



“IMPACT OF BRAND EXTENSION ON BRAND PERSONALITY”

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ABSTRACT

This examination is conveyed to understand the effect of brand expansion on brand personality for better and to get profound information about brand expansion and brand personality. For the investigation reason, secondary information is utilized that is as of now published in different journals. It has been found that a ton of inquiries has been leading on brand expansion and brand equity yet very little on brand expansion and brand personality. Notwithstanding, these specialists abandoned to presume how brand extension and brand personality influence the customers. The extension of a brand affects the customer's beliefs and attitudes towards a product along these lines influencing the brand personality.

Keywords: Brand, Brand expansion, Brand image, Brand personality

1. INTRODUCTION

In this advanced research, the creator plans to evaluate and break down the effect of brand augmentation on brand character. In the cutting edge business situation, one may observe wide advantages of brand expansion system in the hierarchical setting. This investigation will include itemized discourse on marking, brand augmentation, and buyer basic leadership.

BACKGROUND TO THE STUDY

There are numerous definitions and measurements associated with a Brand, in basic terms it could be comprehended as a name, sign, image, plan or it could be a mix of these traits, which encourages merchants to recognize their items from their rivals, and in this procedure increase an edge over others (Keller, 2008). The development of a brand starts with the advancement of an organization, at whatever point an organization gets connected with into another endeavor or business; it prompts production of a label. The significance of a brand has arrived at another high and hugeness in the advanced business situation. In the viewpoint on Mourad, Ennew, and Kortam (2010), the elements that decide the brand character have gotten more significant than the traits that decide the brand development. In less difficult words the brand character is legalized which is connected to the genuine highlights of item, in spite of this, the label character gives an emblematic measurement to unmistakable pieces of brand. Keller characterizes this viewpoint all the more unmistakably, as per him, the more fragile the brand, the more noteworthy consideration it requires as far as advertising and limited time exercises, with the goal that its image nature is improved and in general the brand turns out to be progressively noticeable in the merchandise. Boush and David opinion is that, in actuality, the brand impact and item class likeness assume significant jobs. To take this further, the brand expansion could be assessed as a shared capacity of how the brand is preferred in its one of a kind classification and the likeness it achieves in the first and augmentation classifications. A similar perspective regarding directors has supported more prominent use of brand augmentation as a procedure towards development and more noteworthy gainfulness.

RESEARCH PROBLEM

In the present situation, there is a race going on among the business firms to increase focused edge over its rivals with the goal that they may exploit it and lead towards more noteworthy flourishing. One basic strategy to achieve this is to construct more grounded brands with the goal that they outmaneuver its rivals and thrive in the market, it is to comprehend here that the age of solid brand would lessen the advertising cost and increment the general productivity of the firm (Keller, 1999). Martinez and Pina (2003) express a significant angle here that, as a general rule, brand expansion system may not demonstrate to be appropriate for every one of the brands, and further that brand augmentation has constructive just as antagonistic effect on the brand character of the parent brand. There might be sure/contrary results of the dispatch of another brand, anyway it might likewise demonstrate to be unsafe in affecting the client frame of mind towards the brand character and its augmentation methodologies (Chen and Chen 2000). This is the fundamental explanation that the organizations make augmentation of the brands which are prevalent in the market and are effectively and to a great extent worthy to the clients, and furthermore appreciate the great brand character. These are the parameters which decide if a brand is to be broadened or not, with the goal that it limits the danger of disappointments (Loken and Roedder-John, 1993). In this manner so, the technique which supports the development of a brand could be known as a 'Decent Brand Extension Strategy, it is to recollected that solid brand augmentation, in the end, reinforces the brand (Aaker, 1994). Anyway, the turn around is likewise valid, an off-base brand expansion may debilitate the market possibilities of the first brand. (Barwise, 1993) All these angles and situations empowered and spurred the analyst to complete the exploration here and investigate this examination perspective. Brand augmentation research centers around shopper impression of brand expansions.

RESEARCH QUESTION

The exploration will investigate the effect of brand augmentation methodologies on the brand character.

Research Objectives

- To survey the effect of the client frame of mind on the brand character.
- To explore the effect of brand mindfulness on brand character.
- To examine the between connections of brand mindfulness and expansion methodologies.
- To decide the job of brand augmentation and brand character.

2. LITERATURE REVIEW

AIMA states brand in an easy manner, according to AIMA brand could be call upon as a name/phrase/symbol created in a way so that it could be distinguished from the competitors (Kotler and Armstrong, 2009). Further, Pitta and Katsanis (1995) define horizontal brand extension as a brand extension which involves extension of a parent brand to a product in same product category and that is new. On the other side vertical expansion includes the extension of the brand on the basis of its price and product quality. The Vertical Extension of brand includes superior quality of the products and prices as compared to the main brand. Lavack and Kim (1996) state that the vertical extension, on the other hand, involves products with lower quality and price.

3. SCOPE OF RESEARCH

The present research may demonstrate to be incredibly helpful in the cutting edge business situation where each other brand is anticipating expand its items and reach in the market. It is exceptionally basic for the firm to settle on the right choice about its image augmentation procedures. Generally, this exploration may demonstrate to be significant and noteworthy for them.

4. METHODOLOGY

Research Design: The present research will utilize quantitative research strategy approach, under this technique the analyst will utilize organized surveys went for the clients just as organizations.

Data Collection Method: The examination apparatuses that will be utilized in this exploration will be poll; the survey will include close finished inquiries and will investigate the effect of brand expansion methodologies on the brand character.

Sample Size: The investigation expects to gather essential information by building up an example size of 100 respondents in the National Capital Region of Delhi. The example would incorporate roughly 80 clients and 20 authorities of the organizations in and around the National Capital Region of Delhi.

Sampling Technique: In request to gather tests for this examination, the scientist plans to utilize likelihood structure, for example, Arbitrary Sampling Technique. Hence the examples would be gathered on an arbitrary premise and consequently, every respondent will have an equivalent possibility of being chosen for this examination.

The accompanying factors will be examined in the proposed research in the accompanying diamantine:

FREE VARIABLE

- Consumers Attitude
- Brand Awareness
- Brand Extension

SUBORDINATE VARIABLE

- Brand Personality

CRITICAL REVIEW

The organizations around the globe see that the solid Brand character and picture are the fundamental wellspring of intensity in the market. AIMA characterizes brand in a basic way, as per the AIMA brand could be referred to as a name/expression/image planned in a way with the goal that it could be recognized from the contenders (Kotler and Armstrong, 2009). Arselan and Altuna (2010) opine that brand augmentation could be utilized as an effective apparatus if there should arise an occurrence of another item in different classifications. Along these lines in such a situation an uplifting frame of mind brand apparent quality and saw closeness among the item just as the expansion items could be referred to as significant achievement factors (Volckner and Sattler, 2007). It has been confirm that organizations utilize different and various measures towards extending their image and its development systems. Some utilize vertical augmentation procedures while others utilize flat expansion methodologies about their image and items. The utilization of these techniques rely on the distinctive market situations and circumstances. Further, Pitta and Katsanis (1995) characterize flat brand augmentation as a brand expansion which includes expansion of a parent brand to an item in the same item class and that is new. Then again vertical development includes the expansion of the brand based on its cost and item quality. Thusly it could be likewise characterized as bringing in the brand in

a similar item classification, anyway the cost and nature of the item is diverse for this situation (Keller and Aaker, 1992). The Vertical Extension of the brand includes the highest caliber of the items and costs when contrasted with the fundamental brand. Lavack and Kim (1996) opine that the vertical expansion, then again, includes items with lower quality and cost. These viewpoints accordingly recognize vertical brand expansion from the even brand augmentation (Aaker and Keller 1990). Keller (1990) further contends that apparent item quality and inspirational frame of mind towards expansion are just shown in instances of high item closeness. In this setting Bottomley and Holden (2001) additionally reason that the apparent item quality likewise has a huge and direct effect on brand augmentation. It has been prove that the brand with a solid brand character appreciates more noteworthy client discernment, more client reliability, better overall revenues, similarly lesser negative responses to its rivals if there should arise an occurrence of brand augmentations (Keller, 2008). Expansions are commonly simpler to acknowledge in the commercial center and present a generally safe of item disappointment. Aaker and Keller (1990) additionally express that "item or brand augmentation happens when an organization utilizes its previously settled brand name to bring another brand into another item classification. an organization needs to enter a size, tastes, and so forth. (Tauber 1981) as talked about prior additionally brand expansion can happen in two ways, level augmentation, and vertical expansion. Aaker and Keller (1990) clarified this procedure by expressing that in a situation where the name of the current item is utilized to stretch out to a similar item classification, this could be named as flat expansion, anyway vertical augmentation includes the presentation of another item in the item class, with various cost and quality levels (Pitta and Katsanis, 1995), Ries and Trouts (1986) fundamentally expressed that any brand expansion, if not done fittingly may likewise blowback and may mark the brand character of the first brand, consequently this procedure of brand augmentation must be done sensibly and deliberately by the organizations. The brand picture, brand character, brand esteem, all these are legitimately identified with the psyches and feelings of the customers, they purchase items with which they are genuinely joined to and subsequently place more prominent dependence on these brand of their decision and inclinations. In a way the brand expansion, additionally relies upon the physicality of the fundamental brand and the all-inclusive brand, that is if the all-encompassing brand is of good quality and near the first brand, there is great possibility this all-inclusive brand will likewise be adequate in the market, anyway the bad habit a versa is likewise valid (Park et al., 1991). Romeo (1991) in her examination reasoned that in certain perspectives brand expansion is like the family augmentation that is if brand expansion is finished giving the right and satisfactory data, it might succeed, anyway, any deception may reverse discharge and genuine scratch the brand character. Keller and Aaker (1991) in their investigation inferred that the disappointment of brand augmentation may not influence the altruism of the brand, anyway, Loken and John (1993) vary in this issue, they refer to that any disappointment in brand expansion may truly hamper the picture and character of the first brand.

5. CONCLUSION

The cutting edge business investigators measure the significance of brands with regards to the upper hand as well as give extraordinary hugeness to the future open doors that are accessible in business sectors (Srivastava and Shocker 1991). As such the organizations may investigate new markets for its current image; this will help in lessening the expense of presentation of the new items just as will limit the hazard related with the subtleties of item disappointment. That is the thing that prompts and urges the organizations to pursue the technique of brand (Martínez, 2011). In this setting Klink and Smith (2001) mention a significant objective fact, as indicated by these creators, shoppers are the key in this viewpoint as the achievement/disappointment of a brand depends on the decisions and inclinations of the clients. The assessment of brand expansions is seen by the clients who have a place with the current classification (Boush and Loken (1991). This empowers the exchange of the convictions and practices connected with the parent brand to the new item (Romeo, 1991).

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