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Editors

# Advances in National Brand and Private Label Marketing

Third International Conference, 2016

 Springer

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ISSN 2198-7246 ISSN 2198-7254 (electronic)  
Springer Proceedings in Business and Economics  
ISBN 978-3-319-39945-4 ISBN 978-3-319-39946-1 (eBook)  
DOI 10.1007/978-3-319-39946-1

Library of Congress Control Number: 2016943034

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Printed on acid-free paper

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# Preface

After a long period of recession, the economic climate has begun to show encouraging signs of recovery. As the economy begins to regain strength, both national brands and the majority of retailers need to recover some of the ground lost during the last four years, especially in those countries where individual consumption took a downturn during the crisis. To ensure this recovery, it is essential that both manufacturers and retailers know the behaviour of the ‘new’ consumer emerging from the recession.

Marketers are facing a consumer with a different shopping behaviour, especially in the context of the fast-moving consumer goods (FMCG) industry. This ‘new’ consumer visits the store more often but with a fewer number of items per basket. In addition, today’s consumer is hypersensitive to price and actively looks for special offers and discounts before entering the store, although more decisions seem to be taken ‘on the shelf’. It is becoming increasingly difficult to predict how consumers are going to react to manufacturers’ and retailers’ decisions. Whilst during times of recession it generally has been easy to forecast how shoppers will respond to marketing decisions, as most markets recover, behaviour is becoming more unpredictable than ever.

Without a doubt, this new scenario offers new insights and opportunities for the whole industry. Manufacturers are advised to plan jointly with their retail partners, sharing information and working together, in an effort to convince them that stocking national brands benefits the store in terms of volume and sales. Retailers must focus on increasing their value, as the private label seems to be losing its attractiveness in many countries. Retailers have to improve consumers’ shopping experience, adopting a shopper-centric approach. This value has to be developed both in the store and online. E-commerce is being relied upon to complement the offline context, and its growth in FMCG is expected to be as strong as in other industries like travel or technology.

Looking at the aspects underlying this new marketing context offers exciting opportunities for researchers. It is with this goal in mind that this Third International Conference on Research on National Brand & Private Label Marketing (NB&PL

2016) has been launched and organized. Following the success of the two previous editions, this third edition aims once again to be a unique international forum to present and discuss original, rigorous and significant contributions, especially in regard to national brand and private label issues.

Each paper submitted to NB&PL 2016 has gone through a stringent peer review process by members of the Programme Committee, comprising 44 internationally renowned researchers from 14 countries.

A total of 19 papers have been accepted, addressing diverse areas of application such as value co-creation, assortment decisions, private label proneness, sales promotions, tourist services, the online channel, anthropomorphism, retail brand extension and price differentials, among others. A wide variety of theoretical and methodological approaches have been used in these areas.

We believe that this third edition has upheld the goals of the two previous editions: to promote, stimulate and publish high-quality contributions on national brands and private labels that could help retailers and manufacturers deal with a diverse range of issues. We hope this conference is one of many, as we aim for it to become an international benchmark for advancing this promising research field.

Finally, we wish to acknowledge the support of the sponsors: the Universitat Oberta de Catalunya, Information Resources Inc. (IRI), AECOC and ESADE Business School. We would also like to thank all the contributing authors, the members of the Programme Committee and the rest of the Organizing Committee for their highly valuable work in ensuring the success of this third edition of NB&PL. Thanks for your generous contribution; NB&PL 2016 would not have been possible without you.

Granada, Spain  
Almería, Spain  
Tilburg, Netherlands

Francisco J. Martínez-López  
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