

BRAND EXTENSION'S INFLUENCE ON THE PERSONALITY OF BRAND

K. Gunasekaran*

Abstract

The major thought of development of any brand is gotten from the condition rises when the firm uses set up brand name to give another thing joined the present thing then it is to be considered as sub-brand. In existing brand which will provide delivery of the latest things, then it is considered the main part such as the parent brand, being connected with various things through brand enlargement then it is considered as a family brand enhancement. It is also called as brand expanding. One approach to manage free individuals from various contenders seems the production of solid enormous brand availability and primary conditions to be made and exploit, decrease their displaying expenses (1993). The significance of brands isn't just assessed the degree that high ground it is a future open doors that accessible in business regions by the researcher ,Srivastava and Shocker during late 20th century(1991). Affiliations can be achieved by the latest markets through a present brand, known to decrease both the expense of the presentation of new things and the danger of thing dissatisfaction. Along these lines affiliations look for after the brand expansion strategy was renowned (2011). As appeared by Kline, different Consumers do assumption regarding a basic movement towards brand advancement in light of the way that the mix-up and accomplishment of the brand is based on the client's judgment. In the assessment of brand development is being seen by client having a definite spot with the available class accessibility (1991)).

Keywords: identity of Brand, image, various extension, Brand familiarity, Customer attitude

Introduction

The more unmistakable the resemblance among the current and the all-encompassing thing, the more imperative the trading of brand sway. Doubtlessly comprehended brand identity to progress new things or organization in irregular fields also called brand broadening. The air towards expansion was higher than an impression of "fit" and the brand delivers a higher level of quality that was demonstrated by both Aaker and Keller, in the late twenty century 1990. Various associations have used this system in the latest decade to further utilize esteem. As shown by well renowned oxford word reference brand increase is an event of using and developed brand name or trade mark on new things the essential purpose behind existing is augmentation bargains. A brand enhancing maximum approach incorporates using a set up brand in a class of thing to give another thing arrangement. Generally associations of these days make use of brand development use its present name with different things. Brand is the

* Assistant Professor – cum – Liaison Officer, DDE, Annamalai University.

upside of the association. Moreover, associations need to more cash its extraordinary name and customer devotion with current brand name. In this article we check the impact of brand enlargement one thing brand picture. Considering the benefits of using the brand development procedure of the relationship in the going with Fields the survey having the applicable writing by the marking along with shopper basic leadership is being exhibited by building up various theories, being trailed with an itemized talk about the examination utilized to have testing of them.

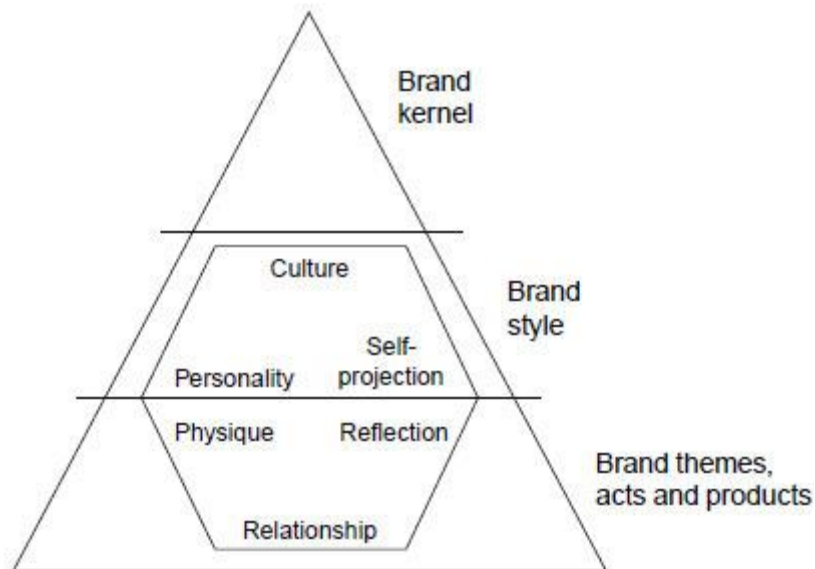


Figure 1: Main ingredient of brand

Literature review

According to Martinez and Pina (2003) development framework isn't totally fitting for all of the brands as it has both the negative alongside the beneficial outcome, it may do impact the principle picture of the main marker. Regardless of the way that the lunch associated with the new thing may make certain negative relations with parent brand it can in like manner amazingly impacting the buyer mood towards the brand picture and development (1995). Association makes extension about our picture that is outstanding in the market for its great creation and in the mind of customer and moreover have a progressively positive picture to be appeared. Associations give usage that cans strategy to reduce the risk of thing frustration in the wake of feasting by Loken and Rudder-John in 1993.

Not associated to the bad brand increase methodology is one at the location of the brand supports the advancement, while a brand development strengthens the brand by Aaker in the 1991. On the other hand this sort of methodology has some antagonistic impacts that were being put on it and basic driver of debilitating of parent brand picture.

Growing new brand requires amazingly more undertaking than structure up the brand, increase thusly, as a result of this reason firms use brand development method to be entered in new markets. This is where gigantic research has been driven (Bar savvy, 1993). Brand development research revolves around customer impression of brand enlargements. There are two sort of extension. Grip hand brand extension inside item offering and second is brand enlargement out of item advertising.

Boush et al. (1985-1990) pointed out, the more critical the likeness between the current and the all-encompassing thing, the more noticeable the trading of brand way. Most likely comprehended brand name to progress new things or organization in insignificant fields similarly called brand expanding. The attitude towards augmentation was higher than a perspective on "fit" and the brand had a higher seen quality by Aaker during the 20th century (1990). Various associations have used this procedure in the latest decade to further utilize esteem. As shown by oxford word reference brand development is an event of using and developed brand name or trade mark on new things the essential article is augmentation bargains. A brand expansion framework incorporates using a set up brand in a class of thing to give another thing arrangement. For the most part associations of these days use brand enlargement use its present name with different thing. Brand seems to be the beneficial of the association

The enlargements by and large less difficult affirmation into the main market and having alright of thing dissatisfaction. Aaker (1990-1920) moreover portray that "thing or brand extension happens when any firm use its formally settled brand name to bring new brand into latest thing category. Line development occurs during an association needs to presences gauge along with seasons, by Tranter's saying (1980). Brand increase may be twice of interesting orientation: level development and vertical aligned extension. As demonstrated by Keller in the time period of 1990, when the already present name is being used to stretch out into same thing class or into number of order this is name as the even extensive power. On the other hand vertical aligned extension occurred when the latest thing is exhibited in an identical thing characterization with different expense and quality measurement, (1995).

In 1986, Ries furthermore weight on that key point, any kind of progression may similarly make authentic sort of mischievousness to the key label and after some time may pursue association to beat these circumstances. In the forefront age the particularly organized brand is majorly affected by enormous shattering of earth. Brand are what incorporate with the unique mind capability and presumptions of the complete system since people give progressively methodical quality to the brands as rise up out of some other thing(2001). Brand addition is depends on the thriving of parent as well as the extended brand. In case the latest brand is very closer to the available brand, by then there are several circumstances that new thing may be having the productive capacity and the perseverance power. In case latest thing is at divisional of the parent brand, by then the chances of disillusionment are extended (1990). First time with respect to the matter of progression brand debilitating on parent brand a discernment research driven (1991). She says in this examination that when expansion in brand was close as the family brand then it is depend on the available information that directly pass to the purchaser. In case information is poorly available, by then it may provide variant form into the explanation behind reducing in family brand's principle picture.

Consumer attitudes

Brand's Awareness among individual

Today the engaged condition offering a choice organization is the path to a viable advantage. Various investigators point to the way that satisfied customers to grant their experiences to

others five or six social orders. Of course baffled customers will undoubtedly instruct ten others concerning your contribution with your thing or organization. As demonstrated by Angel (during the year of 2011) Perceived quality expect a huge activity in the accomplishment of a brand. At the point when the association has made brand consideration regarding purchasers who purchase a thing and that one endless purchase of a thing the customer perspective on worth ought no doubt. Another thing can be a brilliant idea yet if the thing does not meet wants, by then it is hazardous for (2004). When clients have gotten high overall nature of the brand extension will be evaluated even more strongly. As shown by Holden in the latest 21th century, in 2002, exhibited a positive association among quality and achievement of the obvious brand expansion clear idea of the parent brand moved to new things. [2]

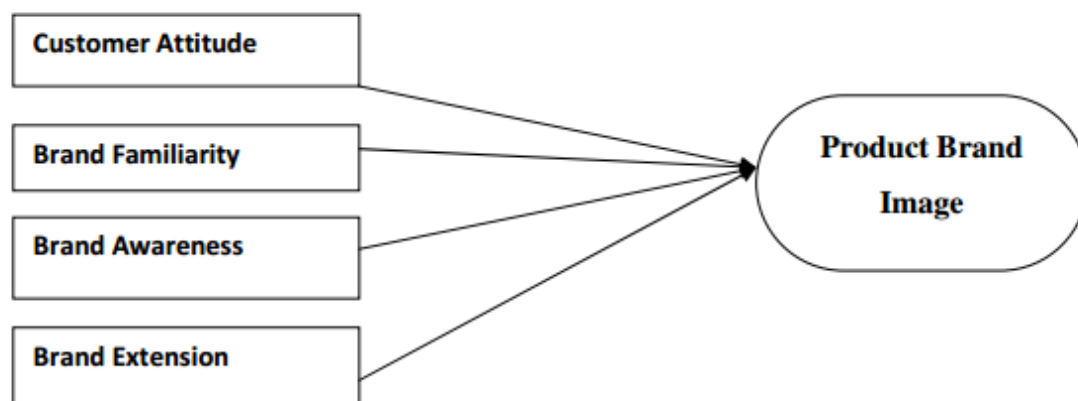
Brand's familiarity to purchasers

Seen data has been seen to be a choosing segment in the assessment of brand extension (2006). Buyers take a gander at grouping data as for the qualities of the parent brand (1991). Along these lines buyers survey enlargements even more emphatically with an abnormal state of resemblance or fit with the parent brand by Park (1990) proposition, the dimension of consistency between the development thing and thing class likeness. Resemblance or class as the most critical perspective is the limit suggested in numerous examinations (1995-1998). Similarity is portrayed as the closeness between the present characterizations and new things reliant on the features characteristics and favorable circumstances (1990). Customer related examinations showed when the comparability between the current and the new thing will undoubtedly move the positive and negative trust in the new thing will be higher. With the extending closeness between the present and new things the accomplishment and positive trade of the principal brand for the new thing is more likely.[4]

Main Objective

1. Expanding the likelihood of getting dispersion and preliminary
2. Mix cost of growing new brand
3. Shut down the expense of presentation and follow-up plan
4. Effectiveness in limited time consumption

Schematic Diagram



Analysis and interpretation

Figure 2: Various Characteristics of Brand Familiarity

Process of Brand Extension

1. Evaluate

Characterize genuine and wanted client learning about the brand it is basic to comprehend in completely top to bottom and expansiveness of the brand awareness of the guardians Brand and their quality and uniqueness of its association.

2. Identify the possible extension

Client factor when distinguishing potential Brand augmentation advertiser ought to consider parent its affiliation particularly as they identify with the Brand position and center advantages and item and classification that may appear to be fit with the Brand picture in client minds.

Estimating about it is important to access through judgment and research the probability that the expansion would understand the favorable circumstances and maintain a strategic distance from inconveniences of Brand augmentation

3. Evaluate the positional value

Several times, the extension expand as a minor part to provide the introduction about the latest product and not appropriate attention is being paid to build up a brand and the market ethics that will enhance the equity of the given brand 's expansion along with enhancing the equity of the main brand.

4. Evaluate extension success

The final step does the evaluation of brand's power of extension facilities that do involvement of getting the extension is to have gaining of equity as well as do participate into the equity of main brand. Plenty of orders to build up the introduction about the brand extension and plenty of factors would be effected [1,5]

ANOVAs test: This test is done for the **coconut oil production brand of Pondicherry**. Based on three categories, results are obtained: Between group, within group, total

Field(Between group, within group, total)	Addition of SQUARE	Value of df	Mean Square Value	Failure Rate	Significance
Attitude of customer	.99	2	.50	2.99	.05
	57	350	.20		
	58	352	NA		
Familiarity of Brand	.25	2	.15	0.65	.52
	61	350	.19		
	62	352	NA		
Awareness of Brand	1.15	2	.55	3.85	.02
	51	350	.15		
	52	352	NA		
Extension of Brand	.23	2	.82	3.45	.03
	62	350	.24		
	63	352	NA		
Image impact on brand	1.18	2	.97	4.60	.01
	51	350	.21		
	52	352	NA		

Table:Annova Test

Conclusion

Respondents give the consent to various millennials showing the enormous factors, for example, the augmentation of brand, the consciousness brand limit, the brand's recognition, the dimension of client frame of mind containing a showcase with respect to the effect on parent picture. The outcome is being demonstrated that every one of the terms is being in relationship to one another after the total examinations related to the information, is done. It is shown that the vast majority of the factors incorporated into research are decently in a good manner are correlated to each other show some good effect but some variables are also being negatively correlated to each other. In the complete statistics, they obtained results depicts that various respondents show an agreement to our items that are being asked from the users of the coconut oil. Overall result was near about show content to be agreed After that we do implication of various the signatures of the AN-NOVA type of test differentiate on the criteria of age spanning ,its result demonstrate that All the probability of the limit of AN-NOVA are quite huge and complex which could depicts pretty much about the enormous factors, showing the unfavorable impact over tremendous age bunches assessment. The individuals access the information in association with the brand augmentation in special manner as for item's image the level of acknowledgment

Reference

- [1]Loken, B. and John, D.R. (1993), "Diluting brand beliefs: when do brand extensions have a negative impact?", *Journal of Marketing*, Vol. 57, pp. 71
- [2]Park et al, (1986), "strategic brand concept management" , *journal of marketing*, vol. 50, October, pp. 135-45. Park, C.W., McCarthy, M.S. and Milberg, S.J. (1993), "The effects of direct and associative brand extension strategies on consumer response to brand extensions", *Advances in Consumer Research*, Vol. 20, pp. 28-33.
- [3] Park, W.C., Milberg, S. and Lawson, R. (1991), "Evaluation of brand extensions: the role of product feature similarity and brand concept consistency", *Journal of Consumer Research*, vol. 22, pp 56-97.
- [4] Pitta, D.A. and Katsanis, L.P. (1995), "Understanding brand equity for successful brand extension", *Journal of Consumer Marketing*, Vol. 12 No. 4, pp. 51-64.
- [5] Ries, A. and Trout, J. (1986), *Positioning: The Battle for Your Mind*, McGraw-Hill, New York, NY. Smith, D.C. and Park, C.W. (1992), "the effect of brand extensions on market share and advertising efficiency" , *journal of marketing research*, vol. 29, august, pp. 296-313.
- [6] Tauber, E.M. (1981), "Brand franchise extension: new product benefits from existing brand names", *Business Horizons*, Vol. 24 No. 2, pp. 36-41.
- [7] Barwise, T.P (1993), "Brand equity: snark or boojum?", *International Journal of Research in Marketing*, Vol. 10, pp. 93-104.