

**SPILOVER EFFECTS FROM AN ONLINE MARKETPLACE
BRAND TO A PRODUCT BRAND UNDER CONDITIONS OF
DISTRIBUTION EXCLUSIVITY**

Ritika Sharma, Marketing Group

Thesis Advisory Committee:

Prof. Prashant Mishra

Prof. Saravana Jaikumar

Prof. Rajiv Vaidyanathan

Prof. Dharma Raju Baithini

ABSTRACT

With the increasing popularity of e-commerce, the retail landscape has undergone a massive transformation in the last two decades. The massive growth and influence of e-commerce are undeniable, and it is only expected to grow stronger as the internet becomes more readily

intermediaries used by a manufacturer in its supply chain, the distribution intensity choice that determines the degree of selectivity ranges from highly exclusive to highly intensive. The phenomenon of exclusive distribution has commonly been observed for brands that are high-end, such as luxury apparel, jewellery, shoes, or for product categories that require considerable investment in ensuring consistent quality standards and service in store, such as for cars and certain high-

deal recipients for having created an advantageous inequity (Barone & Roy, 2010; Loewenstein, Thompson, & Bazerman, 1989).

Marketing literature has explored the marketing alliances between two product brands, and the resultant spillover of equity, affect, and attitudes of consumers from the parent brand to the child brand and vice-versa given the close relationship between the two brands (Aaker & Keller, 1990; Desai & Keller, 2003; Simonin & Ruth, 1998). However, the current phenomenon where non-luxury product brands are establishing exclusive distribution tie-ups with e-commerce platforms, to the best of my knowledge, has not been studied so far. This phenomenon has brought about new channels for promotion, distribution and constructing brand identity⁴⁸ Tm0 gmorbrand warrants an

marketplace brand is transferred to the product brand) as well as the status of exclusivity (exclusive or not exclusive).

In the next study, we aim to study the differential impact of varying levels of this exclusivity (available only on this platform, available only on this platform with limited stock, available only on this platform with Invites Only – in an increasing order of exclusivity) between the two brands on the evaluation of the new product brand. We found that for a product brand associated with a high equity marketplace brand, the product is more highly evaluated when it is advertised as being

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