A Private Label Branding Strategies Towards Digital Marketing Of Amazon In Chennai City

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ABSTRACT

The study aims to investigate the impact of private label branding strategies on digital marketing with special reference to Amazon. A snow-ball sampling technique was used to collect data from 509 consumers of private label brands. A cause and effect research design was used, and a questionnaire was developed to collect data. The study found that promotion, credibility, and product recognition in the market have a significant impact on private label branding strategies in digital marketing. The results also revealed that branding strategies have a significant impact on digital marketing of Amazon. Additionally, development effort plays a partial mediation role between private label branding strategies and digital marketing success. Furthermore, the study found that academic qualification of consumers has a significant impact on credibility, product recognition, and development effort of Amazon towards private label branding. The findings provide valuable insights for companies like Amazon to develop effective private label branding strategies that can be integrated with digital marketing efforts to gain a competitive advantage in the market.

Keywords: Private Label, Branding Strategies, Digital Marketing, Amazon, Consumers, Development Effort.

1. INTRODUCTION

Private label branding has become a significant trend in the retail industry, as it allows retailers to differentiate themselves from their competitors and offer unique products to their customers. In recent years, with the rise of e-commerce and digital marketing, private label branding has taken on a new dimension, with retailers now able to leverage online platforms like Amazon to reach a wider audience. Private label branding strategies towards digital marketing on Amazon can be a powerful tool for retailers looking to establish a strong online presence and increase their revenue (Subbaiah et al., 2017). Amazon, as the world's largest e-commerce platform, offers a range of opportunities for retailers to promote their private label brands, from product listings and sponsored advertisements to customer reviews and ratings. Effective private label branding strategies on Amazon require a deep understanding of the platform's algorithms and search algorithms, as well as an understanding of the target audience and their buying behaviors (Yadav et al., 2022). It also involves leveraging various digital marketing channels, such as social media, email marketing, and content marketing, to build brand awareness and loyalty (Gibson, 2018). In this context, the area is highly relevant to marketers, retailers, and entrepreneurs looking to launch or expand their private label brands on Amazon. The study aims to provide insights into effective private label branding strategies towards digital marketing on Amazon, with a focus on key tactics and best practices that can help businesses succeed in this highly competitive marketplace.

Promotion: Promoting private label brands in digital marketing involves creating a comprehensive plan that highlights the unique value proposition of the private label products. Private label brands need to have a strong brand identity that sets them apart from other products in the market (Gogoi, 2013). It contains a unique name, logo, and packaging that aligns with the target audience. These brands can compete on quality and value by offering high-quality products at a lower price point than branded competitors. Emphasizing these benefits in digital marketing campaigns can help to attract price-sensitive consumers. Social media platforms can be a powerful tool for building brand awareness and engaging with customers. Email marketing can be an effective way to promote private label products to existing customers and subscribers. Offering exclusive promotions and discounts can help to build brand loyalty and attract new customers. This can include limited-time offers, bundle deals, and free shipping. Optimizing private label product pages for search engine optimization and running targeted pay-per-click advertising can help to attract more customers. Encouraging customers to leave reviews can help to build trust and social proof for private label products (Faisal, 2016). Therefore, Amazon can effectively promote their private label brands under digital marketing channels to reach their target audience.

Credibility: The credibility of private label brands marketed on Amazon can vary widely. Private label brands are marketed with high-quality, with excellent customer reviews and holds loyal followers. These brands often prioritize customer satisfaction and invest in high-quality product design and manufacturing. The credibility of private label brands can be checked through customer reviews, brand reputation, product design and packaging, and customer service (Ashley and Tuten, 2014). The best ways to evaluate the quality and credibility of a private label brand on Amazon is to read customer reviews. It is good to search products with a high volume of positive reviews and a low number of negative reviews. In addition to that active checking about the brand's reputation outside of Amazon. Search for press coverage or reviews from independent sources to understand how the brand is perceived. High-quality private label brands often invest in product design and packaging that looks and feels premium (Perez-Danielescu, 2014). It is advised that search for products with professional, eye-catching packaging and design for consumption. Considering such factors are possible to identify high-quality private label brands that offer excellent value and customer satisfaction.

Product Recognition: Private label brands have become increasingly popular in recent years, and many are achieving significant product recognition in market. Private label brands are now a staple in many retail categories, from groceries and household goods to electronics and fashion. Private label brands have evolved beyond their original image as cheap or lower-quality alternatives to branded products (Kucuk, 2016). Many private label brands now offer high-quality products at competitive prices, attracting value-conscious consumers who are looking for quality and affordability. Private label brands are increasingly focusing on developing unique product offerings that differentiate them from competitors. It may consist of unique ingredients or materials, offering exclusive designs or packaging, or targeting specific customer segments. Consumers are increasingly open to trying private label brands and recognizing their value (Ruchita and Rupeshkumar, 2018). With many private label brands offering comparable or superior quality to branded products, consumers are willing to consider them as viable alternatives, particularly in the current economic climate. The growth of e-commerce has provided new opportunities for private label brands to reach customers directly, without the need for a physical retail presence. It enabled many private label brands to build brand recognition and customer loyalty through targeted digital marketing and social media campaigns.

Private Label Branding Strategy: Amazon has several private label branding strategies that it employs to promote its own products on its platform. The main types of private label branding strategies used by Amazon are value-based, exclusive, lifestyle, functionality, and seasonal branding. Amazon often adopts value-based branding strategy to create private label brands that offer high-quality products at affordable prices. The company's goal is to appeal to budget-conscious consumers who are looking for good value for their money. Exclusive branding is to create private label brands that are only available on its platform (Vinerean, 2016). It supports to differentiate the products from those of competitors and create a sense of exclusivity for customers. Lifestyle branding is used to create private label brands that are associated with a particular lifestyle or demographic group. Amazon administers functionality strategy to create private label brands that offer unique features or functionality that are not available from other brands. Amazon employs seasonal branding strategy to create private label brands that are designed for specific seasons or holidays. Amazon employs a range of private label branding strategies to appeal to different customer segments and promote its own products on its platform. These strategies have been highly effective in driving sales and building customer loyalty for Amazon's private label brands (Santoshkumar and Jahangir, 2018).

Development Effort: Amazon often implement several development efforts to market private label brands, which have contributed to their success on the platform. Amazon uses its vast customer data to identify gaps in the market and develop private label products that meet customer needs. It allows Amazon to create products that are highly targeted to specific customer segments and that are likely to perform well. Amazon has a highly efficient product development process that enables it to bring new private label products to market quickly. It allows to respond rapidly to changes in customer demand and to capitalize on emerging trends. Further, Amazon creates exclusive product offerings under its private label brands, it assists to differentiate its private label products from competitors and to build customer loyalty (Chandrasekar and Vethirajan, 2020). The marketer invests heavily in marketing and promoting its private label brands, using targeted digital marketing campaigns and promotions to drive customer awareness and sales. Private label brands are often priced competitively, offering customers an affordable alternative to branded products. The pricing strategy has been effective in attracting price-conscious customers and building customer loyalty. Amazon encourages customers to leave product reviews, which are a crucial factor in the success of private label brands. Positive reviews help to build trust and credibility, and negative reviews can be used to identify areas for improvement (Lee et al., 2018). The development efforts have enabled Amazon to build successful private label brands that offer customers high-quality, affordable products that meet their needs.

Digital Marketing of Amazon: Digital marketing offers a variety of strategies for promoting products online, it is associated with search engine optimization, pay-per-click advertisement, email, influencer and affiliate marketing. Search engine optimization involves optimizing website and product pages. It is performed by using relevant keywords, optimizing product descriptions and titles, and improving website speed and user experience (Smith, 2011). Pay-per-click advertising is connected with placing targeted advertisements on search engines, social media platforms, or other websites. Social media platforms like Facebook, Instagram, and Twitter offer powerful tools for promoting products and building brand awareness.

Email marketing involves sending promotional emails to subscribers and customers. This can include newsletters, promotional offers, and new product announcements (Dara, 2016). Likewise, influencer marketing involves partnering with influencers who have a large following on social media platforms. Furthermore, content marketing involves creating valuable, informative content such as blog posts, infographics, and videos that engage and educate target audience. Similar to that affiliate marketing involves partnering with other businesses or individuals to promote products. Affiliates earn a commission for each sale they generate, making it a cost-effective way to reach new audiences. However, Amazon creates a comprehensive digital marketing plan to promote private label brand products so as to reach customers (Nimitha, 2018).

2. RESEARCH PROBLEM

As e-commerce platforms continue to grow in popularity, there has been an increase in the number of private label brands on these platforms. Amazon, in particular, has a significant presence in the Indian e-commerce market, and it has been observed that the company has been investing heavily in private label branding strategies. While digital marketing has become a crucial component of branding strategies, there is a lack of research on the specific strategies used by private label brands on Amazon. Amazon has been investing heavily in private label branding strategies in recent years, but there is a lack of research on the specific branding strategies used by these private label brands, especially in terms of digital marketing. The aim of the study is to examine the private label branding strategies used by Amazon, with a focus on their digital marketing development efforts. The research will provide insights into the specific branding strategies employed by private label brands on Amazon and how these strategies impact customer perception and purchase intention. The study planned to examine the private label branding strategies employed by Amazon in their digital marketing arm, considering its promotion, credibility of consumers, product recognition in the market, and development effort.

3. REVIEW OF LITERATURE

The practice of digital marketing is grouped into three categories like frequent update, brand attachment, and digital shopping. The importance of brand building in private label branding strategies is based on brand loyalty and brand recognition (Yuvaraj and Indumathi, 2018). Private label brands are in the sold in the upper part of market and it possesses unique features in terms of flavor, ingredients and origin and it compete with national brands (Gil-Cordero et al., 2021). Awareness on retail private label brand and retail private label brand image both have an affirmative effect on consumer loyalty. Therefore, retail private label brand knowledge affect consumer loyalty positively with regard to private label brands (Ho, 2013). In categories with a high perceived risk, customers tend to be less price concerned. The quality variety and packaging similarities between private brands can affect the buyer's choice (Hemantha, 2016). Private labels stand out from other brands mostly because of their cost. Low prices can encourage customers to make their first purchase, but private label sales aren't necessarily influenced by price differentials on subsequent purchases across all categories (Ruchita and Rupeshkumar, 2016). National brands and private labels don't differ significantly in price in categories with a high social and emotional component. When quality is taken into account, shop brands fall somewhere between high quality national brands and local manufacturer brands (Gala and Patil, 2013).

Store brand pricing also needs a great deal of attention because private labels act as a bridge between national brands (Abril and Sanchez, 2016). The success of private brands in developed markets is also influenced by lucrative margins, retail consolidation, customer sophistication, merchandising tactics, supply chain efficiencies, and inexpensive pricing of private labels (Hokelekli et al., 2017). Digital marketing is a powerful tool that helps businesses connect with customers and build brand recognition for the goods they are promoting (Syaidah et al., 2019). As part of a multichannel brand engagement program, digital channels and assets are utilized to communicate a company's positioning, this practice is known as digital branding (Nagra and Gopal, 2014). Digital marketing has a beneficial effect on product sales because it has no geographic restrictions for reaching customers (Kamal, 2016).

Product quality, pricing, and customer service in building a strong private label brand on Amazon and provide practical tips for retailers looking to leverage the platform (Krishnaprabha and Tarunika, 2020). Positive customer reviews can significantly improve a private label brand's visibility and sales on the platform, underscoring the importance of customer engagement and satisfaction in digital marketing strategies on Amazon (Deepa, 2021). Social media platforms such as Facebook and Instagram can be effective channels for promoting private label brands on Amazon and suggest that retailers should integrate social media marketing into their digital marketing strategies on the platform (Istrefi-Jahja and Zeqiri, 2021). Customer loyalty is positively associated with private label brand awareness and purchase intention, highlighting the importance of building a loyal customer base for successful private label branding on Amazon (Mandal and Sajjad, 2020). Successful private label branding on Amazon requires a combination of factors, including product quality, pricing, customer service, customer engagement and satisfaction, social media marketing, and customer loyalty. Through digital marketing strategies, Amazon can build strong private label brands and achieve long-term success on the platform (Niculescu et al., 2019).

4. RESEARCH OBJECTIVES

The prime objectives are as follows:

1. To scrutinize the demography of consumers purchasing private label brand in Amazon.
2. To ascertain the causal relationship among research constructs.
3. To investigate the mediating effect of development effort between branding strategies and digital marketing of Amazon.
4. To examine the impact of academic qualification on research constructs.

5. RESEARCH METHODOLOGY

The aim of this study is to investigate the private label branding strategies used by Amazon in Chennai, with a focus on their digital marketing efforts. To achieve this aim, a cause and effect research design is administered. The study employed snow ball sampling to select consumers who have purchased private label products on Amazon. Sample size is calculated using the Cochran's formula, hence, the minimum sample size is 384. Auspiciously, 509 completely filled questionnaires are received with the assist of enumerators. Participants are selected based on their previous purchase of private label products on Amazon. The data is collected through direct survey using a structured questionnaire. The questionnaire will consist of closed-ended questions. The closed-ended questions will use a Likert scale to measure digital marketing practices. The data collected from the survey are analyzed using structural equation modeling. SEM is used to identify the causal relationships between private label branding strategies, developmental effort, and digital marketing of Amazon. The model is tested for its goodness-of-fit using various fit indices. Further, high level of reliability and validity are proved in measurement model. The study will adhere to ethical principles of research, including informed consent, confidentiality, and anonymity. Participants are informed of the purpose of the study, their rights as participants, and the confidentiality and anonymity of their responses. Participation in the study is voluntary, and participants will be able to withdraw from the study at any time. The ensuing (Figure 1) conceptual framework is developed by the researcher and it is proposed to test.
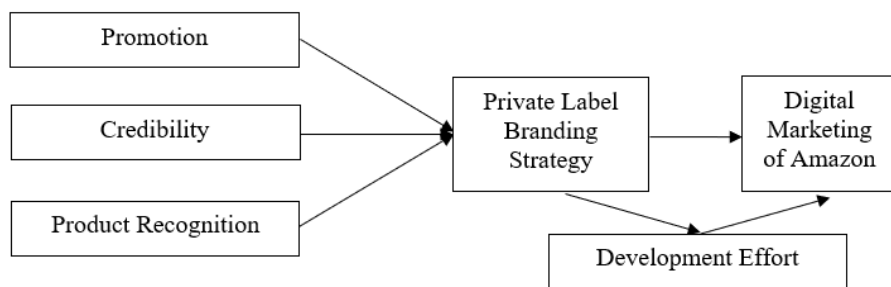

Figure 1: Conceptual Framework

6. RESULTS AND DISCUSSION

6.1. Demography of Consumers

Demography status of consumers purchasing private label brand are analyzed (Table 1) with regard to their gender, age, academic qualification and monthly income.

Table 1: Demography of Consumers

Demography	Distribution	Number	Frequency
Gender	Male	284	55.80
	Female	225	44.20
Age	Below 30 years	241	47.35
	30 – 50 years	156	30.65
	Above 50 years	112	22.00
Academic Qualification	HSC/Diploma	213	41.85
	UG Degree	143	28.09

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	Post Graduate	153	30.06
Monthly Income	Below Rs.30,000	235	46.17
	Rs.30,000 – 50,000	146	28.68
	Above Rs.50,000	128	25.15

Table 1 exhibits the demography of consumers purchasing private label brands based on the digital marketing practices of Amazon. Gender of consumers consists of 55.80% male consumers and 44.20% female consumers. Age contains 47.35% consumers in below 30 years, 30.65% consumers in 30 - 50 years, and 22.00% consumers in above 50 years. Academic qualification furnishes that 41.85% of consumers are completed HSC/Diploma, 28.09% of consumers are completed UG degree, and 30.06% of consumers are completed post graduate. Monthly income shows that 46.07% of consumers are in below Rs.30,000, 28.68% of consumers are in Rs.30,000 – 50,000 and 25.15% of consumers are in above Rs.50,000.

6.2. Causal Relationship among Research Constructs

The causal relationship among the Promotion (PMTN), Credibility (CDBT), Product Recognition (PRCG), Private Label Branding Strategy (BSTG), Development Effort (DPET), and Digital Marketing of Amazon (DMAZ) is examined. In this way, the observed, endogenous variable are PMTN4, PMTN3, PMTN2, PMTN1, CDBT3, CDBT2, CDBT1, PRCG4, PRCG3, PRCG2, PRCG1, BSTG1, BSTG2, BSTG3, BSTG4, BSTG5, DMAZ1, DMAZ2, DMAZ3, DMAZ4, DMAZ5, DPET4, DPET3, DPET2, and DPET1. The unobserved, endogenous variables are BSTG, DMAZ and DPET. The unobserved, exogenous variables are PMTN, e1, e2, e3, e4, CDBT, e5, e6, e7, PRCG, e8, e9, e10, e11, e12, e13, e14, e15, e16, e17, e18, e19, e20, e21, e22, e23, e24, e25, e26, e27 and e28. The variables count comes to 59 in total, 25 are observed and 34 unobserved, and 31 are exogenous and 28 are endogenous. Consequently, such variables are considered to examine the cause and effect association amongst the research constructs. As a result, structural model is denoted in figure 2 and its subsequent path relationship value is described in table 2.

Figure 2: Structural Model

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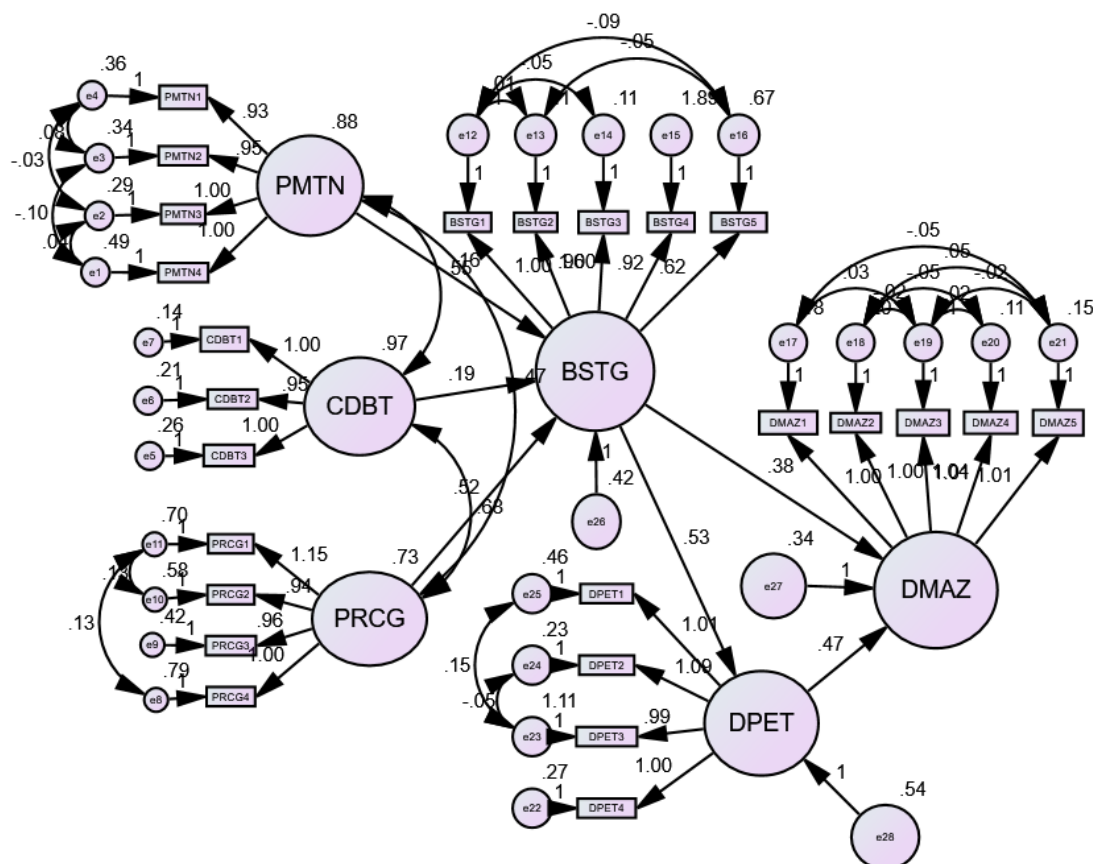
Table 2: Path Relationship among Research Constructs

Path			Raw Estimate	Std. Estimate	S.E.	t	p
Branding Strategy	<---	PMTN	.156	.154	.048	3.292	***
	<---	CDBT	.188	.194	.071	2.634	.008
	<---	PRCG	.520	.465	.092	5.661	***
DPET	<---	BSTG	.530	.566	.041	12.794	***
DMAZ	<---	BSTG	.381	.402	.039	9.746	***
DMAZ	<---	DPET	.465	.459	.044	10.666	***
PMTN4 – Product replacement support	<---	Promotion (PMTN)	1.000	.800			
PMTN3 – Creating awareness about the brand	<---		1.004	.867	.052	19.408	***
PMTN2 – Higher focus on product attributes	<---		.946	.836	.063	15.027	***
PMTN1 – Development of strong brand identity	<---		.929	.823	.066	13.995	***
CDBT3 – Positive reviews and feedback of customers	<---	Credibility (CDBT)	1.000	.887			
CDBT2 – Product design and packaging	<---		.946	.897	.032	29.696	***
CDBT1 – Positive reviews and feedback of customers	<---		.997	.934	.031	32.235	***
PRCG4 – Aggressive campaign on marketer	<---	Product Recognition (PRCG)	1.000	.693			
PRCG3 – Affirmative perception of consumers	<---		.962	.785	.063	15.280	***
PRCG2 – Differentiation of product from competitors	<---		.942	.725	.066	14.247	***
PRCG1 – Quality and value of product	<---		1.145	.760	.070	16.468	***
BSTG1 – Value-based branding solutions	<---	Branding Strategy (BSTG)	1.000	.946			
BSTG2 – Exclusive branding for customers	<---		.962	.938	.025	38.966	***
BSTG3 – Lifestyle branding to specific segment	<---		.997	.945	.031	32.169	***
BSTG4 – Functionality branding with unique features	<---		.916	.536	.068	13.407	***
BSTG5 – Seasonal branding for specific occasions	<---		.624	.589	.045	13.903	***
DMAZ1 – Search engine optimization	<---	Digital Marketing of	1.000	.904			

DMAZ2 – Pay-per-click advertising	<---	Amazon (DMAZ)	.999	.896	.035	28.717	***
DMAZ3 – Social media marketing	<---		1.012	.940	.029	35.222	***
DMAZ4 – Influencer marketing	<---		1.040	.943	.031	33.933	***
DMAZ5 – Content and affiliate marketing	<---		1.013	.921	.034	29.611	***
DPET4 – Efficient product development process	<---	Development Effort (DPET)	1.000	.866			
DPET3 – Competitive pricing strategy	<---		.988	.642	.067	14.844	***
DPET2 – Exclusive product offerings	<---		1.088	.897	.043	25.437	***
DPET1 – Data-driven product development	<---		1.005	.799	.046	21.780	***

*** *Significant at 1%*

An effort is subsequently made to calculate the fit indices for the structural model. The results show that the model fits the data well, with a CMIN/df value of 2.897, it is lesser than the standard value of <3, and an RMSEA value of 0.059, it is also lower than the benchmark level of 0.06. In addition, other fit indices also report acceptable values, including IFI (0.960), NFI (0.940), RFI (0.928), CFI (0.960), TLI (0.951), GFI (0.907) and AGFI (0.912). These values together approve that the structural model has perfect fit with the data.

Hypothesis Testing

Based on the results in table 2, the study posits the succeeding hypotheses for test.

$H_{1.1}$ - Precursors have a significant effect on promotion, credibility, product recognition, private label branding strategy, development effort, and digital marketing of Amazon.

$H_{1.2}$ - Promotion, credibility, and product recognition have significant effect private label branding strategy.

$H_{1.3}$ - Private label branding strategy has significant effect on digital marketing of Amazon.

Table 2 exhibits the p-values for all paths linking promotion, credibility, product recognition, private label branding strategy, development effort, and digital marketing of Amazon, which are significant at 1% level, it supports hypothesis ($H_{1.1}$). Thus, precursors have a significant effect on promotion, credibility, product recognition, private label branding strategy, development effort, and digital marketing of Amazon. Creating awareness about the brand is strong predictor and product replacement support is least predictor of promotion of private label brands. Positive reviews and feedback of customers is key forecaster and positive reviews and feedback of customers is least forecaster of credibility of private label brands. Affirmative perception of consumers is the key determinant and aggressive campaign on marketer is smallest determinant of product recognition in the market. Lifestyle branding to specific segment is the dynamic element and functionality branding with unique features is lowest element of private label branding strategies in digital marketing. Exclusive product offerings are the vigorous component and competitive pricing strategy is lowermost component of development effort taken by the Amazon. Influencer marketing is the vital factor and pay-per-click advertising is lowest factor of digital marketing of Amazon. The outcomes are consistent with the findings of (Beneke et al., 2013).

The coefficient value estimating the effect of promotion, credibility and product recognition on private label branding strategy. It evidences that a single unit upsurge in promotion effort results in a 0.156-unit rise in private label branding strategy, a single unit upsurge in credibility of brand results in a 0.188-unit rise in private label branding strategy, and a single unit upsurge in product recognition in market results in a 0.520-unit rise in private label branding strategy in digital marketing. The p-values for promotion, credibility and product recognition are significant at 1% level, thereby it is in favor of hypothesis ($H_{1.2}$). Thus, promotion, credibility, and product recognition have significant effect private label branding strategy. The results are parallel with the findings of (Yuvaraj and Indumathi, 2018). The coefficient estimate for the effect of private label branding strategy on digital marketing of Amazon. It evidences that a unit upsurge in private label branding strategy leads to 0.381-unit rise in digital marketing of Amazon. The p-value for private label branding strategy at 1% level, thereby it is in favor of hypothesis ($H_{1.3}$). The findings are matched with outcomes of (Yasmin et al., 2015).

6.3. Mediating Effect of DPET between BSTG and DMAZ

The mediating role of development effort of Amazon between private label branding strategies and digital marketing of Amazon is tested. The hypothesis (H$_{1.4}$) states that development effort mediates between private label branding strategy and digital marketing of Amazon.

Table 3: Mediating Effect of DPET between BSTG and DMAZ

Effect	Path			Estimate	S.E.	p
Mediation (Path A)	Development Effort	<---	Private Label Branding Strategies	.530	.041	***
Direct	Digital Marketing of Amazon	<---	Private Label Branding Strategies	.381	.039	***
Mediation (Path B)	Digital Marketing of Amazon	<---	Development Effort	.465	.044	***

Table 3 exhibits the direct effect of private label branding strategy on digital marketing of Amazon is 0.381. The mediation effect is measured by considering the values of 0.530 (impact of BSTG on DPET) and 0.465 (impact of DPET on DMAZ). As a result, the mediating value comes to 0.24645. Consequently, the overall impact is 0.62745. The variance ascertained for the value is 0.3928. The variance value is slightly higher than 0.2, it proves that there is partial mediation. Therefore, development effort has partial mediation between private label branding strategy and digital marketing of Amazon. The results are in parallel with outcomes of (Fuduric et al., 2022).

6.4. Impact of Academic Qualification on Research Constructs

One-way ANOVA is administered to test the impact of academic qualification of consumers on research constructs. Therefore, the hypothesis (H$_{1.5}$) states that academic qualification has significant impact on promotion, credibility, product recognition, branding strategies, development effort and digital marketing of Amazon.

Table 4: One-way ANOVA

Academic Qualification		Sum of Squares	Df	Mean Square	F	Sig.
Promotion	Between Groups	75.395	2	37.698	2.585	.076
	Within Groups	7377.815	506	14.581		
	Total	7453.210	508			
Credibility	Between Groups	99.538	2	49.769	5.613	.004**
	Within Groups	4486.462	506	8.867		
	Total	4586.000	508			
Product Recognition	Between Groups	186.476	2	93.238	6.348	.002**
	Within Groups	7431.772	506	14.687		
	Total	7618.248	508			
Private Label Branding Strategy	Between Groups	30.899	2	15.450	.739	.478
	Within Groups	10573.859	506	20.897		
	Total	10604.758	508			
Development Effort	Between Groups	141.026	2	70.513	4.578	.011*
	Within Groups	7793.096	506	15.401		
	Total	7934.122	508			

Digital Marketing of Amazon	Between Groups	95.104	2	47.552	2.196	.112
	Within Groups	10955.104	506	21.650		
	Total	11050.208	508			

* Significant at 5%, ** Significant at 1%.

Table 4 exhibits that the computed values for credibility and product recognition are significant at 1% and development effort is significant at 5%. It proves hypothesis ($H_{1.5}$) for the constructs credibility, product recognition, and development effort. The other constructs are not significant. Therefore, academic qualification of consumers has significant impact on credibility, product recognition, and development effort. Subsequently, post-hoc test is executed for significant outcomes generated in One-way ANOVA.

Table 5: Duncan Post-Hoc Test for Credibility

Academic Qualification	N	Subset for alpha = 0.05	
		1	2
UG Degree	143	9.3077[a]	
Post Graduate	153		10.1438[b]
HSC/Diploma	213		10.3615[b]
Sig.		1.000	.507

a, b – identical sub-groups

Table 5 exhibits that Duncun's post-hoc test shaped two sub-groups of academic qualification of consumers in connection with credibility of private label brands, UG degree in sub-group *a*, and post graduate and HSC/Diploma in subgroup *b*.

Table 6: Scheffe Post-Hoc Test for Product Recognition

Academic Qualification	N	Subset for alpha = 0.05	
		1	2
UG Degree	143	12.3217[a]	
Post Graduate	153		13.4248[b]
HSC/Diploma	213		13.7746[b]
Sig.		1.000	.710

a, b – identical sub-groups

Table 6 exhibits that Scheffe's post-hoc test shaped two sub-groups of academic qualification of consumers in connection with product recognition of private label brands, UG degree in sub-group *a*, and post graduate and HSC/Diploma in subgroup *b*.

Table 7: Ryan-Einot-Gabriel-Welsch F Post-Hoc Test for Development Effort

Academic Qualification	N	Subset for alpha = 0.05	
		1	2
UG Degree	143	11.5385[a]	
HSC/Diploma	213	12.3380[a]	12.3380[b]

Post Graduate	153		12.9150[b]
Sig.		.060	.166

a, b – identical sub-groups

Table 7 exhibits that Ryan-Einot-Gabriel-Welsch F's post-hoc test shaped three sub-groups of academic qualification of consumers in connection with development effort of private label brands, UG degree in sub-group *a*, HSC/Diploma in subgroup *a,b,* and post graduate in subgroup *b*.

7. CONCLUSION

Private label branding strategies have become increasingly important for companies like Amazon to succeed in the digital marketing landscape. Private label branding strategies play a crucial role in the digital marketing of Amazon. Amazon has been able to leverage its strong brand recognition to develop a successful private label brand. This has been possible due to Amazon's focus on promoting its private label products, establishing credibility, and enhancing product recognition in the market. The promotion, credibility, and product recognition in the market have a significant impact on the success of branding strategies. Moreover, Amazon's development efforts have played a crucial role in bridging the gap between private label branding strategies and digital marketing success. The development effort also plays a partial mediation role between private label branding strategies and digital marketing of Amazon. Moreover, academic qualification plays essential task in establishing credibility, product recognition, and development effort of Amazon towards private label branding. Therefore, companies like Amazon must focus on developing effective branding strategies that can effectively promote their products, establish credibility, and enhance product recognition in the market. Such effort can successfully integrate with digital marketing efforts to gain a competitive advantage in the market.

The success of private label branding strategies in the digital marketing landscape depends on the ability of Amazon to promote its products effectively, establish credibility, and enhance product recognition in the market. Consumer confidence is crucial for the success of private label brands, and Amazon needs to devise a strategy that can attain this confidence in the digital marketing platform. Through leveraging digital marketing platforms effectively, Amazon can create a strong brand image for its private label products and enhance their visibility among consumers. It is important for Amazon to focus on building consumer trust through effective digital marketing strategies, which can include customer reviews, ratings, and social media engagement. As a result, Amazon can establish credibility and enhance product recognition along with right promotion, leading to greater success for its private label brands in the digital marketing landscape.

8. RESEARCH IMPLICATIONS

The research on private label branding strategies towards digital marketing with special reference to Amazon has several implications for retailers and marketers looking to leverage the platform to promote their private label brands. Firstly, the importance of customer engagement and satisfaction in digital marketing strategies on Amazon cannot be overstated. Positive customer reviews and ratings can significantly improve a private label brand's visibility and sales on the platform, highlighting the need for retailers to focus on delivering high-quality products and exceptional customer service. Secondly, the integration of social media marketing into digital marketing strategies on Amazon can be an effective way to promote private label brands and engage with customers. Social media platforms such as Facebook and Instagram provide retailers with an opportunity to showcase their private label products, build brand awareness, and connect with customers on a more personal level.

Thirdly, building customer loyalty is essential for successful private label branding on Amazon. Retailers should focus on building long-term relationships with their customers by providing high-quality products, exceptional customer service, and personalized marketing experiences. Finally, the research highlights the importance of continuously monitoring and analyzing the effectiveness of digital marketing strategies on Amazon. Retailers should regularly review their product listings, customer reviews, and ratings, and adjust their strategies accordingly to maximize their brand's visibility and sales on the platform. In conclusion, the research on private label branding strategies towards digital marketing with special reference to Amazon provides valuable insights for retailers and marketers looking to build successful private label brands on the platform. By leveraging these insights and implementing effective digital marketing strategies, retailers can build strong private label brands on Amazon and achieve long-term success on the platform.

9. CONTRIBUTION OF THE STUDY

The study on private label branding strategies towards digital marketing of Amazon has made significant contributions to the field of marketing. Firstly, the study has also shed light on the role of promotion, credibility, and product recognition in the market in the success of private label branding strategies. Furthermore, the study has identified the importance of development efforts in bridging the gap between private label branding strategies and digital marketing success. Additionally,

the study has emphasized the significance of academic qualifications in establishing credibility, enhancing product recognition, and improving development efforts towards private label branding. Overall, this study has provided valuable insights into the critical factors that influence the success of private label branding strategies in the digital marketing of Amazon. The findings of this study can guide marketers in developing effective strategies for promoting their private label products and gaining a competitive advantage in the market. The study has also opened up new avenues for future research in this area, which can further enhance our understanding of the impact of private label branding strategies on digital marketing success.

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