

The Impact of Manufacturer Brands on Retailer Brand Image - The Moderating Role of the Number of Manufacturer Brands Offered by the Retailer

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Abstract

The brand of a retailer is one of the most valuable sources to gain a competitive advantage. In the retailing environment, manufacturer brands which are related to the retailer brand can influence consumers perception of the retailer brand due to a spillover-effect. The aim of this study is to answer the question if the number of manufacturer brands offered by the retailer moderates the impact of manufacturer brand images on the retailer brand image. Additionally, further antecedents influencing the image of a retailer brand are investigated. In the quantitative study 383 respondents from Germany were interviewed about the images of car retailer and car manufacturer brands. The results reveal that manufacturer brands influence the retailer brand image. This impact is significantly stronger for retailers offering one manufacturer brand than for retailers offering three or more manufacturer brands.

Keywords: *retailer brand; spillover-effect; image transfer*

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