Idea 2

**Method**

This research is conducted in order to find difference in strength of the below average effect for private label products compared to premium label products. It is expected that this effect is stronger for private label products.

Survey respondents in the research are asked how often they think they buy premium label soft drinks compared to other consumers and how often private label compared to others. Hereby, a relative rank is created for both types of products.

A different dependent measure is added by measuring whether this perceptive relative rank affects the willingness to pay (WTP). The respondent is being asked how much s/he is willing to pay for a 2 litre bottle of either a private label drink or a premium label drink. Additionally, the respondent is being asked what s/he think the average consumer is willing to pay for the same product.

The outcome that is expected here is that the more people tend to see themselves below average, the larger the difference should be between what they think their WTP is compared to the average person.

**Conceptual model**

WTP average – WTP self

Relative purchase rank

Private label product

(vs. premium label product)

**Results**