

BRAND EXTENSION: ANTECEDENTS AND

INFLUENCE OF PARENT BRAND

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ABSTRACT

Brand extensions have end up a popular manner of introducing new merchandise into the market. Brand extensions leverage a firm's maximum valuable hidden asset, its logo name. The emblem extension provides or deletes something inside the core emblem concept. In the Indian market additionally classic brands like Dove, Ponds, Saffola, Pears, etc. Have long past for successful extensions that have accelerated the profitability of the corporations and have introduced to the Brand Equity of the discern manufacturers. The logo extension can enhance or dilute the determine logo picture and this is a serious issue for brand managers today. The purpose of this study is to be familiar with the brand extension regarding companies and parent brand .This conceptual paper also attempts to show effect of brand name extension on parent brand. It also acknowledges the antecedents of brand extension.

KEYWORDS: Brand extension, Brand Image. Antecedent, Parent brand and Fit

1. INTRODUCTION

Any name, symbol, logo, mark that helps distinguishing the makers product are often aforesaid to be the brand which supplies an identity to the merchandise and also the registered brand is thought as the trademark. The promoting effects of any company about any product or services offer certain outcomes which results in the establishment of the brand (KEVIN LANE KELLER-1993). Firms invest an enormous fortune in building the brand equity that is extremely fastidiously chosen when creating the objectives of the corporate and which incorporate a definite message that the organization desires to communicate to its customers and within the market. A large risk is concerned whereas introducing a replacement brand for little enterprises which might change into a huge disappointment for the corporate and thus to avoid such scenario the businesses have opted a new strategy of branding referred to as brand extension.

Brand extension, from the year 1980 became a serious source of promoting by the businesses. It's a serious supply of reducing the price by using the present brand rather than introducing a new one (Dr. Çağatan TAŞKIN-2016). Brand extension refers to the utilization of a longtime brand while bringing a new product or services instead of introducing a new one within the market.

The main objective of brand extension is to take advantage of the present brand equity which ends within the enhanced profits and lower cost and also the acceptance of the new product or line of merchandise by the client (Henseler et al., 2010).

Relevant use of brand extension cannot solely be beneficiary for company because the inflated revenue however additionally the increased brand equity of the parent brand but if it fails it's going to hurt the prevailing brand equity for the organization (Keller and Sood, 2003). Thus it's important to validate the brand extension strategy.

1.1 OBJECTIVES:

The paper is based on secondary data which is gathered from published journals, websites, reports & many others. The study was planned to find out

1. The proper understanding of the brand extension

2. To know the different types of Brand Extension
3. To study consumer evaluation of brand extension
4. To show effect of brand name extensions on Parent Brand
5. To know antecedents of brand extension success

2. LITERATURE REVIEW

Due to the increasing competition in international market, companies are currently focusing in separating themselves from their competitors so as to survive and make the most of growth and opportunities and to regain the business. Rather than scuffling with the competitors for profit and market goodwill sweetening strategy, now the businesses attempt to provide their brand image within the market to survive the cut throat competition in the market. First approach to differentiate themselves from competitors is to form robust brand and to extend the gain cut back their market costs. This undoubtedly helps them to come up with a new market. (Keller, 1993)

It's really not very laborious to outline the market strategy .As the complete extension conjointly brings new thanks to ask for the availabilities in market in terms of profit, goodwill, and new prospects of customers and their demands. The importance of brands isn't solely measured in terms of competition however it's a future opportunities that are obtainable in markets (Srivastava and Shocker 1991).

The Special Issue on up to date analysis in behavioral and social science Centre for Promoting ideas, company will access new markets through an existing brand that's usual brand can facilitate in generating new style of market information thoughts. The prevailing brand could be a successful plan as a result of higher influence in market additionally as on the customers, consumers and also the market contemplate the old brand because it make them more comfortable as they're very well-known with the flaws and cons of the old one. This conjointly includes each the price and labor of the introduction of new product and also the risk of product failure. So firms follow the complete extension strategy (Martín, 2011).

In line with Klink and Smith (2001) customers play a significant role in failure and success of brand extension because company is enthusiastic about client to like or dislike the brand or the brand extension. Customers are like element for the brand because if they'll not react, the brand will demolish. For this customers judgment is that the necessity. (Boush and Loken) (1991).

In line with (Martinez and Pina) (2003) brand extension strategy not suitable for all the brands as it has each negative and positive impact. It may cause issues for the brand holder to express the strain of extension. It's going to vary from person to person to adopt the modification or company could suffer the loss of negative impact. It's going to negatively have an effect on the image of parent complete and question the exiting brand and its market ways.

However the launch of the new product may be positive or negative relations like it's going to react aggressively to just the modification with parent brand. It may noxiously affect the consumer attitude towards the brand extension. Generally it may not work in specialized position in establishing new brand in the usual form (Katzanis and tyrannid, 1995: chen and Chen 2000).

Company extends that brand which is popular in market and has customer's influence and eyes on it as it is well known that the risk reduces once the customer like your brand and brand name and this really works. An influence or having trust on brands may lead to great success of parent brand and goodwill works at this very time as a fuel to the success. Having goodwill within the market is sort of a pleasure to firm or the corporate. Companies use the strategy to lower the risk of product failure after launching by using the strategy of having the brand that has most influence on the customer. (Loken and Roedder-John, 1993)

According to Boush et al. (1987), a good brand extension strategy is one wherever the brand supports the expansion, while a brand extension strengthens the brand. On the other hand this type of brand extension strategy has negative impact and conjointly plays an important role in dilution of parent brand image. Developing new brand requires rather more investment than creating brand extension so, due to this reason companies use brand extension strategy to enter new markets. This can be an area wherever vital analysis has been conducted (Barwise, 1993) Brand extension analysis focuses on consumer perceptions of brand extensions. There are two kind of extension. First brand extension within product line and second is brand extension out of product line.

According to (Aaker and author, 1990), the greater the similarity between the current and the expanded product, the larger the transfer of brand influence. Well known brand name to promote new product or service in unrelated fields conjointly referred to as brand stretching. The attitude towards expansion was higher than a perception of "fit" and therefore the brand had a higher perceived quality.

3. CONCEPTUAL FRAMEWORK

Types of Brand extensions:

Brand extensions can be divided into: Horizontal extensions and Vertical brand extensions (Kim and Lavaca, 1996).

3.1. Horizontal Extensions: When an organization introduces an entire new product either in product class and product category is called Horizontal extension. There are kinds of horizontal brand extensions which fluctuate in terms of their focus (Aaker and Keller, 1990). They are termed line extensions and franchise extensions. Line extensions contain a modern brand call that is used to enter a brand new market phase in its product elegance. Diet Coke and Diet Pepsi are examples of line extensions since they awareness at the eating regimen aware section for colas now not served with the aid of their determine products. In contrast, franchise extensions use a present day logo call to enter a product category new to the enterprise (Tauber, 1981). Most of the recent studies in logo extension has centered on horizontal extensions. Unsuccessful horizontal extensions are much less in all likelihood to damage the middle brand than vertical extensions due to the fact that horizontal extensions are frequently in distinct – and extra distant – product categories. Typically clients will recognize that such horizontal extensions aren't carefully related.

3.2. Vertical Extensions: Similarly, when a business enterprise introduces a brand new extension in equal product class however rate and fine of product is exceptional is referred to as vertical extension (Keller and Aaker, 1992; Sullivan, 1990). In a vertical emblem extension situation, a second emblem call or descriptor is commonly delivered along the core logo call, in order to exhibit the link among the brand extension and the middle logo call (e.G. Marriott Hotels, Courtyard Inn by Marriott). Vertical new product introductions can increase in two directions, upscale, concerning a

brand new product with better fee and nice traits than the original; or downscale, related to a brand new product with lowers exceptional and charge points. Downscale vertical extensions may provide the equivalent of sampling to a brand new marketplace section, and convey a few marketplace share enhancement. Functional products use this strategy. Prestige products allow upscale but no longer downscale extensions. Consumers seem to recognize and accept the enhanced status emblem photograph of such upscale extensions.

3.2.Customer Evaluation of Brand Extensions:

During the ultimate decade there are some of empirical research addressing the consumer's evaluation of and extension and impact of specific type of extension on the core (original) brand image (Aaker and Keller, 1990; Romeo, 1991). Much of the research examining brand extensions has targeted on factors that impact a brand's attractiveness in a new product class and customers evaluation of emblem extensions. Consumer evaluation has been given importance because of two reasons: they may be believed to be a key detail in indicating extension and center brand success (Aaker and Keller, 1990; Boush and Loken, 1991) secondly, favorable consumer opinions are thought to be important in growing logo equity (Pitta and Katsani, 1995).

3.2.1. Parent logo traits: These especially include: perceptions about the breadth of the figure emblem portfolio (Boush and Loken, 1991); the past extension history; the brand expertise of customers within the determine logo (e.G. Fiske and Pavelchak, 1986; Boush and Loken, 1991); the status of the discern brand (Park et al., 1991); any strong "institutions" related to the parent emblem (e.G. MacInnis and Nakamoto, 1990; Park et al., 1991), which might encompass the quantity to which the emblem has robust product stage or greater established associations (Rangaswamy et al., 1993); the figure logo picture (Park et al., 1991).

3.2.2. Brand breadth: The ideas of emblem breadth or brand portfolio talk over with the wide variety and variability of the goods represented through a logo name (Boush and Loken, 1991; Dacin and Smith, 1994). As each dimension have an opposite impact on extensions (Dacin and Smith, 1994; DelVecchio, 2000) and it is surprisingly uncommon to locate extensions with substantial nice

discrepancies, within the following lines we will focus on the quantity of products dimension. Generally, broad emblem extensions are preferred to slim ones (Dacin and Smith, 1994; Sheinin and Schmitt, 1994). As they may be found in a higher range of products, broad brands evoke extra institutions in clients (Boush and Loken, 1991) and the benefits are extra accessible (Meyvis and Janiszewski, 2004) ex-6

3.2.3 Past extension history: Keller and Aaker (1992) examine that a previous successful extension not most effective fosters the mindset to the extension but can also improve the attitude to the extended emblem. This can be explained via the truth that customers perceive the new product as extra coherent with the logo (DelVecchio, 2000; Klink and Smith, 2001) and there's a more potent recuperation of emblem associations (Dacin and Smith, 1994; Dawar, 1996)....B ex-6

3.2.4 Brand know-how:

The level of consumer expertise is likewise a parameter to slight the effect of Fit at the extension.

3.2.5 Brand association: of the discern logothe emblem photograph of the parent emblem can be classified into types: merchandise with function orientated emblem photographs and merchandise with status-orientated emblem photos. Function-oriented merchandise are visualized in phrases of brand precise aspects which might be associated with product performance. In contrast, a status orientated logo is visualized typically in terms of a patron's expression of self-photograph. Each type of product has specific brand institutions and lends itself to exclusive forms of extension. Some of the researches have tested the customer assessment of the extension and the middle emblem name. For each function-oriented and prestige-orientated logo names, the most favorable consumer reactions may be predicted when emblem extensions and middle manufacturers have excessive concept consistency and high product characteristic similarity (Park et al., 1991). This reinforces the need for match between the center product and its extension. Research has additionally supported the premise that brands taken into consideration to be of higher quality, and prestige manufacturers, possess greater capability to be prolonged into greater distinct product categories (Keller and Aaker, 1992; Park et al., 1991; Lahiri and Gupta, 2005).

3.2.6 Parent Brand Equity: A number of studies have advised that manufacturers with high brand fairness are first-class placed to gain from brand extensions (e.G., Aaker and Keller, 1990; Smith and Park, 1992; Echambadi et al., 2006; Völckner, and Sattler, 2006). The perceived electricity, great, and symbolic cost of the discern brand appear to make contributions to the success of extensions (Reddy et

al., 1994; Lahiri and Gupta, 2005; Vanhonacker, 2007)....B ex60 Strong manufacturers are well placed to capitalize on extension possibilities as emblem-specific institutions are frequently transferred from the discern emblem to the extension (Broniarczyk and Alba, 1994).

3.3. Perceived Fit

This concept refers back to the relation between determine emblem and extended category, which may be assessed in terms of concrete attributes (Boush and Loken, 1991; Dawar, 1996) or broader associations (Broniarczyk and Alba, 1994; Kim, 2003). Related emblem extensions strengthen parent logo relationship quality and unrelated extensions weaken parent-logo relationship fine. Relationship between the discern brand and the emblem extension depends on the congruence or match between the original brand and the extension category (Aaker and Keller, 1990). Successful brand extensions depend on purchaser's perceptions of in shape or similarity among the new extension and the discern brand (Aaker and Keller, 1990; Czellar, 2003; Klink and Smith, 2001; Volckner and Sattler, 2006). Brand healthy isn't always sincerely restricted to same product category however it is also associated with other product classes. According to suggestion of Park et al. (1991), patron evaluates brand extension in shape by using special ways. First patron decide the brand extension similarities with discern logo even as balance of emblem idea is the second one source. Customer can perceive emblem suit by considering any of the logo similarity. According to Aaker (2004), logo suit might also exist in purchaser mind because of his/her association with emblem. This affiliation with brand may be due to following motives i.e. Product features, products functionality, product utility and used technology. The electricity of logo suit is exceedingly dependent on purchaser affiliation and attachment with parent emblem. Numerous research propose there exists a direct positive effect upon the attitude toward an extension when consumers believe that the brand new product somehow "fits" with the emblem image (Aaker and Keller, 1990; Broniarczyk and Alba, 1994; Nijssen and Agustin, 2005; Völckner, and Sattler, 2006; Kalamas et al., 2006; Echambadi et al., 2006; Chowdhury, 2007). When perceived match is excessive, the assessment of the extension is very in all likelihood to be primarily based at the discern emblem beliefs (Milberg et al., 1997; Monga and Houston, 2002; Czellar, 2003; Martí'nez and de Chernatony, 2004), in an effort to be regarded as suitable to deduce the exceptional of the brand new offer (Ahluwalia and Gu'rrhan-Canli, 2000). The creation of extensions in associated markets is similarly a good manner

of shielding or improving logo photo. In a high-perceived in shape scenario, purchasers will companion the emblem high-quality to the new product and improve any pre-present associations. On the contrary, faraway extensions are visible as now not very reliable (Dawar, 1996) and they may arouse the customer rejection, so that it will be transferred to the brand photo (Loken and John, 1993).

3.4. Marketing aid

The purchaser attitude closer to a logo extension largely depends on the advertising guide (Voßlckner and Sattler, 2006). The literature supports the fact that individual's perceptions and attitudes range when logo extensions are observed by way of advertising information. Adopting an extension assessment approach, Aaker and Keller (1990), Bridges et al. (2000) study various communicate strategies that may be used for advertising and promoting the extensions. According to Nijssen (1999), advertising and promotional aid at the extension can be useful to the prolonged emblem's merchandise. Bridges et al. (2000) finish that these verbal exchange strategies positively have an effect on extension-brand perceived fit and this notion will end result in higher picture (Loken and John, 1993; John et al., 1998). Furthermore, Balachander and Ghose (2003) have proved that the exposure to advertising and marketing at the extension outcomes in a choice for the figure emblem.

3.5. Corporate Credibility

Corporate photograph (every now and then additionally known as organizational image or institutional image) is the "picture related to the call of an organization" (Rynes, 1991). Strong company brands are frequently leveraged, because of their assumed positive effect on customers' perceptions (Brown and Dacin, 1997). Corporate picture is a valuable asset that organizations need to manage (Abratt and Mofokeng, 2001). A beneficial corporate picture can boost income via increased purchaser satisfaction and loyalty (Andreassen and Lindestad, 1998). The associations that constitute company image relate to both tangible and intangible characteristics (Kennedy, 1977). Corporate brands are more likely to possess intangible attributes than product manufacturers, whose institutions are greater product-particular (Keller and Aaker, 1997). Hatch et al. (2003) point out that strategic differentiation in company

branding specializes in the values and emotions held through the organization, for the reason that goal is positioning – now not of merchandise however of the entire corporation. Corporate photograph may be progressed through a logo extension strategy, the product branding literature acknowledges that brand extensions can also have negative effects (John et al., 1998; Loken and John, 1993).

4. Effect of brand name extensions on Parent Brand:

Brand extensions may have a positive or a negative influence on the parent brand, so it's important to know the precise impact on dimensions like brand image, brand awareness, and customer-brand relationships. The introduction of extensions in related markets is equally an honest way of protecting or improving brand image. Most theories studying the effect of extensions on brand image agree that the knowledge transmitted by close extensions produces no significant effects on brand beliefs (Park et al., 1993). However, theories just like the “bookkeeping model” suggest that brand image always changes within the light of latest information (Loken and John, 1993). The literature reviewed thus far concluded that the subsequent variables which considered as important factor while studying the relation between parent brand and its related brand extensions. These includes perceived fit, brand perceived quality, brand familiarity, brand associations and consumer innovativeness (consumer attitude towards brand).

CONCEPTUAL FRAMEWORK

Three studies that investigated the influence of brand name extensions on the parent brands particularly influenced this research. Martinez & Pina (2003) examined the negative impact of brand name extensions on parent brand image. Pina, De Chernatony, and Drury (2006) developed an empirical model which explains the consequences of service brand extensions on corporate image. The effect of brand name extension strategies on brand image during a comparative study of the United Kingdom and Spanish markets, particularly the industry of sport products. These three studies suggest brand extensions have a big effect on the parent brand image. Neale et al. (2009)

state that the standard of a consumer's relationship with the parent brand features a strategic significant impact on the success of brand name extension, also supported by studies of Park & Kim (2001) and Park et al. (2002) additionally thereto they state that there's a return effect also. Some researchers have suggested that brand extension strategies may carry the danger of diluting important consumer trust within the parent brand (Tauber, 1988; John et al., 1998; Marti'nez and de Chernatony, 2004; Martinez and Pina, 2003; C. W. Park, Milberg and Lawson, 1991). When the brand extension becomes different from the parent brand in terms of Quality and Price, the buyer reevaluates the parent brand. Remote extensions are seen as not very reliable (Dawar, 1996) and that they will arouse the buyer rejection, which can be transferred to the brand image of the parent brand (Loken and John, 1993). Failure to meet patron expectations creates negative perception about determine emblem which ends weak brand association and disturb the original emblem as properly as associated products. According to Martinez and de Chernatony (2004), logo photo can be labeled into two essential classes i.e. trendy logo photo also referred to as figure logo picture and product emblem photograph also called prolonged logo. According to their version and effects failure of extended logo image can not affect the discern brand if figure emblem is nicely mounted and strong sufficient like Nike and Sony. Formally we will say that the effect of logo extension on figure logo photograph is affected by the above noted elements. Studies monitor an interaction among the determine brand and the extension category: elements affecting the figure emblem will affect the extension as well.

5. ANTECEDENTS OF BRAND EXTENSION SUCCESS

5.1. Perceived Quality of the Parent Brand

Perceived best of apparent brand may be defined as the purchaser's judgement about a emblem's usual excellence or superiority (Sichtmann and Diamantopoulos, 2013:567). Perceptions of brand high-quality are very important element of logo equity and related to an organization's achievement (Milberg and Sinn, 2008:688). High perceived pleasant of discern brands lead to fantastic assessment of emblem extensions (Czellar, 2003:105). According to the preceding research, perceived great of the figure logo has a tremendous impact on emblem extension assessment. If customers understand that a

parent emblem has an excessive satisfactory, the extension should enjoy the parent brand. Furthermore, below precise situations, extensions may support the parent logo's positioning, in addition to its perceived great (Builetal. 2009:1304).

Higher perceived first-class of the discern brand leads to superior transfer of benefits. Perceived best has a broader meaning inside the region of logo extensions, which transcends the mere size of the physical product and it additionally has the best perceptions related to the emblem. When it comes to assess an extension, clients primarily use the figure logo as a basis to infer the attributes of the new product that are more often than not unknown to them. As consumers have now not really tried the extensionProduct and aren't sure approximately it's best, they basically rely on the figure logo to make inferences. Therefore, perceptions of the extensions are expected to be wonderful if the figure logo is visible as excessive nice in purchasers' minds (Doust and Esfahlan, 2012: 4238---4239).

5.2. Perceived Fit

The perceived healthy among the figure logo and the extension product refers to the customer's judgement of whether the brand new product could be visible as an opportunity to the existing merchandise (Tang et al., 2008: 403). The perceived healthy among the determine logo and the extension product is one of the key antecedents of the achievement of brand extension strategy. Many researchers observed that there may be a superb relationship among perceived fit between the figure logo and the extension and the assessment of the extension (Gierl and Huettl, 2011: 120). It is useful for bridging the space among emblem beliefs and assessment of latest products. Consumer attitudes are more favorable when the new product is perceived as being congruent with the figure brand (Salinas and Perez, 2009: 52). Despite the shortage of agreement, the "perceived suit" term normally refers to the degree of proximity among discern brand. When a company launches a new product comparable with the determine logo, purchasers are expected to understand a better fit among the goods related to the brand and the extension. As a result, purchasers recall the brand new merchandise as credible, which makes them to have extra effective attitudes and higher tendency to shop for them. Thus, previous researches imply that perceived fit has a high quality effect on the reviews of logo extensions (Walsh and Lee, 2012: 233). As the perceived match among a determine emblem and the extension increases, it is assumed that customers are Able to Transfer logo Beliefs and Attributes to The extension Product more confidently, so the danger they perceive in shopping the extension could be reduced (DeIVecchio, 2000: 458).

5.3. Consumer Innovativeness

In the advertising field, customer innovativeness may be defined as a character trait associated with an individual's receptivity to new ideas and willingness to attempt new practices and brands. Many researchers discovered that individuals excessive in innovativeness are greater assignment a few and more inclined to strive new brands. The differences among exceptionally revolutionary and much less revolutionary consumers show the differences in threat taking propensity. Innovator purchasers tend to be less risk averse than other customers. One of the largest traits of modern consumers is the consolation advantage from taking risk (Hem et al., 2003:789---790). The desire of trying new experiences should decrease as the level of perceived threat increases. Diffusion theory shows that different sorts of people respond differently to new products. Later adopters tend to be more risk averse than earlier adopters, because of this that excessive ranges of perceived danger are associated with a low desire to try new merchandise (Völckner and Sattler, 2006: 23). Innovative humans like to try new merchandise and services, do now not excessively believe in social norms and self-confident and daring. These character characteristics lead to a better extension attitude for each product and service extensions. Innovators are also more hazard prone and extra open to new ideas related to the brand (Salinas and Perez, 2009: 53). More revolutionary purchasers Seem to just accept The risks associated with brand extensions than less modern clients, who generally tend to be worried with perceptions of fit (Brownetal. 2011:206). Since progressive people enjoy risks, they display a better attitude closer to brand extensions. Some authors determined better customer innovativeness will increase perceived nice and purchase intention of new products or services. Unlike later adopters, fantastically revolutionary customers find far emblem extensions extra attractive and do no longer thoughts attempting products that break out from agency's center business. As a counted of fact, they ought to be extra liable to strive new products regardless of the degree of logo know-how or perceived fit (Martinez and Pina, 2010:1187).

5.4 Consumer Knowledge

Consumer knowledge is one of the variables which is thought to have an effect on emblem extension achievement. Consumer understanding may grow purchasers' in shape belief and undoubtedly influence

brand extension assessment. The purchasers' knowledge of the logo can affect the reaction towards brand extensions. Consumers' know-how of the brands consist of logo name, attributes, benefits, concepts, pix and everything this is related to the emblem (PaulandDatta,2013:3839). A purchaser's information of an organization's other products works as a clue for the extension product, for that reason decreasing the uncertainty of the purchase. This surrogate know-how have to also reduce the amount of additional records consumers need to evaluate the extension product, as a result imparting a organization the opportunity to reap its income objectives with less investment in marketing than could be vital to develop customer recognition of and agree with in the new logo. When a patron's know-how of a product class is low, the extent of perceived danger associated with a purchase is high. As perceived chance will increase, customers are expected to increase the irrelevance on a known logo name. Similarly, the use of relatively easy choice heuristics that place massive weight on emblem extends to increase as client's expertise of the product magnificence decreases (SmithandPark, 1992:301). Information gathered from product utilization is regularly granted a unique fame by purchasers. Information accrued from personal enjoy is more precise and therefore greater memorable by purchasers. As statistics from product revel in is self-generated, it is deemed extra reliable an information collected from advertising and marketing or sort of communications, which results in strongly held ideals.

6. CONCLUSION

The intention of this article is to present a conceptual framework that might provide beneficial shape for managers developing emblem techniques and researchers reading emblem equity. The present have a look at facilitates in understanding that how fine logo image affects the customers attitude towards the extended brand of that corporation method if consumers have an excellent brand picture and reputation routinely the prolonged emblem will more likely to be standard and similarly to gain unfavorable logo photograph results within the dislikes of people closer to the prolonged product. The perceived in shape between the determine emblem and the extension product is a crucial issue in customers' evaluation of the emblem extensions. Extension products, which are perceived as coherent with the discern brand appear to be dependable and therefore consumers compare the extensions greater positively. If there is a low perceived suit among the figure logo and the extension, it is able to result in confusion and clients may additionally compare the extensions more negatively. According to the logo extension literature, it can be said that clients see known manufacturers as a way of avoiding danger. When a well known logo releases an extension, it presents clients a new opportunity and alsoinfluencestheir threat perceptions.

Using a well-known brand and its extension is seen a good manner of avoiding risk by clients. The perceived threat has discovered to have a nice impact on the logo extension success (Delvecchio and Smith, 2005; Hem, De Chernatony and Iversen, 2003). In spite of these studies, in this study related path is located to be not statistically significant. The information of clients may additionally affect the brand extension success. Thus the purpose of this study concluded as the right understanding of the brand extension, to realize the different styles of Brand Extension, to have a look at consumer evaluation of logo extension, to display impact of emblem name extensions on Parent Brand and to recognize antecedents of logo extension success.

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