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How Individual Value Structures Shape Smart Shopping Experience and Brand Choices: An International Perspective

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Abstract:

This study explores the extent to which smart shopping, and particularly its effect on consumer attitudes towards store brands and national brands – is influenced by consumers' cultural values. Our conceptual model, based on Schwartz's value framework, was tested with a survey that sampled 1,272 shoppers from six different countries (USA, UK, France, Germany, Italy and Spain). According to the results, the values that individuals acquire in their cultural environment significantly influenced their smart-shopper self-concept. Additionally, there were cross-country differences in consumers' value frameworks. As expected, smart shoppers' self-concept influenced their attitude towards both store brands and national brands, but was less influential in the former's case. These results have important implications for international marketing scholars and practitioners, especially regarding strategic aspects such as segmentation, positioning, and major communication strategies.

Keywords: *consumer behaviour, cross-country, culture, individual values, smart shopper, brand attitude, store brand, private label, national brand, structural equation modelling, confirmatory factor analysis.*

1. Introduction

Smart shoppers are those who search for and organize commercial information, as well as capitalize on advantageous purchase opportunities in the marketplace (Mano and Elliot, 2017; Burton et al., 1998). In doing so, they bolster their self-image through a sense of accomplishment, a boost in self-esteem, and a feeling of pride in their shopping capabilities (Schindler, 1998; Garretson et al., 2002). Research has found that smart shoppers' self-perception positively influences promotion proneness (Chandon et al., 2000; Labbé-Pinlon et al., 2011), word-of-mouth communication, and purchase intention (Chung and Darke, 2006).

While there have been academic studies on smart shopping in the USA, Canada, Chile, France, Singapore and Taiwan (Chandon et al., 2000; Garretson et al., 2002; Chung and Darke, 2006; Liu and Wang, 2008; Manzur et al., 2011), no previous research has empirically tested the potential relationship between cultural differences and smart shopping. In the wake of globalisation and the emergence of multicultural workplaces and markets, researchers and practitioners are compelled to understand the impact of human values on both organisations and consumers (Sagiv and Schwartz, 2007), as different cultural roots produce different behaviours (Hofstede and Fink,

2007). To address this lack of empirical evidence, the present study assesses how the values that smart shoppers acquire through their cultural environments influence their brand choices.

Prior academic studies have proved that smart shoppers tend to have a more positive attitude towards national brands (NBs) on promotion than towards store brands (Garretson et al., 2002; Liu and Wang, 2008; Manzur et al., 2011). Store brands (SBs) permeate almost every product category (Ter Braak et al., 2014) due to the strong competitive pressure that retailers face (Liu and Wang, 2008). As a result, consumers now benefit from a higher variety of high quality SBs to choose from and their expenditures for their regular shopping basket is likely to be lower. Consequently, SBs have reached significant levels of market penetration across Europe and North America. In order to create and sustain a competitive advantage over SBs, manufacturers react by investing in product innovation as well as in their brands' promotion and communication (Gielens, 2012).

As noted by Budhathoki (2014), very few studies have examined the role of cultural aspects in the choice of SBs over NBs. Building on Schwartz's (1992) theory of basic individual values, this study empirically demonstrates that individuals' value framework affects their smart-shopper self-concept, which then influences their brand attitudes. The multinational sample used in this study offers results regarding cross-country differences. In this way, we extend the research on the consumer decision-making process. From a practical perspective, the present study could help marketing managers successfully target the smart shopper segment in a multinational context.

The remainder of this paper is organised as follows: The study begins with the theoretical background and description of the hypotheses. Next, we report the methodology used for the empirical analysis along with the obtained results. Afterward, we discuss the implications of the findings and suggest avenues for further research. The paper concludes by summarizing the study's main contributions.

2. Conceptual framework: Schwartz's theory of basic individual values

According to Schwartz and Bilsky (1990), values are abstract beliefs that people treat as desirable goals by which they direct their lives. Values are key to explaining the similarities and differences in individuals' behaviour within and between different communities (Ackerman and Tellis, 2001).

Based on Schwartz's (1992) conceptualization of human values types, this study explores the effect of individual values on the smart-shopping process. Schwartz's model represents the human value system in a two-dimensional space, divided into ten sections corresponding to ten motivational value types (Figure 1). The model then groups these value types into four higher-order dimensions or meta-values (Schwartz, 1992):

1. *Conservation* reflects individuals' pursuit of certainty and stability. It includes values based on conformism, security, and tradition.
2. *Self-enhancement* reflects motivations related to selfish interests, such as the desire to control material resources or other people. It encompasses power, achievement, and hedonism.
3. *Openness to change* reflects the individual desire for change and variety. It shares hedonism with the previous meta-dimension. It also includes stimulation and self-direction.
4. *Self-transcendence* reflects spirituality or individual engagement with altruistic values and caring for nature. It comprises the areas of benevolence and universalism.

(Figure 1)

There are two main reasons behind why we used Schwartz's theory of basic individual values to develop this study's conceptual framework: one conceptual and the other empirical.

At the conceptual level, previous research suggests that Schwartz's theory captures more aspects of culture than better-known models such as Hofstede's, and thus it has the potential to explain greater cultural variation (Steenkamp, 2001). While Hofstede's framework has been employed extensively in the marketing studies already published, it does feature several limitations, due to being somewhat narrowly based on a sample of IBM employees (Drogendijk and Slangen, 2006; Ng et al., 2007). Moreover, when using this framework to explain the impact of cultural differences on SBs buying behavior, our own literature review shows that the results are contradictory.

Schwartz's derived his value types from a set of items "developed to measure the content of individual values recognized across cultures" (Schwartz, 1994, p. 88). Thus, values could be analysed at individual and cultural levels because they reflect both an individual's unique experience and the culture's normative influence (Ng et al., 2007).

From an empirical viewpoint, we chose this theory due to its proven acceptance. In the field of multicultural research, "the Schwartz theory of basic individual values has spawned hundreds of studies during the past two decades" (Schwartz et al., 2012, p. 663). Indeed, these studies have collectively surveyed the value priorities of thousands of individuals across numerous countries, demonstrating the robustness and validity (both internal and external) of Schwartz's dimensions. (Kirca et al., 2009), proving the model to be robust. Furthermore, Laroche et al. (2014) assert that the empirical models derived from Schwartz's theory may yield results that would have been overlooked in studies based on Hofstede's framework, which has been more widely used in the field of marketing.

3. Theoretical model

The proposed conceptual model has three parts: 1) the composition of individuals' values structure; 2) the influence of the value structure on smart shopping; and 3) the effect of both value structure and smart shopping on brand attitude (NBs and SBs). Figure 2 shows the theoretical model that underpins this study's conceptual framework, whereby the value structure affects one's attitude towards brands, both directly and indirectly through the smart-shopper self-concept (Figure 2).

(Figure 2)

As Figure 1 illustrated in the second section, Schwartz represents the human value system in an elliptical continuum that encompasses the 10 value types. Consequently, the theory expects a strong correlation between the motivational value types that fall within the domain of each meta-value. In fact, the relationships amongst these motivational types are dynamic, such that the values in adjacent or nearby sections are compatible and mutually supportive (e.g. benevolence and conformity), whilst simultaneous pursuit of values from opposite sets generates psychological and/or social conflict (e.g., benevolence and power).

Thus, we hypothesise the existence of a second-order construct, which we call the value structure that reflects the four meta-values:

H1: The individual value structure is a complex construct that reflects on four meta-values: self-enhancement, openness to change, conservation and transcendence

Regarding the second part of the conceptual model, there are two main constructs: the smart-shopper self-concept and the value structure. In order to propose our hypotheses about these constructs, we first describe the smart shopping experience and then clarify its relationship with the value structure.

On the one hand, we can model a smart shopper's self-concept as a second-order construct reflected on two dimensions: smart-shopping behaviour and smart-shopping feeling (Gómez-Suárez et al., 2016). Atkins and Kim (2012) proposed that smart shoppers seek “*to minimize the expenditure of time, money, or energy to gain hedonic and utilitarian value from the [shopping] experience*” (p. 361). For these consumers, a smart purchase is a source of ego-related positive emotions, such as a sense of pride and accomplishment (Mano and Elliott, 1997; Schindler, 1998).

Scholars commonly hold that values inform beliefs, which then shape attitudes and behaviours (Krystallis et al., 2008). Consequently, we presume that individual values could affect the behavioural and affective traits that define smart shoppers (Atkins and Kim, 2012; Mano and Elliott, 1997) and, by extension, the smart-shopping process. Thus, we present the following hypotheses:

H2: The individual value structure positively influences the smart-shopper self-concept

H2a: The smart-shopper self-concept reflects on smart-shopper behaviour

H2b: The smart-shopper self-concept reflects on smart-shopper feeling

The third part of the model considers the relationship between individual values, smart shopping experience, and brand attitude. Specifically, the model considers that smart shoppers continuously make a trade-off between NBs and SBs when making product choices in the mass-market arena. The process by which consumers evaluate these brands and make purchase decisions depends on their needs, which are shaped by their values and culture (Kim et al., 2002). A study by De Mooij and Hofstede (2002), for instance, suggested that consumers in collectivistic cultures prefer NBs compared to retail brands. According to Song (2012), in cultures that enhance status and power distance, NBs can serve as symbols of prosperity and therefore status. Meanwhile, Shannon and Mandhachitara (2005) found that consumers from social groups with a preference for a loosely knit social framework tend to have a positive attitude towards SBs. In addition, previous studies have reported that risk aversion is a key antecedent of NB choice (Erdem et al., 2004), but exerts a negative impact on SB attitude (Batra and Sinha, 2000; Beneke et al., 2015; Semeijn et al., 2004).

Schwartz (2006) argues that values act as standards or criteria that then guide the selection and evaluation processes. People's attitudes and behaviours are thus the result of a trade-off among relevant, competing values (Schwartz, 1992; 2006). Based on this, we expect that consumers' prevailing value structure could have an effect on their attitudes towards SBs and NBs. Formally:

H3a: The individual value structure positively influences attitude towards promoted NBs

H3b: The individual value structure positively influences attitude towards SBs

The present model additionally proposes that the smart-shopping phenomenon influences consumers' attitudes towards NBs and SBs. Indeed, prior academic studies have uncovered a positive and significant causal relationship between the smart-shopper self-concept and the attitude towards SBs and promoted NBs—although the strength of this effect was weaker for the former (Garretson et al., 2002; Liu and Wang, 2008; Manzur et al., 2011). Garretson et al. (2002) suggested

that the random nature of NB promotions might explain this effect. Because smart shoppers experience a greater affective response when they feel responsible for finding a good deal (Schindler, 1989), their attitude towards the less frequently promoted NB is likely to be more positive than that towards the every-day-low-priced SBs. Based on this reasoning, we devised three additional hypotheses:

H4a: The smart-shopper self-concept positively influences attitude towards promoted NBs

H4b: The smart-shopper self-concept positively influences attitude towards SBs

H4c: The effect of the smart-shopper self-concept on attitude will be more positive for promoted NBs than for SBs

4. Methodology

We first conducted in-depth interviews in urban areas of the United States and Spain in order to define consumers' concept of smart shopping and design an initial questionnaire. Next, we distributed the initial questionnaire to 180 undergraduate and master's students from the same countries to conduct a preliminary test. The results helped refine the questionnaire.

After developing the finalized survey, we targeted shoppers across six countries—Spain, United Kingdom (UK), Germany, France, United States of America (USA), and Italy—who were responsible for purchasing consumer-packaged goods within their respective households.

We chose these six western countries because of the meaningful differences between their cultural (Schwartz, 2006) and economic conditions. For instance, the countries vary substantially in terms of SB penetration. In Spain, SB market share is 52% (PLMA, 2017) and the spectacular growth of private labels in this country can be traced to three factors: (1) changes in consumption habits resulting from the economic crisis, (2) improvement of SBs' perceived quality and (3) changes in the retail environment (Gil-Cordero and Rondán-Cataluña, 2015). In the more mature retail markets of the UK and Germany, by contrast, SB market share amounts to 46% (PLMA, 2017) and 45%, respectively. Private labels in France, meanwhile, represent 33% of the market (PLMA 2017). SB penetration is lower still in the USA (21%) and Italy (22%) (PLMA, 2016), partially due to lower levels of retail market concentration.

The final sample comprised 1,272 shoppers. Table 1 shows the technical details of the research, including the data-processing techniques used.

(Table 1)

We collected the information through a self-administered online questionnaire through Qualtrics Panel. Regarding the scalesⁱ, we adapted the Schwartz Value Scale (SVS) in order to rate cultural values. The SVS is a Likert-type scale consisting of 36 values or items that represent the 10 motivational domains that reflect individual values (Schwartz, 1994). In the present study, participants rated the importance of each value as a 'guiding principle of my life' on a 9-point scale. The participants also rated 16 descriptive items related to smart shopping (12 items related to purchase behaviour and four items related to the affective reward resulting from a smart buy). The survey also asked participants to indicate the degree to which they considered themselves smart shoppers (i.e., their smart-shopper self-concept). Participants answered all items regarding smart

shopping on a 7-point Likert scale. Finally, we adapted the scale proposed in Burton et al. (1998) to measure brand attitude.

5. Results

Descriptive measures

Table 2 shows the means and standard deviations for the individual values ultimately included in the model, grouped by meta-value. The values *intelligent*, *freedom* and *self-discipline* received scores of more than 7. The value *national security* had the lowest score (6.22), but the highest standard deviation (2.15), indicating possible segment and/or country differences with regard to this value. Two other values also scored below the average of 6.5: *humble* (6.44) and *curious* (6.47).

(Table 2)

Table 3 includes the descriptive measures related to smart shopping and brand attitude. Of the items related to behaviour, *keeping abreast of when stores have sales* had the highest average score (5.16), followed by *gathering as much information as possible* (5.12). With regard to smart-shopper feelings, *pride* (5.05) received the highest average score, followed by *feeling good about oneself* (5.01) and *joy* (4.99). As for attitude toward brands, the average score for favourable attitude toward NBs (5.64) was far higher than that for favourable attitude toward SBs (4.13), the latter of which received the lowest average score and had a high standard deviation.

(Table 3)

Individual value structure: scale development

For the confirmatory factor analysis (CFA), we kept the items enabling the value scale to satisfy the psychometric properties (validity and reliability). The model's goodness-of-fit measures were acceptable ($\chi^2/\text{d.f.}=2.567$; GFI=0.974; AGFI=0.963; CFI=0.968; TLI=0.982; RMSA=0.035). Table 4 shows the results of the first-order model's estimation. All of the loadings were greater than 0.6. The composite reliability and Cronbach's alpha indicators were equal to or greater than 0.8. The AVE values were slightly low, although equal to or greater than the cut-off score (0.5). The critical ratios (CRs) of the final configuration of the items representing individual values were high, with a level of significance of less than 1%.

(Table 4)

To test for discriminant validity, we followed the procedure suggested by Anderson and Gerbing (1988): We alternatively constrained the correlations between constructs by fixing them at 1 and comparing the differences between the constrained and unconstrained models. The goodness-of-fit indicators were worse for the constrained models, thereby confirming the discriminant validity of the model featuring the four meta-values.

In keeping with the proposed theoretical model, the higher-order construct *value structure* should be reflected in the four meta-values of the Schwartz model. To verify this, we performed a second-order CFA; the resulting good fit ($\chi^2/\text{d.f.}=2.845$; GFI=0.971; AGFI=0.959; CFI=0.983; RMSEA=0.038) provided a confirmation of H1. Indeed, the *value structure* was reflected in the

four constructs: *conservation* ($\lambda=0.912$), *self-enhancement* ($\lambda=0.910$), *openness to change* ($\lambda=0.963$) and *self-transcendence* ($\lambda = 0.923$).

Relationship between value structure, smart shopping and brand attitude

The second-order model – which includes the two constructs that comprise the smart-shopper self-concept – likewise showed a good fit ($\chi^2/\text{d.f.}=2.766$; GFI=0.957; AGFI=0.946; CFI=0.975; RMSEA=0.034). The results of the estimation support the three hypotheses regarding the relationship between *value structure* and *smart shopping* (H2): *Value structure* directly influenced the *smart-shopper self-concept* ($\lambda = 0.721$), which was reflected in the two proposed dimensions: (H2a) *behaviour* ($\lambda = 0.965$) and (H2b) *feelings* ($\lambda = 0.856$).

Next, we performed a covariance structure analysis (SEM), in keeping with the approach of the theoretical model. Although it showed adequate goodness of fit ($\chi^2/\text{d.f.}=2.358$; GFI=0.961; AGFI=0.950; CFI=0.978; RMSEA=0.033), the relationship between *value structure* and *brand attitudes* was not significant ($\lambda=0.056$, CR=0.231 for NBs; $\lambda=-0.028$, CR=0.614 for SBs). Thus, we did not find support for H3a and H3b.

We also estimated an alternative model in which the relationship between values and attitude was only indirect (through smart-shopping). Figure 3 graphs the results of the estimation, showing a satisfactory goodness of fit ($\chi^2/\text{d.f.}=2.319$; GFI=0.9561; AGFI=0.951; CFI=0.975; RMSEA=0.0342) and all indicators above the critical levels. Through this model, we again confirmed the proposed causal relationship between value structure and smart shopping (H2) ($\lambda=0.722$). This global model also confirmed the bi-dimensional nature of smart shopping (H2a and H2b), as the smart-shopper self-concept was reflected in both smart-shopper behaviour ($\lambda=0.958$) and smart-shopper feeling ($\lambda=0.852$). Meanwhile, higher levels of the smart-shopper self-concept aligned with more positive attitudes toward NBs (H4a) ($\lambda=0.178$) and SBs (H4b) ($\lambda=0.072$). Likewise, we found support for H4c, as the effect of smart shopping on brand attitude was higher in the case of NBs compared to SBs.

The two standardised indirect effects of the individual value structure were of a considerable magnitude, namely: 0.691 on behaviour and 0.615 on feelings. The standardised indirect effect of the value structure on attitude towards NBs and SBs was 0.129 and 0.52, respectively.

(Figure 3)

Cross-country differences

To analyse cross-country differences, we first performed an Analysis of Variance (ANOVA) test for the constructs generated of the SEM model (the four meta-values, the value structure, and the smart shopper self-concept), applying an imputation calculation with AMOS. This test showed that respondents from different countries differed for every construct: conservation ($F=32.55$, $p< 0.01$), self-enhancement ($F=27.24$, $p< 0.01$), openness to change ($F=29.98$, $p< 0.01$) and transcendence ($F=32.66$, $p< 0.01$), value structure ($F=32.30$, $p< 0.01$) and smart-shopper self-concept (30.28 , $p< 0.01$).

However, comparisons in the ANOVA test are always bilateral (two-tailed) due to globally analysing whether groups have different means, and not whether one group has a lower (or greater) mean than a particular other. As a result, the analyst cannot determine which groups feature the differences and therefore cannot properly reject the null hypothesis. In order to uncover the exact

differences between countries, we decided to complement the ANOVA with non-parametric tests (in this case, the Tamhane test) for each pair of constructs².

Table 5 shows the Tamhane test results for the two main constructs generated through the structural model imputation. Regarding value structure, France and the USA exhibited the greatest significant differences in their mean values when compared with all countries that took part in the study. In addition, the USA and France is the pair of countries that shows the greatest difference in mean values (1.63) In fact, all possible mean differences were statistically different between the two countries, suggesting that they have very different value structures. Likewise, the two countries' mean values regarding the smart-shopper self-concept were significantly different (1.10). Meanwhile, Germany showed significant differences in its mean values compared to France, Spain, the UK, the USA and Italy – with the differences between Germany and Italy being the most pronounced. Respondents in Spain, Italy and the UK did not exhibit statistically significant differences in the mean values of smart-shopper self-concept or value structure.

(Table 5)

To further assess the degree of cross-country differences, we summarized the correlation results between the smart-shopper self-concept and (a) the four meta-values and (b) the two brand attitude variables (NB/SB) in Table 6. In all possible pairs of countries, there was a significant and positive correlation between each of the four meta-values and the smart shopper self-concept. Meanwhile, the smart-shopper self-concept was significantly and positively correlated with NB attitude in all countries, except the UK. Spain and Germany were the only countries that demonstrated a significant correlation between the smart-shopper self-concept and SB attitude (positive for Spain, negative for Germany).

(Table 6)

6. Discussion and Directions for Future Research

Recent research indicates that smart shoppers share some affective and behavioural characteristics that reflect their smart-shopper self-concept (Gómez-Suárez et al., 2016). However, very few studies have analysed the smart shopper's purchase decision process, especially in a cross-country environment. Using Schwartz's theory of basic individual values (1992), this study analysed how individual values relate to the smart-shopper self-concept and its impact on brand choice in an international context.

The findings support Schwartz's theory, demonstrating the existence of a high-order value structure that is reflected in the four meta-values that guide consumers' lives: *conservation* (search for stability based on conformism, security and tradition), *self-enhancement* (interests in control, power, achievement and certain hedonic aspects), *openness-to-change* (individual desire for change and variety) and *self-transcendence* (individual engagement with altruistic values). The results also suggest that an individual's value structure has an important direct effect on the smart-shopper self-concept.

The findings prove that there is a positive and significant causal relationship between the smart-shopper self-concept and the attitude toward promoted NBs. Smart shoppers exhibited a positive attitude toward SBs as well, just to a lesser extent. It may be that, because NBs are promoted less frequently, smart shoppers feel a greater sense of accomplishment when purchasing an NB at a good price compared to an SB, which are generally available at a low price.

This study features limitations that represent avenues for future research. First, we only analysed two substitutive products—SBs and NBs. By utilizing a more complex shopping basket, scholars could better understand how various degrees of perceived risk (whether economic, functional or social) affect the relationship between the smart-shopping mechanism and brand attitude.

Second, this study used a survey as its only data-gathering method. Future researchers could design experiments that provide additional information about not only purchase intention but also real purchase behaviour.

New studies could also delve deeper into cross-cultural consumer behaviour by means of a multi-group analysis. Given the large number of parameters that we used in the global model, any multi-group analysis should include a smaller number of countries. Based on the non-parametric test that we performed, it would be appropriate to select the countries that show significant differences when compared in pairs (i.e., USA, France, and Germany) plus one of the others (Italy, Spain or UK). Moreover, researchers should expand beyond Western countries in order to develop a more comprehensive understanding of the impact of cultural values on smart shopping and brand attitude.

7. Conclusions

Working from the notion that an individual's behavioural pattern is the expression of its guiding values and beliefs (Boer and Fischer, 2013), this study sought two key objectives: first, to understand whether shoppers' value structures influence their smart-shopper self-concept, and second, to determine how smart shopping affects brand choice in different cultural environments. Because of our multinational sample, we have reasonable confidence in the results' external validity and generalizability.

Our study makes several contributions to the literature. First, we corroborate Schwartz's (1992) theory of basic human values by empirically demonstrating the existence of a high-order value structure that encompasses the four meta-values that guide consumers' lives: *conservation*, *self-enhancement*, *openness to change* and *self-transcendence*. Second, we find that the individual value structure has a significant impact on the smart-shopping mechanism. As expressions of people's motivations or goals, values influence the smart-shopper self-concept; this is mainly reflected in (1) seeking and utilizing promotion-related information to make the best possible buy and (2) the feelings of joy and pride that result from a successful effort. To the best of our knowledge, no previous study has looked at whether the values that individuals acquire through the socialisation process influence smart shopping. Third, we find that smart shoppers have a positive attitude towards promoted NBs and, to a lesser extent, SBs.

From a managerial standpoint, the results can assist international marketing practitioners in developing strategies to target smart shoppers. Naturally, individuals' experiences, motivations and expectations shape their purchase decisions (Kraus et al., 2016), and our study extends this fact to an international domain. Although the findings suggest that different countries may have different

value structures, they also evidence some common underlying values and traits among smart shoppers. Thus, managers may be able to rely on a certain degree of standardisation in terms of their segmentation, positioning, and communication strategies.

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NOTES:

¹ Due to space reasons, we do not include the detailed questions/scales. However, they can be provided to the readers upon request.

² These tests are used to make multiple post-hoc comparisons that penalize or adjust the p-value to protect the researcher from committing the Type I error. To see how each country differs, the post hoc rank tests and multiple pairwise comparisons allow one to determine how the means differ from each other. Multiple comparisons in pairs, such as the Tamhane test, contrast the difference between each pair of means and generate a matrix where the asterisks indicate the group means significantly different at an alpha level of 0.05.

Table 1. Survey details

UNIVERSE	People responsible for buying fast-moving consumer goods (FMCGs)
SURVEY TYPE	Online (Qualtrics panel)
SAMPLE SIZE	1,272 individuals: Spain (244), the United States (203), Germany (207), France (214), England (201), Italy (203)
DATA ANALYSIS	Means, standard deviations, correlations, principal component analyses, ANOVA, covariance structure analysis (CFA and SEM)
STATISTICS SOFTWARE	SPSS 21.0 and Amos 22.0

Table 2. Descriptive measures of individual values

META-VALUE / VALUES	Mean	Stand. Dev.
SELF-ENHANCEMENT		
Intelligent	7.10	1.96
Capable	6.65	2.00
Achievement	6.54	1.90
SELF-TRANSCENDENCE		
Equality	6.98	2.04
A world at peace	6.98	2.15
Inner harmony	6.89	2.01
OPENNESS		
Pleasure	6.71	1.91
Enjoying life	6.96	1.93
Creativity	6.57	1.95
Curious	6.47	1.95
Freedom	7.16	2.03
Choosing own goals	6.95	1.90
Independent	6.99	1.98
CONSERVATION		
Humble	6.44	1.96
Politeness	6.99	1.94
Honouring parents and elders	6.84	2.09
Self-discipline	7.64	1.41
National security	6.22	2.15

Note: The original scale from -1 to 7 was converted into a scale from 1 (opposed to my values) to 9 (of supreme importance).

Table 3. Descriptive measures of the smart-shopping and brand-attitude dimensions

Construct	Item	Description	Average	Stan. Dev.
SMART-SHOPPER BEHAVIOURS	SBORP1	They gather as much information as possible	5.12	1.80
	SBORP3	They have a clear idea of their wants and needs	5.04	1.76
	SBMS1	They get a good deal on the purchase	5.06	1.73
	SBMS4	They keep abreast of when stores have sales	5.16	1.73
SMART-SHOPPER FEELINGS	SSF1	I take pride in making smart purchases	5.05	1.78
	SSF2	Making smart purchases makes me feel good about myself	5.01	1.79
	SSF3	I get a real sense of joy when I make wise purchases	4.99	1.76
ATTITUDE	FAV NB	Favourable attitude towards NB	5.64	1.55
	FAV SB	Favourable attitude towards SB	4.13	1.81

Note: Scale from 1 (strongly disagree) to 7 (strongly agree).

**Table 4. Estimators and properties of the first-order confirmatory model:
Value scale**

DESCRIPTION	ITEM		CONSTRUCT	Est.	CR	P	PCA %	Chron. alpha	Comp. rel.	AVE
HUMBLE	Q18_24	<--	CONSERV.	0.695	21.17	***	55.3	0.84	0.83	0.50
NAT. SECURITY	Q18_32	<--	CONSERV.	0.646						
SELF-DISCIPLINE	Q18_30	<--	CONSERV.	0.741	20.719	***				
HONOURING ELDERS	Q18_28	<--	CONSERV.	0.682	22.52	***				
POLITENESS	Q18_27	<--	CONSERV.	0.754	21.33	***				
INDEPENDENT	Q18_18	<--	OPENNESS	0.785	30.315	***	60.3	0.89	0.88	0.52
CHOOSING OWN GOALS	Q18_17	<--	OPENNESS	0.788	30.54	***				
FREEDOM	Q18_16	<--	OPENNESS	0.793	24.07	***				
CURIOUS	Q18_15	<--	OPENNESS	0.652	23.92	***				
CREATIVITY	Q18_1	<--	OPENNESS	0.673	25.83	***				
ENJOYING LIFE	Q18_13	<--	OPENNESS	0.692	24.55	***				
PLEASURE	Q18_12	<--	OPENNESS	0.663	21.17	***				
EQUALITY	Q18_19	<--	TRANSCEND.	0.832			75.9	0.84	0.86	0.66
WORLD AT PEACE	Q18_20	<--	TRANSCEND.	0.806	31.92	***				
INNER HARMONY	Q18_21	<--	TRANSCEND.	0.806	29.48	***				
ACHIEVEMENT	Q18_10	<--	SELF-ENH.	0.814			71.5	0.80	0.82	0.61
INTELLIGENT	Q18_8	<--	SELF-ENH.	0.787	26.15	***				
CAPABLE	Q18_9	<--	SELF-ENH.	0.737	26.85	***				

Note: Level of significance: *** p<0.01

Table 5. Tamhane non-parametric test results
Value structure and smart-shopper self-concept by country

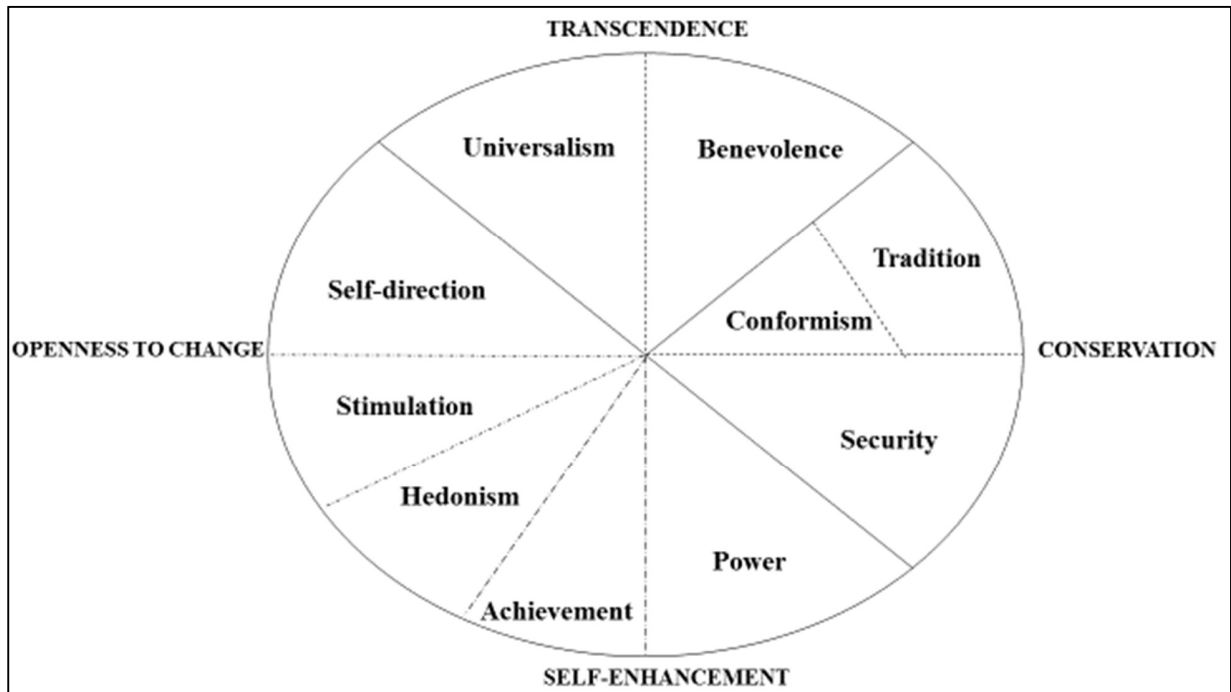
Pair of Countries		Means Differences	
		Value Structure (Imputed)	Smart-shopper (Imputed)
SPAIN	GERMANY	.34719	.30433*
	FRANCE	1.00683*	.67971*
	UK	.00443	-.07836
	ITALY	-.07624	-.07056
	USA	-.62537*	-.42834*
GERMANY	SPAIN	-.34719	-.30433*
	FRANCE	.65964*	.37538*
	UK	-.34277	-.38269*
	ITALY	-.42343*	-.37489*
	USA	-.97256*	-.73267*
FRANCE	SPAIN	-1.00683*	-.67971*
	GERMANY	-.65964*	-.37538*
	UK	-1.00241*	-.75807*
	ITALY	-1.08307*	-.75027*
	USA	-1.63220*	-1.10805*
UK	SPAIN	-.00443	.07836
	GERMANY	.34277	.38269*
	FRANCE	1.00241*	.75807*
	ITALY	-.08066	.00780
	USA	-.62979*	-.34998*
ITALY	SPAIN	.07624	.07056
	GERMANY	.42343*	.37489*
	FRANCE	1.08307*	.75027*
	UK	.08066	-.00780
	USA	-.54913*	-.35778*
USA	SPAIN	.62537*	.42834*
	GERMANY	.97256*	.73267*
	FRANCE	1.63220*	1.10805*
	UK	.62979*	.34998*
	ITALY	.54913*	.35778*

Note: * Mean differences significant at 0.05 level.

Table 6. Smart-shopper self-concept correlations with meta-values and brand attitude

CORRELATION BETWEEN SMART SHOPPER SELF-CONCEPT AND...												
	META-VALUES								BRAND ATTITUDE			
Country	Self-Promo.	ORDER Self-Promo	Transc.	ORDER Transc.	Open. to change	ORDER Open.	Conserv.	ORDER Conserv.	NB Attit.	ORDER NB Attit.	SB Attit.	ORDER SB Attit.
Italy	.770**	4°	.719**	3°	.728**	4°	.716**	4°	.395**	1°	.072	4°
Spain	.710**	3°	.653**	6°	.669**	6°	.618**	6°	.282**	2°	.142*	2°
France	.766**	6°	.692**	5°	.740**	3°	.740**	3°	.229**	3°	-.008	6°
Germany	.788**	5°	.732**	2°	.776**	2°	.749**	2°	.203**	4°	-.159*	1°
USA	.807**	1°	.765**	1°	.785**	1°	.785**	1°	.155*	5°	.041	5°
UK	.749**	2°	.693**	4°	.724**	5°	.700**	5°	.094	6°	.115	3°

Figure 1. Theoretical structure of Schwartz's value system



Source: Adapted from Schwartz (1992).

Figure 2. Theoretical model

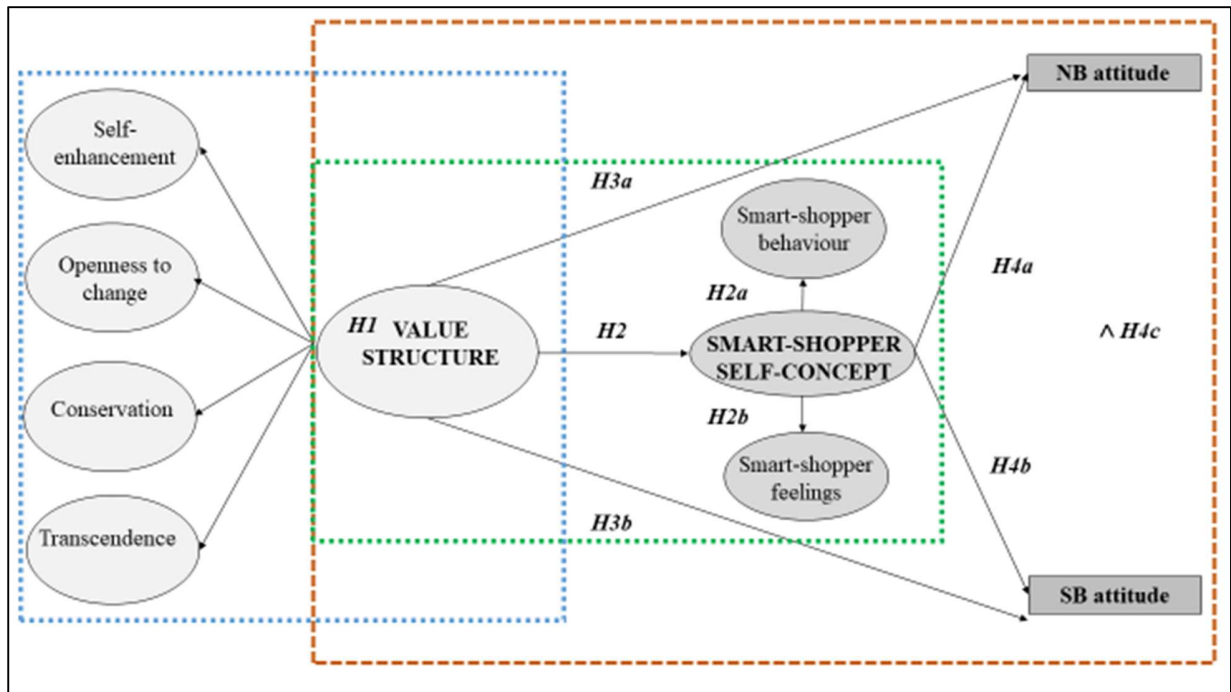
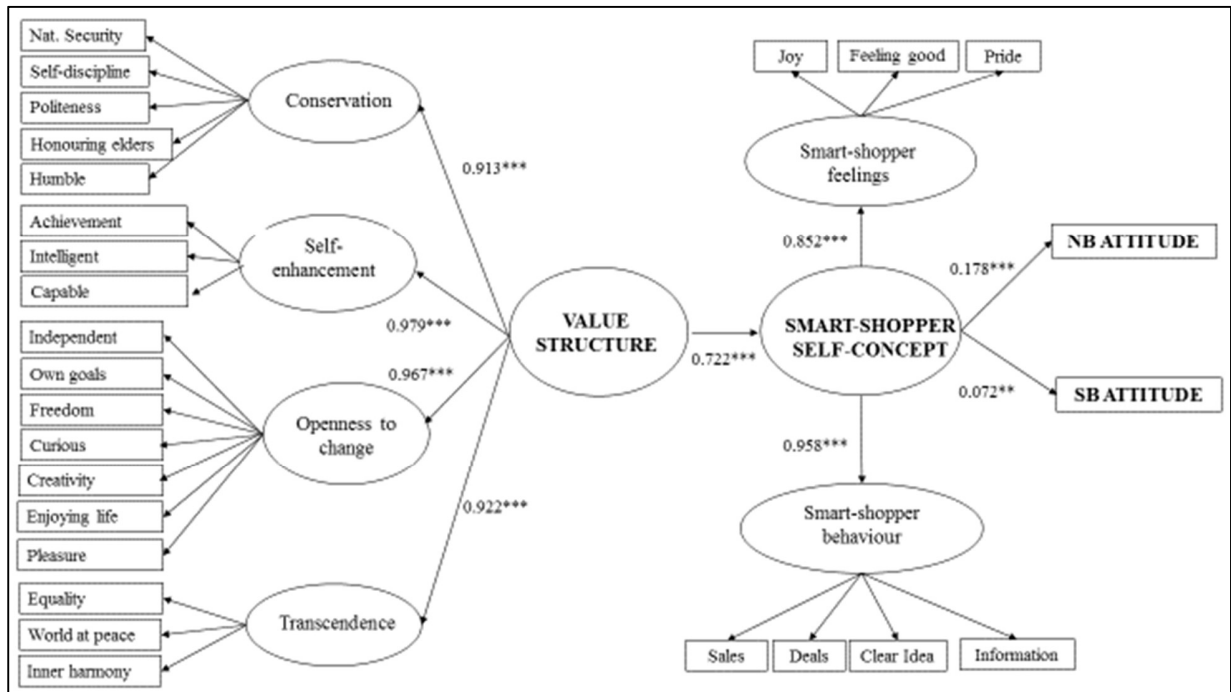


Figure 3. Results of the structural model



Note: level of significance*** p < 0.01; ** p < 0.05