

“Gauging Customers Attitude in against of Brand Extension, A Mediating Role of Customer Innovativeness”: Study of Life-Buoy Pakistan

Muhammad Faisal Sultan

Khadim Ali Shah Bukhari Institute of Technology, Karachi (KASBIT)

Abstract

In recent times Brand Extension is treated as the strategy, which found to more applicable then the launching of new brands. But launching of new products through the existing Brand Name has also some limitations and risks, which company must consider before implementing the strategy of Brand Extension. As mentioned by the literature of existing research work there are various variables like Brand Similarity, Brand Reputation, Multiple Brand Extension and Parent Brand Characteristics which are treated as predominant, in the category of independent variables, which are creating impact of the Customer Attitudes, towards Brand Extension, and our research model is also based upon these research variables and we have also included a mediating variable, Customer's Innovativeness in order to develop more clear picture of our research, and through the implementing the statistical tools through the use of SPSS it has been clear that most of the independent variables are creating significant impact on the Customer's Attitude towards the strategy of Brand Extension, especially in association with the mediating variable, Customer's Innovativeness.

Keywords: Brand, Brand Extension, Customer's Attitude

Introduction

Any idea with a name, color or logo etc which can make it distinguished one in comparison to the others is known, as brand. According to review of literature associated with brand, it has its own exclusive image in the minds of the target market. While its reliability recall results in the increase of brand equity (**Sinapuelas & Sisodiya, 2010**) and when equity and image of any brand became better and strong then it is relatively easy to launch new products under the same brand name & this will results in extension of brand in the related categories (The Lien Extension) and also aid loyal customers of the brand in identifying the products, fall in the umbrella of their preferred brand which also results in the increase of probability to capturing a larger slice of market share. (**Wu & Yen, 2007**)

Researchers also observed that the management of customers churn is the priority of any company. But it is believed by the most of the marketers that, in comparison to the adoption of new customer, it is relatively easy to develop and amplify relationships with existing customers. Thus brand extension is the most desired strategy which can play pivotal role in this regard. (**Thanwarani., Virani. & Thannwarani., 2014**)

We can simply define Brand Extension as “*Using established brand names for launching new products*”. (**Volcker & Sattler, 2006**) Among all the other tools used by the businessmen in the recent times to capture market share the major tool is known as “Brand Extension”, and its use will not only provide larger slices of market share to the company, but also make them able to address unmet requirements of their customers through launching variations of their product as extended products of the parent brand. (**Buil, Chernatony & Hem, 2009**)

While according to the review of current literature of research, 95% products which are available in the market are the resultant of brand extension. (**Lye, Venkataeswarlu. & Hern 2001**) As it is believed that introduction of extended products from, successful brand(s) are less risky than the launching of new products. (**Thanwarani., Virani. & Thannwarani., 2014**)

Furthermore, review of literature also suggests that strategy of brand extension will also enforce better positioning of brand. Similarly it's also a claim of marketers that this strategy is an effective, which enhances the level of brand awareness and also aids in linking quality associations of parent brand with the extended products. Moreover the ratio of conversion of prospects to customers will also probably increase, as implementation of this strategy will force them to try the new offerings of the company. (**Chen & Liu, 2004**)

Therefore if the strategy of brand extension is managed successfully then it will lasts as the immense source of income, and also aids in building better brand equity (**Keller & Sood, 2003**) which portray better picture of parent as well as extended products of the brand, and also will influence the choice of the customers not only for parent but also for the extended products. (**Swaminathan, 2003**)

While on the other side sometimes the strategy of brand extension might not produce favorable results, as customers might have higher level of expectations from the extended products because of their experience they have with parent brand, and when extended products are not appealing the customers in comparison with the extended products of other brands, this will ultimately results in the failure of the strategy (**Chen and Chen, 2000**) and because of this position of parent brand can also be disturbed and might result in the dilution of the

parent brand. (Serrao & Botelho, 2008)

But if we want to draw a practical conclusion the major reason of introducing new products under the popular brand name is to enhance the probability of better response of customers towards the new offerings as they are highly familiar, with the parent brand and having positive attitude towards the parent brand. (Zain-ul-Abideen & Latif, 2011) While research also indicated that association of consumers with the parent brand will also results in the development of their association with the attributes of the parent brand, which can be classified as “Positive Attributes Association” and “Non Attribute Association” of the consumers with the parent brand. (Zain-ul-Abideen & Latif, 2011)

But the major question of our interest is that what are the factors which are responsible for the success of brand extensions? by producing the desired effect on consumer’s attitude and it has been concluded by the prior research work that the factors which is treated as most significant in this regard is known as “Perceived Fit” and it will force consumer to react in a favorable manner. (Aaker. & Keller., 1990) Off course researchers treat Perceive Fit as the most impactful terminology for the success of brand extension strategy but the issue is this that research, always indicated the presence of some moderating factors in the environment which might change the effect of perceived fit while using the strategy of brand extension. (Hakkyun, Kim & John, 2008)

While the review of latest research work indicated that, the only considerable moderating factor in this regard is cross cultural settings, and according to research that consumers of eastern side of the world pay lesser consideration to the perceive fit and rely more on the reputation of the brand or corporate. (Bottmley & Holden, 2001) In association with a fact that the reason for worry for all the marketers is that whether the strategy of brand extension, for attracting new potential customers will also found attractive one by the existing customers of the parent brand. (Zain-ul-Abideen & Latif, 2011) Moreover researchers also explain the limitation associated with the scenario that “*In this area, as is often the case during the initial stages of knowledge development, concerns about external validity have taken a back seat to those about internal validity*”(Klinik & Smith, 2001, pp. 327)

Therefore it is feasible to state that as far as “Fit” exist between the parent brand and the extended products of the parent brand consumers will transfer their positive feeling and attitude towards the extended products. (Basu & Roedder, 2007) While the research work conducted in the year 2000 indicated that there are some moderating variables in the environment which can influence consumers (Lane, 2000) and make them accept the fit between the parent brand and the existing products of the brand. (Martinez & Pina, 2009)

Statement of Problem: The task which has significant important in managing brand portfolio is to manage the favorable image of the brand and consumer attitude towards brand extension is treated as the variable which has predominant impact on image of the brand. Moreover research found that attitude of customers towards the extended products of the brand is dependent up on the degree to which these extended products are found fit with the strategy of brand extension. (Ranjbarian, Fathi & Jooneghani, 2013)

Moreover strategy of brand extension is also dependent upon the experience of customer, with the parent brand. Thus it is feasible to state that if, the experience of customer with parent brand is good then there are high chances for the success of strategy of brand extension. (Swaminathan, 2003 & Martinez. & Pina., 2009) and also decreases the threat of dilution of the parent brand. (Swaminathan, 2003) As it’s a era of advancement in research work and there are several researches, which are build upon the initial research model of brand extension given by Boush et al., 1987 and Aaker. & Keller., 1990, in order to figure out the impact of attitude of consumers towards the strategy of brand extension. (Zain-ul-Abideen & Latif, 2011)

As it is also evident that there are several examples of failures of the strategy of brand extension, which cannot be ignored (Ernst & Young. & ACNielsen., 1999 and Marketing, 2003) it’s also a claim that 50% of the extension survived after the completion of their third year. (Taylor, 2004) Early work conducted on the topic also revealed that brand extension might also results in the decrease of the growth, as the extension will not always affect the original products positively, and if the extension is not appropriate then it will be very difficult for the company to overcome the damage in the association of the parent brand and extended products of the brand. (Kim & Lavak, 1996) but never the less if company became able to create fit between the parent brand and its extended products then consumer will react positively towards them, but whenever company is extending their brand in the category which is close to the parent brand then they must adapt innovativeness in order to make their extension successful. But if the company has strong brand reputation then they are able to extend their brand in the distant categories. (Zain-ul-Abideen & Latif, 2011)

But when we check the research work on the related topic then there is no extensive work has been conducted on the issue in the territories of Pakistan except some who discussed generically the factors making the strategy of brand extension successful, (Anees-Ur-Rehman 2012) or indicated towards the effect of parent brand on brand extension strategy (Chandio & Zafar, 2014) or the effect of brand extension on parent brand (Hameed, Saleem, Rashid & Aslam, 2014; Sajjad, Rasheed, Ibrahim & Iqbal, 2015) or Negative effects of brand extension (Jalees & Tariq, 2010).

But there is no extensive work on the topic of Effect of Brand Extension on consumer’s attitude, and only

few researches are underlining the concept (Abideen & Latif, 2011, Soomro, Kaimkhani, Hameed and Shakoore, 2013) While early research which was conducted in this regard was focused on Bahawalpur division therefore the findings of the research cannot be generalized, while according to the research increase in sample size might also, provide some interesting results. (Abideen & Latif, 2011) and according to the recommendations of the prior research conducted in Bahawalpur district the use of larger sample in the research on the selected topic might yield interesting results. (Abideen & Latif, 2011)

Therefore there is a need to conduct research with the larger sample size and in same product category in order to explore the appropriate results on the topic of Effect of Brand Extension on consumer attitude. (Abideen & Latif, 2011; Soomro, Kaimkhani, Hameed and Shakoore, 2013) In addition to this it's indeed a fact that the initial research ignores the reality that consumers are not homogeneous to one another, and may perceive the strategy of brand extension, differently. (Abideen & Latif, 2011)

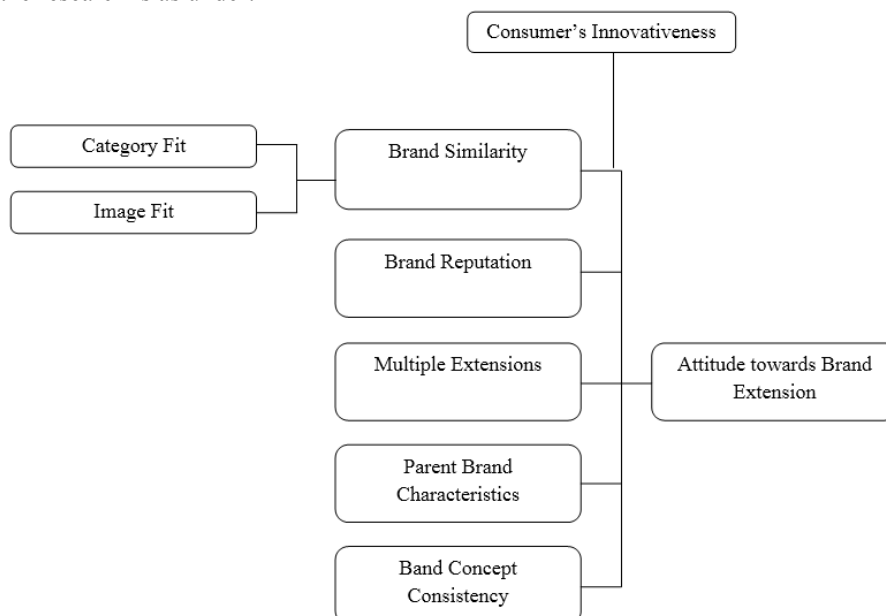
For example research of year 2007 indicated that consumers who belongs to eastern culture, pace higher value to the strategy of brand extension, and perceive this as more positive one as compared to the consumers of west. (Monga. & John., 2007)

Research of 2011 use “*Categorization Theory*” to analyze the effect of Brand Extension, that whenever there is a task given for the purpose of evaluation, then people always try to classify the given product as a belongingness of certain category, based on salient features associated with it. (Fiske. & Payelchak, 1986 & Zain-ul-Abideen & Latif, 2011) and after the successful categorization the association and believes retained in the consumer memory will transferred automatically towards the object given for the purpose of evaluation. As, consumer are not only confused but also trying to link the brand associations they have retained in their mind whenever any new product came to them for evaluation. Hence it can be stated that, through the use of latest information, associated with the brand or product group consumer tries to categorize the newly launched offerings of the brand and if the associations of the parent brand found congruent with the newly launched offerings, then consumers will find the fit between them. (Zain-ul-Abideen & Latif, 2011)

Therefore it is optimal to state that there is enough evidence found in order to support efforts towards further investigation which are mentioned in the statement & needs to be investigated in order to make research body more thorough and complete.

The Conceptual Frame Work and Research Model: The research model we presented in the research is actually a hybrid of researcher of years 2005, 2011 and 2013 conducted by Grime. Diamontopoulos and Smith., Zain-ul-Abdeen. and Latif, and Ranjbarian., Fathi and Jooneghani respectively and by combining the models presented by these researchers we have developed a model which encompasses of all the independent variables mentioned by these researchers like Brand Similarity, Brand Reputation, Multiple Brand Extensions , Parent Brand Characteristics and Brand Concept Consistency. But after the analysis of literature, we came to know that some of the points included in Brand Concept Consistency are also liked with multiple Brand Extension.

Therefore in order to develop a justified and adapted model for this research, we are using all the independent variables indicated by the above mentioned scholars except Brand Concept Consistency. Moreover through the review of literature presented by Ranjbarian., Fathi and Jooneghani, it has been revealed that Brand Reputations is also based upon two sub variables i.e. Image Fit and Category Fit. Therefore, the model we have developed for the research is as under:



Research Objectives: This Descriptive Research work has the following objectives:

1. To check the impact of category Fit on the Customers Attitude towards the Brand Extension
2. To analyze the result of Image Fit on the Customers Attitude Towards the Brand Extension
3. To determine the upshot of Brand Reputation on the Customers Attitude Towards the Brand Extension
4. To check the conclusion of Multiple Brand Extensions by the Brand on the Customers Attitude Towards the Brand Extension
5. To see the outcome of Parent Brand characteristics on the Customers Attitude Towards the Brand Extension
6. To synthesize the impact of customer innovativeness on the relationship among Brand Similarity, Brand Reputation and Parent Brand Characteristics with Customers Attitude Towards the Brand Extension

Literature Review

Attitude: Researchers define attitude as the reaction towards any program, event or purpose of motivation. (Ranjbarian., Fathi & Jooneghani., 2011) Other researchers defined attitude as state which might results in the creating preference of some particular offerings. So we can state this the attitude of consumers towards the extended products of the brand is the outcome of the perception about the quality which these extended products might have because of their associations with the existing brand and will also force customers to purchase of these extended products of the brand. (Wilkie, 1995)

Furthermore there are three parts which are responsible for the development of attitude, which are

- a) **Cognitive:** The idea that one has and this is generated because of the amount of the information one has about any event, program or person etc. (Rapp and Stan, 2000)
- b) **Emotional:** This component is related with the evaluation of the object on the basis of the information that one has and describes the emotional bond that one has with the object, program or person etc. (Rapp and Stan, 2000) While the bond might make one fell that the event or person etc is desirable or undesirable.
- c) **Behavioral:** is the component which is formed due to the feeling of person about any subject etc and just because of this component one must try or purchase any particular offering etc. (Rapp and Stan, 2000)

In recent times most of the companies are using strategy of brand extension and due to this researchers are working continuously to find reasons which might result in the success of the strategy of brand extension. (Ranjbarian., Fathi & Jooneghani., 2011) Moreover it is believed by reputed scholars and authors that perceive fit is the consumer perception related with the parent brand and its extended products. (Aaker & Keller, 1990) while majority of the researchers, also in a favor of the opinion that key success factor to the strategy of brand extension is perceived fit between the parent brand and the extension. (Lau & Phau, 2007) As if consumers feel that the extended products hold higher degree of consistency with the parent brand then the chances of favorable response will be increased. (Lahiri & Gupta, 2005)

While according to the studies conducted on the topic of brand extension the word perceived fit is referred to several features such as similarity of the extension with the parent brand & consistency with the brand concept. (Park., Milberg. & Lawson., 1991) While it clear through further researcher work that there is a positive relationship between the fit and the positive evaluation of brand extension by consumers. Thus, we can state that higher the fit between parent brand & the brand extension more positive will be the attitudes and evaluations of consumers. (Lahiri & Gupta, 2005)

Similarity: According to most of the prior studies the part of fitness which has the most value is known as “Similarity” (Bhat & Reddy, 1997) it can be defined as the level of resemblance found in the traits, properties and benefits of the current products and the new products of the brands. (Boush & Loken, 1991 & Smith & Park, 1992) Moreover it has also been indicated by research that if consumers perceive that there is high level of similarity between the current products and new products then they will also transfer their beliefs and feelings related with the existing products towards the new products. (Aaker & Keller, 1990; Park et al., 1991 & Boush & Loken, 1991)

When Brand Extension strategy has been implemented by launching the product in the new category then customer analyze it as a fresh development which might result in the high or low level of similarity with its parent brand and also to the existing product mix of the brand. (Zain-ul-Abideen & Latif, 2011)

As mentioned earlier the most important variable as associated with perceived fit is the similarity or perceived similarity of parent brand and extended products of the brands (Bhat & Reddy, 1997) In fact, some of the researchers believes that perceived similarity sometimes also known as perceived fit & it is dependent upon the “Number of shared associations between the extension and the brand product category.” (Sandor Czellar, 2002) Moreover according to researcher there are two proportions under which we can classify the “Fit” between parent brand and new products of the brand **Product category fit** which refers to the degree of similarity between the parent brand category and the extended products of the brand and **Brand Level Fit** which refers to the coherence between the image of parent brand and the product category in which the brand is extended. (Sandor Czellar, 2002) Prior research work tries to explain these with a example that If Marlboro want to enter in a ball pen category then category fit will be evaluated through matching the attributes of cigarette and ball pen.

While Brand level fit will be evaluated by comparing Marlboro's band image with the perception of consumer regarding the ball pen category. **(Bhat and Reddy, 2001)**

Due to the fact that brand name also acts as a label, which leads to category based evaluations of new products **(Park et al., 2002)** as while evaluating any particular brand, consumer will involve in the transfer process, and try to transfer the associations linked with the parent brand, towards the extended products of the brand. Applying this theory, we can state that assessment of strategy of brand extension is based upon the level of similarity of extended brand products with the parent brand. **(Nan., 2006)**

Moreover it's a common believe of researchers that innovative consumers are more likely to take risks and are more inclined towards new products from well known brand. **(Klinik and Smith, 2001 & Ham, et al. 2003)** and provide his argument that perceive fit has very little impact on the attitudes of innovative consumers. **(Klinik and Smith, 2001)**

Brand Reputation: The simplest definition of brand reputation was provided by the research conducted in year 2000 that brand reputation refers to "*Consumer's perceptions on the quality associated with a core brand.*" **(Barone., Miniard. & Romeo., 2000)**

Researchers believes that the ability to support brand extension varies brand to another, and it must be on higher side when parent brand has the reputation as of stronger brand and on lower side when parent brand has the reputation as of weaker brand. **(Aaker & Keller, 1992 & Smith & Park, 1992)** As consumer treat the new offerings of any brand as unfamiliar to them and tried to evaluate these extended products on the basis of their knowledge related with the core brand. **(Zain-ul-Abideen & Latif, 2011)**

We might found several unrelated associations of consumers with the parent brand. Among these associations one is treated as "*Brand Attitude*" which can be defined as overall evaluation of the Parent Brand, whether as favorable one or as unfavorable one. While the second important dimension can be defined as the "*Associations*" i.e. belief's consumers might have about product attributes and non product attributes of the brand. **(Keller., 1993)**

Therefore it might also possible that consumer will transfer associations that they have with the parent brand toward the extended products of the brand. **(Aaker. & Keller., 1990)** As research proves that consumer believes that there is lesser level of risk associated with those brands which are on higher side with respect to perceive reputation. **(Wernerfelt., 1988)**

Moreover research and findings of Aaker and Keller are also supported by the Categorization Theory that when individual finds out any new offerings or occurrence from any particular category or group then consumer will transfer its feeling and experience associated with the category towards the new member of the category. **(Fiske. & Pavelchak., 1986)**

Thus it is legitimate to state that, reference of above mentioned research indicated that, we might treat reputation as the combination of some variables such as Product Quality, Activities of marketing performed by the firm and Acceptance of the band in the market place. **(Fombrun. & VanReil., 1997)**

Multiple Brand Extension: Brand Associations will never look stagnant for those firms which are continuous in applying the strategy of brand extension. As it is a fact that brand image and brand associations will always vary, whenever the strategy of brand extension has been implemented by the company. **(Jalees. & Ali., 2008)** "*The relationship between parent brand and its extension would be moderated on previous brand extension history and the quality levels of the parent brand.*" **(Keller, 1993)**

Therefore it is feasible to state that this method will create definite impact on the thinking associated with match between the parent brands and its upcoming products in the other categories. **(Lynch. & Thomas., 1982)** and this will be in a manner that **a) consumer will evaluate the success rate of previous brand extensions by the company b) What is the level of similarity between the parent brand and the new or upcoming product.** **(Keller., 1993)** and if the parent brand and upcoming products of the brand are found to be dissimilar then it will negatively influence the perception associated with the quality as consumer will treat these new products as those which are lacking in "*Fit*" with the parent brand. **(Zain-ul-Abideen & Latif, 2011)** Moreover if there is no similarity found between parent brand and the previous brand extension then there is strong chance that new brand extension will also not have the desired level of appreciation from the consumers. Similarly the lower level of quality of previous brand extension can easily results in lower evaluations of upcoming or new brand extension by the consumer, but if consumer found fit between the parent brand and previous brand extension then the upcoming brand extension will also receive the same level of consumer evaluations. **(Zain-ul-Abideen & Latif, 2011)**

Parent Brand Characteristics: We normally use characteristics of customers, attributes of product and benefits provided by that in order to determine brand associations. **(Keller, 1993)** "*Product portfolio characteristics of parent brand generally have moderating effect on product category fit and the evaluation of parent brand.*" **(Dacin & Smith, 1997)**

That's why it has been recommended that initially brand extension must be applied in related categories as per the parent brand and after gaining experience start moving towards the unrelated categories as this step by

step extensions help consumers in maintaining their perception associated with relatedness. **(Zain-ul-Abideen & Latif, 2011)**

Moreover research also advised that brands with strong value and better features must not try to go for random extension in unrelated categories. **(Dacin & Smith, 1997)** Extensions that have strong associations, with the parent brand will easily be evaluated in comparison to those which have weak associations with the parent brand. Simply we can say that more close the extension with parent brand, more chances of inferring of parent brand characteristics in the brand extension. **(Zain-ul-Abideen & Latif, 2011)**

Consumer's Innovativeness: Consumer who are inclined towards innovation pay lesser attention to social norms, as they are confident and bold enough to try new products, and these traits of the innovative customers are positively associated with the launch of new products from the house of existing brand. **(Hem et al., 2003., Siu et al., 2004 & Volckner. & Sattler., 2006)** While the other researchers believes that innovative customers, are the risk takers and hence they have the capability to be inclined towards the new product categories and products or services from any well known brand.

Research Methodology:

The Purpose of the research was descriptive in nature and focused upon co relational investigation technique as the research model was developed, through linking various models presented by different researchers, on the theme of Brand Extension, as elaborated in the research model and conceptual framework. While the data collection was done through the closed ended questionnaire adapted from researches like **Beura., 2016, Eva. & Jose', 2010, Jean. & Nick., 2011, & Shwu-Ing., 2009**, and for this purpose we have based upon the convenience sampling which indicated that researcher's interference was moderate in nature while nature of experiment was field experiment.

Moreover the sampling frame for the research are all the customers of **Lifebuoy** soap brand lives in accessible locations of Karachi city and for making the research authentic and able to create more clear picture the sample size for the research was 300 respondents. While there are several reasons for the selection of LifeBuoy as the reference point for this research and among them highlighted one are as under:

- ✓ Managers of FMCG sector are continuously trying to implement this popular approach i.e. Brand Extension, in order to make their brands more successful **(Beura., 2016)** and LifeBuoy is one of the well known brand of FMCG sector of Pakistan and involved in the implementation of Strategy for Brand Extension, since long time.

While in order to make our research authentic we have also taken in to account the reference of prior research work on the related topic in order to make data collection and compilation more authentic, in order to prove that some of the references associated with the important points are as under:

As indicated by research conducted by **Ranjbarian., Fathi & Jooneghani., 2011** Cronbach Alpha must used to determine the reliability of questionnaire, **(Nunnally., 1978)** which was found significant and above than 70 % which shows that data is reliable to conduct research. Then we have used convenience sampling technique as indicate by the research work on the related discipline by **Ranjbarian., Fathi & Jooneghani., 2011 & Thanwarani., Virani. & Thannwarani., 2014** as this is the part of Non-Probability Sampling which is indicated as the, most appropriate tool for collection of data quickly from large sample **(Abrams., 2010, Johnston. & Sabin., 2010 & Watters. & Biernacki., 2010)**,

while the sample size for the research was 300 respondents. Initially 400 questionnaire were developed having two section i.e. one is based on the collection of demographic information and the other is based upon the collection of related information with the effect of brand extension of customer attitude as indicated by **Ranjbarian., Fathi & Jooneghani., 2011**, but 100 questionnaire were not completely filled or misplaced by the respondents, therefore we have implemented statistical tools on the available data of 300 respondents.

While we have used Structural Educational Modeling through AMOS, in order to find out the relationship among various independent variables and Dependent Variables in the Presence of Moderating Variable as this was the technique which was implemented by one of the research i.e. **Ranjbarian., Fathi & Jooneghani., 2011**, in order to elaborate the relationship, hence we are taking the reference of the research in order to explain the results which we have achieved for this research.

Statistical Testing and Discussions

As, mentioned above initially we have tested the reliability of the questionnaire in order to show it is valid to use or the purpose of statistical testing, through the use of Cronbach Alpha as indicated below in the **Table. 1**

Table.1

Reliability Statistics

Cronbach's Alpha	N of Items
.821	19

As indicated through the results of Conbach Alpha, the reliability of the questionnaire is found to be 82.1% which indicates that it is appropriate enough to conduct statistical testing in order to have inference of various variables on the dependent variables. After testing the reliability of the questionnaire, our task is to implement some statistical tools in order to measure the inference of these variables on the dependent variables, and for this purpose we have used, Structural Equation Modeling, through AMOS as it is treated as one of the most appropriate tool to conclude the upshot of various in the presence of mediating variable.

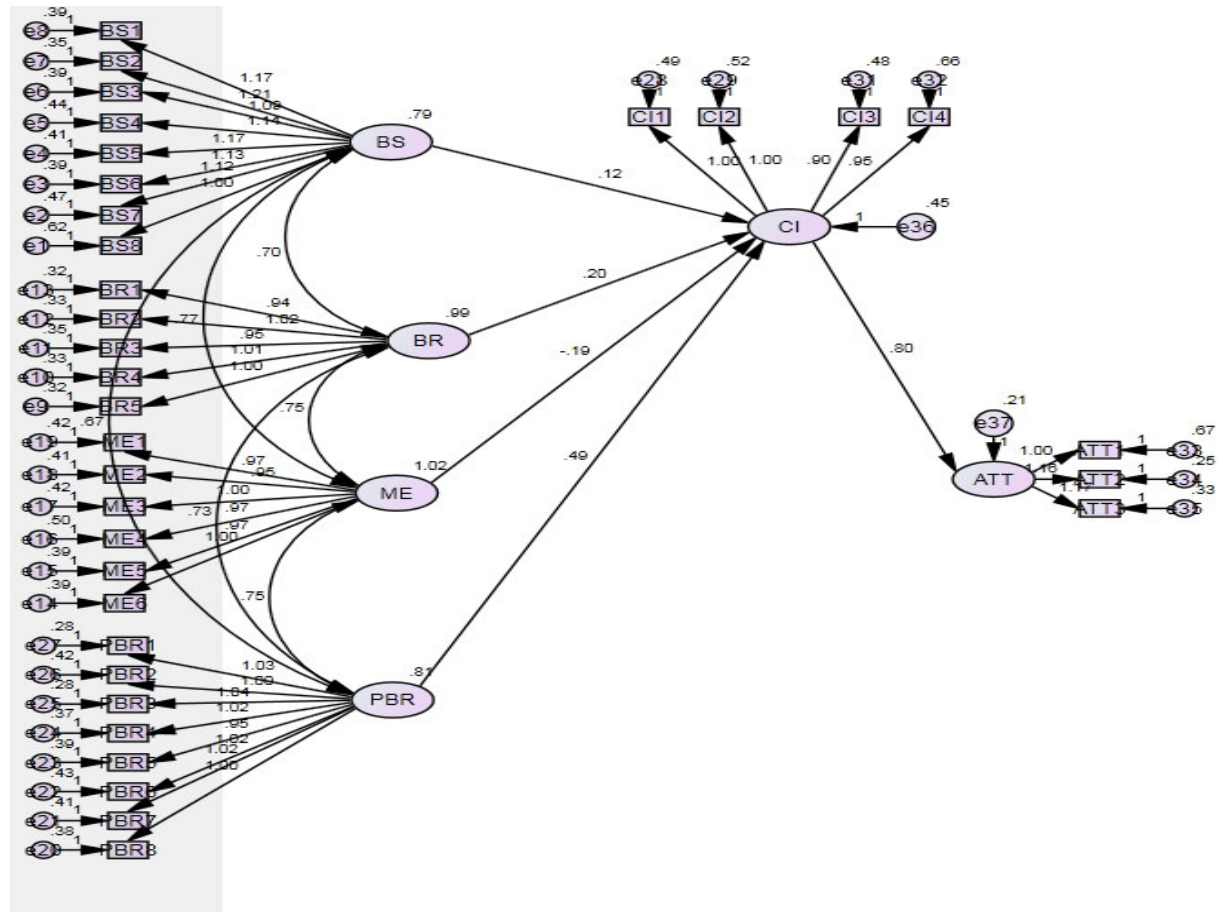


Figure. 1

Illustration: Figure illustrated that, all the variables like BS (Brand Similarity), BR (Brand Reputation) and PBR (Parent Brand Characteristics) in association with the Mediating Variable i.e. CI (Customer's Innovativeness) have significant impact on the dependent Variable i.e. Customer's Attention, but one of the independent variable i.e. ME (Multiple Brand Extensions) does not have the significant impact on the dependent variable i.e. Customer's Attention

As, indicated by literature and empirical evidences presented by most of the researchers in this area Brand Similarity (BS) is the most predominant variable which has the significant impact on the Dependent Variable i.e. Customer's Attitude (CA) but in our research, the impact of BS is also creating significant impact on Customer Attention, in the presence of mediating variable i.e. Customer's Innovativeness (CI).

But the impact of BS on CI is very less and to be accurate it is only 0.19, the reasons of that customers who have innovative nature does not believe in the similarity of the product range for treating them successful one or to relate them with their parent brand, as for innovative customers, quality and features indulged in the new products are the main elements for their success rather than their level of congruence with their existing products.

While the impact of Brand Reputation (BR) on Customer's Attention is also significant impairing with the presence of the mediating variable of the research i.e. Customer's innovativeness (CI), on the other hand impact of Brand Reputation (BR) is slightly more on the mediating Variable, Customer's Innovativeness (CI) in comparison to the first variable we have discussed and there are some obvious reasons for the more impact of (BR) on (CI) in the territories of Pakistan.

As residents of Pakistan, especially youth are Innovative in nature but somehow they focused upon the name and reputation which Parent Brand has in the market in order to adapt their offerings, similar evidences we

are observing not only in the category of Consumer Packaged Goods, but also in the category of Consumer Durable Goods and Services. Moreover BR is also creating better impact on Customers Attitude in comparison to the Brand Similarity as customers also take reference of their Family and friends. Especially at the time of purchase indicated by the model of Consumer Buying behavior, and thus reference of family and friends also enhanced the impact of Brand Reputation of Customer's Innovativeness as whatever be the type of customer is, most of the customers are always influenced by the reference provided by their family and friends, though the level of impact of the reference varied but we cannot ignore the association which the reference of family and friends created upon the customers Innovativeness.

At last the variable which is creating most significant impact of Customer's Innovative is the Parent Brand Characteristics, and the reason for that are several as innovative customer evaluates the characteristics of the brand already existing in the market before making the decision of purchase, i.e. they always consider the reliability, price range, product range, factors like guarantee and associations of the brand in order to relate them with their new products.

Area for Future Research:

There are various areas which are still not highlighted in the category of Pakistan and can be optimized, by taking the reference of research model or by improving the research model further.

Some of the areas which can be highlighted are as under:

1. Comparison of Various FMCG brands can make other understand the impact of all the variables more clearly, as by defining impact of variables by taking the reference of a single brand it will not be treated as sufficient, when we try to link and relate them for understanding of the phenomenon at industry level.
2. Comparison of Brands associated FMCG, Consumer Durable Goods and Services can also be taken into account in order to explore the importance of various variables in different product categories and to gauge the impact of customers innovative in association with different types of consumer buying behaviors.
3. Addition of some mediating and moderating variables can also make model more fit and appropriate as innovativeness in the research model always leads to better understanding and analysis of the situation.

References: This descriptive research has been developed through the use of following references:

From Research Papers:

1. Aaker, D. A. and Keller, K. L. (1990). "Consumer evaluations of brand extensions". *Journal of marketing*. Vol 54, No.1. pp. 27-41
2. Abrams, L. S., (2010), "Sampling Hard to reach population in qualitative research, A case of incarcerated youth", *Qualitative Social work*, pp. 536
3. Amber, Thanwarani., Adil Virani. & Munir Thanwarani., (2014) "Customers' Evaluation of Brand Extension: An Empirical Study of Skin Care Products", *Proceedings of International Conference on Marketing, Institute of Business Administration (IBA)*
4. Basu, Monga, A., & Roedder John, D. (2007), "Cultural differences in brand extension evaluation: The influence of analytic versus holistic thinking" *Journal of Consumer Behavior*, Vol. 33, pp. 529-536.
5. Beura, Dhananjay., (2016), "FMCG brand extensions strategy and consumer buying behavior – An empirical study in Odisha region" *International Journal on Recent and Innovation Trends in Computing and Communication*, Vol.4, No.5, pp. 443-453
6. Bottomley, P. A., & Holden, S. J. S. (2001). "Do we really know how consumers evaluate brand extensions? Empirical generalizations based on secondary analysis of eight studies", *Journal of Marketing Research*, Vol. 38, pp. 494-500.
7. Boush, D.M., Shipp, S., Loken, B., Gencturk, E., Crockett, S., Kennedy, E., (1987). "Affect generalization to similar and dissimilar brand extensions". *Psychology & Marketing*, pp. 225-237.
8. Boush, David M. and Barbara, Loken., (1991), "A Process Tracing Study of Brand Extension Evaluation," *Journal of Marketing Research*, Vol. 28. pp. 16-28.
9. Bui, Serrao, P., & Botelho, D. (2008). "Effect of brand extension on brand image", *Latin American Advances in Consumer Research*, Vol. 2, pp. 22-27
10. Buil, I., Chernatony, L. d., & Hem, L. E. (2009). "Brand extension strategies: perceived fit, brand type, and culture influences", *European Journal of Marketing*, Vol. 43, No. 11, pp. 1300-1324
11. Chandio, Zafarullah & Chandio., Sarah, (2014), "Impact of Parent Brand on Brand Extension: A case of FMCG Brands in Pakistan", *IBT Journal of Business Studies*, Vol. 10, No. 2, pp. 175-187
12. Chen, A. C.-H., & Chen, S. K. (2000). "Brand dilution effect of extension failure". *Journal of product &*

- brand management*, Vol. 9, No. 4, pp. 243-254.
13. Chen, K.-J., & Liu, C.-M. (2004). “**Positive brand extension trial and choice of parent brand**”, *Journal of Product & Brand Management*, Vol. 13, No. 1, pp. 25-36
 14. Dacin, P A., and Smith, D C., (1997). “**The Effects of Brand Portfolio Characteristics and Consumer Evaluation of Brands Extensions**” *Journal of Marketing Research*, Vol. 31, pp. 229-242.
 15. Diamantopoulos, A., Smith, I G. & Grime, I., (2005), “**The impact of brand extensions on brand personality: Experimental evidence**”, *European Journal of Marketing*, Vol. 39. No. 1/2, pp. 129-149.
 16. Eva, Marti´nez and Jose´, M. Pina., (2010), “**Consumer responses to brand extensions: a comprehensive model**” *European Journal of Marketing*, Vol. 44, No. 7, pp. 1182—1205
 17. Fombrun, C. & Van, Riel C. (1997). “**The Reputation Landscape**”, *Corporate Reputation Review*, Vol. 1 No. 1 & 2, pp. 5-13.
 18. Hakkyun Kim., & Deborah Roedder, John. (2008). “**Consumer response to brand extensions: Construal level as a moderator of the importance of perceived fit**”, *Journal of Consumer Psychology*, Vol. 18, pp. 116-126
 19. Hameed, Abdul., Saleem, Muhammad Shehzada., Rashid, Muhammad. & Aslam, Raheel., (2014), “**The Impact of Brand Extension on Parent Brand Image**”, *International Journal of Humanities and Social Science*, Vol. 4 No. 2, pp. 236-245
 20. Hem, L.E. de Chernatony, L. & Iversen ,N .M. (2003). “**Factors influencing successful brand extensions**”. *Journal of Marketing Management*, Vol.19, No. 7, pp.781–806.
 21. Barone, J. M., Miniard, J W P. & Romeo, B J., (2000)., “**The Influence of Positive Mood on Brand Extension Evaluations**”, *Journal of Consumer Research*, Vol. 26, pp. 386-400.
 22. Jalees, Tariq. & Ali, Tahir., (2008)., “**Consumer Evaluation of Distance and Close Extension**”, *Market Forces*, Vol. 4, No. 3, pp 113-125.
 23. Jalees, Tariq.. & Tariq, Nadia., (2010), “**Negative Effects of Brand Extension**”, *Journal of Independent Studies and Research*, Vol. 8, No. 1, pp. 53-64
 24. Jean, Boisvert. & Nick, J Ashill., (2011)., “**How brand innovativeness and quality impact attitude towards new service line extensions: The moderating role of consumer innovativeness,**”, *Journal of Service Marketing*, Vol. 25, No.7,PP. 517-527
 25. Johnston . & Sabin K., (2010), “**Sampling hard-to-reach populations with respondent driven sampling**”. *Methodological Innovations* Vol. 5, No. 2, pp. 28-48.
 26. Keller, K. L. & Sood, Sanjay., (2003), “**Brand equity dilution**”, *MIT Sloan Management Review*, Vol. 45, No. 1, pp 12–15.
 27. Klink, R. R., & Smith, D. C. (2001). “**Threats to the external validity of brand extension research**”. *Journal of Marketing Research*, Vol. 38, No. 3, pp. 326–335.
 28. Keller, K. L., (1993). “**Conceptualizing, Measuring, and Managing Customer-Based Brand Equity**”. *Journal of Marketing*, Vol. 29, pp. 1-22.
 29. Kim, C. K., & Lavack, A. M. (1996). “**Vertical Brand Extensions: Current Research in Managerial Implications**”, *Journal of Product and Brand Management*, Vol. 5, No. 6, pp. 24–27.
 30. Klink, R. R., & Smith, D. C. (2001). “**Threats to the external validity of brand extension research**”, *Journal of Marketing Research*, 38, No. 3, pp. 326–335.
 31. Lahiri, I. Gupta, A. (2005). “**Brand extensions in consumer non-durables, durables and services: A comparative study**”. *Journal of Management*. Vol. 12 , No. 4. pp. 25-34.
 32. Lane, V. R. (2000). “**The impact of ad repetition and ad content on consumer perceptions of incongruent extensions**”. *Journal of Marketing*, Vol.64, No. 2, pp.: 80-91.
 33. Lau, K.C., & Phau, I. (2007). “**Extending symbolic brands using their personality: Examining antecedents and implications towards brand image fit and brand dilution**”. *Psychology and Marketing*, Vol. 24, No. 5, pp: 421-444.
 34. Lye Ashley, Venkateswarlu, P., & Barrett, Jo. (2001), “**Brand extensions: prestige brand effects**”, *Australasia Marketing Journal*, Vol. 9, No. 2, pp. 53–65.
 35. Lynch, J. G. and Thomas K. S. I., 1982. Memory and Intentional Factors in Consumer Choice: Concepts and Research Methods. *Journal of Consumer Research*, 9(June), 18-37.
 36. Martinez, E. and de Chernatony, L. (2004), “**The effect of brand extension strategies upon brand image**”, *The Journal of Consumer Marketing*, Vol. 21 No. 1, pp. 39-50
 37. Martinez, Salinas, E. & Pina, Pérez J.(2009). “**Modeling the brand extensions' influence on brand image**”. *Journal of Business Research* .Vol .62, No.1, pp. 50–60.
 38. Monga, A. B., and John, D. R., (2007), “**Cultural differences in brand extension evaluation: The influence of analytic versus holistic thinking**”, *Journal of Consumer Research*, Vol. 33, No. 4, pp. 529-536
 39. Nan Xiaoli, L., (2006)., “**Affective cues and brand-extension evaluation: exploring the influence of**

- attitude toward the parent brand and attitude toward the extension ad”** *Psychology and Marketing*, Vol. 23, No. 7, pp. 597–616
40. Park Jong-Won., Kim Kyeong-Heui. & Kim, Jung Keun. (2002), “**Acceptance of brand extensions: interactive influences of product category similarity, typicality of claimed benefits, and brand relationship quality**”. *Advance Consumer Research*, Vol. 29, No. 1, pp. 190–8.
 41. Park, W C., Milberg S. & Lawson R. (1991). “**Evaluation of brand extensions: the role of product feature similarity and brand concept consistency**”, *Journal of Consumer Research*, Vol. 18. pp. 185–93
 42. Sajjad, Fatima., Rasheed, Iram., Ibrahim, Muhammad. & Iqbal, Shahid., (2015), “**Impact of Brand Extension and Brand Image on Brand Equity**” *Journal of Marketing and Consumer Research* Vol. 12, pp. 36-41
 43. Serrao, P., & Botelho, D. (2008). “**Effect of brand extension on brand image**”, *Latin American Advances in Consumer Research* , Vol. 2, pp. 22-27
 44. Shwu-Ing, Wu., (2009), “**The influence of core-brand attitude and consumer perception on purchase intention towards extended product**” *Asia Pacific Journal of Marketing and Logistics*, Vol. 21, No. 1, pp. 174-194
 45. Sinapuelas, C. I., & Sisodiya, R. S., (2010). “**Do line extensions influence parent brand equity**”, *Journal of Product & Brand Management*, Vol. 19 No. 1, pp. 18-26.
 46. Smith, D. C. & Park, C. W., (1992). “**The Effects of Brand Extensions on Market Share and Advertising Efficiency**”, *Journal of Marketing Research*, 29, pp. 296-313.
 47. Soomro, Yasir., Kaimkhani, Sana A, Hameed, Irfan. & Shakoor, Rehan., (2013), “**Consumer evaluation of brand extension: Pakistani Context**” *African Journal of Business Management*, Vol. 7, No. 35, pp. 3643-3655
 48. Swaminathan, V., Fox, R.J. and Reddy, S.K. (2001), “**The impact of brand extension introduction on choice**”, *Journal of Marketing*, Vol. 65 No. 4, pp. 1-15.
 49. Swaminathan Vanitha., (2003), “**Sequential brand extensions and brand choice behavior**”. *Journal of Business Research*, Vol. 56, No. 6, pp. 431–42.
 50. Taylor VA, Bearden WO. (2002). “**The effects of price on brand extension evaluations: the moderating role of extension similarity**”. *Journal of Academic Marketing Science*; Vol. 30, No. 2, pp. 131–40.
 51. Volckner, F., & Sattler, H. (2006). “**Drivers of brand extension success**”. *Journal of Marketing*, Vol. 70, pp. 18-34.
 52. Watters J K. & Biernacki, P., (1989), “**Targeted Sampling - Options for the Study of Hidden Populations**”, *Social Problems*, Vol. 36, pp. 416-430.
 53. Wernerfelt, B. R (1988), “**Umbrella branding as a Signal of New Product Quality: An Example of Signaling by Posting a Bond**”, *Brand Journal of Economics*, Vol. 19, , pp. 458-466.
 54. Wu, C., & Yen, Y.-C. (2007). “**How the strength of parent brand associations influence the interaction effects of brand breadth and product similarity with brand extension evaluations**”, *Journal of Product & Brand Management* , Vol. 16, No. 5, pp. 334-341
 55. Zain-Ul-Abideen. & Latif, Abdul., (2011), “**Do Brand Extensions Affect Consumer Attitude: An Empirical Experience-With Reference To Pakistani Consumers**” *The Journal of Applied Business Research*, Vol. 27, No. 2, pp. 19-36

From Conference Papers & Research Dissertations:

1. Bhat S., Reddy K S. (1997).”**Investigating the dimensions of fit between a brand and its extension. In: LeClair DT, Hartline M, editors**”. AMA 1997 Winter Educators’ Conference Chicago, IL: American Marketing Association, Vol. 8. pp. 186–189
2. Kapoor, H., (2005)., “**Competitive Effects on the evaluation of Brand extension**”, PhD Dissertation, Eric Sprott School of Business, Faculty of Public Affairs and Management, Carleton University, Ottawa Ontario
3. Sandor, Czellar. (2002), “**Consumer Attitude towards Brand Extensions: An Integrative Model and Research Propositions**”. *University of Geneva, Section HEC, Switzerland*
4. Siu, N Y M., Woo, K S. & Cheung, T H.,(2004), ”**Service quality expectation towards self service technology: The case of Internet banking**”. Proceedings of the 38th academy of marketing conference
5. Thanwarani, Amber., Virani, Adil. & Thanwarani, Munir., (2014), “**Customers’ Evaluation of Brand Extension: An Empirical Study of Skin Care Products**” *Proceedings of International Conference on Marketing (IBAICM)*,

From Books:

1. Aaker, D A, (1992). “**Strategic Marketing Management**” *Canada: John Wiley & Sons, Inc.*, Ed. 3rd
2. Fiske, Susan, T. & Pavelchak, Mark, A., (1986), “**Category-based versus piecemeal-based affective responses: developments in schema-triggered affect**”, *The handbook of motivation and cognition*, pp..

- 167–203.
3. Nunnally, J. C. (1978). “Assessment of Reliability”. *Psychometric Theory*, Ed 2nd, New York: McGraw-Hill
 4. Tayler, D., (2004). “**Brand Stretch**”, *John Wiley & Sons Ltd*, The atrium, Southern Gate, Chichester, England
 5. Wilkie, William L. (1994), “**Consumer Behavior**”, 3rd ed., New York, NY: Wiley.
 6. Rapp & Stan, Chuck., (2000). “**Max-e-marketing in the Net Future: Seven Imperatives for Outsmarting the Competition in the Battle for Internet-age Supremacy**”, *Publication: New York McGraw-Hill Professional*

From other sources:

1. Ernst & Young and ACNielsen., (1999), “**New Product Introduction: Successful Innovation/Failure: A Fragile Boundary**”. *Paris: Ernst & Young Global Client Consulting*.
2. Marketing (UK) (2003), “**Premium Extensions Are Proving to Be the Most Promising FMCG Launches, as Manufacturers Look to Counteract Retailers’ Price Cuts,**” pp. 25.