

THE IMPACT OF BRAND EXTENSION ON BRAND IMAGE OF PARENT BRAND IN APPAREL INDUSTRY OF PAKISTAN

Tayyab Tahir

Student, Superior University, Pakistan

Corresponding Email: tayyabtahir1234@gmail.com

Muhammad Ali

PhD Scholar, Superior University, Pakistan

Abstract

The purpose of this research work is to measure the impact of brand extension on the image of parent brand. Several big entities or even some multinational corporations are also using the names of famous brands to launch their new product categories. The major consideration of this investigation is on the outcomes of brand extension and the impact of perceived quality of extension and the purchase experience also in Pakistan customer's perspective. This research study is totally based on primary data which was collected by the help of questionnaires which were filled from different markets of Lahore, Pakistan. The results and the findings of this research play a vital role for helping the brand managers and marketers in developing brand extension strategy.

Keywords: Brand Image, Brand Extension, Perceived Quality, Purchase Experience.

Introduction

In this research work, we have to study the impact of Brand Extension on their Parent Brand. Parent brand equity, core brand loyalty, and recognition of core brand in market. We have to find it out that is there any impact of new product induction in core brand, the popularity of parent brand effected or not. "Brand extension is using the leverage of a well known brand name in one category to launch a new product in a different category". When organizations interested in brand extension, basically they are associating new products with their previously well know brand. They are just trying to transfer the good will and loyalty into new product. The real meaning of the similar product category, is define as the extension product may also has the same characteristics or either similar in nature with their core brand. Most of the economically significant entities (brands) like Google, porche and Samsung also, already launched some new products under their more popular brand names.

Most of the times the companies use brand extension to leverage the brand loyalty by which customer associated. The brand equity and the brand Image both are the most fundamental and significant intangible elements that a brand can have, in this regard the study related to brand equity and brand image is meaningful and important for both perspective (academic and industrial both). Most of the previously done investigation was based on the brand equity with respect to consumer's perspective only. Brand extension is a phenomenon, by which the previously know brand name is utilize to support and transfer the goodwill of parent brand into the new product or extension. The main objective of this research work is to find out the possible outcomes of brand extension for core brand in respect of consumer value. In step down brand extension, it usually observed that the customer perceive the quality of new product is low, as compare to the other products that brand currently sell (Magnoni and Roux 2008).

Brand, concept reflects the meaning related with the brand which determines its Positioning in the mind of consumers. Most of the research on brand extension based on the FMCG sector, on the other side the service industry

is neglected or very little attention paid in research, in respect of brand extension research(Völckner, Sattler et al. 2010).

Purpose of this Study

The key purpose of this research study is to find out the impact of brand extension on parent brand Image. As we know, whenever a well known organization going to use the name of previously known brand, there are some positive or negative effects on brand image. In this research work we will high light that impacts that affect the brand image. This study specifically based on apparel industry. So the finding of this research study is only restricted to apparel or clothing industry.

Problem Statement

Most of the organizations have been undergone in the process of brand extension. In this research work we have observe the impact of brand extension on parent brand. Because, organizations are not clear, that is they do brand extension or not. By this research we give a clear idea to the organization that brand extension is favorable for them or not.

Hypothesis

H1: There is a significant relationship between Perceived quality of extension and Brand Image.

H1: There is a significant relationship between Purchase experience of Extension and Brand Image.

Significant of the Study

This study help different brands for deciding whether they undergo in extension process or not. This study gives him the clear idea regarding the possible outcomes of brand extension. This study is specifically done in Pakistan, So, it is not only provide assistance to national brands but also multinational and international brands that operations are based in Pakistan. And for those international companies who are just willing for direct foreign investment in Pakistan. It is therefore also can suggest the fashion industry. Moreover, it can also benefit the retailing sector of garments and apparel in their branding strategies. Because this study highlight the area of improvement to satisfy and delight consumers of this industry. This research study is also give reference to different business that whether they go for Line extension, down step extension, up step extension, which one is best suitable for their business.

Study benefits for Apparel Brands

By investigation of this study, we suggest some suggestion to organization that how brand extension help their brand in promoting new products. And also about the liking and disliking and the behavior of their target market.

Limitations

There are some limitations for this study. This study is based on a limited and specific area (Liberty market and Y Block DHA Lahore, Pakistan). In this research work we will consider 300 respondents only. This study is quantitative, therefore, close ended questionnaire will used. As we know the people of big cities and rural areas are very much brand conscious, therefore this study is only limited to rural areas of Pakistan.

Literature view

In previous studies the brand extension has been well explained as the tactic of brand in which the new products or product has been launched under the previously know or existing brand name(Somro and Issani 2017). New Product introduction with the previously known brand name and recognition can enhance the brand image, brand equity and also can obtain more brand awareness (Wang, Wu et al. 2017). A new brand extension can grants a close fit to the core brand, the customers identify the new product with good perception when the extension is close fit with parent brand (Huang, Jia et al. 2017). When there is no association and inconsistency between step down extension and the parent brand, it depicts a negative impact on core brand. On the other hand it may be positive or sometimes neutral when the step down extension and the parent brand both are associated and have a consistency between them (Magnoni and Roux 2008).The downward brand extension shows strong positive effect on perceived fit, this is why the downward brand extension is more favorable. As far as technological direction concerned, it equalizes the effect of

fit on brand extension. Fit has strong negative effect on upward brand as compare to the downward brand extension (He and Li 2010).

Line Extension

Previous studies finds that the successful brand extension in view of consumer acceptability may damage the purchase intention and brand awareness of parent brand (Wang, Wu et al. 2017). And if the extension has a low fit between extension and the core brand, then a negative effect will occur on the consumer purchase intention towards the core brand because the attitude towards the extension (Wang, Wu et al. 2017).

Multi Branding

In multi branding the product category is same but new brands will add on. Such as in Pakistan market the PNG have many brands for every product category (Wang, Wu et al. 2017)

New brands

It usually refer to as the when a organization entering a new product category they create new brands as well. Like Coca cola and PEPSI both entered in a new segment which is mineral water with new brand names such as kinley and Aquafina respectively. And Honda in introduced a new brand to distinguish its luxury cars segment for a specific target market (Wang, Wu et al. 2017). Organization gain results from their investment in product market as well as financial markets, they also get benefits by leveraging their brand equity in new brand extensions (Datta, Ailawadi et al. 2017).

The promotion of the new extended product or brand is more easy or effective, if the core brand is already famous or well known, therefore the information of the new extended brand can obtain more awareness in support of the parent brand (Huang, Jia et al. 2017). Some fashionable items, such as apparel, footwear, accessories and many other products that exhibit similar characteristics, brands give a specific identity and distinguish that products from other consumers goods (Kim, Ko et al. 2012). According to some researchers, it was essential that in order to study potential the respondents are not aware with the extension.

For example some brands executed step down brand extension in recent times in the French market (Levi's) and also other brands that have executed step down brand extension not in their market but other countries like (Armani) is not launched in France market yet (Magnoni and Roux 2008). The loyal customer with specific brands is not really concerned about the prices of the products. But customer should know about the value, knowledge, relevance and the value of money of that brand (Datta, Ailawadi et al. 2017). In recent world the brand survival has been very difficult. Most of the small and medium enterprises closed down, and on the other hand the multinational corporations are very keen that how to expand and diversify their businesses. Most of the big entities like Pepsi Co, Apple Inc, Coca Cola, Samsung, Toyota, and Wal-Mart are survived because of their brands extensions and diversifications. Most of the small and even the big entities are incredibly keen to utilize every single penny on new plans, even joint venture or new start ups. Multinational corporations are very careful about every dollar spend must produce something productive, but not go down the drain as the every stakeholders perceive positive aspects (Somro and Issani 2017).

In Apparel industry the finished goods and service both are concerned. In service industry the success drivers measure the parent brand quality in brand extension (Völckner, Sattler et al. 2010). Consumer can make an easy comparison in different substitutes accurately, intentionally and comprehensively. And these all collectively makes a brand distinct while consumers making a selection process (Datta, Ailawadi et al. 2017). According to the some earlier studies, two things are concerned first one is perception of fit and the second one is new extended brands with one of three dimensions and a very high level of perceived value against core brand, in this situation the attitude was usually favorable towards extension (Soomro, Kaimkhani et al. 2013).

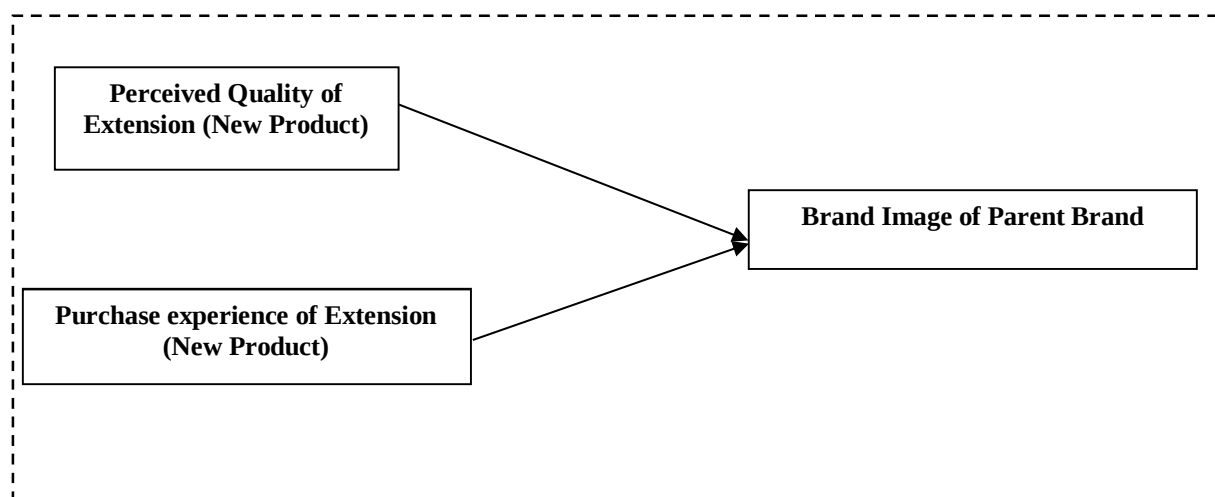
Some tactics are there to decrease these threats for parent brand, which are more popular day by day. Most of the research studies have been undergone to find and clarify the conditions and possible factors that lead towards the successful brand extension, but some aspects still need investigation or further research as well (Somro and Issani 2017). Under the influence of multinational corporations in local market, it is difficult for local brand to grow even they feel tough resistance whenever they try to expand even (Somro and Issani 2017). The previously done studies investigate the brand extension category of businesses that are going to expend a variety of their brand's products. In Pakistan culture most of the brands are not flourishing when they undergone in the process of brand category, also brand quality, So the researchers find out the gap of knowledge that is existing in the market, which is brand extension

in Pakistan's market specifically Faisalabad, Pakistan (Gill, Murad et al.2017). In apparel industry like fashion marketing the mix strategies implemented like Product, price, place, promotion. Therefore the placement and the promotional marketing strategies just found as a art tool has to be examined. Most of the brands make use of art as a main tool of their promotion and place tactic (Kim, Ko et al. 2012).

It usually observed that the intentions and behaviors are modified after the modification of brand effective evaluation like brand image, emotional attachment and trust (Magnoni and Roux 2008). No one can expect from BMW for clothing products, but they actually did, like trendy apparel, polo shirts, T shirts, sweatshirts and zip up tops, also sports caps, and light weight jackets also. BMW other products are also found in great quantity such as travel accessories, gadgets, collectibles, watches, rucksacks, coffee mugs, leather products, books, poker set, and tic tac toe game all having some identifiable round logo like BMW logo (Gill, Murad et al.2017). Multinational corporations also get benefits from brand extension strategies, like the success and growth in existing and newly develop markets. The success percentage is not 100% every time, because brand extension can be failed due to several reasons, such as different circumstances and movement encountered by the organization in a specific market. Perfect match between core brand and extension can gain the market shares for the organization (Somro and Issani 2017).

Theoretical Framework

In research framework we develop a network to understand the relationship between independent and dependent variables. Here the perceived quality and purchase experience of extension both are independent variables whereas the brand image of parent brand is dependent variable. The hypotheses are the statements which are planned to clarify, anticipate and comprehensibly report some specific matter. Sometimes they play a vital role to challenge the previously done research work.



Methodology

This chapter will cover the research method taken to answer the research problem and how we will go about gathering data to answer our research question i.e. the data collection, method of data collection, methodological approach, sampling method, method and analysis, research design as well as validity and reliability of the methods. In this study the research design will be used. According to researcher every third person which is near to exit point from shopping mall or stores and cross the interviewers was asked to take part in this research, this is a strategy have resembles to (Orth and Holancova 2004).

Research Design

This research study is totally questionnaire based. All data has been collected by using questionnaires. The non-probability sampling was used for data collection and the sample size of 300 respondents taken. The all brand sector of Lahore is taken as the population for this study. All the questionnaires were filled by the customers in the non contrived situations on the actual shopping place and the researcher interference was negligible, as used in previously done studies (Rieman 1993). Area of study is based on apparel industry of Pakistan. Through this sector the research purpose will be fulfilled. This research focused on the brand extension and through this research it will be checked that how brand extension effect the principle brand, this effect should be positive or negative or may be both in different perspectives.

Data Collection

I will collect data for this research study through questionnaire. I also collected the data from secondary source i.e. from internet, proposals, library, articles and different journals. One important factor in data collection was that the researcher was able to match supervisor evaluations with consumer survey instruments while maintaining the confidentiality of responses. Therefore, the researcher received from each participates.

Population

Sufficient data is gathered from a specific population area the basic objective of gathering this information or data was to solve the research question. The research population work as a base of every type of research behind this the fact is, the quantitative research cannot succeed without targeting some specific population, therefore every researcher are keen about their research population. I choice population against this research work as according and best suitable for my research work, my selected population consist of both males and females customers of clothing industry or apparel industry. According to (Webster, 1985) the sample is a small part and the population is as a whole, sample facilitate the researcher to represent the entire population.

Sample Size

As already mentioned above, this study is based on Lahore the biggest city of Pakistan. The most difficult part of this research is to collect data from customers of existing brands; the data collection was really a tuff and time taking part of this research work. On questionnaire it is clearly mention that the collected data will only use for this research work and not to be disclose publically. In this way we gain the trust of our respondents. Researcher has visited different brands outlets in Lahore to fill the 300 questionnaires by the help of respondents. The researcher ensure the completeness of this questionnaire at the same time, when respondent filling questionnaire. Sample size assurance, The Sample size is a critical element of any observational investigation in which the objective is to make inductions about a population from a sample. Practically speaking, the Sample size utilized as a part of an examination is resolved in light of the cost of information gathering, and the need of adequate measurements.

Sample Characteristics

In this research the sample characteristics, respondents are both male and female, the respondents represent different age classes range from 20 to 45 years old. The academic background of respondents was from Metric to M. Phil & above. It also involves the salary or income class of the respondents. Some area location and area of residence is also includes in samples characteristics.

Data Analysis

This chapter also contains statistical analysis of the result. The empirical material is presented. In this chapter we analyze the relationship between Perceive Quality of extension and Brand Image. And also the relationship between purchase experience of extension and Brand Image.

Demographic Statistics
Table No 4.1

Respondents' Demographics		Frequency	Percentage
Gender (N=294)	Male	155	52.7
	Female	139	47.3
Age (N=294)	below 20 year	56	19.0
	20 to 29 years	124	42.2
	30 to 39 years	57	19.4
	40 to 49 year	31	10.5
	50 and above	26	8.8
Salary(N=283)	less than 30,000	48	17.0
	30,000 to 50,000	90	31.8
	51,000 to 70,000	86	30.4
	71,000 to 90,000	35	12.4
	above 90,000	24	8.5
Education (N=285)	inter or below	22	7.7
	bachelors	191	67.0
	masters	62	21.8
	M Phil or PHD	10	3.5

The demographics data or information is related to the respondent's gender whether the respondent is male or female, age group of the respondents, salary and the income level of the respondents and also the education and qualification of the respondents. Among the sorts of information that national pioneers require are the statistic measurements of their populace. Records of births, relational unions, movement and resettlement and a general evaluation of populace give data that is vital to settling on cool headed choices about national arrangement. In this study we used 300 questionnaires, by which three of our respondents do not return our questionnaire. Here is the detail description of demographic characteristics of the respondents.

First of all, we take respondents gender under consideration. With respect to SPSS analysis total valid number (N) are 294 by which 155 are male respondents and 139 female respondents who participated in our search work. And if we discuss the percentages of our respondents who actively participated in our research then the actual figures are 52.7 percent and male respondents and the percentage of female respondents are 47.3%. By this figures we can easily found that the percentage of male respondents are slightly greater than female respondents. After gender consideration, we take ages of our respondents under discussion. In this analysis the total valid number (N) are 294 total questionnaires are 300 by which three respondents did not return questionnaires and remaining are the missing values. So the total valid numbers for age finding are 294. For evaluation of age of our respondents we set five different scales i.e. Below 20 years of respondents, 20 to 29 years old respondents, 30 to 39 years old respondents, 40 to 49 years old respondents, and the last scale is 50 and 50 above respondents. After discussing our scale for segmentation against age groups now we discuss the frequency and the percentages of the different groups of our respondents. Frequency and the percentages of groups are as.

Our first group (below 20 years of respondents) has the frequency of 56 with percentage of only 19.0% only. Second group (20 to 29 years of respondents) has the frequency of 124 respondents with 42.2 percentages. The third group (30 to 39 years old respondents) has the frequency of 57 and their active percentage is 19.4%. The next group is 40 to 49 years old respondents have the frequency of 31 and their percentage is 10.5% only. The last group i.e. 50 and above 50 years old respondents are 26 is frequency and their percentage is only 8.8%. The overall valid number of respondents for this category is also 294 N. By this figures we can actually identify the maximum and the minimum respondents group. The respondents between the age of 20 to 29 years old have the maximum participants in our research we the figures of 124 and 42.2 percent to be exact. And the oldest people are very less participated in our research study with the figures of 26 participant and 8.8% from total respondents.

As we earlier discussed that this study is based on the apparel industry and brand conscious buyers. So we also take consideration on the salary and the income of the respondents. Therefore to measure the salary of the respondents we create five scale measurements to measure the salary of the respondents. Below are the different scales of the salary. Less than 30,000PKR salaried person, 30,000 to 50,000PKR salaried person, 51 to 70,000PKR salaried person, 71,000 to 90,000PKR salaried person, and the last one are above 90,000 PKR salaried people. Now we discuss the actual figures that we found after SPSS analysis. In our first group the total respondents are 48 with percentage of 17.0%. In our second group (30,000 PKR to 50,000 PKR) the respondents in this group are 90 in number and their percentage is 31.8 percent which is maximum with respect to all different groups. The next group is between 51,000 to 70,000 PKR salaried people, 86 participants fall in this group with 30.4%. The next group is between the 71,000 to 90,000PKR respondent's group in this group the 35 participants fall and their percentage is only 12.4%. The last segmentation for salary is above 90,000 PKR salaried people, in this group the 24 participant participated and the percentage for this group is only 8.5% which is the lowest from this category. The total valid numbers for this category is only 283 N.

The next demographic variable is Education. To measure and identify the literacy rate of our respondents we create a parameter of four scale i.e. inter or below inter, bachelors, masters, M Phil or PHD. 22 respondents fall in our first scale with 7.7 percentage. 191 respondents belong to second group with 67.0 percent which is the maximum percentage against this group. The next group is masters which have 62 respondents with 21.8% and at the last the final group (M Phil to PHD) only 10 respondents with 3.5 percent only which is the lowest from this category. Moreover the total valid number for this category is only 285 N.

In Pakistan the demand curve is downward sloped, therefore the industrial sales quantity is greater than in low quality segments as compare to the high quality segments. This is also the reason that why high end and high quality brands are extending in their products to down line markets. Such market structure shows the good cost benefit trade off. The brand equity increases in higher profitability because of a good trade off between invested capital and the supportive cost in upward brand extension. On the other side, the brand loses its profits because of penetration in lower quality segments by capturing the higher sales quantities, the companies' faces loss when they showing brand extension in down line product categories.

Reliability Measurement of Questionnaire

Cronbach's alpha is the most well-known measure of inner consistency (reliability). It is most usually utilized when you have different Likert inquiries in a questionnaire that frame a scale and you wish to decide whether the scale is reliable. Cronbach's alpha is a measure of interior consistency, that is, the means by which firmly related an arrangement of things, is a gathering. It is thought to be a measure of scale dependability. A "high" esteem for alpha does not suggest that the measure is one-dimensional. Present study about finding the estimations or values of Cronbach's alpha to test the reliability of the questionnaire and between thing consistencies of the builds utilized as a part of this examination. Cronbach's Alpha

Table No 4.2

Constructs	Valid N	Number of Items	Cronbach's Alpha
Brand Knowledge	295	4	0.72
Purchase experience of Extension	295	3	0.64
Perceived Quality of Extension	295	3	0.76
Brand Image of Parent brand	295	6	0.83

In above table the values of cronbach's Alpha are 0.72, 0.62, 0.76, 0.83 for Brand Knowledge, Purchase experience, Purchase Quality, Brand Image respectively. And number of question against each variable is 4 items for Brand Knowledge, 3 for purchase experience, 3 for perceived quality of extension and 6 items for brand image of parent brand. Moreover the valid number against all four variables is 295 N. cronbach's Alpha is a tool of measuring the reliability of the questionnaire.

KMO and Bartlett's Test

Table No 4.3

Constructs	No. of Items	KMO Measure of Sample Adequacy	Bartlett's Test of Sphericity Chi-square	Bartlett's test of Sphericity Sig.
Brand Knowledge	04	0.81	2232.47	.000
Purchase experience	03	0.88	2532.16	.000
Perceived Quality	03	0.90	2714.31	.000
Brand Image	06	0.87	3823.41	.000

Here we implement the factor analysis by the use of PCA and Varimax rotation methods to verify the validity. The tables shows the outcomes after running PCA. To measure the sampling adequacy test we can Kaiser Meyer Olkin (KMO) test, moreover the Bartlett's test of sphericity basically used to measure the adequacy of the data that where the data is use suitable to implement factor analysis. The values of KMO test with respect to brand knowledge, purchase experience, perceived quality and brand image are 0.81, 0.88, 0.90 and 0.87 respectively. With reference to (Hutcheson and Sofroniou 1999) the value of KMO must vary between 0.8 to 0.9 both are great and if the value is above 0.9 than they are superb. In this analysis the value of Bartlett's test indentify the relationship between items of construct. Because if the items of a same construct are identical to each other then the factor analysis can implemented. If the Chi Square's significance level is less than 0.001 in the case of both constructs, then null hypothesis of no correlation is rejected in contradictory of this factor analysis is implemented in this scenario.

Factor Loading

Table No 4.4

Variable	Item	Factor Loadin
Brand Knowledge	If I had to make a decision about buying brand products today, I would need very	0.78
	If a friend asked me about brand clothes, I could give him/her a lot of information.	0.84
	I feel I know a lot about brand clothes.	0.76
	I am an experienced user of brand clothes.	0.77
Purchase Experience of Brand extension	When I am in front of extension section I always feel unsure what to pick	0.82
	When I buy an extension it is easy to make wrong choice	0.73
	For me branded cloths attract my attention.	0.64
Perceived Quality	Reliability of a brand quality should much better and long	0.81
	The overall quality of branded cloth should outstanding.	0.57
	The durability of brand is higher other than non-brands.	0.82
Brand Image	The brand is a symbol of prestige for me.	0.75
	The brand is a symbol of wealth for me.	0.60
	For me brand is a symbol of achievement.	0.73
	I use branded cloths to impress other people.	0.81
	I believe brand indicate a person's social status.	0.74
	A brand should always has trustworthiness and after purchase behavior.	0.62
	In my opinion brand-extension clothing favorable for Parent brand Image	0.78

The above table shows the factor loadings. Factor loading is defined as the factor which underlying the relationship of each variable. Factor loading express that how much each item contributes from its relative principal component. The acceptable value for factor loading is not less than 0.40 (Straub, Boudreau et al. 2004). In Brand knowledge, all four items have acceptable factor loading as 0.78, 0.83, 0.76 and the last item has 0.77. Our next variable Purchase experiences of brand extension also have acceptable factor loadings such as 0.82, 0.73

and 0.64. In this same way the perceived quality also have good factor loadings such as 0.81, 0.57, and 0.82. In this same manner the last variable brand Image have 7 variables all of these have good factor loadings details are mentioned here, 0.75, 0.60, 0.73, 0.81, 0.74, 0.62, and 0.78.

Regression Analysis

Brand Image of parent brand is Dependent Variable

Table No 4.5(i)

Regressor	Coefficient	Standard Error	t-Ratio
Constant	-0.005	0.027	-0.18
PE	0.58	0.053	12.06*
PQ	0.63	0.032	24.03*

Necessary Statistics

Table No 4.5(ii)

R2	Adj. R2	F- Statistic	Prob. (F- Statistic)
0.75	0.74	475.379	0.000

Both of the above tables show the results of regression analysis. These results exhibit that the effect of purchase experience of extension and perceived quality of the extension product on brand image of Parent or core brand. The regression analysis express that the effects of purchase experience that effect brand image of parent brand is 0.63 which is actually higher than the effect of perceived quality of extension on brand Image of core brand. Moreover, these both effects are positive and significant also because of less than 1 percent. Furthermore, the value of adjusted R2 that is 0.75 shows that the purchase experience of extended brand and perceived quality of extended brand explain 75% variation in the Image of Parent Brand. More analysis like F test both (F statistic = 475.359 and P value =0.000) both shows that the mutual and aggregate effect of independent variables on brand Image of Parent brand of purchase experience and perceived quality of brand extension is significant and our research model is good fit.

Conclusion

The core analysis of this research suggests that the purchase experience and perceived quality of brand extension affect the Image of the Parent brand. But it also demands on the quality, prices, placement and promotion of the extension brand or product. In a nutshell the image of the core brand is affect by the purchase experience and the perceived quality of the brand (extended product). The effect of both independent variables is positive and significant on the Image of the core brand in apparel industry of Pakistan specifically Lahore. Hence the effect of perceived quality of extension is greater than the effect of purchase experience on brand Image of core brand.

After in-depth analysis and evaluation it has been measured that the purchase experience and the perceived quality both affect the brand image of parent brand. It is also observed that the customers are getting more experience day by day. And the old and well know brand specifically parent brands are one consumers fingers tips, for example Gul Ahmed, sapphire, Ideas by Gul Ahmed kayseria and so on, if these this brands come for brand extension, its extension will be successful because of the parent brand's good will. But it is also proven that if they are going to do downstream brand extension it will be harmful for their Brand Image of Parent brand. According to our research finding, the brand extension is acceptability ratios in youngster are more than the old people. Therefore whenever brands going for brand extensions they usually focus on young people.

Specifically when we are talking about the apparel industry the young people are more conscious and willing to accept the new arrivals of both products and brands also. But adults specifically old age people are mostly feel resistance for accepting new brands or extension in old brands. They are usually stuck with their old brands. Old people usually did not try to explore new brands or even ideas, they are not considering this things even this products are best suitable or beneficial to them. The regression analysis was done to measure the projected research model and hypotheses also. For in depth understanding of customer's perception regarding brand extension, specifically when an apparel brand try to extend it to other fashion categories, therefore our thinking and literature review should not only restricted to current available assumption. The marketing and branding efforts of the company, can impact on the brand equity and the brand image because of the current market's perception. In a specific line category, it is

general that an organization that select an high end networking for distribute its product and advertise in media ultimately target some high end should gain more brand equity and brand image in industry as comparison to a organization that totally rely on the mass channels and mass media as well. In this way, an organization gets loyalty and prestige for its brand and should affiliate with high end because of its marketing. Because of marketing and the promotional activities the main objective of the organization is to gain market attention and the more customers ultimately profitability as well.

Recommendations

As purchase experience of extended brand shown a significant impact on the image of parent brand. Therefore, the brand managers or marketers should make sure a good purchase experience for extension. So, they can enjoy more customers and sales also and ultimately this extension can play a role to support the brand image of the parent brand. In this result the image of the parent brand will increase. Whenever a brand or manufacturer launch its extension it is very important that they will guide and educate their old customer regarding their brand extension. For their quality conscious clients or customers the brand should consider every aspect before they introduce new product for their old customers. There are the some recommendations with respect to company's side (1) the visual advertisements (TVC, billboards, flexes TTL activities) are frequent and have continues flow of repetition. (2) The company should focus on the parent brand when communicating new products also.

Whenever a consumer is near to buy branded cloths the qualification is also important for information search. In this way the education play a fundamental role to choice and shift from one brand to another or even from parent brand to its extension. The liking and disliking of males and females are not same, as per common perception. The education of the target audience is influence the brand but it is not essential that only educated people have the awareness of some brand extension. Some uneducated people whom residence is in posh areas are also every brand conscious and as willing to accept brand extension as the educated people. When a famous brand is near to extend its brand to a new product launch they should keen about the quality and the purchase experience of the extension. Even the quality and the consumer purchase experience should be equal or higher than the core brand. It is essential for successful brand extension.

The multinational corporations can attain the benefits of brand extension by enjoying the success criteria and the developmental growth in newly developed markets with previously introduce and new product segments. As different countries have different market conditions so it is not essential that multinational corporations enjoy successful brand extension in every region. Sometime it may fail due to different market situations. The best overlapping and the association between core brands and its extension can lead the brand extension successfully. Therefore the brand managers and the marketers should also focus on this targeted audience as well. Clothing industry or apparel brands can improve their display styles, marketing campaign to create more brand and product knowledge.

Most of the times when an organization is introducing brand extension, the company usually wish for brand extension which is best suitable for consumer point of view and also profitable for organization benefit as well. It is also taking under consideration that the name of the core brand does not feel danger just because of this extension. Therefore the brand managers and the marketer should consider these facts whenever they are going for brand extension. The outcomes of this investigation inform us that the brand extension should do with some cautions and also with limitation that can protect the parent brand image and equity also customer loyalty. It is observed that the brand extension with lower quality than the parent brand exhibit some negative effect for parent brand and customer perception is changed for both brand extension as well as parent brand. Moreover the negativity does not consider the characteristics of weather the extension is step up or step down; both can feel the effect of negative impression of brand extension on parent brand.

The supporters of the strategy of brand extension are increasing day by day, but it is also true that the some managers and other part of the management also understand the upcoming dangers of this process, but the brand extension strategy might be appropriate for business. There are also some drawbacks of brand extension, I.e. spillover risks, which means this process should only limited and applicable where the new item/product is launched.

The marketing campaign and advertisement (BTL, ATL and TTL) are the fundamental tools for creating awareness for brand or its extension. Experienced buyers don't change the brands very rapidly. Brand Extension is the utilization of a set up brand name in new item classifications. The investigators and the supporters in the favor of brand extension are increasing simultaneously. In old days the supports and also the implementation of brand extension was very low,

because they assume that their potential damages are very frequent, but some of them is was in its support and willing to apply brand extension as assuming appropriate strategy for parent brand.

Future Research

- Researchers can apply different methodology on this research and can examine this study through qualitative research.
- Researchers may further increase the size of population to get for effective results for this study.
- Researcher may apply this study on the different geographical area in all over the world.
- Researchers can also study the relationship of brand extension and parent brand Image by considering some other independent variables.
- Researcher may take more sectors for their research as well as the private and foreign sectors.

References

- Aaker, D. A. and K. L. Keller (1990). "Consumer evaluations of brand extensions." *The Journal of Marketing*: 27-41.
- Adcock, R. (2001). "Measurement validity: A shared standard for qualitative and quantitative research." *American political science review* 95(3): 529-546.
- Alreck, P. L. and R. B. Settle (1995). "The Survey Research Handbook: Guidelines and Strategies for Conducting a Survey, 2E." Edition, Chicago.
- Beatty, S. E., et al. (1988). "The involvement—commitment model: Theory and implications." *Journal of Business Research* 16(2): 149-167.
- Datta, H., et al. (2017). "How Well Does Consumer-Based Brand Equity Align with Sales-Based Brand Equity and Marketing-Mix Response?" *Journal of Marketing* 81(3): 1-20.
- Dziuban, C. D. and E. C. Shirkey (1974). "When is a correlation matrix appropriate for factor analysis? Some decision rules." *Psychological bulletin* 81(6): 358.
- Forney, J. C., et al. (2005). "Effects of evaluative criteria on fashion brand extension." *Journal of Fashion Marketing and Management: An International Journal* 9(2): 156-165.
- Gill, S. A., et al. "EXTENSION TO BRAND CATEGORY, AN EXPLORATORY INVESTIGATION ON BRAND EXTENSION ATTITUDE."
- Hammersley, M. (1987). "Some notes on the terms 'validity' and 'reliability'." *British Educational Research Journal* 13(1): 73-82.
- He, H. and Y. Li (2010). "Consumer evaluation of technology-based vertical brand extension." *European Journal of Marketing* 44(9/10): 1366-1383.
- Huang, Y., et al. (2017). "The Effects of Physical Distance from a Brand Extension on the Impact of Brand-Extension Fit." *Psychology & Marketing* 34(1): 59-69.
- Hutcheson, G. D. and N. Sofroniou (1999). *The multivariate social scientist: Introductory statistics using generalized linear models*, Sage.
- Jiang, W., et al. (2002). "Brand extension and customer loyalty: Evidence from the lodging industry." *The Cornell Hotel and Restaurant Administration Quarterly* 43(4): 5-16.
- Jiang, Y.-D., et al. (2012). "Incidence and prevalence rates of diabetes mellitus in Taiwan: analysis of the 2000–2009 Nationwide Health Insurance database." *Journal of the Formosan Medical Association* 111(11): 599-604.
- Keller, K. L. and D. A. Aaker (1992). "The effects of sequential introduction of brand extensions." *Journal of Marketing Research*: 35-50.
- Kim, K., et al. (2012). "Art infusion in fashion product: The influence of visual art on product evaluation and purchase intention of consumers." *Journal of Global Fashion Marketing* 3(4): 180-186.
- Krommes, J. A. (2008). "The remarkable similarity between the scaling of kurtosis with squared skewness for TORPEX density fluctuations and sea-surface temperature fluctuations." *Physics of Plasmas* 15(3): 030703.
- Magnoni, F. and E. Roux (2008). *Stretching the brand down: Does it affect consumer-brand relationship*. Proceedings of the Thought Leaders International Conference on Brand Management, Birmingham Business School.
- Orth, U. R. and D. Holancova (2004). "Men's and women's responses to sex role portrayals in advertisements." *International Journal of Research in Marketing* 21(1): 77-88.
- Ostle, B. (1963). "Statistics in research." *Statistics in research*. (2nd Ed).

- Rieman, J. (1993). The diary study: a workplace-oriented research tool to guide laboratory efforts. Proceedings of the INTERACT'93 and CHI'93 conference on Human factors in computing systems, ACM.
- Sabri, P. S. U., et al. (2011). "Organizational culture and its impact on the job satisfaction of the University teachers of Lahore." *International Journal of Business and Social Science* 2(24).
- Salinas, E. M. and J. M. P. Pérez (2009). "Modeling the brand extensions' influence on brand image." *Journal of Business Research* 62(1): 50-60.
- Schilk, G., et al. (2007). Ship, port and supply chain security concepts interlinking maritime with hinterland transport chains. International Symposium on Maritime Safety, Security and Environmental Protection. Athens (Greece), 20th September.
- Shen, Y. C., et al. (2011). "Consumer evaluations of brand extension: The roles of case-based reminding on brand-to-brand similarity." *Psychology & Marketing* 28(1): 91-113.
- Silberhorn, N., et al. (2017). "Does umbrella branding really work? Investigating cross-category brand loyalty." *Journal of Business Economics* 87(3): 397-420.
- Solomon, M. and N. Rabolt (2006). "Consumer Behavior in Fashion.(SH Lee, MS Kim, & JS Hwang, Trans.)." Seoul: Sigma press.(Original work published 2004).
- Somro, Y. A. and M. A. Issani (2017). "SUCCESS OF BRAND EXTENSION IN GLOCALIZATION: A MEDIATION AND MODERATION ANALYSIS." *Pakistan Business Review* 18(4): 924-942.
- Soomro, Y. A., et al. (2013). "Consumer evaluation of brand extension: Pakistani context." *African Journal of Business Management* 7(36): 3643.
- Straub, D., et al. (2004). "Validation guidelines for IS positivist research." *The Communications of the Association for Information Systems* 13(1): 63.
- Taylor, V. A. and W. O. Bearden (2002). "The effects of price on brand extension evaluations: The moderating role of extension similarity." *Journal of the Academy of Marketing Science* 30(2): 131-140.
- Van Riel, A. C. and H. Ouwersloot (2005). "Extending electronic portals with new services: exploring the usefulness of brand extension models." *Journal of Retailing and Consumer Services* 12(4): 245-254.