

To link or not to link - Which type of retailer brand should use a linked PL branding strategy?

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### **Abstract**

To further improve focused and generic retailers' PL branding strategies this paper considers the degree of specialization as a moderator. Two studies with a 2 (PL branding strategies) x 2 (PL tier) x 2 (degree of specialization) between-subjects design with 358 / 534 participants were conducted. To test the hypotheses, an ANCOVA was performed. The two studies reveal that the linked PL branding strategy is only favorable if a focused retailer (high degree of specialization) offers a premium PL brand which is highly typical for the superordinate retailer brand. For all the other investigated scenarios the stand-alone PL branding strategy is more favorable or both PL branding strategies lead to the same effect. Our results confirm the two-step integrative concept of the schema theory. Consumers evaluate a new PL brand and how typical it is for the superordinated retailer brand. If the new PL brand is overall typical consumers continue a detailed evaluation based on further attributes.

**Subject Areas:** *Branding, Consumer Behaviour, Marketing Strategy, Product Management, Retailing*

**Track:** Product and Brand Management