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Nota di contenuto	1. The Progression of Sustainable Private Label Marketing: A Literature Review of Past Achievements and Future Promises -- 2. National Brands and Private Labels: An Old Friendship -- 3. Emotional Value and Brand Attachment towards Private Label Brands: The Influence on Value Co-creation Behaviour and Customer Engagement -- 4. Fuelling Competition across Petrol Retail Brands: A discussion paper on the role of marketing as evidence of anti-competitive collusion -- 5. Acquiring Customers Through Click-and Collect, Price Matching, and Environmental Information -- 6. Generic Drug Shortages and Undifferentiated Competition -- 7. Is It Fun to Buy Fake Products In Street Vending? The Moderating Effect of the Predisposition to Make Rational Decisions -- 8. The Impact of Nutri-Score Label on Food Packages on Consumer Responses: An Eye Tracking Study in India -- 9. Sustainable Line Extensions as a Blueprint for Brand Visibility: Learning from the NoLo Spirits Experience -- 10. Beyond Labelling: Brand Perception in Preferences for Sustainable Pork Products -- 11. Building Upon Retailers' Absorptive Capacity to Boost the Innovation Process

During Times of Emergency -- 12. What Will Be the Areas of Competition between NB and PL in the Metaverse -- 13. How Has Assortment Size in Staples Categories Evolved over the Last Decade? The Case of Beer in Spain -- 14. "Unless I See, I Do Not Buy": Display Share Impact on Private Label Online Sales -- 15. The Relationship between Retail Assortment Size and Sales What Do We Know So Far.

Sommario/riassunto

The 2024 International Conference on National Brand & Private Label Marketing is a unique academic forum to present and discuss original, rigorous, and significant contributions from researchers around the world on marketing issues facing retailers, store brand managers and national brand managers. The three-day event covered a wide range of topics from varied fields including retailing, marketing, general business, psychology, economics, and statistics. The conference addressed diverse areas of application such as customer journey, sustainability, the metaverse, online grocery retailing, assortment branding strategies, innovation, labelling, co-creation, among others. A wide variety of theoretical and methodological approaches have been used in these areas. This volume presents the proceedings of this 2024 NB&PL marketing conference in a collection of original, rigorous, and relevant contributions.
