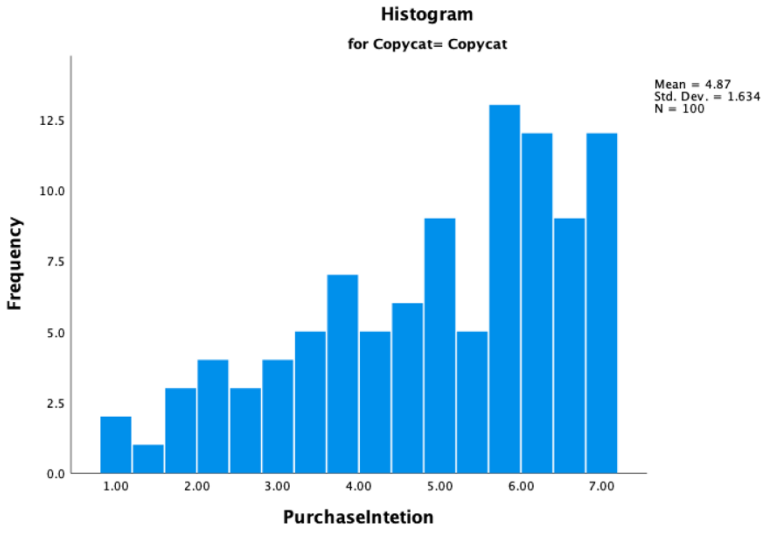
		Kolomogorvoc-Smirnov[a]			Shapiro-Wilk		
	Copycat	**Statistic**	**df**	**Sig.**	**Statistic**	**df**	**Sig.**
Purchase Intention	Copycat	,135	100	<,001	,934	100	<,001
	No copycat	,144	112	<,001	,943	112	<,001

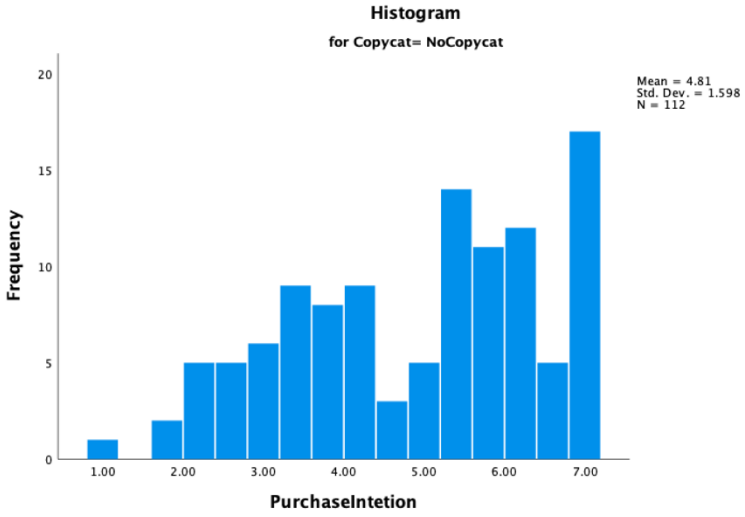
a. Lilliefors Significance Correction

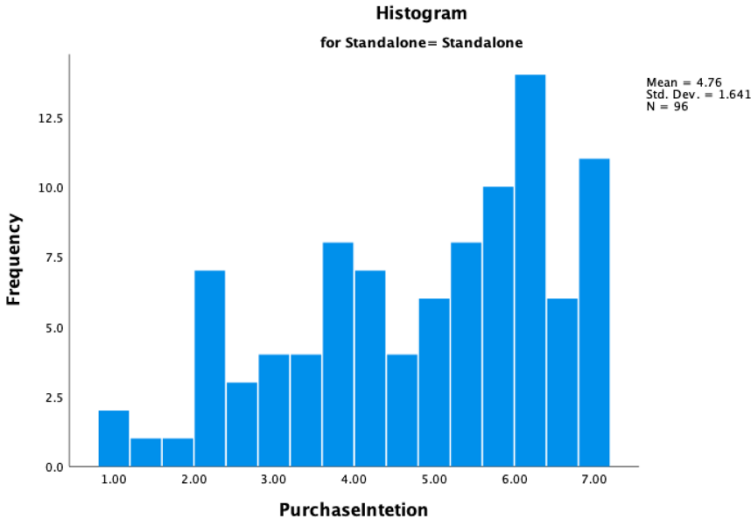
Tests of Normality

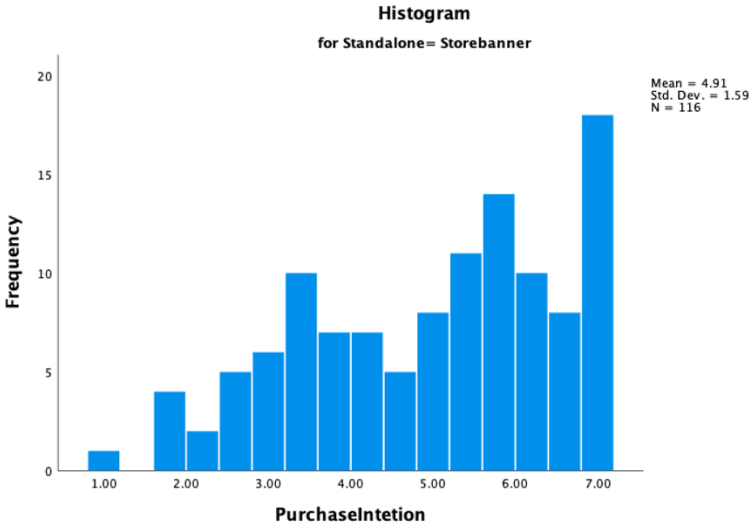
		Shapiro-Wilk					
	Standalone	**Statistic**	**df**	**Sig.**	**Statistic**	**df**	**Sig.**
Purchase Intention	Standalone	,132	96	<,001	,939	96	<,001
	Storebanner	,122	116	<,001	,940	116	<,001

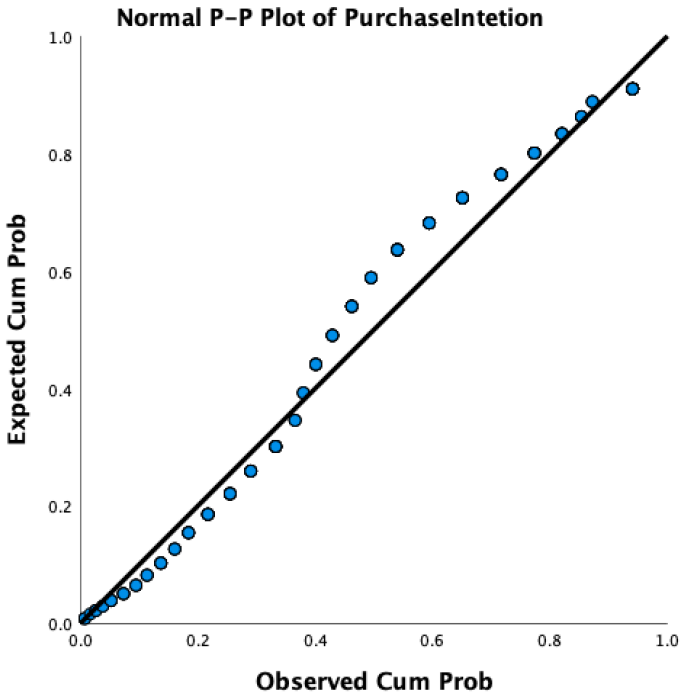
a. Lilliefors Significance Correction


Histogram
for Copycat= Copycat
Mean = 4.87
Std. Dev. = 1.634
N = 100
Frequency
PurchaseIntetion


Histogram
for Copycat= NoCopycat
Mean = 4.81
Std. Dev. = 1.598
N = 112
Frequency
PurchaseIntetion


Histogram
for Standalone= Standalone
Mean = 4.76
Std. Dev. = 1.641
N = 96
Frequency
PurchaseIntetion


Histogram
for Standalone= Storebanner
Mean = 4.91
Std. Dev. = 1.59
N = 116
Frequency
PurchaseIntetion


Normal P-P Plot of PurchaseIntetion
Expected Cum Prob
Observed Cum Prob