Brand patronage and loyalty patterns: store vs. manufacturer brands in the Greek soft drink category

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Store Brand Patronage in the Greek Soft-drinks Market

Nowadays, in most of the developed countries around the globe, store brands have managed to establish a considerable share in the retail market. Moreover, it is well known that store brands are perceived as strong competitors to manufacturer brands, while being good value for money. There is a large body of literature explaining and further exploring factors that influence loyalty towards store brands (e.g. Steenkamp and Dekimpe, 1997; Dhar and Hoch, 1997; Ailawadi and Keller, 2004; among others). Based on panel data from the soft-drinks market in Greece, the premise of this paper lies on investigating loyalty performance of store brands. Observed loyalty measures are benchmarked against predictions from the Dirichlet model (Ehrenberg, Uncles and Goodhardt 2004). The aim is twofold: first to explore store brands’ patronage; and second to investigate loyalty patterns of store brands in comparison to national brands.