

A Cross Validation of Consumer-Based Brand Equity (CBBE) With Private Labels in Spain

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Abstract. In recent years a number of Consumer-Based Brand Equity (CBBE) models and measurement scales have been introduced in the branding literature. However, examinations of brand equity in Private Labels (PL) are rather limited. This study aims to compare the validity of the two prominent CBBE models those introduced by Yoo and Donthu (2001) and Nam *et al.* (2011). In order to test the models and make this comparison, the study collected data from 236 respondents who rated private labels in Spain. A list of 30 different fashion and sportswear PL was introduced to respondents. These brands do not make any reference to the retail store in which they are sold. Research findings suggest that the extended CBBE model introduced by Nam *et al.* (2011) and Ciftci *et al.* (2014) is more reliable and valid than Yoo and Donthu's model for assessing PL. Theoretical contributions and managerial implications are discussed.

Keywords. Consumer-based brand equity, customer satisfaction, service quality and Private Labels.

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