

## **The Impact of Brand Extension on Parent Brand Image**

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### **Abstract**

*The purpose of the study is to investigate relationship of Brand extension, Brand awareness, Brand familiarity, customer attitude on parent image. A 5 point Likert scale questionnaire, consisting of 25 items, divided into five parts parts was designed. Different cities of Pakistan were selected on random sampling basis. A total 200 questionnaires were circulated, and the response rate was 100 %. The findings of the study shows that variables brand extension, brand awareness, brand familiarity; customer attitude are contribute to develop parent image after extension.*

### **Design/Methodology**

*A questionnaire was used in order to collect data on the factors which affect parent brand image. of different cities of Punjab like Bahawalpur, Bahawalnagar and Chishtian. The data collected were analyzed through descriptive statistics and correlation and regression, ANOVA. The study covered 200 participants of different cities of Punjab.*

### **Findings**

*From correlation result that all the variables have strong positive correlation which means that these variables have strong positive co relation. The descriptive statistics result shows that respondents are agree with our variables statements. And regression analysis shows significant results which means alternative hypothesis are accepted.*

### **Research Limitations/implications**

*The major limitation of this study is that it covers the customers of few cities only. There is another limitation of this study that there are other variables about parent brand image that not included due to shortage of time. Moreover this type of research is done in developed countries only. Apart from these limitations it is thought that this research will provide insights for managers to.*

**Key Words:** Brand extension, Brand awareness, Brand familiarity, Customer attitude, Parent image

### **1 Introduction**

The increasingly competitive global market forces are companies focusing to separate themselves from their competitors in order to survive and take advantage of growth and opportunities. One way to differentiate themselves from competitors is the creation of strong brands and try to increase the profitability reduce their marketing costs (Keller, 1993). The importance of brands is not only measured in terms of competitive advantage it is a future opportunities that available in markets (Srivastava and Shocker 1991).

In this way, companies can access new markets through an existing brand, known to reduce both the cost of the introduction of new products and the risk of product failure. Therefore companies follow the brand extension strategy (Martínez, 2011). According to Klink and Smith (2001) Consumers play an important strategic role towards brand extension because the failure and success of the brand is based on the consumer's judgment. In the evaluation of brand extensions is perceived by consumers belong to the existing category (Boush and Loken (1991). Therefore beliefs and behaviors associated with the parent brand were transferred to the new product (Romeo, 1991).

According to Martinez and Pina (2003) extension strategy not suitable for all the brands it has both negative and positive impact it may negatively affect the image of parent brand. Although the launch of the new product may be positive negative relations with parent brand it can also harmfully affecting the consumer attitude towards the brand image and extension (Katzanis and Pitta, 1995; Chen and Chen 2000). Company makes extension our brand that is popular in market and in the mind of customer and also have positive image. Companies use that strategy to decrease the risk of product failure after launching (Loken and Roedder-John, 1993).

A good brand extension strategy is one where the brand supports the expansion, while a brand extension strengthens the brand (Aaker, 1991). On the other hand this type of strategy has negative impact and root cause of dilution of parent brand image. Developing new brand requires much more investment than creating brand extension so, due to this reason firms use brand extension strategy to enter new markets. This is an area where significant research has been conducted (Barwise, 1993). Brand extension research focuses on consumer perceptions of brand extensions. There are two types of extension. First brand extension within product line and second is brand extension out of product line.

Boush et al. (1987) pointed out, the greater the similarity between the current and the expanded product, the greater the transfer of brand influence. Well known brand name to promote new products or service in unrelated fields also called brand stretching. The attitude towards expansion was higher than a perception of "fit" and the brand had a higher perceived quality (Aaker and Keller, 1990). Many companies have used this strategy in the last decade to further leverage equity. According to Oxford dictionary brand extension is an instance of using an established brand name or trade mark on new products the main purpose is increase sales. A brand extension strategy involves using an established brand in a class of product to give a different product category. Mostly companies of these days use brand extension use its current name with different product. Brand is the asset of the company. And companies want to more cash its good name and customer loyalty with current brand name. In this article we check the impact of brand extension on product brand image. Considering the benefits of using the brand extension strategy of the organization in the following sections a review of the relevant literature from branding and consumer decision making is presented to develop the hypotheses, followed by a detailed discussion of the research employed to test them.

### **1.1 Research question**

To explore the Impact of brand extension on product brand image the main consideration how extension strategy impact on brand image.

### **1.2 Research Objectives**

- 1 To examine the impact of customer attitude on product image.
- 2 To determine the impact of brand awareness on product image.
- 3 To explore the relationships between brand familiarity and extension strategies.
- 4 To examine how perceived quality of product play role for successful extension.
- 5 To determine the role of brand extension and product image.

### **1.3 Scope of Research**

This type of research is necessary for every type of company whose want to extension their brand given value to products on the basis of their product attributes. So companies are being careful before making the brand extension strategy. This research is important and helpful for them.

## **2 Literature Review**

### **2.1 Brand Extension**

Determine the name and identification number of a product is an important process that when companies designing a product strategies they also consider all these things. Kotler 2008 said that the Manufacturing companies also known that their product brand is a source of power that is received from market. The American Marketing Association defines a brand as a name, word or phrase name sign symbol design or combination their aim is to create a product or service that offered by the seller and that distinguish their products from other competing companies ( Kotler and Armestrang , 2009). Brand extension means that a successful brand image is used for a new product in other categories (Arselan and Altuna, 2010). A positive attitude brand perceived quality and perceived similarity between the product and the extension products are the most important success factors (Czellar, 2003 Volckner and Sattler, 2006 and 2007). Different companies use different methods to expand the brand. There you can use the vertical extension or horizontal extension of the brand. These two methods used by companies in different situations.

According to Pitta and Katsanis (1995) define the horizontal brand extension can be defined as an extension of a parent brand to a product that is same in product category and that is new. Vertical expansion is the second extension of the brand in which introduced a new brand on the basis of price and quality. It can be defined as a similar import brand in the same product category although different in price and quality (Keller and Aaker, 1992). Vertical brand extension can be divided into extension and contraction of brand extension (Xie, 2008). Vertical Extension luxury brand is an extension of the brand is in the highest quality and higher price compared to the parent brand. According to Lavack and kim (1996) contraction or Downscale vertical brand extension extends brand with lower quality and price. Brand extension and line extension are different from each other, according to (Aaker and keller 1990) line extension means new product introduced within same category class and brand extension means completely different category of product introduced within market. Keller (1990) says that perceived quality and positive attitude towards the extension is only show in case of high type of product similarity. Bottomley and holden (2001) also verify that perceived quality can exercise a direct effect on the brand extension. A company have high brand equity achieve high perception of the consumers, greater loyalty, high profit margins, less negative reactions if price increases, high support of middleman and brand extensions (keller, 2008).

The extensions usually easier acceptance in the market and have very low risk of product failure. Aaker and keller (1990) also define that “product or brand extension occurs when any firm use its already established brand name to introduce new brand into new product category. Line extension occur when a company wants to introduce nes size, flavors etc, (Tauber 1981). Brand extension may be two different directions: horizontal extension and vertical extension. According to (Aaker and Keller 1990; Tauber 1981) when existing product name is used to extend into same product class or into number of category this is called horizontal extension. On the other hand vertical extension occurs when new product is introduced in a same product category with different price and quality level, (pitta and katsanis, 1995). Ries and trout (1986) also stress on that point, any kind of inappropriate extension may also create serious type of damage to the parent brand and after some time may be very challenging for company to overcome this situations. In the modern age the thinkable and well managed brand is successful.

Brand are the thing that attach with the minds and emotions of the people because people give more importance to the brands as compare to any other thing( franzen and Bouwman 2001).Brand extension is depends on the fitness of parent brand and extended brand. If new brand is close to the existing brand then there is a lot of chances that new product may be successful and survive. If new product is at distance of the parent brand then the chances of failure are increased (Aaker and Keller, 1990; Broniarczyk and Alba, 1994; Boush and Loken, 1991; Park et al., 1991). First time on the topic of extension brand dilution on parent brand an empirically research conducted by Romeo (1991). She says in this research that when extension in brand was similar as the family brand then it is depend on the information that pass to the consumer. If information is poor then it may become the cause of decrease in family brand image.

According to keller and Aaker said that if extension is not successful then it is possible that it may not affect the goodwill of brand (1992). But Loken and John (1993) make a result in research that brand extension impacts negatively on its family brand.

They said that it happens when inconsistent in new product and parent brand. They also said that quality impacts positively on parent brand.

## **2.2 Consumer attitudes**

According to Lassar et al. (1995) define the consumers' perception of the overall superiority of a product carrying that brand name when compared to other brands. Five perceptual dimension of brand equity includes performance, social image, value, trustworthiness and attachment. The assessment of consumers is very important because the researchers believe that the attitude of consumers is the main factor for the successful implementation of brand extension and success of the brand (Boush and Loken, 1991). In addition, the attitude of consumers to expand is a need to create brand value (Pitta and Katsanis, 1995). Attitude is defined as a cognitive state that is reflected in many aspects and makes the consumer preference given to a product or brand. In other words the attitude of consumers to new products and extensive brand is the perception of consumers about the brand and new product (Wilkie 1994). Consumer attitudes to extend the influence of variables such as perceived fit between a brand and its products and new product that are related to parent brand (Martinez and Pina, 2009).

The attitude towards expansion was higher than a perception of "fit" and the brand had a higher perceived quality (Aaker and Keller, 1990). Brand extensions can have a positive effect on the brand (Aaker and Keller, 1992), but a bad extension, the umbrella brand (Loken and Roedder-John, 1993) for the dilution. Brand Quality plays an important role in strategic brand extension (Dacin and Smith, 1994) and Dawar and Andersen (1994) showed that extension company brand in a consistent direction also increased likelihood of purchase. Although these studies describe consideration to characteristics of the product as fit and product Similarity other research highlights the role of non-product attributes in Brand extension.

Brand appreciation and familiarity it was important to make an inventory Market reaction extensions (Lane and Jacobson, 1995). Bridges (1992) found not connected by building associations with the natural product, a brand of Growth prospects could be improved. Picture of a brand are also more likely or an extension of, when more general than the specific product (Nakamoto et al., 1993). Park et al. (1991) compared brand concept Consistency (eg functional relationship with prestige brands) and product level Similarity and found that the ability to enhance the prestige brands was greater if similarity product was low. Established brand Out of the characteristics of the product therefore have limited generalizability. Second, some research projects have used virtual chips. In 1993 keller defined brand image in these words "perception in the minds of the consumer that always remain in their memories that are very strong and made after the use of the brand". In 1990 Aaker make a research and identified that if a brand extension is successful then it saves the many additional costs and expenses like advertising and also reduce the new product failure risk. Aaker said that management should keep in mind that the failure of the extended brand can eliminate the success of the parent brand and failure of the extended brand may become the cause of the parent brand.

## **2.3 Brand Awareness**

Today the competitive environment offering a high quality service is the key to a sustainable competitive advantage. Many researchers point to the fact that satisfied customers to share their experiences with others five or six peoples. On the other hand dissatisfied customers are more likely to tell ten others about your experience with your product or service. According to Angelova et al, (2011) Perceived quality plays an important role in the success of a brand. Once the company has created brand awareness to consumers who purchase a product and that one continuous purchase of a product the customer perception of quality should be positive. A new product can be a good idea but if the product does not meet expectations then it is harmful for product image (Aperia 2004).

Aaker and Keller (1990) said that when consumers have received high overall quality of the brand extension will be evaluated more positively. According to Bottomley and Holden, (2001) Gronhaug et al., (2002) showed a positive relationship between quality and success of the perceived brand extension. Rao et al. (1999) said that the perceived quality of the parent brand transferred to new products. In a recent article in which Völckner, (2010) he said that the perceived quality is the key factor for the success of brand extensions.

## **2.4 Brand Familiarity**

The perceived fit has been found to be a determining factor in the assessment of brand extension (Aaker and Keller, 1990 Volckner and Sattler, 2006). Consumers compare category knowledge regarding the characteristics of the parent brand (Park et al. 1991).

Therefore consumers evaluate extensions more favorably with a high degree of similarity or fit with the parent brand (Aaker and Keller, 1990; Czellar 2003 . Hem et al 2003 Volckner and Sattler, 2006 Hem and Iversen, 2009). Park et al (1991) suggest that the degree of consistency between the extension product and product category similarity. Similarity or category as the most important aspect is the ability referred to in most studies (Bhat and Reddy, 1997). Similarity is defined as the similarity between the current categories and new products based on the features attributes and benefits (Boush and Loken , 1991 ) .

Consumer related studies shown when the similarity between the current and the new product is more likely to transfer the positive and negative belief in the new product will be higher. With the increasing similarity between the current and new products the success and positive transfer of the original brand for the new product is more likely (Martinez and Pina, 2005: 266 Völckner and Sattler, 2006). The Barwise (1993) to the practical question Implications of the results, and that there is a need for more .The need for Post more reproduction studies in magazines marketing is also emphasized Hubbard and Armstrong (1994). Their results do not fully support Initial findings and future repetitions (Bottomley and Doyle, 1996 Nijssen and Hartman, 1994) confirm the findings Sunde and Brodie despite the Aaker and Keller. In recent decades to avoid the high rates of failure of new products, brand extension strategy has been used as one of the most profitable growth options.Sunde and Brodie (1993) reiterated Aaker and Keller (1990) pioneer study on brand extensions.The general estimates vary eight out of every ten products are introduced within market due to extension of an existing brands. This type of extension reduces the initial marketing costs, increase the effectiveness of market actions and reinforce the probability of acceptance of the new brand or product. Smith and park (1992) demonstrate the positive effects that are derived from brand extension. According to park et al. (1986) through proper management extensions can reinforce the positioning.

### **3 Methodology**

#### **3.1 Research Design**

Quantitative research method approach will be used, where structured questionnaires would be based on the study which is made by us. We will use the quantitative research method because existing research has already done. This survey will be cross-sectional in the nature.

#### **3.2 Data Collection Method**

The data collection tools which we will use in this survey research are questionnaire that are based on closed ended questions and used to explore the relationship between customer value and pricing strategy.

#### **3.3 Sample Size**

We will complete our study through the sample size of 200 respondents of the Pakistan (Punjab).We will collect the data form customer through different geographical area of Pakistan.

#### **3.4 Sampling Technique**

For selecting of sample, we will use the probability design in the form of Simple Random Technique. We will select the respondents on random basis. Each respondent will have an equal opportunity to participate in research.

#### **3.5 Questionnaire**

We are selecting these following variables which are studies in our basic research articles in which author study their impact in following diamantine.

#### **Theoretical Framework**

After literature review the next step is to define The Theoretical Frame Work Which consist of these variables. In this research we make a survey of the loyal customers of the brands. We check the extension of the different brands and its impact on the parent brand in Pakistan. With the help of these variables we are conducting the research on brand extension.

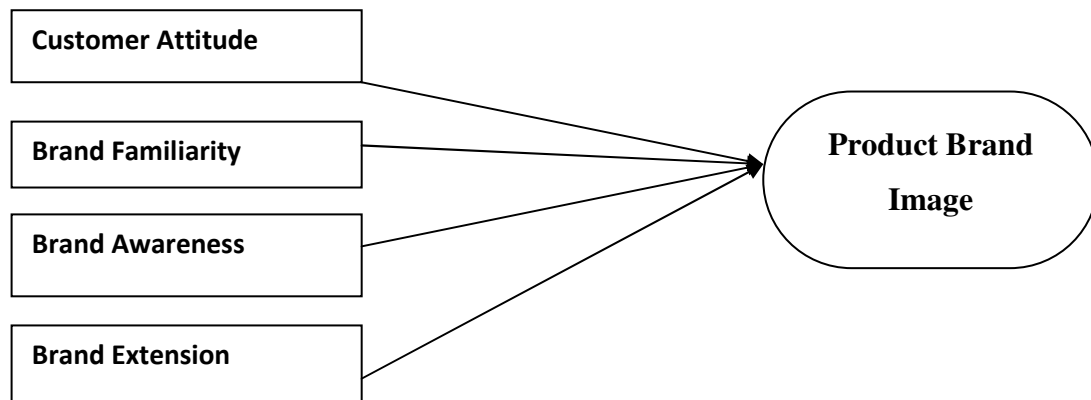
#### **Independent Variable:**

- Consumers Attitude
- Brand Familiarity
- Brand Awareness
- Brand Extension

**Dependent Variable:**

- Product Brand image

**Schematic Diagram**



**Analysis and interpretation**

**Table 1: Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Customer attitude	200	2.60	4.60	3.7497	.40736
Brand familiarity	200	2.60	4.60	3.7160	.42111
Brand awareness	200	2.60	4.60	3.6549	.38743
Brand extension	200	2.60	4.60	3.6857	.49173
Image	200	2.20	4.60	3.8120	.46168
Valid N (list wise)	200				

**Customer Attitude**

No of questionnaire for all variables are 200 and the minimum value which is selected by the respondent are 2.60 for the customer attitude as well as the maximum value for customer attitude is 4.60 and the mean value 3.7497 and std. deviation value is .40736.

**Brand Familiarity**

The minimum value of brand familiarity is 2.60 which is selected by respondent are 4.60 and the mean value is 3.7160 which shows that respondents are approximately agreed at the .42111 std deviation.

**Brand Awareness**

The minimum value of Brand awareness 2.60 which is selected by respondent are 4.60 and the mean value is 3.6549 which shows that respondents approximately agreed at the .38743 std deviation.

**Brand Extension**

The minimum value of brand extension 2.60 which is selected by respondent are 4.60 and the mean value is 3.6857 which shows that respondents approximately agreed at the .49173 std deviation.

**Product brand image**

The minimum value of brand image 2.60 which is selected by respondent are 4.60 and the mean value is 3.8120 which shows that respondents approximately agreed at the .46168 std deviation.

**Correlation****Table 2: Correlations**

		Customer attitude	Brand familiarity	Brand awareness	Brand extension	image
Customer attitude	Pearson Correlation	1	.255**	.185**	.037	.041
	Sig. (2-tailed)		.000	.001	.490	.444
	N	200	200	200	200	200
Brand familiarity	Pearson Correlation		1	.568**	.379**	.212**
	Sig. (2-tailed)			.000	.000	.000
	N		200	200	200	200
Brand awareness	Pearson Correlation			1	.501**	.462**
	Sig. (2-tailed)				.000	.000
	N			200	200	200
Brand extension	Pearson Correlation				1	.503**
	Sig. (2-tailed)					.000
	N				200	200
Brand image	Pearson Correlation					1
	Sig. (2-tailed)					
	N					200

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Customer Attitude and Brand Familiarity**

Above table shows that value of correlation Customer Attitude and Brand Familiarity is 0.255 to which we can say that these two variables has a weak positive correlation if we have change in Customer Attitude and Brand Familiarity will also be changed. Table shows again a positive but weak correlation between these two variables if we change intensity of one variable of these two then other variable will also be changed in the same direction. If on increases then other will also increase and vice versa.

**Customer Attitude and Brand Awareness**

In the above table we can see the relationship between the Customer Attitude and Brand Awareness. The value of co relation is .185 which shows us that there is a week positive relationship between the Customer Attitude and Brand Awareness Its tell us that if we make the change in one variable value then there is a little change in the other variable's value.

**Customer Attitude and Brand Extension**

In the above table we can see the relationship between the Customer Attitude and Brand Extension. The value of co relation is .037 which shows us that there is a week relationship between the Customer Attitude and Brand Extension It tells us that if we make the change in one variable value then there is negative change in the other variable's value.

**Customer Attitude and Brand Image**

In the above table we can see the relationship between the Customer Attitude and Brand Image. The value of co relation is .041 which shows us that there is a week relationship between the Customer Attitude and Brand Image. It tells us that if we make the change in one variable value then there is negative change in the other variable's value.

**Brand Familiarity and Brand awareness**

These two variables are relatively has positive correlation among each other. As it values just 0.568

**Brand Familiarity and Brand extension**

In the above table we can see the relationship between the Brand Familiarity and Brand extension. The value of correlation is .379 which shows us that there is a moderate positive relationship between the Brand Familiarity and Brand extension. It tells us that if we make the change in one variable value then there is negative change in the other variable's value.

**Brand Familiarity and Brand image**

In the above table we can see the relationship between the Brand Familiarity and Brand image. The value of correlation is .212 which shows us that there is a weak positive relationship Brand

**Familiarity and Brand image**

It tells us that if we make the change in one variable value then there is negative change in the other variable's value.

**Brand awareness and Brand extension**

Table shows a correlation value of 0.501 between these two variables which shows there is positive correlation between them.

**Brand awareness and Brand image**

In the above table we can see the relationship between the Brand awareness and Brand image. The value of correlation is .462 which shows us that there is a moderate positive relationship between the Brand awareness and Brand image. It tells us that if we make the change in one variable value then there is negative change in the other variable's value.

**Brand extension and Brand image**

Brand extension and Brand image are positive correlated to each other as its value shows in the table that is 0.503

**Table 3: Coefficients**

Model	Un standardized Coefficients		Standardized Coefficients		Sig.	Co linearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
1 (Constant)	1.535	.264		5.809	.000		
Customer attitude	-.005	.052	-.004	-.097	.923	.925	1.081
Brand familiarity	-.139	.061	-.127	-2.291	.023	.640	1.562
Brand awareness	.412	.069	.346	5.933	.000	.578	1.729
Brand extension	.355	.049	.378	7.285	.000	.729	1.371

a. Dependent Variable: image

**Customer Attitude**

Customer Attitude shows the insignificant result on .923 which is not significant on .01 and .05 so null hypothesis is accepted and alternative hypothesis is rejected.

**Brand Familiarity**

Brand Familiarity shows the insignificant result on .023 which is not significant on .01 and .05 so null hypothesis is accepted and alternative hypothesis is rejected.

**Brand Awareness**

Brand awareness shows the significant result on .000 which is significant on .01 and .05 so alternative hypothesis is accepted and null hypothesis is rejected.

**Brand Extension**

Brand Extension shows the significant result on .000 which is significant on .01 and .05 so alternative hypothesis is accepted and null hypothesis is rejected.



**Table 4: One way ANOVAs on the age basis  
ANOVA**

		Sum of Squares	Df	Mean Square	F	Sig.
Customer attitude	Between Groups	.980	2	.490	2.985	.052
	Within Groups	56.935	347	.164		
	Total	57.915	349			
Brand familiarity	Between Groups	.226	2	.113	.637	.529
	Within Groups	61.664	347	.178		
	Total	61.890	349			
Brand awareness	Between Groups	1.126	2	.563	3.810	.023
	Within Groups	51.261	347	.148		
	Total	52.387	349			
Brand extension	Between Groups	1.620	2	.810	3.395	.035
	Within Groups	82.769	347	.239		
	Total	84.389	349			
Image	Between Groups	1.920	2	.960	4.598	.011
	Within Groups	72.469	347	.209		
	Total	74.390	349			

#### **Customer Attitude**

As table shows that the result is insignificant because the significance level .052 is greater than the 0.05 and null hypotheses is accepted which mean that the customer attitude has same effects on different age level.

#### **Brand Familiarity**

As table shows that the result is insignificant because the significance level .529 is greater than the 0.05 and null hypotheses is accepted which mean that the Brand familiarity has same effects on different age level.

#### **Brand Awareness**

As table shows that the result is significant because the significance level .023 is smaller than the 0.05 and null hypotheses is rejected which mean that the Brand awareness has different effects on different age level.

#### **Brand Extension**

As table shows that the result is significant because the significance level .035 is smaller than the 0.05 and null hypotheses is rejected and alternative hypothesis is accepted which mean that the Brand extension has different effects on different age level.

#### **Brand Image**

As table shows that the result is significant because the significance level .011 is smaller than the 0.05 and null hypotheses is rejected and alternative hypothesis is accepted which mean that the brand image has different effects on different age level.

#### **Conclusion**

The conclusion of our study is that respondents agree to us that Brand extension, Brand awareness, brand familiarity, customer attitude has impact on parent image. The result are shows that all the variables are correlated each other after the detailed analyses of the data we can conclude that the most of the variables included in research are moderate positively correlated but some variables are negatively correlate. In descriptive statistics the results show that respondents are agree to our items that are asked from them. Overall result was close to agree. After that we are apply ANOVA test on the age basis, its results show that All the values of ANOVA are significant which shows all the variables have differently impact on the different age groups Analysis we come to know that brand extension in a different way with respect to product brand image.

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