potravinárstvo®

Slovak Journal of Food Sciences

Potravinarstvo Slovak Journal of Food Sciences
vol. 14, 2020, p. 798-806
https://doi.org/10.5219/1404
Received: 26 May 2020. Accepted: 2 August 2020.
Available online: 28 September 2020 at www.potravinarstvo.com

ISSN 1337-0960 (online)

THE CONSUMER BEHAVIOR OF SLOVAK MILLENNIALS IN THE SEGMENT OF MILK AND DAIRY PRODUCTS WITHIN PRIVATE LABELS

Ingrida Košičiarová, Zdenka Kádeková, Ľubica Kubicová, Jana Rybanská

ABSTRACT
Despite the fact that the dairy industry has an important position in the food industry (with an 18% share in its total production and sales), dairy businesses are currently struggling with low consumption of milk and dairy products. According to most researchers, the low consumption of milk and dairy products is mainly due to poor eating habits and, last but not least, insufficient promotion of these products. There is also an opportunity for private labels, which are recently on the rise, for which milk and dairy products are the most commonly purchased category of food. This paper aimed to find out how Slovak millennials perceive private labels, in which categories they buy them, what motivates them and on the contrary, discourages them from the purchase, etc. As the main research method, there was chosen the method of anonymous questionnaire survey involving 549 respondents from all over Slovakia; which was subsequently supplemented with a blind test. The submitted results of research declared that our goals were fulfilled and the following conclusions can be stated: Slovak millennials buy private labels in particular in the category of milk and dairy products, perceive private labels as an adequate alternative to their purchase and when purchasing milk and dairy products, they are mostly influenced by recommendations of family and friends and the tasting.

Keywords: private labels; millennials; milk and milk products; blind test

INTRODUCTION
The dairy industry has an important position in the food industry of the Slovak Republic, as it accounts for 18% of its total production and sales. Like production, sales are mostly influenced by the evolution of raw cow's milk prices on both, European and world markets. Prices had a significant impact on the industry in 2009 – 2010, as there were observed sharp fluctuations – while 2009 brought to the dairy sector a profit of 2.8 million €; in 2010, it showed a loss of 7.3 mil. €. The following years did not bring any change and it can be said that the sector is loss-making **(MPRV SR, 2018)**.

The average purchase price of raw cow's milk was the lowest in 2009 when it was around 20.82 €/100 kg. The highest price was reached in 2014, at 33.82 €/100 kg. While the development of average purchase prices of raw cow's milk excluding VAT is in the graphical form shown in Figure 1, Figure 2 shows the production of milk and dairy products in the Slovak Republic.

The raw cow's milk production showed a fluctuating trend over the considered period between 2009 and 2019. The highest production was achieved in 2012 at the level of 959.4 thous. t. On the contrary, the lowest milk production was in 2010, namely 918 thous. t.

Despite the fact that milk and dairy products take an irreplaceable place in everyday food consumption, especially because the milk is a complex food, what is confirmed by its nutritional content, vitamins, magnesium, and iron, which are indispensable in the daily diet **(Nicklas et al., 2009)**. Some ingredients are included in milk in a higher amount, others in a more convenient form to be used by the organism.

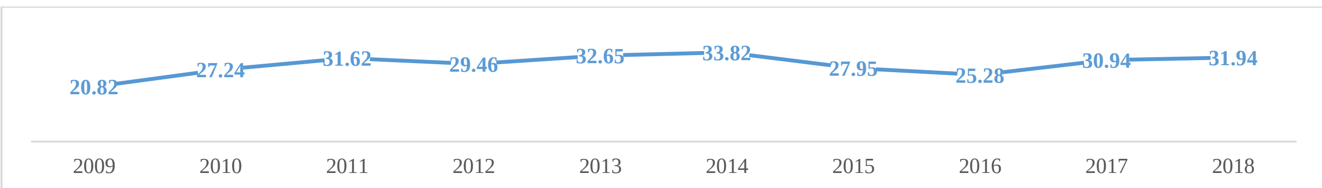


Figure 1 Development of average purchase prices of raw cow 's milk excluding VAT (€/100 kg). Note: Source – **VÚEPP (2019)**.

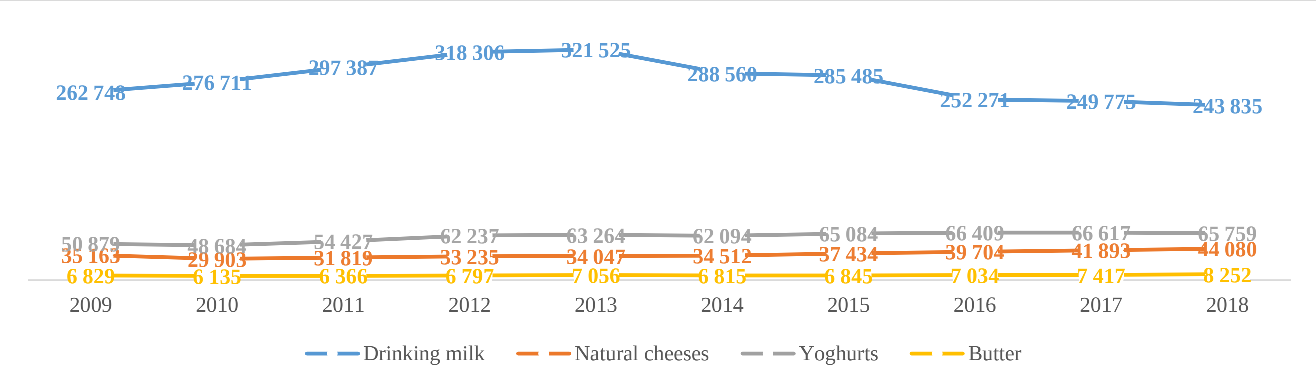


Figure 2 Production of milk and dairy products in Slovakia (t). Note: Source – **VÚEPP (2019)**.

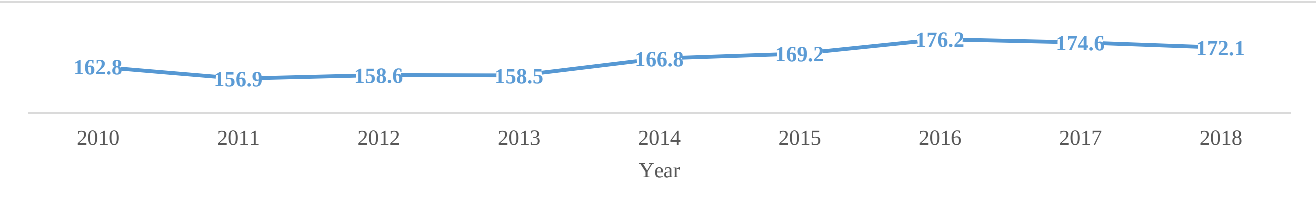


Figure 3 Average milk and dairy consumption per capita (kg/year). Note: Source – **VÚEPP (2019)**.

At the forefront of this, it is calcium that is bound in milk in organic compounds and therefore can be easily used by the growing organism **(The National Dairy Council, 2008)**, nowadays dairy companies are struggling with low milk and dairy consumption – as can be seen from the Figure 3, the consumption of milk and dairy products per capita peaked at 176.2 kg in 2016 and have been rather negative since then.

According to the results of several researches (e.g. **Kubicová and Habánová, 2012; Krivošíková et al., 2019; Kubicová et al., 2019,** etc.**)**, the low consumption of milk and dairy products is caused mainly by poor eating habits of consumers and, last but not least, insufficient promotion of these products. Lower consumption of milk and dairy products adversely affects human health, as they contain many vitamins and minerals that have a beneficial effect on health.

The submitted paper deals with the issue of private labels in the segment of milk and dairy products, where we have focused on a selected group of customers, namely millennials. Our research aims to show how private labels function as an alternative to the purchase and which elements do have an influence in the case of a specific group of customers, so-called millennials.

Millennials, also known as Generation Y or Millennial generation are those born after 1980 and the first generation to come of age in the new millennium **(Polakevičová and Uhríková, 2015)**.

Scientific hypothesis

For a deeper analysis of the research objectives, the following hypotheses were formulated:

Hypothesis 1: We assume that there is a correlation between the purchase of private label products and the respondents´ gender.

Hypothesis 2: We assume that there is a correlation between the frequency of purchase of private labels in the category of milk and dairy products and the respondents´ gender.

Hypothesis 3: We assume that there is a correlation between whether the respondent is the end-user of the purchased private label products and his gender.

Hypothesis 4: We assume that there is a correlation between

what private labels evoke in the respondent and his gender.

Hypothesis 5: We assume that there is a correlation between the decisive factor in the purchase of private labels and the respondents´ gender.

Hypothesis 6: We assume that there is a correlation between what discourages respondents from the purchase of private labels and the respondents´ gender.

Hypothesis 7: We assume that there is a correlation between what would lead the respondents to the purchase of private label products and the respondents´ gender.

MATERIAL AND METHODOLOGY

This paper aimed to find out how Slovak millennials perceive private labels, in which categories they buy them, what motivates them and on the contrary, discourages them from the purchase, etc. An anonymous questionnaire survey was chosen as the main research method, in which a total of 549 respondents from all over Slovakia have participated (the sample of respondents can be considered as representative on the 95% confidence level and 5% error margin as n ≥384).

As it can be seen in Table 1, the majority of our respondents was represented by women (66.3% of respondents), students (67.94% of respondents), respondents with the first degree of higher education (39.2% of respondents), households with net family income over 1.501 € (25.87% of respondents) and city residents (62.84% of respondents).

The questionnaire survey consisted of a total of 16 questions formulated as closed ones with the possibility of one, respectively multiple responses, and four open questions where respondents were free to express their opinion and six classification questions.

As the second research method, there was used the method of blind test, which was involved by 15 respondents from our focus group. In this test, respondents were offered to taste four samples of parenica – a traditional Slovak cheese as follows: one sample of a traditional brand, two samples of private labels, and one sample produced by a reeve. In this test, our respondents were asked to evaluate on a scale of 1 to 5, with 1 being the best and 5 the worst, the color, flavor, fragrance, and consistency of the given samples. Table 2 provides a more detailed overview of the examined parenica samples.

Table 1 Characteristics of Respondents.

Category of respondents	**Number**
Female	364
Male	185
Educational Structure of Respondents	**Number**
Primary education	23
Secondary education without A level	17
Secondary education with A level	226
University education- Bachelor degree	245
University education- Masters degree	36
University education- PhD. degree	2
Economic Activity of Respondents	**Number**
Student	373
Employed	147
Unemployed	7
Self-employed	13
Maternity leave	9
Net Money Income of Households per Month	**Number**
Up to 500 EUR	88
501 – 800 EUR	81
801 – 1.100 EUR	136
1.101 – 1.500 EUR	102
More than 1.501 EUR	142
Place of Residence of Respondents	**Number**
City	345
Countryside	204

Note: Source – results of the research.

Table 2 Exmined samples of parenica and their indication.

Indication of the sample	**Examined parenica**
Sample 1	Parenica produced by a reeve
Sample 2	Private label 1
Sample 3	Private label 2
Sample 4	Traditional brand

Note: Source – results of the research.

Statistical analysis

The results of the questionnaire survey and subsequently of the blind test were verified using statistical verification of formulated dependencies, using mainly the methods of Pearsons' Chi-Square Test, Phi Coefficient, Cramer´s V Coefficient and Friedman's test which were calculated in the statistical programs XL Stat and SAS Enterprise Guide. In hypothesis testing, if the p-value is lower than a significant level, in our case 0.05, the null hypothesis is rejected and its alternative is confirmed.

RESULTS AND DISCUSSION

Nielsen's recent global Consumer Confidence Index reports (2018) proved that there is a new retail revolution underway, and it’s going to affect the food industry across the globe over the next five years in ways we have never seen before by the development of private-label products and the new challenges that this will present for brands and manufacturers across the globe, as retailers develop and market their products rather multinational name brands to meet changing consumer needs **(Herstein and Gamliel, 2004; Smith and Bashaw, 2009; Kakkos et al., 2015)**.

Private label brands, also known as “store brands” or “distributor brands”, were considered low-price, low-quality products several decades ago; currently, however, they represent a clear alternative to manufacturer brands **(Kapferer, 2008)**. They account for more than 40% of the market in six European countries **(Private Label Manufacturers Association [PLMA], 2015)**. In general, private labels refer to brands owned by the retailer or distributor and sold only in its stores **(Kumar and Steenkamp, 2007)**. Conversely, manufacturer brands are brands owned by manufacturers to commercialize them.

Private labels are not new in the market, as firstly occurred at the end of the 19th century, **(Nagyová and Košičiarová, 2014)**. Nowadays, in a highly competitive environment, the private label products represent a suitable and perfect way of addressing new potential customers **(Polakevičová, 2015; Džupina et al., 2016; Mach et al., 2018; Lorincová et al., 2018; Balcarová et al., 2014**).

Consumers are currently in an increasingly competitive and dynamic market environment **(Mach et al., 2018; Balcarová et al., 2014)**, where the brand itself is either losing its weight or strengthening it. **Koprda (2014)**, **Džupina and Janková (2017)** as well as **Bulanda et al. (2018a)** emphasize that consumer behavior is a complex of behavior that is not influenced by just one factor. It is the combination of different factors and mainly of the price and quality.

Here can be seen the possibility for private labels, which can become a perfect alternative to traditional brands, bringing several benefits not only to the consumer and retailer but also to the supplier himself, especially in increasing his sales volume, lower communication and logistics costs, and options to enter new markets **(Corstjens and Lal, 2000; Collins-Dodd and Lindley, 2003; Richardson et al., 1996)**. While the main advantage for the consumer is the easy identification of private label products, the lower price, respectively the guarantee of authenticity, origin, and standard, as well as of comparable quality **(Tvrdoň and Přibyl, 2004)**, for the retailer it is the strengthening of image **(Liu and Wnag, 2008)**, expanding supply, increasing demand and strengthening customer loyalty **(Cheng et al., 2007; Huang et al., 2007; Kita et al., 2013)** as well as minimizing the risks associated with the introduction of new products **(Baltas, 1997; Sethuraman and Cole, 1999)** and consolidating its position in the retail market **(Lukić, 2011)**.

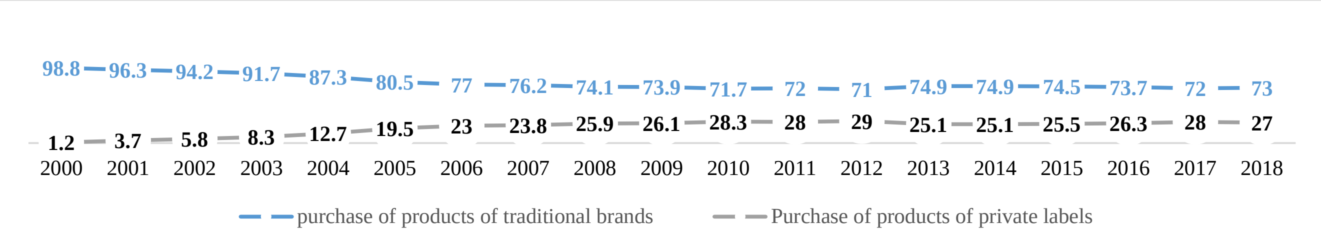


Figure 4 Percentage of purchases of branded products and products sold under private labels in Slovakia (%). Note: Source – own processing according to available sources.

Table 3 Results of Friedman's test (part a).

Friedman's test	
Q (Observed value)	620.449
Q (Critical value)	16.919
DF	9
p-value (Two-tailed)	<0.0001
alpha	0.05

Note: Source – results of the research.

The mentioned is also true for private labels, and especially those on the Slovak market, whose consumption has been steadily increasing, respectively is slightly fluctuating, as it can be seen from the Figure 4 – purchases of private labels by Slovak consumers have recently increased, respectively they have fluctuated, which in our opinion is largely due not only to the lower price of these products, but also to higher confidence in them, either their ever-increasing quality, which in many cases becomes not only comparable, but also higher than those of traditional brands.

The submitted paper focused on the issue of private labels in the segment of milk and dairy products in a selected segment of customers called millennials, because according to several researches **(Polakevičová and Uhríková, 2015; Šedík et al., 2018a; Šedík et al., 2018b)**, they represent potential customers, with a high potential to become loyal customers.

Submitted paper aimed was to find out how Slovak millennials perceive private labels, in which categories they buy them, what motivates them and on the contrary discourages them from the purchase, while we focused primarily on the segment of milk and dairy products regarding the fact, that many different studies proved that private labels are mainly purchased in the categories of milk and dairy products (e.g. research by **Košičiarová et al. (2014), Retailmagazin.sk (2018), GFK (2018), Košičiarová et al. (2018)** etc.) and the questions focused on the mentioned issue was formulated in the questionnaire survey.

In terms of purchasing private label products, the current situation between potential loyal customers and private label customers in Slovakia among Slovak millennials is favorable, as out of a total number of 549 respondents, 24.41% of respondents buy these products regularly and 57.92% of respondents buy them sporadically, while purchasing them mostly because of good quality, adequate price, good previous experience or recommendations from family and friends, the do not purchase them mainly because of their uninteresting package, low quality, high price as well as their lack of interest to try them. In the case of an exact frequency of purchase, it is possible to say that our respondents purchase private labels mainly once a month (31.06% of respondents), respectively multiple times a week (23.19% of respondents); buy mainly milk and dairy products followed by mineral waters, lemonades, and juices. Products milk and dairy private labels are purchased weekly (40.66% of respondents).

At least are private label products purchased in the

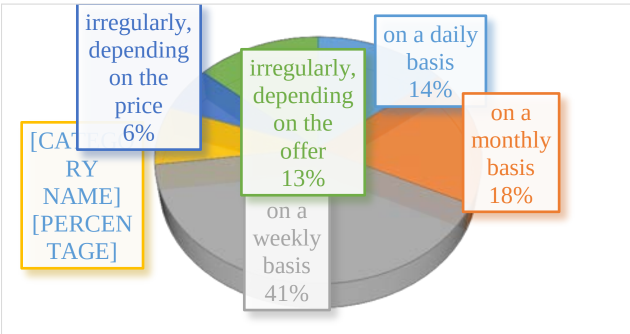


Figure 5 Frequency of purchase of milk and dairy products under the private label (%). Note: Source – results of the research.

Table 4 Results of Friedman's test (part b).

Sample	Frequency	Sum of ranks	Mean of ranks	Groups			
Milk and dairy products	549	2234.500	4.070	A			
Mineral waters, lemonades, juices	549	2487.500	4.531	A	B		
Sweets	549	2778.500	5.061		B	C	
Salty snacks	549	2793.000	5.087		B	C	
Meat and fishs	549	2931.000	5.339			C	
Coffee, tea	549	3028.500	5.516			C	
Deli	549	3078.500	5.607			C	
Frozen semi-finished products	549	3544.500	6.456				D
Ready meals	549	3602.500	6.562				D
Alcoholic drinks	549	3716.500	6.770				D

Note: Source – results of the research.

categories of frozen semi-finished products, prepared meals, and alcoholic beverages (Table 3 and Table 4).

Our results once again largely correspond to the results of previous researches, e.g. **TNS Slovakia (2015)**, **GFK Slovakia (2010)**, **Nagyová and Košičiarová (2014)**, **Košičiarová et al. (2017)**, etc. which show that Slovak consumers buy private labels primarily several times a week or once a week; they buy them mainly because of their cost-effectiveness, quality and confidence; and that every Slovak household has "favorite brands" in its regular and regular purchases **(TASR, 2010)**.

Because the consumer behavior is changing and nowadays to the forefront is becoming the healthy lifestyle, more people are suffering with special illnesses and specific needs, we have asked our respondents whether they purchase the specific categories of private label products, e.g. gluten-free products, low-fat products, etc. and if so, what are the reasons. The results of research proved, that Slovak millennials start to buy the specific categories of private label products, purchase them mainly sporadically (27.59% of respondents) or regularly (12.93% of respondents) and they do so mainly because of the following reasons: healthy lifestyle, need to try something new, reasonable price or due to the health reasons.

As the consumer is considered to be the end user or the consumer of the given product **(Bulanda et al., 2018b; Pilař et al., 2018)**, the questionnaire survey aimed at finding the answer to whether our respondents are the final users of purchased private label products. It can be confirmed that our respondents are the consumers of private label products, as they have stated that they are the final consumers of purchased private label products (up to 39.06% of the respondents) and therefore it is true that Slovak millennials represent potential loyal customers of private labels. Attracting customers is the primary goal of any business, as the customer creates a demand for goods and services and is very likely to become a loyal consumer who will become loyal to the given business or brand. In doing so, companies compete mainly by promoting and lowering prices to attract the largest customer base **(Kenton, 2018; Světlík and Bulanda, 2019; Kaliji et al., 2019)**.

From this it is necessary to realize what works in the given customer segment, respectively does not work. The results of our research show that while the decisive factor leading to the purchase of private labels is the combination of reasonable price and quality (47.72% of respondents), the decisive factor discouraging from the purchase of private labels is their price, low quality and lack of information about the exact manufacturer (20.04%, 17.12% and 13.84% of respondents). The mentioned results are also confirmed by the researches of e.g. **Kumar and Babu (2014) Paraffin, Zindove, and Chimonyo (2018)** and **Kurajdová et al. (2015)** confirm our results and identify quality and price as the main factors determining the purchase of specific products.

Up to the question, what would influence our respondents to the purchase of private labels, we can say that in the case of Slovak millennials it is mainly the recommendation from their families and friends (40.62% of respondents), resp. tastings (16.21% of respondents), free samples, or more interesting form of promotion (in both cases 15.12% of respondents).

It is very common and it can be said also misconception that the low price is also an indicator of poor quality **(Sproles, 1977; Völckner and Hofmann, 2007; Gabrielsen and Sørgard, 2007; Asker and Cantillon, 2010)**. Private labels are often characterized by a low price, which could mean lower quality. This is why, we have asked our respondents how they perceive private label products, what they suggest about them, what do they think about their quality, respectively whether they prefer them based their purchase and if so, in which product categories this happens.

The results of our research show that Slovak millennials perceive private labels as a suitable alternative to the purchase (58.29% of respondents), private labels evoke in them a sense of adequate quality at a reasonable price (59.74% of respondents), the quality of private labels is up to their opinion comparable with the quality of traditional brands (16.76% of respondents think so exactly and up to 42.08% of respondents think so rather), in the case of milk and dairy products they think that their quality is good or adequate (47.18% of respondents, Figure 6) up to 26.55% of respondents exactly prefer them in their purchase, and this is particularly the case of categories such as milk and dairy products, food in general and cosmetics.

The last questions in our questionnaire survey focused on the issue, whether our respondents would recommend private label products to the other consumers and what they would change on them, if they had that chance. According to our findings, young Slovak consumers would recommend private label products to other consumers (20.95% of respondents has declared the possibility of certainly yes and 46.99% respondents rather yes) and if they had the possibility, they would in particular increase the quality of private label products (28.96% of respondents), they would change their packaging and made it more attractive and lower their price (in both cases 15.49% of respondents).

Evaluation of tested dependencies

Hypothesis 1: We assume that there is a correlation between the purchase of private label products and the respondents´ gender – rejected.

Hypothesis 2: We assume that there is a correlation between the frequency of purchase of private labels in the category of milk and dairy products and the respondents´ gender – rejected.

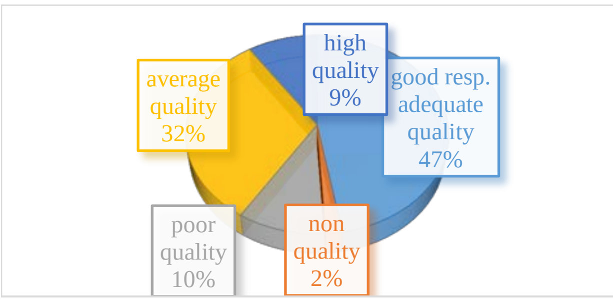


Figure 6 Perceived quality of milk and dairy products under the private label (%). Note: Source – results of the research.

Table 5 Correlation between whether the respondent is the end user of the purchased private label products and his gender.

Statistic	DF	Value	Prob
Chi-Square	3	20.8724	0.0001
Likelihood Ratio Chi-Square	3	21.2857	<.0001
Mantel-Haenszel Chi-Square	1	0.0424	0.8369
Phi Coefficient		0.1950	
Contingency Coefficient		0.1914	
Cramer's V		0.1950	

Note: Source – results of the research.

Table 6 Correlation between evoked stimulus regarding the private labels and the respondents´ gender.

Statistic	DF	Value	Prob
Chi-Square	2	7.7339	0.0209
Likelihood Ratio Chi-Square	2	7.5911	0.0225
Mantel-Haenszel Chi-Square	1	7.0413	0.0080
Phi Coefficient		0.1187	
Contingency Coefficient		0.1179	
Cramer's V		0.1187	

Note: Source – results of the research.

Table 7 Correlation between the decisive factor in the purchase of private labels and the respondents´ gender.

Statistic	DF	Value	Prob
Chi-Square	5	16.6665	0.0052
Likelihood Ratio Chi-Square	5	16.8441	0.0048
Mantel-Haenszel Chi-Square	1	0.8749	0.3496
Phi Coefficient		0.1742	
Contingency Coefficient		0.1716	
Cramer's V		0.1742	

Note: Source – results of the research.

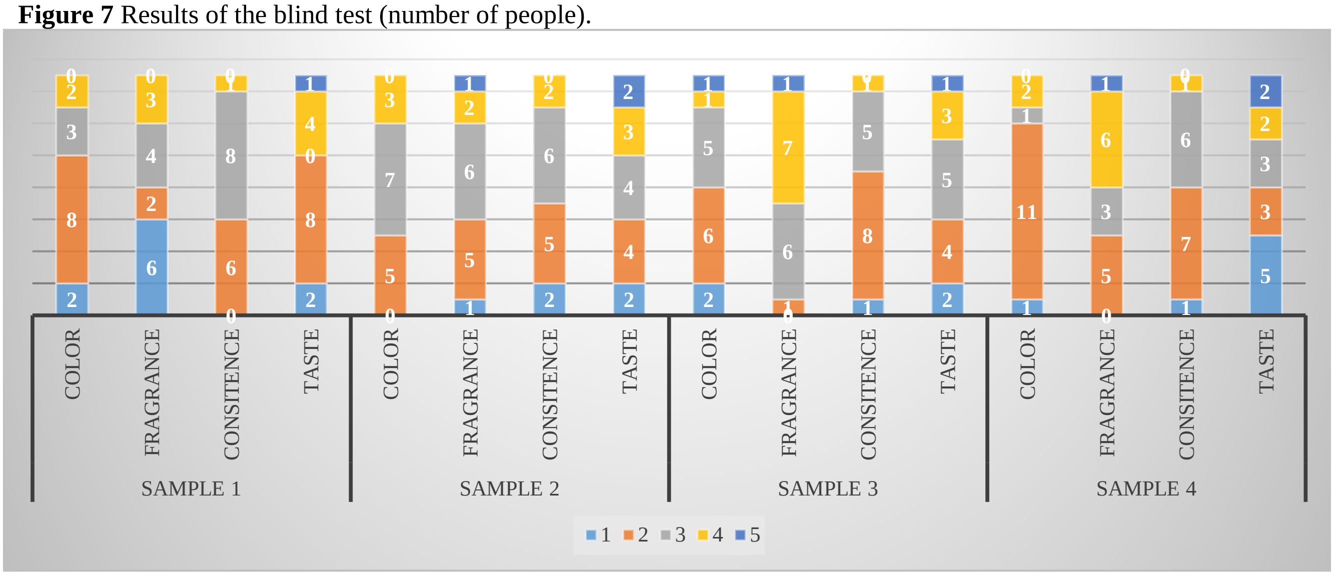
Hypothesis 3: We assume that there is a correlation between whether the respondent is the end-user of the purchased private label products and his gender – confirmed.
Hypothesis 4: We assume that there is a correlation between what private labels evoke in the respondent and his gender – confirmed.
Hypothesis 5: We assume that there is a correlation between the decisive factor in the purchase of private labels and the respondents´ gender – confirmed.
Hypothesis 6: We assume that there is a correlation between what discourages respondents from the purchase of private labels and the respondents´ gender – rejected.
Hypothesis 7: We assume that there is a correlation between what would lead the respondents to the purchase of private label products and the respondents´ gender – rejected.

In addition to the tested dependencies, it can be stated that although the dependencies 3, 4, and 5 were confirmed, they are weak but statistically still significant (Table 5 to 7).

Evaluation of the blind test

As it was mentioned in the part Material and Methodology, in the blind test, there were tested totally four samples of parenica – one sample of a traditional brand, two samples of a private label, and one sample produced by a reeve- on totally 15 respondents from our focus group (Table 2). Our respondents had to taste the mentioned samples without that, that they did not know which kind of parenica it is and they had at a rank from 1 to 5, were 1 is the best and 5 is the worst, evaluate their taste, color, fragrance, and smellAs it can be seen from the Figure 7, our results have proven that the best results are declared – in a case of parenica cheese produced by a reeve (best in the all aspects – in the case of color, consistency, and taste evaluated with the mark 2 and in the case of fragrance mark 1), resp. by a traditional brand (best mark in case of taste), but it must be also mentioned that the difference between the traditional brand and private labels is very small, because all of the tested samples have reached mainly the marks of 2.

Figure 7 Results of the blind test (number of people).



Note: Source – results of the research.

CONCLUSION

Consumer behavior, factors influencing the purchase, the decision-making process of consumers, etc. were of interest to several studies and research works, but very few of them have focused on millennials, not to mention private labels. The submitted paper focused on the issue of private labels but in a specific segment of customers called millennials, who represent potential loyal customers of private labels, and focused on the issue of private labels in the milk and dairy segment, as several researches has shown that private labels are mainly purchased in this category.

An anonymous questionnaire survey was chosen as the main research method, in which participated 549 respondents in the millennials category; which was supplemented by a blind test (15 respondents from the focus group). The results of our research point to many key findings in this issue, where it was proved that our respondents are indeed the end-users of purchased private label products, they buy them mainly in the category of milk and dairy products, their quality is comparable with the quality of traditional brands (also proven by the results of the blind test), that the decisive factor affecting the purchase of private label products is the combination of reasonable price and good quality, the decisive factor discouraging from the purchase of private labels is their price, low quality and lack of information about the exact manufacturer and what can lead our respondents to their purchase are primarily the recommendations of family and friends, and own experience (tastings and free samples).

REFERENCES

Asker, J., Cantillon, E. 2010. Procurement when price and quality matter. *The RAND Journal of Economics*, vol. 41, no. 1, p. 1-34. https://doi.org/10.1111/j.1756-2171.2009.00088.x

Balcarová, T., Pokorná, J., Pilař, L. 2014. The Influence of Children on the Parents Buying Behaviour: Food Purchase in the Czech Republic. *Agris on-line Papers in Economics and Informatics*, vol. 6, no. 2, p. 11-19.

Baltas, G. 1997. Determinants Of Store Brand Choice: A Behavioral Analysis. *The Journal Of Product And Brand Management*, vol. 6, iss. 5, p. 315-324. https://doi.org/10.1108/10610429710179480

Bulanda, I., Džupina, M., Franková, V. 2018a. Consumer Assessment of Selected Food Commodities by Slovak Woman from Generation Y. *QUAERE 2018*, p. 174-184. ISBN 978-80-87952-26-9.

Bulanda, I., Viteková, I., Koprda, T., Blahová, B. 2018b. Slovak consumers from generation Y and their shopping behavior on discount portals. *International Scientific Days 2018: "Towards Productive, Sustainable and Resilient Global Agriculture and Food Systems"*. Prague, p. 275-287. ISBN 978-80-7598-180-6. https://doi.org/10.15414/isd2018.s2-1.01

Cheng, J. M., Chen, L. S., Lin, J. Y., Wang, E. S. 2007. Do consumers perceive differences among national brands, international private labels and local private labels? The case of Taiwan. *Journal of Product and Brand Management*, vol. 16, no. 6, p. 368-376.

Collins-Dodd, C., Lindley, T. 2003. Store brands and retail differentiation: the influence of store image and store brand attitude on store own brand perceptions. *Journal of Retailing and Consumer Services*, vol. 10, no. 6, p. 345-352. https://doi.org/10.1016/S0969-6989(02)00054-1

Corstjens, M., Lal, R. 2000. Building store loyalty through store brands. *Journal of Marketing Research*, vol. 37, no. 3, p. 281-291. https://doi.org/10.1509/jmkr.37.3.281.18781

Džupina, M., Hodinková, D., Kiková, H. 2016. *Spoločensky zodpovedné podnikanie ako zdroj hodnôt značky* (*Corporate social responsibility as a source of brand values*). Nitra, UKF, p. 84. ISBN 978-80-558-0991-5. (In Slovak)

Džupina, M., Janková, G. 2017. Development of sustainable consumption through consumer education. *20th International Scientific Conference „Economic and Social Development"*, Prague, p. 243-251.

Gabrielsen, T. S., Sørgard, L. 2007. Private labels, price rivalry, and public policy. *European Economic Review*, vol. 51, iss. 2, p. 403-424. https://doi.org/10.1016/j.euroecorev.2006.01.001

GFK. 2018. GfK Consumer Reporter 03/2018. Available at: https://www.gfk.com/fileadmin/user_upload/country_one_pager/SK/documents/2018/181101_GfK_Newsletter_ConsumerPanel_03-2018_skfin.pdf.

Herstein, R., Gamliel, E. 2004. An investigation of private branding as a global phenomenon. *Journal of Euromarketing*, vol. 13, no. 4, p. 59-77. https://doi.org/10.1300/J037v13n04_04

Huang, M.-H., Jones, E., Hahn, D. E. 2007. Determinants of price elasticities for private labels and national brands of cheese. *Applied Economics*, vol. 39, no. 5, p. 553-563. https://doi.org/10.1080/00036840500439069

Kakkos, N., Trivellas, P., Sdrolias, L. 2015. Identifying Drivers of Purchase Intention for Private Label Brands. Preliminary Evidence from Greek Cnsumers, Science Direct. *Procedia Social and Behavioral Sciences*, vol. 175, p. 522-528. https://doi.org/10.1016/j.sbspro.2015.01.1232

Kaliji, S. A., Mojaverian, S. M., Amirnejad, H., Canavari, M. 2019. Factors Affecting Consumers´ Dairy Products Preferences, *Agris on-line Papers in Economics and Informatics*, vol. 11, no. 2, p. 3-11. https://doi.org/10.7160/aol.2019.110201

Kapferer, J.N. 2008. *The new strategic brand management: Creating and sustaining brand equity long term*. London, Kogan Page, London. 560 p. ISBN 9780749450854.

Kenton, W. 2018. Customer. Available at: https://www.investopedia.com/terms/c/customer.asp

Kita, P. 2013. *Obchodná prevádzka*. (Merchandising) Bratislava, Slovak Republic : EKONÓM, 228 p. ISBN 978-80-225-3625-7. (In Slovak)

Koprda, T. 2014. Teoretické konštrukty spotrebiteľského správania v marketingovej komunikácii (Theoretical constructions of consumer behavior in marketing communication) *Nové výzvy masmediálnej a marketingovej komunikácie IV: recenzovaný zborník príspevkov zo 4. ročníka vedecko-odborného seminára*. Nitra, Slovak Republic : UKF, p. 5-11. ISBN 978-80-558-0756-0.

Košičiarová, I., Holotová, M., Nagyová, Ľ. 2014. Knowledge and preference of private label products by slovak consumer. Improving performance of agriculture and the economy: challenges for management and policy. *Medzinárodné vedecké dni* (*International scientific days*). Nitra, Slovak Republic : SUA, p. 336-347. ISBN 978-80-552-1186-2.

Košičiarová, I., Nagyová, Ľ., Holienčinová, M., Kádeková, Z., Rybanská, J. 2018. Preference and perception of private label products and yoghurts - a case study of Slovak consumers with the age up to 30 years. *International scientific days 2018. Towards productive, sustainable and resilient global agriculture and food systems*. Praque, p. 372-390, ISBN 978-80-7598-180-6. https://doi.org/10.15414/isd2018.s2-1.08

Košičiarová, I., Nagyová, Ľ., Holotová, M., Rybanská, J. 2017. Preference and perception of products and yoghurts labelled by the private label from the side of young Slovak consumers. *Managerial trends in the development of enterprises in globalization ERA.* Nitra, Slovak Republic : SUA, p. 797-806, ISBN 978-80-552-1739-0. Available at: http://spu.fem.uniag.sk/fem/ICoM_2017/files/international_scientific_conference_icom_2017.

Krivošíková, A., Nagyová, Ľ., Kubelaková, A., Mokrý, S. 2019. Consumer preferences on milk market: evidence from Slovak Republic. *Potravinarstvo Slovak Journal of Food Sciences*, vol. 13, no. 1, p. 961-970. https://doi.org/10.5219/1221

Kubicová, Ľ., Habánová, M. 2012. Development Of Milk Consumption And Marketing Analysis Of Its Demand. *Potravinarstvo Slovak Journal of Food Sciences*, vol. 6, no. 4, p. 66-72. https://doi.org/10.5219/236

Kubicová, Ľ., Predanocyová, K., Kádeková, Z. 2019. The importance of milk and dairy products consumption as a part of rational nutrition. *Potravinarstvo Slovak Journal of Food Sciences*, vol. 13, no. 1, p. 234-243. https://doi.org/10.5219/1050

Kumar, A., Babu, S. 2014. Factors Influencing Consumer Buying Behavior with Special Reference to Dairy Products in Pondicherry State. *International Monthly Refereed Journal of Research in Management & Technology*, vol. 3, no. 1, p. 65-73.

Kumar, N., Steenkamp, J. B. E. 2007. *Private label strategy*. Boston, MA, Harvard Business School Press, 288 p. ISBN 9781633690608.

Kurajdová, K., Táborecká-Petrovičová, J., Kaščáková, A. 2015. Factors influencing milk consumption and purchase behavior–evidence from Slovakia. *Procedia Economics and Finance*, vol. 34, no. 1, p. 573-580. https://doi.org/10.1016/S2212-5671(15)01670-6

Liu, T. C., Wang, C. Y. 2008. Factors affecting attitudes toward private labels and promoted brands. *Journal of Marketing Management*, vol. 24, no.3/4, p. 283-298. https://doi.org/10.1362/026725708X306103

Lorincová, S., Hitka, M., Štarchoň, P., Stachová, K. 2018. Stratic Instrument for Sustainability of Human Resource Management in Small and Medium-Sized Enterprises Using Management Data. *Sustainability*, vol. 10, no. 10, p. 3687, https://doi.org/10.3390/su10103687

Lukić, R. 2011. The Effect of Private Brands on Business Performance in Retail. *Economia. Seria Management*, vol. 14, no. 1, p. 25-39. Available at: https://www.researchgate.net/publication/227490103_The_Effect_of_Private_Brands_on_Business_Performance_in_Retail

Mach, J., Dvořák, M., Hošková, P. 2018. EU Milk and Dairy Market Changes and Impact of Globalisation Trends. *Globalization and its socio-economic consequences (Part III.- Economic Progress in Post-Soviet Countries) 10.10.2018, Rajecke Teplice*, Slovak Republic, Zilina, Slovakia, ZU-University of Zilina, p. 1204-1212.

MPRV SR. 2018. Koncepcia rozvoja potravinárskeho priemyslu 2014-2020 (Food Industry Development Concept 2014-2020) Available at: https://www.mpsr.sk/koncepcia-rozvoja-potravinarskeho-priemyslu-2014-2020/52-0--8878. (In Slovak)

Nagyová, Ľ., Košičiarová, I. 2014. *Privátne značky: fenomén označovania výrobkov 21. storočia na európskom trhu* (*Private labels: the 21st century product labeling phenomenon on the European market*). Nitra, Slovak Republic : SUA. 168 p. ISBN 978-80-552-1172-5. (In Slovak)

Nicklas, T. A., O'Neil, C. E., Fulgoni, V. L. 2009. The role of dairy in meeting the recommendations for shortfall nutrients in the American diet. *The Journal of the American College of Nutrition*, vol. 28, no. 1, p. 73-81. https://doi.org/10.1080/07315724.2009.10719807

Nielsen. 2018. The Rise and Rise Aain of Private Label. Available at: https://www.nielsen.com.

Paraffin, A. S., Zindove, T. J., Chimonyo, M. 2018. Household consumption preferences of dairy products and their perceptions of milk safety. *Journal of Food Safety*, vol. 38, no. 2, p. 124-128. https://doi.org/10.1111/jfs.12428

Pilař, L., Kvasničková Stanislavská, K., Gresham, G., Poláková, J., Rojík, S., Petkov, R. 2018. Questionnaire vs. Social Media Analysis - Case Study of Organic Food. *Agris on-line Papers in Economics and Informatics*, vol. 10, no. 3, p. 93-101. https://doi.org/10.7160/aol.2018.1003308

PLMA. 2015. About PLMA. Available at: http://www.plmainternational.com.

Polakevičová, I. 2015. Application of transactional analysis in marketing research - models of the hierarchy of effects of marketing communication and structural analysis. *Prohuman: vedecko-odborný internetový časopis - sociálna práca, psychológia, pedagogika, sociálna politika, zdravotníctvo, ošetrovateľstvo (Prohuman: Internet scientific journal - social work, psychology, pedagogy, social policy, health care, nursing)*, vol. 7, no. 2, p. 1-10.

Polakevičová, I., Uhríková, P. 2015. Perception of the erotic theme of Dolce & Gabbana and Calvin Klein print advertisement in terms of gender differentiation of the generation Y customer segment. *Prohuman: vedecko-odborný internetový časopis - sociálna práca, psychológia, pedagogika, sociálna politika, zdravotníctvo, ošetrovateľstvo (Prohuman: Internet scientific journal - social work, psychology, pedagogy, social policy, health care, nursing)*, vol. 7, no. 10, p. 1-4.

Retailmagazin.sk. 2018. Výrobky privátnych značiek pribúdajú na pultoch, aj v nákupných košíkoch (Private label products are rising on the store and in shopping carts). Available at: http://www.retailmagazin.sk/produkt/potravinarsky-sortiment/3229-vyrobky-privatnych-znaciek-pribudaju-na-pultoch-aj-v-nakupnych-kosikoch. (In Slovak)

Richardson, P. S., Jain, A. K., Dick, A. 1996. Household store brand proneness: a framework. *Journal of Retailing*, vol. 72, no. 2, p. 159-185. https://doi.org/10.1016/S0022-4359(96)90012-3

Šedík, P., Horská, E., Skowron-Grabowska, B., Illés, Cs. B. 2018a. Generation marketing in strategic marketing management: case study of honey market. *Polish journal of management studies*, vol. 18, no. 1, p. 326-337. https://doi.org/10.17512/pjms.2018.18.1.24

Šedík, P., Kňazovická, V., Horská, E., Kačániová, M. 2018b. Consumer sensory evaluation of honey across age cohorts in Slovakia. *Potravinarstvo Slovak Journal of Food Sciences*, vol. 12, no. 1, p. 673-679. https://doi.org/10.5219/938

Sethuraman, R., Cole, C. 1999. Factors influencing the price premiums that consumers pay for national brands over store brands. *Journal of Product and Brand Management*, vol. 8, no. 4, p. 340-351. https://doi.org/10.1108/10610429910284319

Smith, R. K., Bashaw, E. R. 2009. Using Information Processing To Build A Private Label Brand In Big Emerging Markets. *International Business & Economics Research*

Journal – April 2009, vol. 4, no. 8, p. 27-42. https://doi.org/10.19030/iber.v8i4.3123

Sproles, G. B. 1977. New Evidence on Price and Prodcut Quality. *The Journal of consumer affairs*, vol. 11, no. 1, p. 63-77. https://doi.org/10.1111/j.1745-6606.1977.tb00596.x

Světlík, J., Bulanda, I. 2019. Adolescents Perception of the Commercial Advertising in Slovakia. *Economic and Social Development, Buenos Aires*, p. 201-209.

TASR. 2010. PRIESKUM: Predaj značkových tovarov si udržal postavenie aj v čase krízy (RESEARCH: The sale of branded goods has maintained its position in times of crisis). Available at: http://www.edb.sk/sk/spravy/prieskum-predaj-znackovych-tovarov-si-udrzal-postavenie-aj-v-case-krizy-a2398.html. (In Slovak)

The National Dairy Council. 2008. Dairy: Food for Life. A Strategy to Promote Irish Milk & Dairy Products 2008 – 2012. The National Dairy Council, Available at: https://ndc.ie/downloads/reports/ndc-strategy-report.pdf.

TNS. 2015. Obľúbenosť privátnych značiek na Slovensku rastie (The popularity of private labels in Slovakia is growing). Available at: https://www.tns-global.sk/informacie-pre-vas/tlacove-spravy/oblubenost-privatnych-znaciek-na-slovensku-rastie. (In Slovak)

Tvrdoň, O., Přibyl, M. 2004. Význam maloobchodních značek pro zvýšení prodeje zboží (Importance of private labels to increase sales of goods). *Acta Univerisitatis Agiculturae et Silviculturae Mendelianae Brunensis*, vol. 52, no. 3, p. 145-156. https://doi.org/10.11118/actaun200452030145 (In Czech)

Völckner, F., Hofmann, J. 2007. The price-perceived quality relationship: A meta-analytic review and assessment of its determinants. *Market Lett*, vol. 18, p. 181-196. https://doi.org/10.1007/s11002-007-9013-2

VÚEPP. (National Agricultural and Food Centre) 2019. Situačná a výhľadová správa k 31.12.2018 (Situation and Prospective Report to 31.12.2018) Available at: http://www.vuepp.sk/dokumenty/komodity/2019/Mlieko06_19.pdf. (In Slovak)

Acknowledgments:

This work was supported by the Slovak Research and Development Agency on the basis of Contract no. APVV-16-0244 "Qualitative factors affecting the production and consumption of milk and cheese“, as well as by the GA research project No. 8/2019 "Private labels as the alternative to purchase", which are solved at the Department of Marketing and Trade, Faculty of Economics and Management, Slovak University of Agriculture in Nitra.

Contact address:

Ing. Ingrida Košičiarová, PhD., Slovak University of Agriculture in Nitra, Faculty of Economics and Management, Department of Marketing and Trade, Trieda A. Hlinku 2, 949 76 Nitra, Slovakia, Tel.: +42137 641 4171,
E-mail: ingrida.kosiciarova@gmail.com
ORCID: https://orcid.org/0000-0003-3763-0826

*Ing. Zdenka Kádeková, PhD., Slovak University of Agriculture in Nitra, Faculty of Economics and Management, Department of Marketing and Trade, Trieda A. Hlinku 2, 949 76 Nitra, Slovakia, Tel.: +42137 641 4171,
E-mail: zdenka_kadekova@yahoo.com
ORCID: https://orcid.org/0000-0003-2814-5239

doc. Ing. Ľubica Kubicová, PhD., Slovak University of Agriculture in Nitra, Faculty of Economics and Management, Department of Marketing and Trade, Trieda A. Hlinku 2, 949 76 Nitra, Slovakia, Tel.: +42137 641 4165,
E-mail: kubicova.lubka@gmail.com
ORCID: https://orcid.org/0000-0003-3789-6894

Mgr. et Mgr. Jana Rybanská, PhD., Slovak University of Agriculture in Nitra, Faculty of Economics and Management, Centre of Education and Psychological Counseling, Trieda A. Hlinku 2, 949 76 Nitra, Slovakia, Tel.: +42137 641 4898,
E-mail: jane.rybanska@gmail.com
ORCID: https://orcid.org/0000-0002-2310-0114

Corresponding author: *