

Not even Amazon is always right – How to drive private-label brand architecture decision-making

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Abstract

The paper investigates the effect of two PL branding strategy options (linked or stand-alone) on PL brand attitude considering PL tiers and degree of specialization of the online retailer as moderators. An online experiment with a 2 (PL branding strategies) x 2 (PL tier) x 2 (degree of specialization) between-subjects design with 358 participants was conducted. To test the hypotheses, an ANCOVA was performed. The study reveals a significant 3-way interaction which illustrates that the effect of the two PL branding strategies differs for online retailers with low vs. high degree of specialization. In the case of high degree of specialization for premium PLs a linked strategy is more favourable while for economy PLs a stand-alone strategy should be preferred. In the case of low degree of specialization, the stand-alone PL branding strategy is generally more favorable.

Keywords: *private label; brand architecture; three-way-interaction*

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