



Influential Factors of Brand Extension Among University Students of Southern Punjab, Pakistan.

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Abstract

Brand extension is considered to be highly plausible and important factor for the success of new products. This study carefully considers the influential factors for the evaluation brand extension. By employing a new and proposed nomological network, this study analyzed the three important characteristics of consumers to assess the brand extension and its strategies. The proposed theoretical model was assessed through structural equation modeling (SEM) with the help of smart pls. Data was collected from 331 university students of southern Punjab, Pakistan. It was found that all three personal characteristics of young consumers (need for uniqueness, innovativeness and need for variety) are highly significant with evaluation of brand evaluation. The proposed model explained more than 30% variation the observed phenomenon. Theoretically, this study contributed and enhanced the nomological network of brand extension for young consumers. Practically, the study will help the decision makers to understand the preferences of young generation for devising the new strategies of brand extension.

Keywords: Brand Extension, Innovativeness, Brand Variety, Brand Uniqueness, Structural Equation Modeling, Factors of Brand Extension, Young Consumers

1. Introduction

Many companies introduce new products as a part of their business growth strategies. Companies introduce brand extension for the purpose of gaining benefit from brand knowledge which they have already developed in existing marketplace (Aaker and Keller, 1990; Milberg et al., 1997). Marketing costs as well as failure rates are reduced when a company introduce a new product by using existing brand name (Milewicz and Herbig, 1994; Keller, 2003). Brand extensions provide feedback benefit to the parent brand by strengthening the existing dealings (Aaker, 2002) furthermore brand positioning modification (Park et al., 1986). Anderson (1983) provided “associative network theory”, according to this theory; brand image can be considered as a psychological proposal shaped through a set of connections of linking associations (Morrin, 1999). Brand extension can strengthen the existing linkages of associations or create new associations.



According to Latter et al. (2010) research shows with the intention of a consumer's need for uniqueness (NFU) has a significant effect on a purchase decision. It is normal to conceptualize in similar situation diverse individuals demonstrate different amount of need for uniqueness (NFU) and this be able to have significant impact on their purchase choices (Snyder and Fromkin, 1977). In industry of fashion where styles and new trends are continually varying individuals who contain a high need for uniqueness be apt to accept faster innovative products and brands (Bertrandias and Goldsmith, 2006).

Innovative consumers are more concerned towards latest products (Steenkamp et al., 1999). In previous research it is found that people are interested to go for variety (Ratner et al., 1999; Read & Loewenstein, 1995; Simonson, 1990). By consuming similar items, the utility of those will be decline which is known as satiation, in order to manage satiation consumers often seek variety (Inman, 2001; McAlister and Pessemier, 1982).

Previous studies on brand extension mainly focus on factors related to brands such as the impact of existing brand image, image fit, category fit, past experience of extension on brand extension (Martínez and de Chernatony, 2004, Martínez et al., 2004; Martínez and Pina, 2010; Volckner and Sattler, 2006). According to Broniarczyk and Alba, (1994) when links or features of parent brand are highly relevant consumers possibly assess brand extension extra positively. Status feature plays an important role as well as decent reputation of brand helps in the identification of brand extension and extend the brand to an extensive range of products types (Park et al., 1991). Permitting to Rio et al. (2001) research, roles linked to social identity has substantial influence on adoption of brand extensions. Hutton (1997) has identified a strong link between brand credibility and the willingness of the customer to pay high prices and embrace brand expansion. Along with the brand related factors the consumer related factors or characteristics may also influence the assessment of brand extension, but very few studies focus on this connection. Consequently, the primary objective of this reading is to define the affect of consumer related factors on the brand extension assessment.

Present research is organized in four sections. The reassess of literature to validate the theoretical model of the study and the relationship instituted in the hypotheses are given in the next section. Methodology which is applied to validate the theoretical model is given in third section, while fourth section contained results. Finally, we focus the conclusion and managerial assumption.

2. Literature Review and Hypotheses Development

Brand extension is a suitable approach for improving brand positioning (Park et al., 1986), reinforcing brand equity associations, improving parent brand image (Aaker, 2006). In case of foremost brands that benefit from admirable repute and lots of people purchase them, brand extension will be considered by customers more positively (Aaker, 1991). Brand associated values can also be diluted by extension by creating associations that are different or puzzling the existing associations (Tauber, 1988; John et al., 1998).

The model proposed in present study assist us to comprehend the stimulus of customer characteristics on the brand extension evaluation. For this cause, the model



comprises the important customer characteristic that can have greatest impact on brand extension.

2.1 Need for Uniqueness:

Need for uniqueness notion is obtained from theory of uniqueness developed by Snyder and Fromkin's (1977). Tian *et al.* (2001) characterise the need for individuality of consumers (NFU) as the trait of monitoring discrepancies compared to others through the purchase, use and disposal of consumer products in order to build and improve one's self-image and social image (p. 52).

Need for uniqueness (NFU) comprises of three extents: (1) creative choice counter-conformity, (2) unpopular choice counter-conformity, and (3) avoidance of similarity (Tian *et al.*, 2001; Chan *et al.*, 2015). In creative choice counter-conformity consumers desire to differentiate themselves from most of other people by using unique, novel or new brands that are considered good by other people because they still want to be accepted by society by fulfilling the social norms (Tian *et al.* 2001). Consumers who want to differentiate themselves from others by using unusual products they more likely display variety seeking and new product adoption behaviour (McAlister and Pessemier, 1982). According to Kron (1983) creative consumer choices involve some risk. In unpopular choice counter-conformity consumers want to differentiate themselves from other people by using products or brands that are not fulfilling the group customs and create a danger of dissatisfaction from community, because they cannot find active approaches to differentiate themselves which is acceptable to their community (Tian *et al.* 2001). According to Heckert (1989) unpopular consumer decision in an earlier phase might attain community acknowledgement in future, in addition to positively differentiate the user as a pioneer. For that consumer who seeks uniqueness, negative comments from other will be ineffective and they ignore negative comments from others (Simonson and Nowlis, 2000). In avoidance of similarity, consumers want to differentiate themselves from others by avoiding common brands and stop the spending on brands that are considered popular for the purpose of avoiding similarities with others (Tian *et al.* 2001). Consumer fulfill their need for uniqueness by purchasing those products that others cannot afford Sun *et al.* (2017). Lang and Armstrong (2018) found positive influence of need for uniqueness on collective consumption. People are willing to swap the products with others, who have need for uniqueness characteristics, because they prefer variety.

According to Snyder (1992) items that contain uniqueness and limited proceed are considered special when there is a need for uniqueness. Unsatisfactory self evaluation creates the need for uniqueness (Fromkin, 1972). Those individuals with high need for uniqueness, they are apt to amend their choice policy as compared to other (Drolet, 2002). People in certain culture attached positive meaning with variety seeking because they attached positive meaning with uniqueness. According to commodity theory the scarcity of anything enhances its value (Lynn, 1991). The purchase of a unique, novel, different or new brand gives a consumer a unique feeling. Perceived uniqueness increases the value of the brand. Individuals that have need for uniqueness prefer rare items for the purpose of distinguishing them self from others (Fromkin, 1968). According to same author innovativeness can be the consequence of need for uniqueness. Firstly, because need for uniqueness can be satisfy by innovativeness easily, and secondly, for innovative purchasing, independence in judgment is necessary which is included in need for uniqueness. Burns and Krampf (2015)



empirically validate positive connection among need for uniqueness (NFU) and possession of innovative product. Therefore, it is expected that consumers who have need for uniqueness are more innovative, demand more variety and positively evaluate the brand extension. This brings us to the subsequent hypotheses:

H₁: Need for uniqueness is significantly linked with need for variety.

H₂: Need for uniqueness is significantly linked with innovativeness.

H₃: Need for uniqueness significantly related with brand extension.

2.2 Consumer Innovativeness

One of assumption which is considered by whole literature on brand extension is that the risk connected by means of buying novel products reduced by brand extension of a known brand (Smith & Park, 1992), and consumer risk aversion is revealed by consumer innovativeness. The consumers' propensity to consider latest ideas and buy new items is represented by consumer innovativeness (Midgley & Dowling, 1978; Roehrich, 2004). "*Innovativeness is a desire to purchase diverse and fresh brands and produces rather than stay on with past market trends*" (Steenkamp et al., 1999).

Innovative people are extra open to risk (Hem et al., 2003). Perceived quality and purchase intention are higher for tangible products (Volckner & Sattler, 2006) and new services (Siu et al., 2004) in favour of innovative consumers. Far extensions are appealing for highly innovative individual then late adopters (Xie, 2008) and they try those commodities that are away from the company's central business. Consumer innovativeness play important role for new product adoption intentions Li et al. (2015). Personality characteristics like a consumer innovativeness leads to enhanced extension manner for both good (Völckner & Sattler, 2006) and service (Hem et al., 2003; Siu et al., 2004) extensions. Therefore, we expect innovative consumers are extra open to new products, require more variety and positively evaluate the brand extension. Thus, we formulate the following hypotheses.

H₄: Consumer innovativeness is positively related with need for variety.

H₅: Consumer innovativeness has significant impact on the assessment of brand extension.

2.3 Need for Variety

With a specific end goal to establish an imprint about others to unique them besides exciting somewhat uninteresting or closed minded and to fulfill the inner requirements buyers frequently looks for variety (Ariely & Levav, 2000; Raju, 1980; Ratner and Kahn, 2002). While different purchasers perform persistent behaviour look for consistency and display stable tendencies towards the brand that perform good in the earlier period (Jones and Sasser, 1995; Oliver, 1999) and create emotional association with the organization and the brand (Johnson et al., 2006).

Hoyer & Ridgway (1984) characterise diversity as "the search for a different and fresh stimulation" (p. 115), and it is seen in numerous forms, including the action of brand switching (Steenkamp & Baumgartner, 1992). Optimal stimulation level (OSL) has been used in literature to assess and describe the action of finding variation (Raju, 1980; Orth, 2005; Orth and Bourrain, 2005). OSL applies to the response of a person to environmental stimuli. (Berlyne, 1960), this stimulus motivates the internal driver to avoid the boredom by seeking the change and novelty (McAlister & Pessemier, 1982). Due to satiation or boredom the stimulation level records as a low level



(diminishing lower than the optimal level of stimulation), in this situation exploration or variety seeking will be commenced to optimize stimulation to the desired level. In decision making, variety seeking plays an important role (Nininen et al., 2004). Seeking variety motivates the investigative inclinations such as innovating and brand exchange (Raju, 1980; Price *et al.*, 1982; Van Trijp *et al.*, 1996; Wood & Swait, 2002).

Previous studies represent number of factors that motivate the consumer to consider variety in their choices over time. For instance, consumers consider variety because they might have attractive features or in order to become familiar with new options (Kahn, 1995). According to Mc Alister and Pessemier, (1982) consumer considers variety in their preferences in charge to avoid or diminish the satiation that is resulting from repetitive consumption of a particular thing. According to Fishbach et al., (2011) those who want to motivate the experiment of novel products should focus on satiation feature. Consumers may consider variety for the purpose of achieving stimulation (Raju, 1980). Consumers consider repetition related with uniformity and represent closed-mindedness, while variety seeking indicates open-mindedness and avoid satiation (Ratner and Kahn, 2002). The concept boredom represent that decisions related to consumption should be transform over period of time because consumer become satiated or exhausted with something that might have initially been preferred. Diverse set of objects allocates people to represent that they are interesting rather than boring (Kim & Drolet, 2003; Ratner & Kahn, 2002). Indecisiveness is allied with amplified diversity-pursuing comporment Jeong & Drolet (2016). Variety seeking be capable of be happening due to features outer of mindful understanding, number of situational cues can trigger the variety seeking behaviour and probably have an effect on how people clarify their selections. Through brand extension, existing brand can introduce different brands that can help to reduce satiation from existing customers. Therefore, it is expected that those consumers who need for variety more positively evaluate brand extension.

H₆: Need for variety is positively related with evaluation of brand extension.

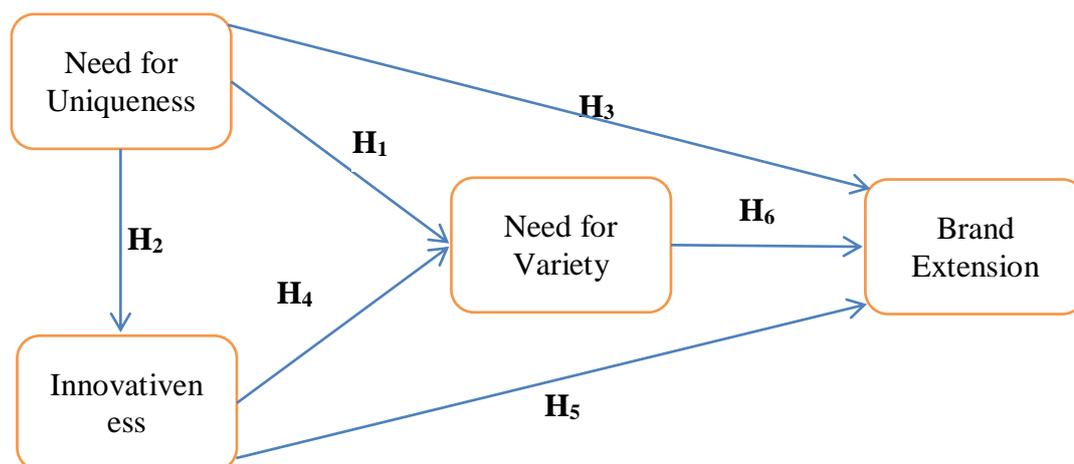


Figure 1: Conceptual Framework Representing the Affect of Customer Characteristics on Brand Extension Evaluation

3. Methodology:

The primary data was collected through self-administered questionnaires consists on five-point Likert scale which contain close-ended pattern of queries/questions from respondents. On questionnaire's second page, respondents were requested to suppose their favourite brand is going to introduce the extension, after that the questions then evaluate the attitudes of the respondents towards the extension. Information about the attributes and benefits of the extension was not provided for the purpose of avoiding bias that could affect the study objective. The target population consists of students of Southern Punjab who are enrolled in higher education institutes of both public and private sector. Southern Punjab is the less developed part of the Punjab province, and government is paying attention to the provision of quality of education to the students of South Punjab and tens to establishing new Universities in that part of the province for that purpose. 10 public and 1 private Universities while 13 public and 5 private Universities sub-campuses are providing education in Southern Punjab (Higher Education Commission Pakistan, n.d.). South Punjab is considered for this study because it is considered as a backward area, less focused for research and researchers also have affiliation with this area. The reason for selecting the student is that, youngsters were more inclined towards the brand as compared to others. The estimated population size was 96945, and the selected sample size was 331. According to the sample size table provided by Sekaran (2003) 300 sample is suitable for population up to 0.1 million. Having 10 responses against every parameter is valid and vital to decide suitable sample size (Hair, et al. 2007; McQuitty, 2004). According to this method 240 responses are appropriate because questionnaire contains 24 questions, but we have taken 331 responses. In this study the sample were selected randomly and data were collected from all major Universities of Southern Punjab of Pakistan. The respondents were approached by the researchers in different Universities, on different days along with different time throughout months of January and February 2018. Measures for need for uniqueness are taken from Ruvio et al. (2008), for consumer innovativeness from Roerich (1994), for need for variety from



Michaelidou & Dibb (2009), and for brand extension measures are taken from Martinez and Pina, (2009). To meet the desired objective of the study, Statistical software like Smart-PLS and SPSS are utilized.

4. Data Analysis and Discussion

4.1 Sample profile and Descriptive Statistics

Sample profile is providing below in table 1, represents that the Male respondents (183) remain greater than the Female respondents (148). Age of respondents represent that bulk of respondent's 61.3 percent are between the age of 19 to 22. Out of 331 respondents 302 respondents belong from public sector University or Institute while 29 respondents are getting education from private sector University or Institute.

Table 1: Sample Profile

Factors		Valid No	Percentage (%)
Gender	Male	183	55.3
	Female	148	44.7
Age	Up to 18	27	8.2
	19-22	203	61.3
	23-26	97	29.3
	27-30	4	1.2
University/Institute	Public	302	91.2
	Private	29	8.8

Table 2 provide descriptive statistics which contain the values of lowest, supreme, mean, standard deviation, skewness and kurtosis of all the main constructs that are used in this study. Five-point Likert scale use in this study that's why values swing amid 1 to 5. The mean standards of entire constructs are bigger than (3) that represent and provide above the neutral response of respondents. Kline (2005) provided range for skewness and kurtosis when distribution of data is considered normal. According to him data is considered approximately normal when the skewness and kurtosis values are among the range of -3 to +3. In table 2, skewness and kurtosis values are within the acceptable range, which means that data is approximately normally distributed.

Table 2: Descriptive Statistics

Variables	Minimum	Maximum	Mean	Std. Deviation	skewness	Kurtosis
Need for Uniqueness	1.39	5.00	3.2867	.70197	-.011	-.159
Innovativeness	1.33	5.00	3.4859	.89035	-.445	-.476
Need for Variety	1.00	5.00	3.7523	.87613	-.607	-.079
Brand Extension	1.00	5.00	3.8238	.85211	-.649	.047

4.2 Reliability Analysis

Cronbach's Alpha values are taken to test the precision of the tests. Table 3, provides the Cronbach's Alpha values. Hedonic innovativeness and social innovativeness are the two main dimensions of innovativeness though unpopular choice, creative choice and avoidance of similarity are three main dimensions of need for uniqueness. All the



values are in acceptable range. Hinton et al. (2004) judged in a revision that Alpha(α) values ($\alpha > .6$) or ($\alpha = .6$) as a satisfactory level.

Table3: Reliability Analysis

Variables	Cronbach's Alpha
Hedonic Innovativeness	.768
Social Innovativeness	.705
Creative Choice	.627
Unpopular Choice	.680
Avoidance of Similarity	.729
Need for Variety	.725
Brand Extension	.699

4.3 Validity Analysis

Discriminant validity (DV) measured in this study through factor loading values and by contrasting the square root $\sqrt{\lambda}$, values of the Average Variance Extracted (AVE) with the connection of that construct with other constructs that are used in the study. If correlation of that construct with another construct is less than the square root $\sqrt{\lambda}$ of AVE then that construct has adequate discriminant validity (Chin, 1998; Fornell and Larcker, 1981).

According to Straub et al. (2004), loadings for all the items of the construct should be greater than 0.40. Values in table 4 represents that the loadings of all the items of the constructs that are used in this research are greater than 0.40. The bold values in table 5 indicate the $\sqrt{\lambda}$ (square root), of AVE; these bold standardshave greater association of that paradigm with other construct of the study which satisfy the criteria of discriminant validity.

Table 4: Loadings and AVE

Constructs	Item	Loadings	Average Variance Extracted (AVE)
Need for Uniqueness	Avoidance of Similarity	0.659	0.540
	Creative Choice	0.935	
	Unpopular Choice	0.560	
Innovativeness	Hedonic Innovativeness	0.892	0.74
	Social Innovativeness	0.827	
Need for Variety	N_F_V_18	0.819	0.539
	N_F_V_19	0.714	
	N_F_V_20	0.660	
	N_F_V_21	0.734	
Brand Extension	B_Ext_22	0.867	0.611
	B_E_23	0.723	
	B_E_24	0.747	

4.4 Correlation

Table 5 represent the correlation between need for uniqueness, innovativeness, need for variety and brand extension. The results show that need for uniqueness has positive correlation with innovativeness ($r = .571$) and *P-value* is less than 0.05 that's



why this correlation is significant. Need for uniqueness also has positive significant link with need for variety (NFV) ($r = .439, p = .000$) plus brand extension ($r = .396, p = .000$) respectively. Innovativeness has moderate positive relationship with need for variety ($r = .416$) and brand extension ($r = .420$), correlation is noteworthy as P -value is less than the given standard which is 0.05. Need for variety also has moderate significant positive correlation with brand extension ($r = .550, p = .000$).

Table 5: Discriminant Validity and Correlation of Main Constructs

Variables		Need for Uniqueness	Innovativeness	Need for Variety	Brand Extension
Need for Uniqueness	Pearson Correlation	0.735	.571**	.439**	.396**
	Sig. (2-tailed)		.000	.000	.000
	N	331	331	331	331
Innovativeness	Pearson Correlation	.571**	0.860	.416**	.420**
	Sig. (2-tailed)	.000		.000	.000
	N	331	331	331	331
Need Variety for	Pearson Correlation	.439**	.416**	0.734	.550**
	Sig. (2-tailed)	.000	.000		.000
	N	331	331	331	331
Brand Extension	Pearson Correlation	.396**	.420**	.550**	0.782
	Sig. (2-tailed)	.000	.000	.000	
	N	331	331	331	331

** . Correlation is significant at the 0.01 level (2-tailed).

4.5 Collinearity

For the VIF adequate cut-off which is (< 5) with a tolerance of > 0.20 (Henseler et al., 2009; Hair et al., 2011 & 2012; Latan & Ghazali, 2012). In Table 6, need for variety taken as dependent variable while in table 7 brand extension taken as dependent variable. All the tolerance values are > 0.20 , and VIF values are < 5 , which represent that there is no collinearity issue.

Table 6: Collinearity Statistics

Predictors	Collinearity Statistics	
	Tolerance	VIF
Need for Uniqueness	.674	1.484
Innovativeness	.674	1.484

*Dependent variable: Need for Variety



Table 7: Collinearity Statistics

Predictors	Collinearity Statistics	
	Tolerance	VIF
Need for Uniqueness	.625	1.600
Innovativeness	.640	1.562
Need for Variety	.767	1.305

*Dependent variable: Brand Extension

4.6 Structural Model

The structural model of Rendering to Hair et al. (2006) offers details about interaction in the presumed sample model. The structural model offers a path coefficient in regression analysis that is the same as the structured beta coefficient (Agarwal & Karahanna, 2000). T-values are used to assess the importance of the interaction between the study's objects, and are further used to make judgments about proposed hypotheses. The structural model of the s is described in figure 1,

Table 8, delivers all values of path coefficient, t-values and p-values. All the (p-values) are less than (.05) and (t-values) are greater than (1.96) and in light of these all hypotheses of current studies are supported well.

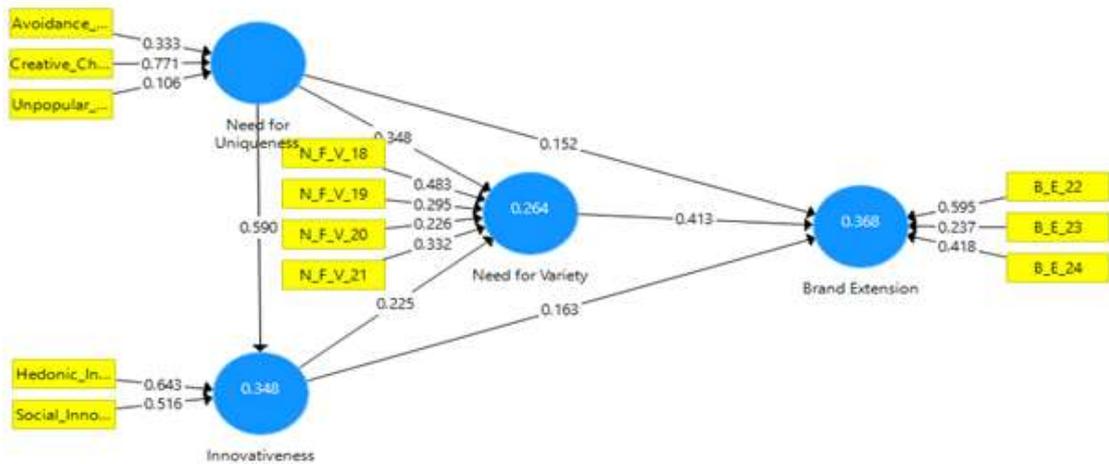


Figure 1: Structural Model



Table 8: Results of Hypotheses Testing

Hypothesis	Relations	Parameter Estimator	t-value	p-value	Status
H ₁	Need for Uniqueness → Need for Variety	0.348	4.987	0.000	Supported
H ₂	Need for Uniqueness → Innovativeness	0.590	13.764	0.000	Supported
H ₃	Need for Uniqueness → Brand Extension	0.152	2.383	0.018	Supported
H ₄	Innovativeness → Need for Variety	0.225	3.029	0.023	Supported
H ₅	Innovativeness → Brand Extension	0.163	2.283	0.003	Supported
H ₆	Need for Variety → Brand Extension	0.413	6.262	0.000	Supported

According to McAlister and Pessemier, (1982) consumers who have need for uniqueness and want to differentiate themselves from others are more inclined towards new product adoption and display variety seeking behaviour. Need for uniqueness is positively correlated with possession of new product (Burns and Krampf, 2015). Findings of this study are similar with the results of these researchers like need for uniqueness has positive impact on need for variety and the acceptance of brand extension. Innovativeness can be the consequence of need for uniqueness (Fromkin, 1968), and this study identified that those consumers who have need for uniqueness they also represent innovativeness.

Consumer innovativeness is one of the essential factors of brand extension acceptance (Hem et al., 2003; Volckner & Sattler, 2006). This study also supports it as innovativeness is one of the antecedents for brand extension acceptance, but its impact is not strong. Eren-Erdogmus et al. (2018) found that innovativeness does not affect the acceptance of extension. When brand name is still the parent brand name then innovative consumer perceive low or no newness in the product.

4.7 Mediation Analysis

Table-9 represents that need for uniqueness has substantial impression on brand extension as $p < .05$ and value of R^2 is 0.201. By containing need for variety as a intermediary the impression of need for uniqueness on brand extension (BE) is compact while the value of R^2 amplified as (0.346) although this impression reliefs momentous. Consequently, we accomplish that need for variety to some extent intervene the relationship between need for uniqueness and brand extension.



Table 9: Mediation with need for variety

Direct Impact			Indirect Impact (with mediator)		
Path Coefficient	P-Value	R Square	Path Coefficient	P-Value	R Square
0.448	0.000	0.201	0.231	0.000	0.346

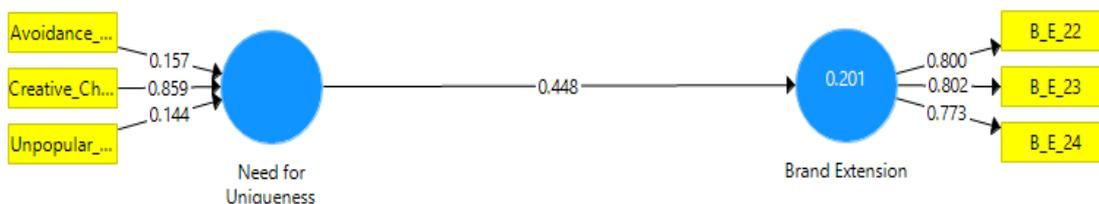


Figure 2: Direct Impact

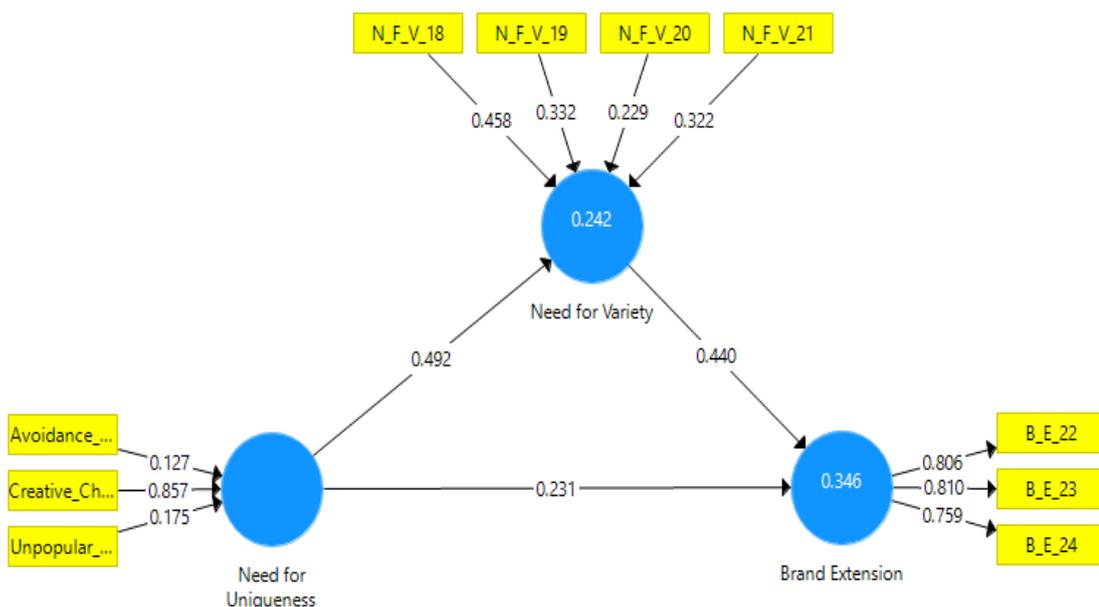


Figure 3: Indirect Impact

Table 10 represent that need for uniqueness has significant impact on need for variety ($p < .05$) and R^2 value is (0.243). By counting innovativeness as a mediator, need for uniqueness impact on need for variety is abridged, the R^2 value is marginally improved (0.261) whereas the impact remains substantial. Hence, we accomplish that innovativeness to some extent mediates the affiliation between need for uniqueness and need for variety.



Table 10: Mediation with Innovativeness

Direct Impact			Indirect Impact (with mediator)		
Path Coefficient	P-Value	R Square	Path Coefficient	P-Value	R Square
0.493	0.000	0.243	0.337	0.000	0.261

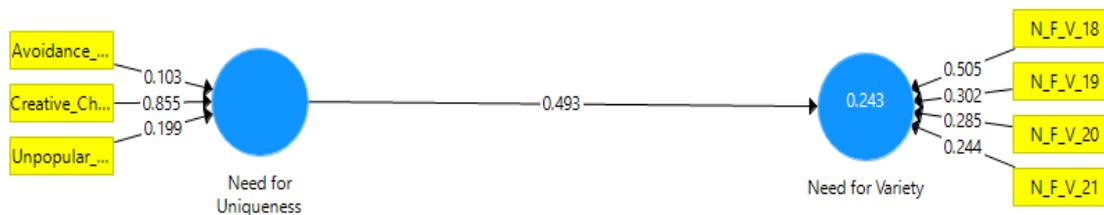


Figure 4: Direct Impact

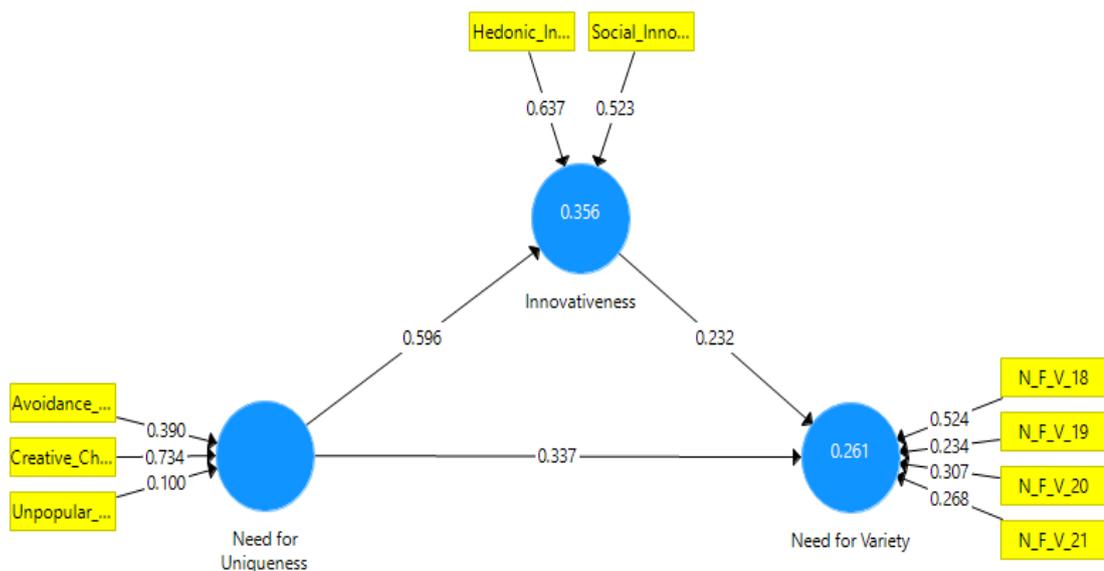


Figure 5: Indirect Impact

Table 11 shows that creativity has a significant effect on the extension of the company ($p < .05$) and the R^2 is 0.187. The influence of novelty on brand extension is minimized by using the need for diversity as a mediator, the R^2 value increased (0.352) although this impact remains important. Therefore, we infer that the relationship between creativity and brand expansion is partly mediated by the need for variety.



Table 11: Mediation with Need for Variety

Direct Impact			Indirect Impact (with mediator)		
Path Coefficient	P-Value	R Square	Path Coefficient	P-Value	R Square
0.433	0.000	0.187	0.231	0.000	0.352

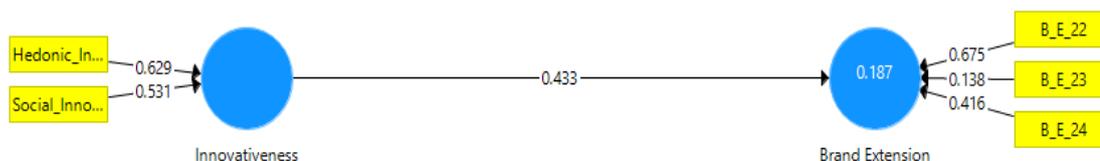


Figure 6: Direct Impact

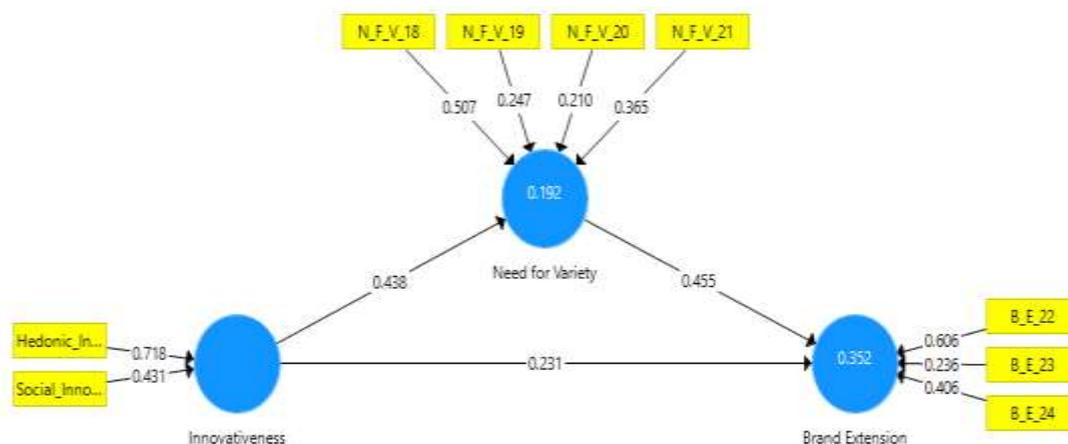


Figure 7: Indirect Impact

5. Conclusion:

Brand expansion helps organizations from multiple points of view, for example, limiting the danger of presenting another product, diminishing the cost of expansion and expanding the consideration of the new product by buyers. The foremost aim of this examination was to propose a hypothetical model of brand extension. This research analyses the effect of consumer characteristics on the evaluation of brand extension by utilizing three consumer characteristics relevant to the evaluation of brand extension. A significant dedication of this investigation was to address this gap in the literature by building up a model for particular consumer attributes for the accomplishment of brand extensions.

By determining a part for specific variable affiliations, this examination constructs a unique model. As an arrangement for brand extension this examination is the first to endeavor to feature the consumer attributes that impacts brand extension. Brand extensions are useful in expanding customer trustworthiness by considering these



characteristics at the top of the priority list amid extension process. By exploring the literature on brand extensions, it can be seen that there are diverse consumer characteristics in a range of examinations that impact brand extension accomplishment. In this study, three important consumer characteristics (need for uniqueness, innovativeness, & need for variety) relevant to the brand extension are studied and established that all characteristics have considerable positive influence on evaluation of brand extension and taking into account the results from present study we accepted all hypotheses. We found that among all three consumer characteristics need for variety has greater influence on the acceptance of brand extension. We also found that need for variety partially mediate the relationship between need for uniqueness, innovativeness and acceptance of brand extension relationships. Those consumers easily accept brand extension who are more concerned about variety. The examination and testing of the proposed model will offer professionals and managers a more profound comprehension for future brand extensions. The outcomes of this study help managers included bits of knowledge into the possibilities and risks of brand extensions.

5.1 Future Research Directions:

This investigation piloted among students from various universities in Southern Region of Pakistan, it may lack the generalizability of the results to the entire county. Future investigations can be simulated this investigation of brand extension in other area of the county will be a noticeable future research direction. Rather than considering mediator, need for variety and innovativeness can be consider as moderating variables. Comparative study amongst male and females can be conducted by measuring choice of both genders about brand extension. Furthermore, studies with more potential consumer personality related characteristics such as impulse decision making or sensation seeking can be performed for brand extension success.

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